

OMNI LA COSTA RESORT & SPA WELCOMES ROBOGOLFPRO® TO THE GOLF PERFORMANCE INSTITUTE CURRICULUM



CARLSBAD, Calif. (June 27, 2017) — Omni La Costa Resort & Spa is excited to announce the addition of RoboGolfPro®, the only swing training system that allows golfers to discover their ideal swing.

RoboGolfPro® is a revolutionary device that allows golfers to instantly feel their perfect swing by taking them through the correct movements with the help of video and mechanical training. Omni La Costa is the robotic training system's only location in Southern California.

"The technology that goes into the RoboGolfPro® system is an essential element to the holistic approach to game improvement that is fundamental to the Omni La Costa Golf Performance Institute," said AJ Avoli, director of the Omni La Costa GPI. "There is nothing else like the RoboGolfPro®."

The RoboGolfPro® swing trainer was developed by Scot W.R. Nei, who has been successful as a tour player, equipment designer and instructor. The robot-like arms on his RoboGolfPro® take the student through the motion of the perfect swing, creating the "aha moment" by combining the feel and understanding of what the swing should be.

"RoboGolfPro® allows the instructor to get inside of the golfer's mind, to create cognitive development and motor learning patterns that have instant success," said Nei, who has joined the Omni La Costa GPI staff as a guest instructor. "It is ideal for RoboGolfPro® to be part of the curriculum at Omni La Costa, where so many exciting things are happening in golf instruction."

Led by Avoli, one of *Golf Digest's* "Best Young Teachers in America," the Omni La Costa GPI offers a combination of physical, mental and high-tech programs designed to help golfers of all levels improve and gain a better understanding of their games. Among the other technology on hand is state-of-the-art computer technology that aids in

visual learning, along with proven teaching tools such as the mySwing 3D Motion Capture System, Trackman and FlightScope launch monitor systems.

An eight-acre practice facility has recently been renovated for the resort's Golf Performance Institute, and features both grass and high-quality mat hitting surfaces. The short-game area boasts both an 8,000-square-foot target green and 10,000-square-foot putting green.

This summer the Omni La Costa GPI will debut a golf-centric psychological program being developed for the resort by the world-renowned Chopra Center, which is also located on property.

One of 11 Omni golf resorts coast-to-coast, Omni La Costa is recognized as one of the historic golf destinations in the country, with two distinctive courses. The Champions Course and Legends Course were renovated in 2011 and 2013, respectively, by Pascuzzo & Pate Golf Course Design, adding length and enhanced strategic values, while upholding the integrity of the original 1960s Dick Wilson layouts.

For more information about RoboGolfPro® and the Omni La Costa Golf Performance Institute, visit www.omnihotels.com/hotels/san-diego-la-costa/golf/academy or call (760) 804-7431.

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About Omni La Costa Resort & Spa

Omni La Costa Resort & Spa embodies "The La Costa Lifestyle" with programs and offers that pay homage to the resort's storied legacy as the country's original wellness destination and playground of choice for Hollywood's jet set. Nestled among the beautiful coastal foothills of Carlsbad, Calif., the resort boasts more than 600 guestrooms, suites and villas, an adults-only pool and cocktail venue, 110,000 square feet of meeting and event space, an Athletic Club, exhilarating waterslides and 36-holes of golf on two distinctive courses. Honored as the #1 Wellness Spa by *Spa* magazine, the 43,000-square-foot Spa at La Costa includes a private pool, waterfall showers, café and therapeutic reflexology path. Acclaimed restaurants – Bob's Steak & Chop House and Bistro 65 present coastal California cuisine with a focus on sustainability and seasonality in partnership with local farms. Also home to Premier Fitness Camp and the worldwide headquarters of The Chopra Center, Omni La Costa Resort & Spa offers continually evolving health and wellness programming. For more information, call (800) 854-5000 or visit www.omnilacosta.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 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 and was ranked "Highest in Upper-Upscale Segment Guest Satisfaction" in the J.D. Power 2016 North American Hotel Guest Satisfaction Index StudySM. As a founding member of the Global Hotel Alliance (GHA), Omni's loyalty program is further expanded through the DISCOVERY® loyalty program offering members additional global benefits. Committed to reducing hunger, Omni is on a mission through its Say Goodnight to Hunger initiative to help provide more than 18.2 million meals each year for food banks to feed children, families and seniors in communities in which it operates. To get additional information or book accommodations, visit omnihotels.com or call 1-800-The-Omni.