



## FOUR SEASONS RESORT LANAI DEBUTS NEW ADVENTURE EXPERIENCE

*Take Your Best Shots with “Birdies and Bulls-eyes”*



**LANAI, HI (February 23, 2016)** – Luxury travelers increasingly want to mix adventure with up-scale amenities. Meanwhile, more and more golfers are playing fewer holes—usually a fast and fun 9—as a way of enjoying a great round in less time. Put those trends together and you have ***Birdies and Bulls-eyes***, a unique new offering from the AAA Five Diamond Four Seasons Resorts Lanai, an innovative vision of a luxury Hawaiian resort.

***Birdies and Bulls-eyes*** combines a stunning golf experience on the cliffside Jack Nicklaus Manele Golf Course with exciting play on a gorgeous 14-station sporting clays course in the wooded uplands of Lanai.

After an introductory safety lesson, adventurers suit up to get ‘on target’ at the 5 stand or on the sporting clays course. First-time shooters are fitted with a Beretta shotgun—one of the top choices in competitive equipment—based on weight and size to minimize recoil. A range of targets simulates the flight patterns of different game birds as well as rabbits. Archery lessons, with traditional or 3D targets, are also available.

After shooting at simulated birds, guests can go after real birdies on the Manele Golf Course, complimentary clubs included. The back nine (Ocean nine) provides a never-ending supply of camera-ready shots, with whales often sighted in the distance in wintertime. Golfers will have a hard time keeping their eye on the ball with jaw-dropping views from every hole.

Guests can experience ***Birdies and Bulls-eyes*** for \$325 per person; the offer also includes a custom T-shirt from the Lanai Archery and Shooting Range or Manele Golf Course shop.

Four Seasons Resort Lanai features 213 guestrooms and suites in a series of low-rise buildings spread along the Pacific coastline and immersed in Hawaiian botanical gardens, providing a private residential experience. Additional facilities include the signature ONE FORTY restaurant, Malibu Farm, NO-BU LANAI, a spa and wellness program, variety of complimentary activities, luxury retail boutiques, tennis, an 18-hole ocean-view Jack Nicklaus Signature Manele Golf Course, as well as an array of land, sea, and air activities.

Four Seasons Resort Lanai is located on a pristine island offering a simpler pace of life; it truly reflects Hawaii as it was intended to be. For more information, or to make a reservation, please contact Four Seasons at 1-800-321-4666, visit your travel professional, [fourseasons.com/lanai](http://fourseasons.com/lanai) or join our online communities at Facebook [@FourSeasonsResortsLanai](https://www.facebook.com/FourSeasonsResortsLanai), Twitter/Instagram [@fslanai](https://www.instagram.com/fslanai). Learn more about the destination at [www.fourseasons.com/discoverlanai](http://www.fourseasons.com/discoverlanai).

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