

KOA's President and CEO O'Rourke Appears on Yahoo! Finance

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KOA NEWS SERVICE (Apr. 12, 2021) – Kampgrounds of America, Inc. (KOA) CEO and President Toby O'Rourke appeared on Yahoo! Finance last week to discuss camping amid the pandemic and offer a sneak peak of the upcoming North American Camping Report.

"Camping had a really big year," O'Rourke said in her April 9 appearance on Yahoo! Finance. "We estimate over 10 million households started camping for the first-time last year. We think a lot of these new people are absolutely going to continue camping this year."

In addition to speaking about the dramatic increase in first-time campers in 2020 that was five-times that of the year prior, O'Rourke shared impressive business results that predict another record-breaking year for KOA.

"Our best year in history was 2019 and we ended flat to that last year," said O'Rourke. "Headed into this year our business is already tracking ahead 30% over where it was in 2019. Our advanced deposits for future reservations are 55% over where they were in 2019."

She also discussed the ever-increasing ways people are interested in camping and the innovations private campgrounds are investing in to meet these changing needs and desires. From KOA Deluxe Cabins to unique glamping options to redesigned RV sites, campground owners are creating something for everyone according to O'Rourke. With a dramatic increase in RV sales last year, those RV site innovations, in particular, are key.

"RV sales were through the roof last year and they're anticipating those to continue this year" O'Rourke shared. "Twenty-five percent of all campers are in an RV. It's becoming a more and more popular way to travel."

To watch the interview in its entirety on Yahoo! Finance, please [click here](#).

In addition to her Yahoo! Finance interview, O'Rourke has given several hospitality and RV industry presentations recently. In January, she delivered the keynote at the Canadian Outdoor Hospitality Conference and Expo. O'Rourke also was the keynote speaker for the inaugural New England RV and Camping Expo in April.

About Kampgrounds of America:

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." The industry leader in outdoor hospitality, KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. The company was founded in 1962 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](#).