

KOA Reports Double-Digit Registration Growth for Fourth of July

Press Release Date: July 11, 2023

Exceeding record growth over the same period in 2022 for both Fourth of July and Canada Day, the company outpaced overall camping for the holidays, pointing to the continued popularity of the KOA brand

BILLINGS, Mont. (July 11, 2023) – The 2023 Fourth of July holiday results across Kampgrounds of America, Inc.'s (KOA) family of campgrounds showed an increase in registration revenue of more than 12% over the record results of the prior year. In Canada, registrations for the Canada Day holiday were up nearly 7%.

"It's exciting to see such strong growth over one of our busiest periods," said Toby O'Rourke, president and CEO of Kampgrounds of America, Inc. "Our research shows that camping in general over the holiday was fairly flat year-over-year. However, we didn't see that at KOA – our properties welcomed a record number of campers this year."

According to data from Kampgrounds of America's upcoming Monthly Research Report – July Edition, 21.7 million households camped over the Fourth of July this year, less than a 1% increase compared to 2022.

"The numbers are a great indicator of how the public responds to the KOA brand," O'Rourke said. "Our employees and franchise partners provide an exceptional customer experience through their service and amenities at every KOA campground."

The remainder of 2023 also looks to be well ahead of 2022. Looking forward, advanced deposits for the KOA system are up almost 10% over last year.

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).