

Kampgrounds of America, Inc. Adds Dedicated Position for Canadian Market Expansion

Press Release Date: October 6, 2021

Former owner of Toronto North/Cookstown KOA Holiday Matt Stovold hired as KOA Franchise Development Manager for Canada

KOA NEWS SERVICE (Oct. 6, 2021) – Focusing on ongoing Canadian expansion within the franchise system, vendor relationships and partnerships, [Kampgrounds of America, Inc.](#) (KOA) has hired Matt Stovold to the newly created position of KOA Franchise Development Manager for Canada. Stovold joins KOA after over 10 years of operating and managing the Toronto North/Cookstown KOA Holiday in Ontario.

In his new KOA position, Stovold will focus on working with campground owners across Canada as they learn about the KOA brand difference. He will also assist with new Canadian campground construction projects as well as work to expand partnerships between KOA and Canada-based companies. KOA looks to its Canadian operations as a pivotal avenue for ongoing growth.

“I couldn’t be happier to have Matt join our team,” said Larry Brownfield, senior director of franchise development services for KOA. “He has such a unique knowledge base and skill set. He’s truly one of a kind, and I know he’ll be a perfect fit to represent Kampgrounds of America to independent campground owners in Canada.”

In addition to operating the Toronto North/Cookstown KOA Holiday for over a decade, Stovold also spent three years working the Discovery Parks in Australia expanding his campground knowledge. His experience also extends to leadership roles within the campground industry and KOA including KOA Owners Association (OA) President, Canadian OA President and serving on the KOA Franchise Review Committee. Graduating from Algonquin College with a degree in business and marketing, Stovold brings extensive knowledge and experience to his role.

The creation of this new position focusing on Canadian campgrounds expands on KOA’s ongoing advocacy efforts in Canada throughout the COVID-19 pandemic. This work included working with a Canadian lobbying firm to promote camping and its importance to community health.

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. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company’s proprietary reservation software, K2, deliver’s campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont., KOA now 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](#).