

Kampgrounds of America, Inc. Makes Debut at Albuquerque International Balloon Fiesta

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Celebrating Kampgrounds of America, Inc.'s 60th Anniversary, a KOA hot air balloon unveiled this year makes its inaugural flight at one of the world's largest balloon festivals

ALBUQUERQUE, N.M. (Oct. 4, 2022) – A specially commissioned Kampgrounds of America, Inc. (KOA) hot balloon makes its inaugural debut at the 50th Albuquerque International Balloon Fiesta. Designed to celebrate Kampgrounds of America, Inc.'s 60th anniversary, which is taking place in 2022, the balloon joins more than 600 balloons representing 22 countries at the festival.

"It's such an honor to bring our brand to Albuquerque," said Diane Eichler, vice president of marketing at Kampgrounds of America, Inc. "There's just something about seeing the iconic KOA yellow and familiar logo against a blue sky. Perhaps what is even more special is that one of our own helped us get there."

One of the most unique aspects of KOA's balloon is its pilot, Robb Nutting. Nutting, who grew up ballooning with his parents and has been licensed to fly since 2003, is a Kampgrounds of America, Inc. employee. Serving as a business development consultant, Nutting travels the country helping the brand's franchised campground owners be as successful as possible.

"I already work remotely helping KOA owners directly put in practice things that can help their business," Nutting said. "Now I have the ability to combine work with balloon events. I've been ballooning all my life and still can't stop myself from looking up when a balloon flies overhead."

The hot air balloon also brings awareness to Care Camps, a non-profit that helps send children affected by cancer to special oncology summer camps. In addition to displaying the Care Camps logo on the balloon, guests of honor from Camp Enchantment, a pediatric oncology camp serving families in New Mexico, will be taking flights and experiencing the balloon up close.

"When we designed the balloon it was important that this wasn't just a marketing message," said Eichler. "Care Camps is near and dear to our hearts and sharing their story helps more kids experience the healing power of nature when they need it most."

Launched for KOA's 60th anniversary, the KOA balloon has attended balloon festivals throughout the United States. In 2023, Nutting plans to bring the balloon to more festivals and KOA campgrounds.

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 500 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](https://www.koa.com) and [TerramorOutdoorResort.com](https://www.terramoroutdoorresort.com).