



Omni La Costa Golf Performance Institute Integrates Instruction, Technology, Fitness & Lifestyle Into New Programming

More than instruction and fitness training, Southern California's leading golf resort offers a unique holistic approach to improving and enjoying your game

Carlsbad, Calif. (December 8, 2014) - Omni La Costa Resort & Spa announces the opening of the Omni La Costa Golf Performance Institute (GPI), designed to unite a variety of disciplines that enrich the entire golf lifestyle, on and off the course.

Whether working with a tour professional or novice, avid amateur or occasional dabbler, the Omni La Costa Golf Performance Institute will address the needs of each golfer through a holistic approach to improvement that reflects the resort's "Mind, Body, Sport" philosophy. No matter the student, the mission of the Institute is the same: Enrich the golfer's passion for the game while helping them play better and have more fun on the golf course.

Under the direction of Omni La Costa's award-winning Director Of Instruction A.J. Avoli, named by *Golf Digest* as one of the 40 "Best Young Teachers In America," the Institute's staff of instructors uses the latest technology for teaching, swing analysis and club-fitting, with support from Carlsbad-based equipment industry specialists.

Also, to enrich the Golf Performance Institute's curriculum, special guests — noted teachers, industry experts and others — will be invited to share their expertise and unique perspective to select sessions at Omni La Costa to create an ever-changing, flexible learning experience.

Crucial to the Institute's belief in head-to-toe improvement immersion are fitness and health programs directed by PFC Fitness Camp, which has a private workout center and complete coaching staff on site at Omni La Costa. Bringing golf instructors and fitness coaches together allows for addressing mind, body, and wellness issues as part of a bigger picture.

Among other elements unique to Omni La Costa Golf Performance Institute are:

- Lifestyle courses coordinated through the renowned Chopra Center
- Equipment demos, fittings and purchasing opportunities at the resort
- Specialists on-site from Cobra and TaylorMade to support GPI staff
- Seminars, special presentations, and guest lecturers
- 36 holes of championship golf and a complete practice facility, allowing for instruction individually, in groups, and on the course
- The luxurious environment of a *GOLF Magazine* "Gold Medal" golf resort

Once on the golf course, Omni La Costa offers two distinct playing experiences. The Champions Course is a combination of tour-quality challenges and straightforward playability, while the more spacious Legends Course offers contrasting visuals and subtle nuances around the greens. The Champions Course has been ranked among California's "Best Courses You Can Play" by *Golfweek* magazine.

For further information about the Omni La Costa Golf Performance Institute, access the website at www.golf.lacosta.com or call (760) 804-7431.

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About Omni La Costa Resort & Spa

Nestled among the beautiful coastal foothills of Carlsbad, Calif., north of San Diego, Omni La Costa Resort & Spa boasts the 43,000 square-foot Spa at La Costa, 607 spacious guestrooms, suites and Villas, a Clubhouse with a fitness center, two acclaimed restaurants - BlueFire Grill and the new Bistro 65 - two championship golf courses and a 17-court tennis center. The entire resort, linked by walkways and washed in color by lush vegetation and gardens, enjoys a village-like ambience. For more information on Omni La Costa Resort & Spa, call (800) 854-5000 or visit www.lacosta.com.

About Omni Hotels & Resorts

Omni Hotels & Resorts creates genuine, authentic guest experiences at 60 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. With over 20 world-class golf courses and award-winning spa retreats, to dynamic business settings, each Omni showcases the local flavor of the destination while featuring four-diamond services, signature restaurants, Wi-Fi connectivity and unique wellness options. Known for its distinguished, personalized service, Omni leaves a lasting impression with every customer interaction, with a heightened level of recognition and rewards delivered through its Select Guest loyalty program and the company's "Power of One" associate empowerment program. The brand is frequently recognized by top consumer research organizations and travel publications. To get additional information or book accommodations, visit omnihotels.com or call 1-800-The-Omni.

MEDIA CONTACTS:

Karen Moraghan
Hunter Public Relations-East
(908) 963-6013
kmoraghan@hunter-pr.com

Ed Vyeda
Hunter Public Relations-West
(831) 375-1747
evyeda@hunter-pr.com