

ABSTRACT

Bandung, as one of the most popular tourist destinations in Indonesia, is increasingly attracting the attention of family travelers. Therefore, it is important for hotels to provide family-friendly facilities to support comfort and togetherness during the stay. This research employs literature study methods, interviews with hotel managers, and analysis of the facilities provided by other 4-star hotels in Bandung. Research results indicate that the redesign of family-friendly 4-star hotels should prioritize facilities such as family rooms, children's play areas, and services that meet the needs of both parents and children, including the provision of babysitting services and family vacation packages. In addition, the concept of warm and safe interior design also needs to be considered to ensure maximum comfort for all family members. Thus, this research provides recommendations for hotel managers to enhance their appeal among the family market by adjusting the design and facilities offered, as well as optimizing a pleasant stay experience for families.

Keyword : *Hotel, Family, Facilities, Children.*