

Campground Buyer's Workshop Scheduled for October

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Taking place Oct. 8-9 in Fort Collins, Colo., industry experts will help prospective owners realize their dream of campground ownership

KOA NEWS SERVICE (Aug. 30, 2022) – Learn everything you need to know about purchasing and operating a prosperous campground by attending the latest Kampgrounds of America, Inc. (KOA) Buyer's Workshop. This expert-led, two-day event for prospective campground owners will be held at the Fort Collins/Lakeside KOA Holiday in Colorado in October.

With the campground industry continuing to be one of the strongest segments of the travel industry, the KOA Buyer's Workshop will provide potential campground owners with the guidance and information they need to make informed decisions as they consider campground ownership.

"Camping isn't just camping anymore. Millions of people across North America choose camping as their preferred way to vacation and travel," said Larry Brownfield, KOA's assistant vice president of franchise development. "Camping has always been a great industry, but it's taking its place as a major player within the larger travel space."

Throughout a two-day workshop, attendees will learn critical themes important when considering purchasing or developing a campground. Topics of discussion will include factors to consider when buying an existing campground, a comprehensive look at campground ownership, an overview of the camping industry and hospitality trends and the unique insurance needs of campgrounds from KOA experts. A behind-the-scenes tour of the Fort Collins/Lakeside KOA Holiday will offer an up-close look at how a campground operates.

"Future campground owners will leave our two-day workshop with all of the information and tools to make the right decisions as they consider campground ownership," Brownfield said. "With 60 years of industry experience, KOA has the industry-leading track record to help owners achieve real success."

The cost of the KOA Buyer's Workshop is \$275 per person or \$325 per couple and includes all materials as well as one lunch and one breakfast.

The KOA Buyer's Workshop is slated for Oct. 8-9 at the Fort Collins/Lakeside KOA Holiday in Colorado. [Click here to sign up](#) for the KOA Buyer's Workshop or contact Deedee Flanagan at 800-548-7239 or dflanagan@koa.net. To learn more about owning a KOA, visit ownaKOA.com.

ABOUT KAMPGROUNDS OF AMERICA

Kampgrounds of America, currently celebrating its 60th year of operations, is the definitive leader in outdoor hospitality. United under the mission of "connecting people to the outdoors and each other" the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world's largest system of privately-owned, open to the public campgrounds, consists of more than 520 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning 'Love of Land' the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit KOA.com and TerramorOutdoorResort.com.