

OMNI RESORTS la costa



Nicknamed the 'Snake Pit,' the Cobra tour van is now in full operation at Omni La Costa Resort & Spa.

OMNI LA COSTA GOLF PERFORMANCE INSTITUTE NOW EXCLUSIVE HOME FOR COBRA GOLF EQUIPMENT FITTING AND TECHNOLOGY SERVICES

CARLSBAD, Calif. (April 1, 2015) – The new Golf Performance Institute at [Omni La Costa Resort & Spa](#) is now the exclusive home for the Cobra Golf company's Equipment Fitting & Technology Analysis Services. The Cobra tour tech van – affectionately known as the “Snake Pit” – has taken up full-time residency at the La Costa practice facility, parked only a few blocks from Cobra world headquarters.

“Our partnership with Cobra golf adds a special quality to the programs we are offering,” said A.J. Avoli, director of the Omni La Costa Golf Performance Institute (GPI). “The expertise that Cobra provides and access to the latest technology is an essential element to complete the golf lifestyle we offer the Omni La Costa members and guests.”

Presiding over the “Snake Pit” is Cobra's Justin Wilson, a master club fitting specialist with several years of experience working with professional players, both on the PGA Tour and at the renowned Kingdom at Reynolds Plantation in Georgia. At Omni La Costa, Wilson is equipped to fit golfers for new clubs, as well as retrofit their current clubs.

“Everything that I could do on tour, I can do here at the Snake Pit,” Wilson said.

Cobra offers a variety of fitting options for every level of player with the latest technologies in 3D motion capture for club and body, as well as 3d Doppler radar for ball tracking.

An iconic golf destination celebrating its 50th Anniversary in 2015, Omni La Costa has been a favorite of golf travelers since 1965. As the resort launches its next 50 years, it continues to enhance its illustrious history of attracting the great names in golf, as well as the glamorous stars of the entertainment world, to its luxurious Spanish Colonial campus, cooled by the breeze of the nearby Pacific.

The GPI, introduced in January, brings together many different and important disciplines to address the needs of each golfer, designed through a holistic approach to improvement that reflects the resort's "Mind, Body, Sport" philosophy.

Led by Avoli, named by *Golf Digest* as one of the 40 "Best Young Teachers In America," the GPI incorporates golf fitness and wellness programs – with Premier Fitness Center conveniently located adjacent to the practice range and the Chopra Center also right on property. "The mission of the GPI is to enrich golfers' passion for the game in a variety of ways," Avoli said, "while helping them play better and have more fun on the course. Technology, in regard to equipment and swing analysis, obviously plays a significant role in how we can accomplish our goals."

A winner of the Gold Medal Golf Resort designation by *GOLF Magazine*, Omni La Costa offers 36 holes of championship-caliber golf on two newly renovated layouts, where golfers can enjoy their new Cobra clubs on two distinct playing experiences.

The Champions Course (renovated in 2011) is a combination of tour-quality challenges and straightforward playability, while the more spacious Legends Course (renovated in 2013) 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.

Part of the Omni Hotels & Resorts collection of 12 premier golf destination resorts from coast to coast, Omni La Costa has been home for 40 years to the legends of the PGA Tour and LPGA Tour. And in 2014 it hosted the prestigious California State Amateur Championship, adding to an impressive resume.

Additional information about Omni La Costa Resort & Spa may be found at www.lacosta.com.

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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.

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 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.

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