

ABSTRACT

Yogyakarta is one of the tourist destination in Indonesia after Bali, it makes the development of the tourism accomodation such as hotel is so fast. The hotel development from a small hotel until five stars hotel, and those hotel are trying to get the tourist market.

This research and Final Assignment is purposed to know about Prmortion Rate as one of the promotion from Hotel Melia Purosani Yogyakarta to acctract the guest and the effect to the Hotel's occupancy. This Research held on 3 month with interview, observation and stusy literature as the data collection methods. The data analyzed with descriptive cualitative methods, so got the same summary it owns tittle.

Promotion Rate are good strategy to attract the guest to stay, no matter the guest made the reservation through Travel Agent or doing by theirselves. The most effective Promotion Rate and be the first choice from the guest is the one who through On – Line Travel Agent, this is support by the easier access and conditions that needs for On – line Travel Agent that made this way be the first choice by the guest.

Keywords : Promotion, Promotion Rate, Reservation