

## **ABSTRACT**

*The COVID-19 pandemic has affected various aspects of life, including mindsets, lifestyles, and trends in travel. Combining sports activities with tourism is now a special interest. Carrying the concept of Sport Tourism, BSD Xtreme Park (BXP) located in BSD City, Tangerang presents the sensation of traveling while enjoying adrenaline-pumping sports activities. However, due to improper and unstructured promotion design, BXP encountered difficulties in reaching its target audience. Thus, the number of arrivals of the target audience has not been reached to the maximum. The research was conducted using a qualitative-descriptive method, accompanied by data collection through observation, interviews, and document review, then analyzed using the AOI, STP and 4P, SWOT, Matrices, also AISAS. It is hoped that this research will produce a promotional design that is more appropriate, structured, and directed to the target audience through sports tourism event and other supporting media.*

*Keywords: BSD Xtreme Park, Sport Tourism, Promotion, Event, Target Audience.*