

Kampgrounds of America, Inc. Announces Newest Recipients of the KOA Campground of the Future Grant

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KOA campgrounds in Alaska, Montana, Utah and Pennsylvania receive funding from KOA to bring innovative projects to life

BILLINGS, Mont. (Aug 8, 2023) – Kampgrounds of America, Inc. (KOA) is pleased to announce the latest recipients of the company's KOA Campground of the Future Grant. Open to any KOA campground, the program supports forward-thinking and innovative campground projects that are helping pioneer the future of outdoor hospitality. Recipient franchisees, selected by a panel of campground experts, receive up to \$10,000 seed money to complete their proposed project.

In 2023, four KOA campgrounds will receive a KOA Campground of the Future Grant. The Seward Alaska KOA Journey in Alaska, Butte KOA Journey in Montana, Vernal/Dinosaurland KOA Holiday in Utah and Pennsylvania's Lancaster/New Holland KOA Journey.

"We're looking for projects that are out-of-the-box that can progress outdoor hospitality forward," said Doug Mulvaney, assistant vice president of campground design service for Kampgrounds of America, Inc. "Our franchise partners have incredible ideas and ingenuity that we are happy to help foster and grow."

At Seward KOA Journey, the grant will be utilized to introduce a unique, three-tiered tent structure to the campground that maximizes vertical space to accommodate guests. The open tower design will feature three circular platforms with railings offering stunning views of the Alaskan landscape. The design will also provide an ideal spot to observe a nearby bald eagle nest, especially during hatching season, further connecting guests to the outdoors.

In Montana, Butte KOA Journey will use their seed money to bring an array of eco-friendly landscaping features to the campground. These include water catchment sculptures in the shape of Butte's iconic mine headframes and an outdoor classroom/meeting space for workshops and community gatherings that will allow the campground to expand its commitment to promoting eco-awareness and conservation. Additional initiatives include native plant and produce gardens, invasive species exhibits and a community walking trail.

Vernal/Dinosaurland KOA Holiday will focus on providing an unparalleled experience for guests traveling with pets in Utah. The campground plans to modify existing standard Camping Cabins to over-the-top pet offerings, including fenced-in yards with doggy doors, outdoor seating and doghouses for a home-away-from-home feel. Inside the cabins, pet-specific amenities will include dog beds and food dishes.

To reduce its ecological footprint, Lancaster/New Holland KOA Journey will be installing 728 SunPower Solar Panels. With an estimated annual production of 430,873 kWh, these solar panels are expected to cover the Pennsylvania campground's total electricity usage, making it a model of eco-friendly energy practices in the industry.

"The KOA Campground of the Future Grant program continues to be a great catalyst in helping our KOA owners step out of their day-to-day focus on operating a campground and consider the future," Mulvaney said, "This grant program has resulted in many forward-looking ideas that have become reality, brought the future to today, and provided proof that KOA continues to be the leader in the outdoor hospitality industry."

The Campground of The Future Grant program, initiated in 2020, encourages innovative ideas and propels the outdoor hospitality industry toward a more sustainable and enriching future. To learn more about KOA's larger Campground of the Future initiative, please visit campthefuture.com.

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.