

**Abstract:** *As a buffer zone for the City of Jakarta, Bogor City is also a service supporter, a national activity center for industry, trade, transportation, communication and tourism. The city of Bogor has high competitiveness in the service trade sector, especially tourism. The progress of the city of Bogor is also growing rapidly with the addition of the scope of the Bogor Ring Toll Road (BRR). The addition of toll roads also makes it easier for tourists and business people to visit Bogor City. The hotel industry in Bogor City has increased again after a drastic decline due to the Covid-19 pandemic. This can be seen from the Meeting, Incentive, Conference, Exhibition (MICE) activities of several government, private and public institutions which have begun to fill several hotels in Bogor City. This phenomenon is the cause of the improvement in hotel room occupancy rates in Bogor City from MICE activities. Regarding the description above, the design of the Astacala Hotel & Exhibition Hall in Bogor City with a business function as a means to stay and provide complete facilities for doing business is very much needed in Bogor City to answer existing problems. This design applies an approach to space user activities related to Meeting, Incentive, Conference, Exhibition (MICE) and tourism activities, so as to realize appropriate space organization, improve space user facilities, and also present the Astacala Hotel & Exhibition Hall interior with a design that reflects characteristics of the city of Bogor.*

**Keywords:** *hotel, Bogor City, MICE, tourism.*

