

KOA Reports Continued Growth in First Quarter of 2022

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Kampgrounds of America, Inc. Q1 Business Report shares growth across registration and acquisitions following record-breaking 2021

KOA NEWS SERVICE (Apr. 20, 2022) – After finishing 2021 an astounding 33% above the previous record-grossing year, Kampgrounds of America, Inc. (KOA) reports a 16.5% increase in registration revenue over 2021 in their Q1 Business Report. Total occupancy for the same period increased by nearly 7%. Looking forward, advanced deposits are currently 18.4% above where they were at the end of the first quarter of the prior year. KOA also secured three campground conversion contracts, three new construction contracts and acquired five owned locations.

Both Short-Term and Long-Term Performance Thriving

Across short-term performance, KOA reports a 17.7% increase in short-term, year-to-date revenue. Occupancy also improved during the first quarter of the year by 9.6%.

“Our first-quarter results demonstrate that camping interest remains strong,” said Toby O’Rourke, president and CEO of KOA. “Our business growth in 2021 was unlike anything we’ve seen and was fueled by legions of new campers who tried camping for the first time. Our advanced deposits on future reservations are over 18% ahead of where they were at this time last year suggesting that this year, our 60th anniversary, could mark our best year ever.”

Growth is also reported across KOA’s long-term business as the winter camping season comes to a close. Long-term registration revenue was 14% higher than in 2021, and occupancy was up 5%.

Continued Growth of the Franchise System

An important indicator of the system’s health, KOA continues to grow its franchised partnerships with six new campground contracts, including an additional three new construction deals. In the first quarter, campgrounds in Shreveport, Louisiana, Gas City, Indiana and Scottsburg, Indiana converted to the KOA system.

Three new construction contracts were signed with KOA to begin the year. Brand new KOA campgrounds will be built in Texas, Iowa and Connecticut.

“Last year, 26 new franchise locations saw the value of including KOA in their business and that momentum is continuing,” said Ann Emerson, chief operating officer of KOA franchise. “We are especially encouraged to see the growing interest in ground-up developments. Not only are business owners seeing the immense opportunity within the growing camping market, but they are also capitalizing on that opportunity with KOA.”

Ongoing Expansion of the Corporate Portfolio

Complimenting the franchise system’s growth, KOA continues to expand its owned campground portfolio. In the first quarter of the year, KOA acquired four campgrounds. The company added Rock Springs/Green River KOA Journey in Wyoming, Winthrop/N. Cascades National Park KOA Holiday in Washington and a pair of campgrounds in Utah, Bear Lake/Marina Side KOA Holiday and Bear Lake/Trail Side KOA Journey to their owned campground locations. KOA also purchased land in Ohio for future development.

“To celebrate our 60th year with a growing brand in one of the most active sectors of the travel industry is something to be excited about,” said O’Rourke. “We’re ready to take the spirit of innovation and entrepreneurship that’s ingrained in our fabric and continue pushing our company and the industry forward. KOA is on track to have another great year with many more to come.”

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.” Over the course of 60 years, KOA has been the definitive 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](#).

