

# Kampgrounds of America, Inc. Recognized for Being a Recession-Proof Franchise and a Top Franchise for Women

Press Release Date: May 26, 2023

*Kampgrounds of America, Inc. receives two awards from Franchise Business Review*

**BILLINGS, Mont. (May 26, 2023)** – Kampgrounds of America, Inc. (KOA) is a double award-winning franchise in Franchise Business Review's most recent recognition. The company received two awards as a [2023 Top Recession-Proof Franchise](#) and a [Top Franchise for Women](#). Across both award lists, KOA, Inc. was the only hospitality provider of any type included.

Franchise Business Review, a research firm that performs independent surveys of franchisee satisfaction, provides the only ratings of franchises based solely on franchisee satisfaction and performance. To identify the award-winning companies on this year's Top Recession-Proof Franchises list, Franchise Business Review analyzed data from over 36,400 franchise owners representing more than 365 brands. Brands selected for the award have outstanding satisfaction among their franchise owners and demonstrate strong potential to outperform their competitors.

"Campground success and satisfaction has been central to our business since we began franchising campgrounds nearly 60 years ago," said Darin Uselman, chief operations officer of Kampgrounds of America, Inc. "This recognition shows that we are continuing to achieve that goal while offering an opportunity that can weather economic uncertainty."

According to KOA's 2023 North American Camping and Outdoor Hospitality Report, 92 million U.S. households identify as campers. Even amid economic headwinds, half of campers say that camping offers a more cost-friendly way to travel during a downturn, and 38% say they'll continue to camp even if the economy worsens. More than half (56%) of RVers will use their RV more (33%) or the same amount (23%) in the case of an economic downturn.

Kampgrounds of America, Inc.'s inclusion as a Top Franchise for Women was based on a survey of over 8,100 female franchise owners. According to Franchise Business Review, women own 32% of all franchises and are, on average, more satisfied overall than men regarding franchise ownership. Companies were selected for how well the franchise meets their expectations in terms of support, work-life balance, financial opportunity and other critical areas of business ownership, according to female owners. Only 48 franchise opportunities made the final list.

"Women are important leaders across KOA, so to win this award is very validating," Uselman said. "We take pride in supporting entrepreneurship across diverse backgrounds. There is opportunity here for everyone."

Franchise Business awards for Kampgrounds of America, Inc. include Top Recession-Proof Franchises (2021, 2022, 2023), Top Franchises for Women (2019, 2021, 2022, 2023), Top Franchise Culture (2020, 2021, 2022) and Most Profitable Franchises (2022). Kampgrounds of America Inc. has also been recognized as a Top Franchise annually more than ten times, placing the company in the [Franchise Business Review Hall of Fame](#).

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