

## **ABSTRACT**

*Kreo cave tourism has great potential to be developed, coupled with the construction of reservoirs Jatibarang that are within the area attractions of Kreo cave. The number of visitors at the attractions of Kreo Cave still relatively low when compared to other similar attractions. It is caused by several things including public transport access is still limited, there is still a lack of availability of a vehicle that can attract visitors as well as the promotion has not been maximized. The purposes of this study are to determine the cost of a trip to the attractions of Kreo Cave, income, distance, education and experience of visiting to the number demand Kreo Cave Semarang and analyze how much influence the cost of travel to the attractions of Goa Kreo, revenue, distance, education and experience of visiting to the number demand Kreo Cave Semarang . The sampling method of this research is by using accidental sampling with 100 response. The analysis method in this research is by using Multiple Linear Regression with OLS.*

*The results showed two of five variables affect the number of tourism demand to Kreo Cave that the cost of travel to the attractions of Kreo Cave and experience of visiting. Consumer surplus value obtained Rp 53,970.35 for each individual year or Rp 26985.175 each individual visit, so that the total value of the economic attractions of Goa Kreo Rp 7,269,536,293.25 per year (consumer surplus value per individual per year multiplied by the number of visitors in 2015).*

*Key words: Tourism Demand, Individual Travel Cost Method, Heritage Kreo Cave, Travel Cost, Experince of visiting, Education, Distance, Revenue, Number of visits*