

# Kampgrounds of America, Inc. Re-Launches KOA Rewards Loyalty Program

Press Release Date: March 14, 2023

*The new version expands benefits by simplifying point earning and redemption*

Billings, Mont. Mar 14, 2022 – Today, Kampgrounds of America, Inc. (KOA), the leader in outdoor hospitality, announces an overhaul of the long-running loyalty program, KOA Rewards. The revamped KOA Rewards simplifies campers' point-earning and redemption process and allows them to use points for discounts when booking stays through [KOA.com](https://koa.com) and the KOA app.

KOA Rewards campers account for approximately 50% of total nights at campgrounds and are the company's most loyal. Under the previous program, reward points could only be redeemed in person as a camper checked in for their stay. The new system digitizes the entire process, making it easier for campers to plan their stays, track their earnings and rewards and apply loyalty benefits during the online check-in process.

Based on point accumulation annually, the new program reduces account holder tiers from three to two — Base and VIP. The annual fee will remain at \$36 per year. The benefits of the new tiers are:

- Base account holders receive:
  - 10% off the daily registration rate every night at any of our 500+ KOA locations throughout the US and Canada
  - Points for dollars off future KOA stays
    - 6500 points = \$10
    - 15,000 points = \$25
    - 25,000 points = \$50
  - A free night of camping at our participating KOA Campgrounds during our annual KOA Rewards Weekend (Sep. 8-9, 2023)
  - Exclusive offers and discounts from our corporate partners
- VIP account holders (earning 20,000 points in their account year) receive Base benefits and:
  - Earn 25% more points
  - Free 1-year enrollment in KOA Rewards
  - Bring-a-friend discount
  - \$10 cancellation fee waived (when following the campground cancellation policy).

“Nearly 60% of our KOA Rewards campers choose KOA first; they book more trips, camp more often and spend the most time at our KOA campgrounds,” says Diane Eichler, Senior Vice President of Marketing. “We want to ensure that they feel appreciated and that being a KOA Rewards camper is a real value-add to their experience.”

All new KOA Rewards account holders will be enrolled in the new system starting at the Base tier. Current loyalty account holders will gradually transition into the new program when they renew their accounts. The renewal process has not changed and can be completed at any KOA Campground, online, or by calling KOA Camper Services.

To learn more about KOA Rewards and sign up, please visit [koa.com/rewards/](https://koa.com/rewards/).

## ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America, Inc.](https://koa.com) 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://koa.com) and [TerramorOutdoorResort.com](https://TerramorOutdoorResort.com).