

## **KOA's Larry Brownfield Promoted to New Role**

**Press Release Date: June 3, 2022**

*Brownfield will be KOA's Assistant Vice President of Franchise Development Services.*

**BILLINGS, Mont. (June 3, 2022)** – Kampgrounds of America, Inc. (KOA) has promoted Larry Brownfield into an assistant vice president role within KOA's franchise development services. Brownfield will be tasked with holistically growing KOA's industry-leading franchise system within this new role.

Over nearly 15 years at KOA, Brownfield has been instrumental in franchise development, welcoming countless campgrounds to the world's largest network of privately-owned campgrounds. Brownfield has been paramount to KOA's dramatic growth across his time with the organization.

"From his early days at KOA, Larry has demonstrated a passion for our owners and operators," said Ann Emerson, chief operating officer of Kampgrounds of America franchise. "He is dedicated to the KOA organization and brings immense value to every professional interaction. Larry will continue to be essential to improving the footprint and quality of our campgrounds."

In addition to overseeing the growth of new KOA locations, Brownfield will help develop all aspects of the KOA franchise system, from lead development and onboarding to business support and renewal. Across his work, he will introduce processes and services that bring value to KOA owners and the greater campground system.

### **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, delivers campgrounds a competitive 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](#).