

New Multi-Reservation Shopping Cart Functionality Added to KOA Website

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Kampgrounds of America, Inc. launches a new booking feature so guests can book multiple reservations across their network of campgrounds in a single transaction

BILLINGS, Mont. (Feb. 14, 2022) – Kampgrounds of America, Inc. (KOA) has announced the release of a multi-reservation shopping cart on their website. With this new functionality, guests can complete multiple reservations at one campground or across multiple campgrounds in one transaction, making booking faster and easier across KOA locations.

“The goal of our multi-reservation shopping cart is to make booking easy for our guests,” said Whitney Scott, chief marketing officer of Kampgrounds of America. “With this enhanced functionality, campers can plan and reserve a week-long road trip or even an entire summer of camping in one seamless transaction. We want to make planning seamless so campers can focus on what they really love – camping.”

As campers begin planning and booking for a new year of travel, the majority are reserving three to five months before they plan to travel (22%) according to KOA’s latest research.

“It’s a timely release as our advanced reservations are already up 51% over the prior year,” Scott said. “With increased demand for sites, we know the functionality is necessary for the camper looking to get out and explore the great outdoors.”

Since going live on the KOA website, over 6,500 reservations have been made using the multi-reservation shopping cart. Beta users averaged booking 3 sites per transaction with outliers reaching 20 different sites across a season.

To learn more about the new multi-reservation shopping cart, [watch the video available on KOA's YouTube channel.](#)

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](#).