

## **ABSTRACT**

*Tourism sector is potential sector to be developed as one source of local revenue. The efforts to increase local revenue, the program of development and utilization of resources and the potential of regional tourism is expected to contribute the economic development. Marina beach is one of tourist attraction which is located in Semarang district . Factors that affect the number of tourist visits to Marina beach are tourists income, age, distance and travel costs.*

*The samples that used in this study were 100 tourists who visited Marina Beach by using accidental sampling technique. Data that used is primary data based on the questionnaire. The analytical technique using the multiple linear regression with number of visits as dependant variable, while there are four variables as independent variables, which are tourist income, age, distance and travel costs.*

*Based on the results of analysis that has been done, it can be seen that income has a positive effect on the number of tourists in Marina Beach, while age, distance, and travel costs are no effect.*

*Keywords : tourists income, age, distance, travel costs, number of tourist visit, Marina Beach attractions.*