



Great Lakes St. Lawrence Governors and Premiers Name Anna Tanski Tourism Director

(CHICAGO, ILLINOIS) – The Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) has contracted with Anna Tanski to serve as the organization’s inaugural tourism director. In this role Ms. Tanski will coordinate two regional marketing initiatives for GSGP: Cruise the Great Lakes and Great Lakes USA.

Tanski brings more than 32 years of progressive experience in the tourism and hospitality management industry. She was most recently with Visit Duluth, the official marketing organization of Duluth, Minnesota. She served as president and chief executive officer from 2014 to 2021 and led the sales and marketing efforts from 2007 to 2014. Prior to that she spent 14 years working with the Duluth Entertainment Convention Center where she managed marketing initiatives and drove tourism revenues and visitations to record breaking levels. In 2021, Anna established her own consulting firm, Anna Tanski Consulting, LLC, which specializes in the evaluation of destination marketing initiatives, strategic planning and organization structure.



Tanski has a bachelor’s degree in mass communications from University of Wisconsin-Superior. She is a member of the Explore Minnesota Tourism Council and the Minnesota Tourism Growth Coalition. Anna has a proven track record in strategic planning, project management, stakeholder development and a deep experience in developing tourism marketing partnerships.

“Anna’s strong leadership skills, strategic and forward-thinking approach to tourism and marketing will be valuable assets to GSGP’s tourism portfolio,” said David Naftzger, Executive Director of the Conference of Great Lakes St. Lawrence Governors & Premiers.

David Lorenz, Vice President of Travel Michigan and Chair of Great Lakes USA and Cruise the Great Lakes added, “Like so many others in the region, I have worked with Anna for a number of years. Her unique skillset and knowledge of the industry will help our region continue to grow as a global tourism destination.”

Great Lakes USA (GLUSA) 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. www.greatlakesusa.co.uk and www.greatlakes.de

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. www.cruisethegreatlakes.com

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