Kampgrounds of America, Inc. Releases New Revenue Driving Features in K2 Reservation Software

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Kampgrounds of America, Inc.'s proprietary reservation system, K2, continues push to revolutionize cost-saving campground management software including Dynamic Optimization and Select My Site features

BILLINGS, Mont. (Nov. 3, 2022) – Kampgrounds of America, Inc.'s (KOA) proprietary, in-house-designed reservation software continues its industry-leading growth. Welcoming its first users in 2017, K2 has maintained an aggressive development schedule releasing new features and improvements regularly. In the high season, the K2 system processes a new booking every 3 seconds, a check-in every 1.1 seconds and completes a store sale every 1.25 seconds.

"Since we released the K2 reservation system, we've been dedicated to releasing new features to strengthen the platform," said Andy Metroka, chief information officer for Kampgrounds of America, Inc. "Our experienced and long-standing team continue to work on features and improvements that further optimize campground occupancy and add more functionality to the software. Our ongoing goal is to increase the efficiency of our owner's and manager's daily operations while driving campground revenue and profitability."

One of K2's newest additions, Dynamic Optimization, further improves the booking chart by allowing campground owners and managers to minimize reservation gaps, therefore increasing revenue, via an overnight, automated process.

"Dynamic Optimization streamlines business operations utilizing complex algorithms and provides the opportunity to book more reservations," Metroka said. "This feature frees up space for additional reservations during busy periods while allowing staff to focus on other areas of work which further increases the opportunity to grow revenue. Dynamic Optimization is also busy at work ensuring future space is optimized so new online reservations aren't missed when operators are too busy with the day-to-day operations to pay close attention to future availability."

Other recent improvements to K2 include Select My Site, which allows guests to choose a specific campsite for a premium determined by the campground, and Express Arrival, a feature designed to speed up the check-in process.

One of the most significant differentiators of K2 is its transparent cost structure. Unlike competitors, the software, continued development and dedicated support and training are included in Kampgrounds of America, Inc.'s franchise fees. Usage of K2 software is included as part of being a KOA campground.

"Our campgrounds aren't going to see a monthly or transaction-based fee for K2," said Metroka. "If you look across the camping industry, there are other reservation management systems targeting campgrounds. K2, KOA.com and the KOA technology suite offer robust functionality for owners and operators that holds a leading position in the marketplace, driven and developed with decades of camping experience and the system is always moving forward."

A key component in increasing the software's functionality relies on feedback and input from KOA campground owners and operators. With 60 years of on-the-ground experience at campgrounds across the U.S. and Canada, this ensures that K2 truly meets the needs unique to the outdoor hospitality industry.

According to Metroka, "while we are an outdoor hospitality company first, we're also a software company dedicated to making our campground partners as successful as possible with minimal cost."

The K2 system also generates a wealth of useful data and reports that campground owners can use daily to better manage their operations, including detailed occupancy reports, year-to-year reservation comparisons, site-type performance, revenue management, a detailed income analysis of all facets of a campground's operation and camp store sales both for an individual campground and across a portfolio of campgrounds. Like the other features of K2, new reporting functions are added and improved on an ongoing basis to serve owners and their staff.

Kampgrounds of America Inc. was the first outdoor company to offer campers a real-time reservation system when it launched the original KampSight software prior to 2010. Now a cloud-based system, the latest version of K2 has, and continues to add, new features making it an industry-leading campground reservation platform.

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](#).