

# Kampgrounds of America, Inc. Selected as Gold Winner in 2022 Travel Weekly Magellan Awards

Press Release Date: October 26, 2022

*Kampgrounds of America, Inc. Marketing Team Recognized for Positive Impact of Monthly Research Report on Larger Hospitality Industry*

**BILLINGS, Mont. (Oct. 26, 2022)** – Kampgrounds of America, Inc. (KOA) was named a gold winner in the Travel Weekly 2022 Magellan Awards within the annual award program's Hospitality Marketing segment. Announced earlier this month, the award recognizes Kampgrounds of America, Inc.'s efforts to bring consistent, expediated data to the outdoor travel and hospitality sector through the company's monthly research report. As one of the premier awards in the travel and tourism industry, KOA was one of only a handful of travel brands to receive this honor.

Kampgrounds of America, Inc. created and launched its first monthly research report in May 2021 to fill an important need for timely, relevant industry data that could properly measure the impact of the ever-changing COVID-19 pandemic and other external influencers on the popularity and sentiments toward camping and outdoor hospitality. After more than a year publishing consistent monthly research, the report has become a trusted source for industry journalists, analysts and others.

"Our marketing team is honored to receive this recognition from Travel Weekly among such an impressive group of leaders in various segments of the travel and tourism industry," said Whitney Scott, chief marketing officer of Kampgrounds of America, Inc. "Data is at the heart of everything we do at KOA, as it helps us to better understand campers and deliver memorable, positive experiences to each guest. Our monthly research report has become a cornerstone of not only our marketing but greater business strategy and we're grateful for the positive reception from the larger outdoor hospitality industry over the past year and a half."

Each year, the Travel Weekly Magellan Awards receive entries from across the U.S. and around the world. The program's judges select winners within eight distinct categories based on outstanding design, marketing, or services. Rather than compete against one another, winners are selected against a standard of excellence based on the experience of the top travel industry professionals who review the entries. The full list of 2022 winners can be found online at [www.travelweeklyawards.com/winners/](http://www.travelweeklyawards.com/winners/).

To read the current and past KOA monthly research reports, visit the KOA newsroom at [www.koapressroom.com/](http://www.koapressroom.com/).

## **ABOUT KAMPGROUNDS OF AMERICA**

[Kampgrounds of America](http://www.kampgroundsofamerica.com), 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](http://KOA.com) and [TerramorOutdoorResort.com](http://TerramorOutdoorResort.com).