

## **ABSTRACT**

*Central Java Grand Mosque been attraction is one of the attractions in the city, which has the highest number of visitors compared with other attractions in the city of Semarang.*

*The purpose of this research was to determine whether travel costs, income, education, age, travel time, distance, duration of visits and the number of visits in the group affects the demand attraction of the Great Mosque of Central Java.*

*Analysis model used in this research is multiple linear regression with the number of visits as the dependent variable, while there are eight variables as independent variables, travel expenses, income, education, age, travel time, distance, duration of visits and the number of the group.*

*The results showed that of the eighth indepenen variables in the regression equation, there are four variables that significantly influence the demand for visits is age, distance, duration of visits and the number of the group. While the variable travel cost, income, education and travel time does not significantly influence the visit request.*

*Keywords: demand visits, travel expenses, attractions Central Java Grand Mosque.*