

Kampgrounds of America, Inc.'s Kim Wootteon Promoted in New Role

Press Release Date: February 22, 2023

Wootteon will oversee local marketing, revenue management and franchise business development in a new vice president role

BILLINGS, Mont. (Feb. 22, 2023) – Kampgrounds of America Inc.'s (KOA) Kim Wootteon has been promoted to vice president of commercial strategy. In this newly established role, Wootteon will lead local marketing, revenue management and franchise business development, areas critical to the ongoing, accelerated growth the company has been experiencing for the last decade.

Previously serving as senior director of marketing and revenue management for the Owned and Operated Assets of KOA (OAK), Wootteon's work leading a talented team of marketers and revenue managers is expanded in her new role to encompass local strategy and initiatives across the organization. Wootteon and her team's areas of focus include evaluating market opportunities, analyzing local competitive landscapes and reviewing historical market data and revenue trends to optimize activities and growth.

"Kim has a disciplined approach that has brought impressive results to our owned portfolio," said Darin Uselman, chief operating officer of Kampgrounds of America, Inc. "She has helped build proven processes we are eager to implement and continue developing for the greater KOA brand. We're growing quickly, and Kim's new holistic focus on commercial strategy will continue that growth."

Prior to her work at KOA, Wootteon brings many years of revenue management and marketing experience within the campground and hotel industries with Blue Water Development Corp and The Grand Hotel and Spa. With this combined experience, Kim strives to leverage proven hospitality concepts and innovative tactics to maximize profitability locally and across the KOA brand.

"I am excited for the opportunity to bring the success we've achieved in OAK to our franchise partners," Wootteon said. "By collaboratively sharing best practices and processes, we're setting up our company and local owners for success."

Wootteon holds a degree in business management from Globe University.

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America, Inc.](#) has been the definitive leader in outdoor hospitality for more than 60 years. 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).