

ABSTRAK

Bandung is one of the cities most visited by tourists, especially from the capital. The tourists spend the holiday period to visit tourist attractions in the city of Bandung. Many attractions that can be a recommendation for tourists such as historical tours, culinary tours, fashion, or recreation. There are always interesting that can be found in the city of Bandung. Experience is something that happens to a single individual and that researchers can not directly access. Travelers will get to experience once traveled in Bandung. There are several factors that influence the formation of the tourism experience to travelers in Bandung.

The author conducted research using quantitative methods and expect results that determine the factors that affect the tourist experience, especially in the city of Bandung. Factor analysis results showed that the result of the reduction form three new factors that become the determining factors of the Tourism Experience Tourism Experience there are Conditional Experience (49.77%), Relational Experience (6.74%), Historical Experience Factor (6.50%).

Keywords: *Tourism, Experience, Tourism Experience*