



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 500 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 55 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

KOA and Latinos

Latinos comprise of one of every ten camping households in the U.S., more specifically one of every six new camping households in 2017. Camping is more popular than ever before for this demographic, which accounts for nearly 17 percent of the national population. Latinos camp to relax and spend time with friends and family and, on average, spend more nights in national park campgrounds than the general population. Latinos generally travel with family of all ages and seek activities and destinations that are suitable for multiple generations. Most important on their list of 'must-haves,' are "kid-friendly" campgrounds with clean restrooms.

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 500+ 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, water spouts, 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 a 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.

Value Kard Reward Memberships

KOA's [Value Kard Reward](#) members receive a 10 percent discount on daily registration fees and earn points each time they stay at a KOA campground. Points can be redeemed for rewards and savings at any KOA. Members also receive valuable exclusive offers from Value Kard Rewards program [partners](#).



###