

Kampgrounds of America, Inc.'s KOA Rewards Receives Two Loyalty360 Awards

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KOA Rewards, Kampgrounds of America, Inc.'s proprietary loyalty program, won awards for Offer, Incentive, and Reward Design and Corporate Social Responsibility and Loyalty at the 2023 Loyalty360 Awards

BILLINGS, Mont. (June 1, 2023) – Kampgrounds of America, Inc. (KOA), the definitive leader in outdoor hospitality, was recently [recognized with two awards by Loyalty360](#), the leading association for customer loyalty for their newly redesigned KOA Rewards program. Designed to recognize brands that drive customer loyalty and successfully navigate today's complex and evolving landscape, KOA Rewards won silver for Offer, Incentive, and Reward Design and bronze for Corporate Social Responsibility and Loyalty. The company won awards in both categories in which it was nominated.

"It's an honor to be acknowledged for our work on KOA Rewards," said Diane Eichler, senior vice president of marketing for Kampgrounds of America, Inc. "Over decades, we've listened to our campers and refined KOA Rewards to create a program that not only saves campers money, but also brings them value on and off the campground. To be recognized among some of the top brands in the world is a real testament to our work."

Benefits of KOA Rewards include saving 10% off the daily registration rate at more than 500 KOA locations throughout the U.S. and Canada, points accumulation for savings on future KOA stays and a free night of camping at participating locations during KOA Rewards Appreciation Weekend each September. Curated partnerships, including Coleman and Goodyear Tires, offer exclusive discounts and savings for KOA Rewards campers.

KOA Rewards campers account for approximately 50% of total nights at campgrounds and are the company's most loyal, camping more often and spending most of their camping nights at KOA. Newly redesigned in 2023, the program now offers a simplified point-earning and redemption process that allows campers to use points for discounts when booking stays through KOA.com and the KOA app.

In addition to promoting guest loyalty and offering benefits to campers, KOA Rewards is instrumental to Kampgrounds of America, Inc.'s support of Care Camps, a non-profit that helps send children affected by cancer and their families to special oncology summer camps. For each camper that enrolls in KOA Rewards, one dollar is donated to help support administration of the charity, ensuring more donation dollars can directly support Care Camps campers. This unique benefit was a critical component in the program's bronze win in Loyalty360's Corporate Social Responsibility and Loyalty category, which recognizes brands making tangible and authentic impacts based on their commitment to their mission statement, core values, and customers.

"Our mission is to extend the healing power of the outdoors to those who need it most," Eichler emphasized. "We want our campers to join us in giving back to the community and building genuine connections between people and the great outdoors."

Loyalty360 is the only objective community for customer loyalty and seeks to encourage dialogue among industry leaders in loyalty and retention. Through a unique blend of content, collaboration, and diverse learning opportunities, Loyalty360 engages a diverse network of brands and technology providers representing the best voices the customer loyalty industry offers.

Kampgrounds of America, Inc. was recognized among legacy brands, including LEGO, Ford Motor Company, Tim Hortons and Hilton.

To learn more about Kampgrounds of America, Inc.'s KOA Rewards, please visit koa.com/rewards/.

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.