

## **ABSTRACT**

*Boutique hotels in Indonesia are developing in cities which are business and tourism centers, where hotel room occupancy rates are higher. One of the cities with a large business and tourism center is Bandung. According to the Bandung City Central Bureau of Statistics, the room occupancy rate for star-rated hotels in West Java in December 2022 reached 60.18, up 3.54 points compared to the room occupancy rate in November 2022 which reached 56.64. This shows that during the low season (September to December and mid-January to April according to Daily Hotels) West Java still has a fairly high hotel room occupancy rate when compared to other star-rated hotel room occupancy rates in 2022 according to BPS data. The city of Bandung is the perfect target location for boutique hotels where many workers and tourists seek a beautiful and stylish holiday experience.*

*One of the 3 star boutique hotels in the city of Bandung is the Hotel Verona Palace. The target visitors of this hotel are families and workers, both staying and renting MICE facilities. Even though it is called a boutique hotel, this hotel does not live up to its branding. The spatial grouping is also not ideal with rooms that can be easily accessed from the lobby floor, making it less private and safe. As well as the absence of suite bedrooms which is a common standard for 3-star hotels. The design method is to collect data, do programming in the designed room, create themes and concepts according to the hotel's own branding, which end result is in the form of technical drawings and study mockups.*

**Keyword** : Hotel, boutique, branding