

Kampgrounds of America, Inc. Reports Financial Growth and Campground Expansions for the First Half of Year

Press Release Date: August 7, 2023

Kampgrounds of America Continues Growth even with record-setting years during Covid-19 pandemic

BILLINGS, Mont. (Aug. 7, 2023) – Kampgrounds of America, Inc. (KOA) reports continued growth, sharing that revenue has improved by 2% year-over-year. Following years of record-breaking same-store revenue, the company anticipates more positive change, with advanced deposits up 9.5% over 2022.

“Our ongoing improvement since the surge in camping popularity during the pandemic is a real testament to the service we deliver,” said Toby O’Rourke, president and CEO of Kampgrounds of America, Inc. “With more leisure travel options and increased competition in camping, it’s apparent that KOA is delivering on providing the best in outdoor hospitality.”

Trust in the KOA brand has also resulted in impressive growth in franchise partnerships. Year-to-date, seven existing campgrounds have been converted to KOA locations. New KOA campgrounds can be found in Ohio, Utah, Missouri, Texas, and California; Texas and California both welcomed two campgrounds to the KOA system.

New construction, which has increased dramatically over the last several years, continues to be an attractive partnership option. Two new construction contracts will bring KOA campgrounds to Louisiana and Ohio.

“Investment in our industry continues to grow,” O’Rourke said. “The increase in KOA conversions and new builds shows the value of the KOA brand in the marketplace not only to our customer but as a pivotal business tool for campground owners.”

In the year’s first half, the company also acquired three iconic Montana campgrounds, adding to Kampgrounds of America, Inc.’s owned and operated portfolio. The parks were purchased from the Marv and Carol Linde family, who owned and operated the campgrounds for 46 years.

About Kampgrounds of America:

Kampgrounds of America, Inc. has been the definitive outdoor hospitality leader for over 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 most extensive system of privately-owned, open-to-the-public campgrounds, consists of over 500 franchised and owned campgrounds. With unrivaled brand visibility, KOA offers campground owners and operators unparalleled support in education, design, recruitment, marketing, and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine, in 2020. 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).