**ABSTRACT**

The country image tends to be a crucial element for supporting national

products on foreign markets. This is also a case for tourist products. The Germany brand

is one of the most powerful brands across the world. However, it seems, as highlighted

in the research hypothesis, that in the case of tourism its impact on the Poles is not as

strong as in the case of numerous other economic spheres. The poll research conducted

on a selected group of respondents revealed the grounds for the hypothesis stated.

Respondents evaluated relatively poorly both the attractiveness of Germany as well as

their urge to visit that country compared to other European countries, they also rated

poorly the selected highlights of the country. Another barrier related to perceived

attractiveness of Germany is a not entirely positive stereotype of German people. The

results reveal the need for changes of it, which are possible in the light of better ratings

given by persons who previously visited Germany.