



# FACT SHEET

## About Campgrounds of America

[Campgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with more than 520 locations across the U.S. and Canada. The industry leader in outdoor hospitality, KOA Family of Campgrounds – KOA Journey®, KOA Holiday® and KOA Resort® – offer sites and amenities designed for every type of camping experience. The company was founded 59 years ago in Billings, Mont., and today serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit [KOA.com](#) and [KOApressroom.com](#).

## KOA Press Room

[www.koapressroom.com](http://www.koapressroom.com)

## KOA Family of Campgrounds: Three Kinds of KOAs for Every Kind of Camping

As campers plan road trips and camping vacations, it's important they know what to expect from each of KOA's 520+ campgrounds. KOA's yellow sign has always represented high quality, friendly service and fun. Today, the KOA Family of Campgrounds – [KOA Journeys](#), [KOA Holidays](#) and [KOA Resorts](#) – is revolutionizing the campground experience to make travel planning even easier. Within the KOA family, campers find properties across North America with added amenities and services designed to make each stay more complete. Whether a road trip or vacation destination, there's always a KOA to meet everyone's camping needs.

At every KOA Journey, KOA Holiday and KOA Resort guests will find:

- Kamp K9® pet parks
- Laundry facilities
- Playgrounds
- KOA convenience stores

### **KOA Journey:** Gateway to Adventure

KOA Journey campgrounds are the perfect oases after a long day on the road. Located near the highways and byways of North America with long Pull-thru RV Sites, they deliver convenience to the traveling camper. Pull in, ease back and take a load off. KOA Journeys feature:

- Pull-thru RV Sites with 50-amp service
- Premium Tent Sites
- Well-lit after-hours check-in service

### **KOA Holiday:** Basecamp for the Great Outdoors

KOA Holidays are an ideal place to relax and play. There's plenty to do, with amenities and services to make each stay memorable. Bring family, friends or the whole group – there's plenty of ways to stay and explore. KOA Holidays feature:

- RV Sites with KOA Patios™
- Deluxe Cabins with full baths
- Premium Tent Sites
- Group meeting facilities

### **KOA Resort:** The Destination for Recreation

KOA Resorts offer a carefree vacation in the great outdoors. Enjoy robust recreation and staff-led activities, kick back and relax by the resort-style pool, or grab a bite to eat, without having to leave the campground. It's the ultimate getaway. KOA Resorts feature:

- RV Sites with KOA Patios™
- Deluxe Cabins with full baths and linens
- Premium Tent Sites
- Resort-style pool
- Indoor and outdoor group facilities

## Ways to Stay at KOA

- [RV Sites](#) – KOA campgrounds feature level, clean RV sites up to 120 feet, including pull-ins and back-ins; 30- and 50-amp service with full hookups; and WiFi and Kamp K9. Additionally, many KOA locations offer fully equipped KOA Patios™, which feature hard surfaced patios, two seating areas with backed outdoor furniture, a fire experience and many with grills. If RVers need assistance, KOA's on-site stores often carry parts and accessories, and staff can either provide assistance or connect a guest with a network partner for service needs.
- [Tent Sites](#) – Nearly all KOAs offer a wide selection of spacious tent sites with picnic tables, waterspouts, fire pits, and clean restrooms and showers nearby. Some KOAs also have Camping Kitchens onsite for campers who want to cook and clean up quickly.
- [Deluxe Cabins](#) – Deluxe Cabins offer full baths and bedrooms. Deluxe Cabins can sleep as many as eight people and may offer convenient amenities such as kitchens or kitchenettes, climate control, KOA Patios™, and more.
- [Camping Cabins](#) – Camping Cabins offer a cozy rustic Cabin experience with beds, stools. Many have upgraded amenities such as TVs and mini fridges.
- [Unique Lodging](#) – Camping can be fun in an Airstream, Teepee, Conestoga Wagon, Glamping Tent or Treehouse. Select KOA campgrounds offer these unique lodging options, including nostalgic Airstream rentals.

## Find a KOA

Visit the KOA [website](#) or download the [KOA App](#) to find a campground and access trip-planning tools. The free app helps campers plan their trips – before they leave home and along the way. Features include the KOA campground finder; integrated online navigation system and driving directions; up-to-date special offers; and alert system to inform campers about road closures, storms or other emergencies.

## KOA Rewards

[KOA Rewards](#) campers receive a 10% discount on daily registration rates and earn points each time they stay at a KOA campground. Points can be redeemed for cash off future stays. Enrollees also receive valuable exclusive offers from KOA Rewards program partners.

## KOA and Inclusion

A fundamental core belief of the KOA organization is that the outdoors is fun and for everyone. As the demographics of North American campers continue to become more diverse, the KOA organization and management are committed to ensuring a welcome and inclusive experience for all through active diversity, equity and inclusion efforts across its human resources, franchise services and marketing functions. KOA is also actively engaging in advocacy efforts with groups supporting diversity in the outdoors to better advance inclusion across the broader outdoor recreation industry.

## Industry Leadership

KOA is recognized as a leader in the outdoor hospitality industry for its expertise in campground innovation and design, and understanding of camper preferences and trends through its robust commitment to industry research. KOA's [North American Camping Report](#), now in its seventh year, tracks the sentiment and behavior of U.S. and Canadian campers and serves as the industry's only research initiative that encompasses all campers – no matter what type of accommodation they use. The organization keeps a pulse on the growing glamping trend through the [North American Glamping Report](#) and, starting in 2021, KOA will embark on monthly travel market research to provide real-time perspective on outdoor hospitality as the travel sector rebounds from implications around COVID-19.

