

ABSTRACT

NEW DESIGN OF FOUR STAR ALOFT HOTEL WITH MILLENNIAL AND GEN Z MARKET SEGMENTATION WITH TECHNOLOGY APPROACH

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In the hospitality industry, there are various types of hotels that offer different facilities and needs city hotel is one of many different kind of hotel that located in the city center, it offers hotels with various stars such as 4-star city hotels with high-rise buildings and access to locations close to other facilities such as restaurants, cafes, malls, and entertainment venues. For hotel visitors themselves, they consist of various groups, one of which is the millennial generation who participates by 25 in domestic tourist visits. The millennial generation is a generation born between 1982-2000 with characteristics that like digital, technology, consumptive, creative, knowledgeable, narcissistic, and likes unique facilities and appreciation. In traveling, the millennial generation tends to travel with friends and enjoy activities such as parties, events, seeking new experiences, to following something that is being talked about. With this phenomenon, it will be an opportunity for Bandung which is a tourist destination ranging from recreation, entertainment, business to culinary, to open a 4-star city hotel with a millennial youth trend approach. This is because the Bandung itself only has 23 city hotels with 4-star categories, of which there are still few of these hotels that target and provide hotels for the millennial generation and none of them have implemented the technology aspects in it.

Keyword: Millennial, City Hotels, Four Star, Technology