

ABSTRACT

Sports is one of the activities favored by the community, because exercise also makes healthy to maintain the fitness of the human body. Humans like sports, whether it's light or heavy sports, or extreme sports that stimulate adrenaline. There are also many types of sports such as individual sports, partner sports, team sports, extreme sports, and others. Talking about sports, there is one sports-based tourist destination called Lugs Gravity, which is located in the city of Bandung, more precisely located at Noah's Park, Gunung Batu, Jalan Sukanagara No. 20, Pagerwangi Village, Lembang, Bandung, West Java. Lugs Gravity is basically a sport of playing go-karts, but the go-karts that are used don't use engines at all so they won't cause air pollution, and the go-karts from Lugs Gravity only rely on a downward trajectory because the track is on a mountain. Lugs Gravity also provides several sport variants apart from luge kart, where there are ATVs and also Archery. However, it is very unfortunate that Lugs Gravity is not very strong in branding their products so that the public or tourists who come will likely only play once in their lifetime.

Keywords : Destination, Sports, Branding Strategy