

Kampgrounds of America, Inc. is the only Hospitality Franchise Named to Most Innovative Franchise and Top Franchise Culture Lists

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Kampgrounds of America, Inc. receives two awards from Franchise Business Review

BILLINGS, Mont. (Nov. 6, 2023) – Kampgrounds of America, Inc. (KOA) has been recognized with two franchise satisfaction awards by Franchise Business Review. The company was named to the [Most Innovative Franchises](#) and [Top Franchise Culture](#) lists. KOA, Inc. was the only hospitality provider of any type on both award lists.

Franchise Business Review, a research firm that performs independent surveys of franchisee satisfaction, provides the only ratings of franchises based solely on franchisee satisfaction and performance. The publication surveyed over 36,000 franchise owners across more than 360 leading franchises to identify the award-winning companies featured on each list.

For inclusion on the Most Innovative Franchises lists, franchisee survey respondents were asked how creative and innovative they think their franchise is, as well as the leadership vision for the brand's future. As a core value of KOA, innovation has produced projects like the "Campground of the Future," which reimagines camping. This project has led to forward-thinking products like sky decks, energy-efficient main buildings, recharging stations, solar fields and the new KOA Signature Site.

"True innovation isn't just about introducing new products or services; it's a mindset that permeates every aspect of our organization," mentioned Toby O'Rourke, CEO and president of Kampgrounds of America, Inc. "At KOA, we are committed to continuously evolving, pushing boundaries, and redefining the camping experience for generations to come."

The Culture100 award winners were measured across 17 unique areas contributing to a strong company culture, including leadership, core values, franchise community and engagement. KOA's commitment to fostering a culture rooted in its 60-plus-year legacy of valuing entrepreneurship is emphasized through collaborative platforms like its Franchise Review Committees, Brand Positioning Committees, KOA Convention, and 20 groups.

"KOA's growth is deeply anchored in our franchise culture," remarked Darin Uselman, chief operating officer of Kampgrounds of America, Inc. "We believe each campground is unique, and collectively we are better together. Nurturing this synergy within our franchise system is at the heart of our winning approach."

Other Franchise Business awards for Kampgrounds of America, Inc. include Top Recession-Proof Franchises (2021, 2022, 2023), Top Franchises for Women (2019, 2021, 2022, 2023), Top Franchise Culture (2020, 2021, 2022, 2023) and Most Profitable Franchises (2022). Kampgrounds of America Inc. has also been recognized as a Top Franchise more than ten times, placing the company in the [Franchise Business Review Hall of Fame](#).

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](#).