

## **ABSTRACT**

*This study analyzes the factors influencing tourist visits to Lembah Harau, Lima Puluh Kota Regency, West Sumatra Province. With the increasing number of visitors, it is crucial to understand the variables affecting their travel decisions. This research aims to answer questions regarding the impact of travel costs, tourist attractions, accessibility, income, and other factors on the frequency of tourist visits to the destination.*

*This study employs a quantitative approach using the Tobit regression method to measure the relationship between independent and dependent variables. Data was collected through surveys of tourists visiting Lembah Harau using an accidental sampling technique. The analyzed variables include travel costs, costs to other tourist attractions, tourist income, accessibility, tourist attraction appeal, travel motivation, and education level. Regression analysis was conducted to determine the influence of each variable on the number of tourist visits.*

*The results indicate that travel costs have a negative impact on tourist visits, while tourist attractions and accessibility have a significant positive influence. Tourist income also plays a significant role in their travel decisions. The implications of this study highlight the need for pricing management strategies, infrastructure improvements, and more effective promotional efforts to increase tourist visits. This study provides valuable insights for policymakers and tourism managers in developing sustainable tourism policies.*

**Keywords:** *Demand, travel costs, tourists, Lembah Harau*