

ABSTRACT

Indonesia targeted tourism to become the best destinations in the region and was able to go beyond ASEAN. Currently, Indonesian tourism sector contributed about 4% of the total economy. In the year 2019, the Government of Indonesia would like to increase the contribution of tourism figures on GDP doubled to 8% of GDP. Taman Buah Mekarsari is one of the tourist destinations in Bogor regency is the following the activities of the Event Marketing Tourism Roadshow 2017. Taman Buah Mekarsari always contribute in the event. The purpose of this research is to know and understand the implementation as well as to find out the level of growth in visits overview Event Marketing Tourism Roadshow 2017 in Bogor regency.

The research used quaitative approach with a descriptive exsploratory method. The population of Indonesia visiting community Taman Buah Mekarsari. Sample visitor Event Marketing Roadshow Tourism 2017 ever visiting Taman Buah Mekarsari. Nonprobability sampling tchniques used purposive. Data collection techniques of observation, interviews, literature studies, analysis of documentation.

The result of the interview against the respondent alleging that 3 people of respondent, positively can be quite effective to increase to increase the number of tourims visits and observation are made, the number of tourist visits of Taman Buah Mekarsari is gew positively after following a Tourism Roadshow 2017.

Keywords: *Event Marketing, Roadshow, Tourism*