

ABSTRACT

Swimming pool is one of the interesting sights in Kendal. It's located in regency of Kendal sub Boja. There are 3 swimming pools, large, medium and small pools. The swimming pool contributed the lowest income on PAD compared to others Kendal Attractions such as Waterfalls Curug Sewu and Sendang Sikucing that managed by the Government. This happens due to a lack of facilities in the pool such as damaged roads and lack of public transportation passing through the front of the Pool.

This research aims to analyze several factors that influence the rate of Visits to the Pools.the Methods of analysis that used in this study is the analysis of multiple linear regression or Ordinary Least Squares (OLS). The data that being used are the primary data with 50 respondents.

The results of this research showed that the income variable influence positive and significant effect on the rate of visits to the pool, And the variable cost of travel and insignificant gave negative effect on the rate of visits to a swimming pool , variable facility gave positive effect and does insignificantly to the level of a visit to the swimming pool And, variable ticket prices gave influential positive and insignificant to the level of a visit to the swimming pool.

Keywords: traffic levels, income, Other Attractions ticket prices and Boja Swimming Pool