

KOA CEO Awarded National Campground Association's Highest Honor

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Toby O'Rourke, president and CEO of Kampgrounds of America, Inc., is the 2021 recipient of the Stan Martin Award

BILLINGS, Mont. (Dec. 14, 2021) – The National Association of RV Parks and Campgrounds (ARVC) awarded Toby O'Rourke, president and CEO of Kampgrounds of America, Inc. (KOA) the 2021 Stan Martin Award at the Outdoor Hospitality Conference & Expo in November. ARVC's highest honor, the Stan Martin Award recognizes outdoor hospitality leaders whose work is critical to the improvement and growth of the industry.

In addition to leading KOA, the world's largest system of privately owned campgrounds, to record growth, O'Rourke's work has been critical to the camping industry as a whole. An expert on camping, RVing and outdoor hospitality, she has served as a sought-after spokesperson for national media and government officials. Since the onset of the COVID-19 pandemic in 2020, O'Rourke's advocacy efforts with local, state and national policymakers were critical to keeping campgrounds of all types open and operating.

O'Rourke was also recognized for her willingness to share valuable data and industry-leading research that has modernized the camping industry and brought it to the forefront of outdoor hospitality. Further, she serves in several volunteer leadership roles within the travel industry including representing all campgrounds on the RV Industry Association Board and being a member of the Outdoor CEO Council.

"I am incredibly humbled and appreciative to receive this honor from ARVC," said O'Rourke. "The camping industry has experienced unprecedented and continual growth both prior to and because of the pandemic. By working together, we have incredible opportunity to not only continue this growth, but to make an even bigger impact in outdoor hospitality and the greater travel market. I am proud to be one voice within this united front and look forward to our work advancing our business."

To learn more about ARVC, please visit their [website](#).

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, delivers 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 for which KOA is known. For more information, visit [KOA.com](#).