

Kampgrounds of America, Inc. Unveils Campground Management School

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Kampgrounds of America, Inc. adds KOA School of Campground Management to expand robust campground training programs

BILLINGS, Mont. (Nov. 3, 2022) – Kampgrounds of America, Inc. (KOA) has developed a new, intensive training program for aspiring and existing campground managers. KOA's School of Campground Management, which hosted its inaugural class this September, is an in-person, four-day course that provides campground employees with a foundation in all aspects of outdoor hospitality management.

The most recent addition to Kampgrounds of America, Inc.'s training offerings for franchisees, attendees of the KOA School of Campground Management receive hands-on training from discipline experts. A full day is dedicated to campground design, marketing, staffing, budgeting and finance. Classes each day are designed to offer real-world solutions that will directly impact campground operations.

"Our ability to offer dedicated training from experts across a myriad of topics presents a real advantage for campground owners," said Ann Emerson, chief operating officer of Kampgrounds of America Inc.'s franchise system. "The KOA School of Campground Management allows us to dive deeper into specific topics and areas that develop new and existing staff in a critical role. We know training the right people can be a real challenge, and we're here to help alleviate that with existing and new programs."

According to the Associated Press, employers are adding 438,000 jobs a month on average in 2022. On pace to be the second-best year for hiring (behind 2021), the historically low 3.7% unemployment rate has made filling these roles challenging.

The KOA School of Campground Management joins a host of training offerings exclusively available to Kampgrounds of America, Inc. franchisees. Other training opportunities include in-person KOA University, one-on-one sessions and a robust online offering of courses and guided training materials. For those interested in campground ownership, Kampgrounds of America, Inc. also offers a Campground Buyer's Workshop twice a year.

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](#) and [TerramorOutdoorResort.com](#).