

**Kampgrounds of America, Inc.'s Darin Uselman
Promoted to Chief Operations Officer
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Uselman will oversee operations, development and commercial strategy across franchised and owned company assets

BILLINGS, Mont. (Mar. 9, 2023) – Darin Uselman has been promoted to chief operations officer (COO) of Kampgrounds of America Inc. (KOA). Previously overseeing operations for KOA, Inc.'s owned portfolio of campgrounds, in his new role, Uselman's oversight will expand to include KOA franchise and Terramor, the company's glamping brand, allowing for a holistic approach to the company's operations.

Uselman joined KOA in 2017 to lead franchise operations where he cultivated high franchise attraction and retention rates and expanded services with the development of the franchise value model. Transitioning to lead operations for OAK in late 2021, Uselman's ability to create efficient processes and align talented teams helped fuel the growth of the owned portfolio.

"In already overseeing both our franchise system and owned portfolio operations individually, Darin has proven his ability to generate success within multiple disciplines," Toby O'Rourke, president and CEO of Kampgrounds of America, Inc. said. "By applying his talents across all our operations, he will create a cohesive engine for growth in our organization, regardless of brand or ownership, and drive superior service to our franchise partners."

Prior to his time at KOA, Uselman amassed impressive operations experience at GE Capital as a strategic program manager and collateral initiatives leader. Additionally, he is a former PGA golf professional and spent several years in golf operations for a major homebuilder on the East Coast.

"I am thrilled for the opportunity to lead and work alongside industry-leading outdoor professionals across North America," said Uselman. "I look forward to utilizing my experience as we combine our operational team to build franchise relationships, drive brand value and continue to demonstrate KOA's operational excellence in outdoor hospitality."

Uselman is originally from Fargo, ND, and currently resides in Billings, Mont. He holds a degree in finance from Minnesota State University Moorhead.

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.terrarmoroutdoorresort.com).