

# Kampgrounds of America, Inc. Recognized as a Top 400 Franchise

Press Release Date: October 4, 2023

*Franchise Times ranks Kampgrounds of America Inc. as the highest-rated hospitality brand on annual top franchise list*

**BILLINGS, Mont. (Oct. 4, 2023)** – Kampgrounds of America, Inc. (KOA), the world’s leading provider of outdoor hospitality experiences, announces the brand’s inclusion in the prestigious [Franchise Times Top 400 ranking for 2023](#). Ranked 125 out of 400, KOA was the top-ranked hospitality franchisor. This recognition highlights the company’s unwavering commitment to excellence in the franchise industry and its dedication to delivering unparalleled value to franchise partners and customers.

The Franchise Times Top 400 is the most comprehensive ranking of the largest franchise systems in the United States, based on their global systemwide sales performance in the previous year. KOA’s achievement in securing a spot on this coveted list is a testament to its continued growth, innovation and success in providing millions of travelers with exceptional camping and outdoor vacation experiences.

“Our inclusion in the Franchise Times Top 400 is a proud moment for KOA and a reaffirmation of our vision to be the world leader in outdoor hospitality,” says Toby O’Rourke, president and CEO of Kampgrounds of America, Inc. “This recognition reflects our consistent growth and underscores our commitment to delivering franchise value while upholding the highest standards of guest satisfaction.”

A symbiotic relationship between organizational support and entrepreneurial spirit lies at the heart of KOA’s success.

As O’Rourke emphasizes, “Our approach to franchising is rooted in the core value of fostering entrepreneurship. This synergy of support between KOA and our franchisees has driven our growth and success. It sets KOA apart as a thriving and dynamic franchise system.”

KOA’s recognition in the Franchise Times Top 400 is a testament to its dedication to excellence, visionary leadership and unyielding commitment to providing unparalleled outdoor hospitality experiences. As the brand continues to expand its presence and enhance the camping experiences for families and travelers nationwide, KOA remains committed to upholding its core values and delivering exceptional value to franchisees and guests.

## **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](#).