

## **KOA's Kim Wootteon Promoted in New Role**

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*Wootteon will manage marketing and revenue management in her senior director role*

**BILLINGS, Mont. (Jan. 13, 2022)** – Kampgrounds of America Inc.'s (KOA) Kim Wootteon has been promoted to Senior Director of OAK Marketing and Revenue Management. In this new role, Wootteon will lead marketing and revenue management for the Owned and Operated Assets of KOA.

Previously serving as Marketing Director for OAK, Wootteon's work leading a talented team of marketers is expanded with this promotion. In addition to defining OAK marketing strategy across more than 40 campground locations, she will also oversee revenue management to create a holistic connection between revenue and marketing resulting in a full-circle perspective of the customer journey.

"Kim has been an exemplary leader within OAK," said Whitney Scott, chief marketing officer of Kampgrounds of America. "She has built critical processes, collaborating with teams and departments, that have improved our work and positively impacted our bottom line. Kim will only provide greater value to our work and organization in her new role."

Prior to her work at KOA, Wootteon brings many years of revenue management and marketing experience within the campground and hotel industries with Blue Water Development Corp and The Grand Hotel and Spa. With this combined experience, Kim strives to leverage proven hospitality concepts and innovative tactics to maximize profitability.

"I am honored to lead and develop the revenue management department for OAK," Wootteon said. "Taking a holistic approach to the customer buying experience, using analytics from both a marketing and revenue perspective to predict consumer behavior allows us to better serve our campers."

OAK plans to expand the revenue management team under Wootteon's leadership in 2022.

### **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](#).