

Kampgrounds of America, Inc. Joins VetFran, Pledging to Support Veterans Pursuing the American Dream

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KOA's partnership with VetFran will assist veteran entrepreneurs through franchise opportunities

BILLINGS, Mont. (Sept. 25, 2023) – Kampgrounds of America, Inc., a leader in the outdoor hospitality industry, is excited to announce its recent designation as a VetFran member, reinforcing its commitment to supporting veterans as they transition into the world of entrepreneurship. This partnership underscores KOA's mission to connect people to the outdoors and each other and its core value of entrepreneurship while recognizing the unique skills and dedication of military veterans.

"We believe that the character and talent honed through military service perfectly align with the qualities we hope to support and encourage in those who own our franchised campgrounds," said Toby O'Rourke, president and CEO of Kampgrounds of America, Inc. "Like many of our current veteran employees and franchise partners, veterans bring a unique blend of passion, leadership, and adaptability, which are all essential for success in the outdoor hospitality sector."

VetFran, a program developed by the International Franchise Association (IFA), is dedicated to assisting veterans in their entrepreneurial journey by providing them with opportunities to become franchisees. With its extensive network of campgrounds across North America, KOA proudly offers veterans a chance to embark on their business endeavors within the thriving camping industry.

"By becoming a VetFran member, we are lessening barriers for those who have given us so much," remarked Chris Fairlee, head of franchise sales for Kampgrounds of America, Inc. "We believe every veteran deserves a chance to pursue their American dream, just as they have selflessly protected ours."

As a VetFran member, KOA is committed to providing veterans with the necessary support and resources to embark on their journey as a franchised campground owner. The partnership financially incentivizes new veteran-owned KOA franchisees and gives reciprocal benefits to current veterans within KOA's existing franchise system. This partnership reflects KOA's dedication to diversity, equity, and inclusion while celebrating the contributions of veterans to our society.

For more information about KOA and its commitment to supporting veterans through the VetFran program, please visit ownakoa.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.