

ABSTRACT

Primebiz Hotel is one of the growing business hotels in Surabaya. As the development of business hotel opportunities and utilization of MICE facilities need to be developed to meet the needs of business people in Surabaya and those from outside the city. This can be utilized well by Primebiz Hotels plus a very strategic location, located on the edge of the city center that is close to the industry that can open opportunities for business people. Primebiz Hotels have not been able to maximize these opportunities, some problems in the interior of Primebiz Hotels are still common. The organization of space, the suitability of the functions of space and the needs of facilities are still the main issues in the hotel. Primebiz Hotel has the opportunity to be redeveloped as a business hotel that has competitiveness. The use of space processing strategy approach can be used as a problem solving problem that exists in Primebiz hotels, using spatial methods and the application of Easy Space concepts (easy access, easy maintenance, easy understanding, and fulfillments) are expected to provide convenience and improve the performance of space users both visitors and guests. So that Primebiz can achieve its vision and mission of making the best midscale hotel in Indonesia.

Keyword : Business Hotel, Primebiz, Homey, Easy Space