

OUT OF HOME

Four Seasons lets guests own a golf course for a day

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Manele Golf Course

By STAFF REPORTS

Four Seasons Resort Lanai near Maui, HI, is giving consumers free range of the Manele Golf Course through an experience package.

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The “Make Manele Your Own” golf experience closes the course to everyone but the guest’s friends and a small group of professional helpers, enabling them to skip the crowds and have a flexible tee time. With the package not tied to a hotel stay, this enabled Four Seasons to show off the access and service it can provide beyond its walls.

Exclusive access

The Manele Golf Course, which opened in 1993, is situated on lava outcroppings, with three holes positioned on cliffs overlooking the water.

Consumers can book the package from Four Seasons for \$10,000. While valid, they will have access to the facilities for themselves and up to 20 invitees.

During the day, golfers will be able to play to their heart’s content, as well as take advantage of clinics and lessons. All golfers will get individual amenity packages, and the hotel will send them home with custom Foot-Joy shoes and a commemorative photo.



Promotional image for Four Seasons Make Manele Your Own package

Morning cocktails will get the day started, and a lunch reception will also be held. While golfing, all players will be able to take advantage of iced towels, logoed caps, cold drinks and snacks.

The property has previously reached consumers outside of its hotel with branded experiences.

Four Seasons Resorts Lanai is collapsing the time guests have to wait to truly begin their vacation by creating a full-service airport lounge at Honolulu International Airport.

The lounge will greet guests as they disembark from their planes before they are taken to the property. For hospitality brands that strive to curate a guest's stay, an airport lounge will ensure that the property starts off on the right foot ([see story](#)).

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