

For Immediate Release

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Great Lakes St. Lawrence Governors and Premiers Name Cathleen Domanico Tourism Director

(CHICAGO, IL) - The Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) has hired Cathleen Domanico to serve as the organization's full-time tourism director. Starting November 1, she will coordinate GSGP's two regional tourism marketing initiatives: Cruise the Great Lakes and Great Lakes USA.

Ms. Domanico brings more than 30 years of experience in senior leadership roles in sales and marketing within regional, national and global organizations. Her career includes client/creative management in marketing agencies, an adjunct professorship, numerous board appointments, as a marketing leader in global travel and tourism, and in museum experiential marketing. Domanico has experience in nearly every aspect of marketing strategy and execution to create, implement, and execute growth strategies in order to deliver immediate and long-term results.

She most recently served as CEO/Executive Director of the La Grange (Illinois) Business Association. Prior to this, she was the Vice President of Global Trade Development for Brand USA, the tourism and marketing agency for the United States of America. She was responsible for the management of 22 international offices and developed global strategies to help bring leisure travelers to the United States. She also served for 11 years as the Vice President of Tourism and Leisure Sales for Choose Chicago, the official tourism and marketing agency for the City of Chicago.

Cathy received a Bachelor of Arts degree from Saint Mary's College, Notre Dame, Indiana, and a Master of Arts degree from Northern Illinois University in DeKalb, Illinois.

"Cathy's deep experience with international marketing as well as business development, marketing and managing tourism programs will help promote our region as a tourism destination," said David Naftzger, Executive Director of the Conference of Great Lakes St. Lawrence Governors & Premiers.

Daniel Thomas, Director of Illinois' Office of Tourism and Chair of Great Lakes USA added, "I look forward to working collaboratively with Cathy and the board as we develop a new strategic focus for all member states and partners, centered around product development and marketing partnerships in the U.K., Ireland and German speaking markets."

Anne Sayers, Secretary of the Wisconsin Department of Tourism and Chair of Cruise the Great Lakes, said, "The Great Lakes are a growing destination for cruise passengers, and I look forward to working with Cathy to build on our recent successes."

About Great Lakes USA

www.greatlakesusa.co.uk and www.greatlakes.de

Great Lakes USA conducts international marketing and sales for the member States in the United Kingdom and Ireland, and the German-speaking countries of Germany, Austria and Switzerland.

About Cruise the Great Lakes

www.cruisethegreatlakes.com

Cruise the Great Lakes is the region's cruise marketing program focused on attracting more passengers. It is a forum to bring together the States, Provinces, cruise lines, ports, convention and visitors bureaus, chambers of commerce, associations and others to work toward shared goals.

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