

ABSTRACT

Holiday Inn Bandung Pasteur is one of the top four star hotels in the MICE hotel business. However, more and more four-star hotels are emerging as competitors in this business. Hotel management strategies are needed to be able to compete in the market. This study aims to analyze physical evidence and pricing strategies for MICE activities in Holiday Inn Bandung Pasteur. Physical evidence is very important because it will illustrate the image of the hotel and affect sales. Then, good hotel marketing management is needed too by setting pricing strategies. Data collection is done through an observation, interviews, and documentation with qualitative research method. The result showed physical evidence on MICE activities in Holiday Inn Bandung Pasteur is superior to competitor. The advantages are the number of layouts that are about seven layouts with the maximum capacity of 1000 pax, more diverse background music, LCD and projector using without a minimum purchase, a large parking area accommodating 400 cars, and more signs available. The lack is in the MICE activity rooms which are not yet soundproofed, and access is a bit blocked because the main road is a one way lane. Holiday Inn Bandung Pasteur implements three pricing strategies that are, the Cost Plus Mark-Up strategy by setting prices higher than competitor prices due to additional capital with additional facilities that are not provided by competitor, Multiple Unit Pricing by offering discounts for package purchase, and Bundling strategy by selling rooms together with the hotel's MICE packages. The orientation purpose of Holiday Inn Bandung Pasteur are on profit and image. Sales in package are expected to sell more products and greater profits. With many and good facilities, thus forming a good hotel image. The approach taken is an approach to the market taste. The advice given to the MICE in Holiday Inn Bandung Pasteur are to use silencers in room activities of MICE and try to implement a penetration pricing strategy before the low season period.

Keywords: MICE, Hotel's Physical Proof, Pricing Strategy