

## **ABSTRACT**

*Wana Wisata Curug Semarang in Semarang District is one source of local governance revenue, but the number of tourists visit this place continues to decline. The research objective was to analyze the effect of the cost of travel tourist to the attraction, the cost of travel to other tourist attractions, age, income, distance, and time to the number of visits to Wana Wisata Curug Semarang in Semarang District.*

*This study was conducted using a survey of visitors Wana Wisata Curug Semarang in Semarang District. The total sample of 100 people who obtained purposive sampling. Methods of data collection was a questionnaire, which was then analyzed using multiple linear regression analysis.*

*The results showed that (1) The cost of travel tourist to the attraction significant negative effect on the number of visits to Wana Wisata Curug Semarang; (2) The cost of travel to other tourist attractions are significantly negative effect on the number of visits to Wana Wisata Curug Semarang; (3) Age significantly negative effect on the number of visits to Wana Wisata Curug Semarang; (4) Revenue significantly positive effect on the number of visits to Wana Wisata Curug Semarang; (5) The distance positive effect on the number of visits to Wana Wisata Curug Semarang but not significantly; and (6) Leisure positive effect on the number of visits to Wana Wisata Curug Semarang but not significantly. Thus the factors that influence the number of visits to Wana Wisata Curug Semarang in Semarang district is the cost of travel tourist to the attractions, the cost of travel to other tourist attractions, age, and income; while education, distance, and time has no effect.*

*Key words: the cost of travel tourist to the attractions, the cost of travel to other tourist attractions, age, income, distance, time, number of visits*