

Abstract

Solo has been designated as the National Activity Hub, leading to regional economic development through the concept of smart economy and creative economy. This concept has attracted the interest of investors and entrepreneurs from various regions to conduct their businesses in Solo. Solo has also become a city for business events and conferences. With the increasing growth of businesses, the demand for quality hotel accommodations has also risen. Swiss-BelHotel is one of the business hotels that is quite popular in Solo. This redesign aims to provide accommodation facilities and activity support that cater to visitors' needs, particularly in the realm of business. The design of facilities at Swiss-BelHotel also has positive effects on the local economy by promoting UMKM through a merchandise shop that facilitates visitors in getting acquainted with and engaging in Solo's creative economy. Innovations in the Swiss-BelHotel design integrate elements of identity and quality, while creating an atmosphere that supports visitors needs.

Keywords: Solo, Creative Economy, Business Hotel, Brand Identity

