

## ABSTRACT

Four Points by Sheraton has been widely known by the public with an extensive network spread throughout the world. For now, the Four Points brand is part of the international hotel operator network, Starwood hotels and resorts, which are part of the Marriott International company. With their target market, namely business people and tourists visiting the city of Bandung. Four Points by Sheraton is located in a strategic area with activities center for education, business and tourist destinations around Dago Bandung. With its activities, namely Meeting, Incentive, Conference, Exhibition (MICE) activities. One way to facilitate these activities is to support these activities in hotels other than bedrooms, Four Points by Sheraton must facilitate business people such as Meetings, Incentives, Conferences, Exhibitions (MICE) to support the needs of business travelers who want to do business and vacation. People's behavior related to business activities is increasingly changing, especially the younger generation nowadays are starting to like working in several places where these places can support their work. Due to the Covid-19 pandemic situation in Indonesia, some workers do their work at home or Work From Home (WFH). With relatively expensive room prices, it is not comparable to the space experience gained by visitors. The locality of the place is a value or characteristic that can be highlighted. in the form of cultural or environmental values in an area that has the historical value of an area. Locality is dominated explicitly and implicitly in the context of its historical journey and experience so as to form a new sensation. The theme raised is "Locality in Luxury Look", in which there is a Brand Value of Four Points by Sheraton itself. The localities raised include the character of the building on Jalan Dago, the tourism sector in the Dago area and the business sector in the Dago area which are included in the redesign of this Four Points by Sheraton hotel. This theme is also closely related to the locality of place approach, where the locality of the place is packaged with luxurious visuals to get a new experience for visitors. This report is not completely perfect and still has great opportunities to be developed, especially in terms of designing a business hotel with a locality approach. Therefore, the author is very open if this report wants to be used for research and explore further design, so that it can provide more benefits for science in the field of interior design and society.

**Keywords:** MICE, Place Locality, Business Hotel, Dago