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DUBROVNIK, CROATIA DELEGATION VISITS MONTEREY FOR COMMERCE AND CULTURAL EXCHANGE

Golf Tourism a Key Interest

Monterey, CA – The City of Monterey will host a delegation of visiting dignitaries from Croatia on Monday, Feb. 7 through Wednesday, Feb 9, 2011. The delegation will include the State Secretary of Croatia's Ministry of Tourism, the Mayor of the City of Dubrovnik, 20 individuals traveling as tourists to visit Monterey, and two musical groups, "The Dubrovnik Guitar Trio" and vocal group "Subrenum", who will perform in concert on Wednesday, Feb. 9 at 7 p.m. at the Monterey Institute of International Studies (MIIS).

The goals of the visit are an international exchange of ideas and expertise in the tourism industry and expansion of cultural connections. The visit coincides with one of Monterey's biggest tourism events, the AT&T Pebble Beach National Pro-Am Golf Tournament. The delegation, with an interest in developing golf courses to attract tourists to Croatia, will attend seminars at Spanish Bay on Tuesday, Feb. 8. Dubrovnik, like Monterey, is a historic community located on a scenic coastline that is building its tourism-based economy.

A free concert by the award-winning musical groups, travelling with the delegation, provides Monterey area residents a rare opportunity to hear traditional and original

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Croatian music performed live at the Irvine Auditorium in the McCone Building at 499 Pierce Street on the MIIS campus, at 7 p.m. on Wednesday, Feb. 9. "The Dubrovnik Guitar Trio" will perform music by renowned Croatian composers and the vocal group "Subrenum", whose harmony of sound showcases the beauty of original Dalmatian and Dubrovnik songs.

During their three-day visit to Monterey, the Croatian delegation will meet with the Mayor of Monterey, City Councilmembers, City and tourism officials. They will conclude their visit with a dedication of a plaque honoring Dubrovnik as a Sister City of Monterey. The plaque reads:

> "The trees along Camino El Estero are dedicated to Monterey's Sister Cities.
> May our international friendships grow and blossom with time,
> as we learn from each other and celebrate our cultural connections
> Dubrovnik, Croatia February 9, 2011"

The Monterey City Council officially approved Sister City status with Dubrovnik in September 2006 following a two-year "twinning program" created by the U.S. Agency for International Development (USAID). That program matched Monterey and Dubrovnik to develop tourism activities; develop a better understanding of public finances and joint public-private partnerships; to explore opportunities to increase the awareness of historic preservation; and to facilitate culture, sports and education as economic development possibilities. Monterey is home to a fairly large local population with family ties to Croatia.

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