

HERE'S TO THE NEW YEAR...

Time flies (apparently pigs do, too, since the Cubs won the World Series). The HPR team offers a warm and hearty “new year’s greeting” to all the great people we get to work with around the world. HPR’s elves have pulled together a few story ideas to jump start 2017 for you! There are plenty more, so don’t hesitate to reach out. **Cheers!**

**TOWERS & TEES (& TEQUILA)**

As the premier VIP golf package in Los Cabos, “Towers & Tees” includes the best of everything, from the oceanfront Jack Nicklaus-designed Quivira Golf Club to the 24-hour butler service at the ultra-luxurious Towers at Pacifica. And in the country of tequila and mezcal, what better way to explore their endless varieties than through a guided tasting from an expert mixologist? www.pueblobonito.com/the-towers-at-pacifica

Trend Match: customization, experiential travel, luxury

WHERE EVERY GUEST BELONGS

Golfers visiting Four Seasons Resort Lana’i always feel like they belong to the most relaxing, secluded club in paradise with the “Member For A Week” package that showcases unlimited, anytime access to the award-winning Manele Course, a Jack Nicklaus Signature design. Complimentary rental clubs and club-fitting session included. www.fourseasons.com/lanai/golf

Trend Match: customization, luxury, experiential travel

**“WHAT’S APP” IN GOLF?**

The new BioMech Golf app and sensor can determine what’s up with the worst of putters – both the equipment and human kind. It sets up in seconds to provide instantaneous feedback on iPad, iPhone, Apple Watch, and online.

www.biomechsports.com/golf/

Trend Match: technology, real-time feedback, immediate gratification

OMNI GOLF POLISHES COLLECTION

As part of Omni Hotels & Resorts’ commitment to its premier golf destinations coast-to-coast, courses at The Omni Homestead Resort and Omni Resort Orlando at ChampionsGate are being renovated, while Omni Bedford Springs will unveil a new clubhouse in 2017. www.omnihotels.com/destinations/golf

WINE WALK-BY-THE-SEA

Pace yourself, in more ways than one, on the Carmel Wine Walk By-the-Sea and meet vintners from the Santa Lucia Highlands on this self-guided stroll to a dozen tasting rooms in Carmel-by-the-Sea. www.carmelcalifornia.com/things-to-do-wine-tasting-in-carmel.htm

Trend Match: vino tourism, walking tours, local experiences





MASTERPIECE IN THE MAKING

It's hard to believe the final seven holes being built at Danzante Bay can be more breathtaking than the first 11 that opened for play in 2016. On a dazzling site along the Sea of Cortez, the Rees Jones-designed Danzante Bay will be completed in 2017 as the newest attraction at Villa del Palmar Beach Resort & Spa in the Islands of Loreto. www.danzantebay.com

GOLF TRIP FIT 4 A KING

Golfers are treated like tour stars with the Reynolds Kingdom of Golf presented by TaylorMade "Fit 4 a King" golf package: professional club-fitting, world-class instruction, and the Reynolds Lake Oconee collection of award-winning courses. Plus a 4-bedroom cottage for 4 days, 3 nights. www.reynoldskingdomofgolf.com

Trend Match: luxury, customization, buddy trips



SKIS & TEES DOUBLE PLAY

For outdoor enthusiasts who enjoy hitting golf shots with the same gusto they exhibit hitting the slopes, the popular Wintergreen Resort Ski & Tee package lets guests tackle Blue Ridge Mountain snow in the morning then play a complimentary round of golf in the afternoon at Stoney Creek Golf Course, in Rockfish Valley below. www.wintergreenresort.com

FIX MY SWING, COACH

It may not look high-tech, but the new Swing Coach golf training aid is a sophisticated piece of equipment. Each swing launches a ball from the special cradle in the Swing Coach clubface, then ball flight says it all. In 30 minutes, bad swings can become good swings, which, technically, is great.

www.swingcoachclub.com



SWING & SWEAT NYC

It's easier to improve your golf game than grab a cab in Manhattan now that Golf & Body NYC is established as the country's most sophisticated golf instruction and fitness center. The "Member for a Day" program is a great way to start getting in shape, on and off the golf course.

www.golfbodynyc.com

Trend Match: wellness, holistic approach

EL CAMPÉON'S CENTENNIAL

The history-rich El Campéon golf course at Mission Inn Resort and Club – one of Florida's grandest and most elevation-rich courses – is celebrating its 100th birthday in 2017. The resort's "100th Anniversary Golfer's Getaway Package" invites golfers to enjoy the milestone party and play this special piece of Americana.

www.missioninnresort.com



PARTNERSHIP WITH MOTHER NATURE

The recent golf course renovations at Santa Lucia Preserve have benefits beyond new grasses and stellar playing conditions. Working together, the club and The Santa Lucia Preserve Community realized a marked reduction in water use by improving the course's ability to collect and store drainage water. The course could save 22 million gallons of water per year initially, and when the efforts are complete savings could be as much as 35 million gallons of water annually.

Trend Match: *sustainability, environmental sensitivity*

THIS LIST IS MERELY A GLIMPSE INTO THE ANGLES, CLIENTS, AND STORIES IN HPR'S ARSENAL.

**DO YOU WANT TO LEARN MORE?
EMAIL, CALL, OR TEXT US – ANY TIME!**

SIESTAS FOR FIESTAS

After a day in the Cabo sunshine, guests wishing for a refreshing afternoon nap can return to their suite in the Towers at Pacifica to enjoy a selection of calming iced teas, soothing music, aromatherapy, and a butler-drawn bath before climbing into a bed that has been turned down with a specially delivered Siestas for Fiestas blanket. The vibrantly colored blankets are available for purchase, with the resort donating a portion of sales to charities in Mexico.

Trend Match: *charitable tourism*

GETTING AHEAD

Ahead Supply Company's line of apparel draws from the company's shoreline roots with soft, cottony fabrics in washed, sun-drenched colors. Ornamented with matte-finish threads and loose, casual graphics, the collection evokes the same, laid-back feeling that you get from a visit to the beach.

Trend Match: *customization, course-to-clubhouse, athleisure*



HOOK & COOK

Taking in the beauty of Pueblo Bonito Pacifica Golf and Spa Resorts' beachfront location, Hook & Cook is an interactive culinary experience with *Chef Investigativo* (aka Investigative Chef) Luis Gonzalez. Guests enjoy the sea breeze alongside Chef, catching fresh seafood to craft their very own *mesa de ceviches*—Chef Gonzalez's signature dish. Along with a customized meal, the ceviche bar includes an array of seafood with house-made add-ons such as smoked salsas, beet's ink, infused oils, and emulsions.

Trend Match: *culinary travel, outdoor pursuits*

CONTACTS AT HPR

www.hunter-pr.com and on Facebook, Twitter,
Instagram @HPRPebbleBeach

Karen Moraghan | kmoraghan@hunter-pr.com

Kristen Hunter | khunter@hunter-pr.com

Ed Vyeda | evyeda@hunter-pr.com

Kerry Maveus | kmaveus@hunter-pr.com

CLIENT LIST

GOLF INDUSTRY

AHEAD USA (headwear, accessories, apparel, including Kate Lord)
Arcis Golf (golf course management)
ASPIRE Golf (golf course agronomics and career advancement)
Golf & Body NYC (golf fitness club)
Lee Wybranski (golf artist)
Robert Trent Jones II Golf Course Architects
Swing Coach (golf training aid)

PRIVATE GOLF CLUBS

Bayonne Golf Club (New Jersey)
Saint Andrew's Golf Club (New York)

RESORTS

Chesapeake Links (Maryland)
Danzante Bay at Villa Del Palmar, The Islands of Loreto (Baja, California)
Four Seasons Resort, Lana'i (Hawaii)
Mission Inn Resort & Club (Howey-in-the-Hills, Florida)
Omni Hotels and Resorts – Golf Collection (12 resorts across the U.S.)
Quivira at Pueblo Bonito Pacifica Golf & Spa Resort (Los Cabos, Mexico)
Reynolds Lake Oconee (Greensboro, Georgia)
Royal Isabela (Isabela, Puerto Rico)
Wintergreen Resort and Spa (Wintergreen, Virginia)

GOLF EVENTS

AT&T Pebble Beach National Pro-Am (media center)
Safeway Open (media center)
The PURE Insurance Championship (media center)
The First Tee Classic at Liberty National

DESTINATIONS

Carmel-By-The-Sea, California

REAL ESTATE

Quivira (Los Cabos, Mexico)
Reynolds Lake Oconee (Greensboro, Georgia)
Royal Isabela (Isabela, Puerto Rico)