

## Abstract

The focus of this study is to examine if there is any relationship between the image attributes and the images of each destination. In order to determine this relationship, two sets of data will be gathered. The first set of data gathered will be to determine whether the image attributes of each Asian destination are perceived differently among the potential Thai outbound travellers. The second set of data gathered would be on the various strengths and weaknesses of each destination as perceived by the potential Thai outbound travellers will finally be gathered.

The Research Methodology used was the descriptive method and the Kruskal Wallis Test was used for the nonparametric method. Convenience sampling technique was also used.

The findings showed that there is indeed a positive correlation between image attributes and the perceived images of the destinations. The higher the image attributes the higher the perceived images of the destinations and vice versa.

