

KOA Hosts Second Largest Annual Convention, Celebrating a World-Class Net Promoter Score of 70

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Kampgrounds of America, Inc. welcomes over 800 attendees to its annual convention

LAS VEGAS, Nev. (Nov. 15, 2023) – Kampgrounds of America, Inc. (KOA) welcomed 376 campgrounds, totaling 801 attendees, at its convention at South Point Convention Center in Las Vegas, Nevada for its annual convention. The company announced a significant milestone during its opening session: a world-class Net Promoter Score (NPS) of 70.

This score places KOA in the same esteemed category as renowned brands like Starbucks and Costco. This achievement highlights the brand's growing popularity and steadfast commitment to customer satisfaction. Net Promoter Score is a key indicator of customer loyalty and satisfaction.

The convention's opening session, "Bet on Yellow," set by KOA leadership, perfectly captured the company's strategic vision and its commitment to innovation and customer engagement in the outdoor hospitality industry.

Toby O'Rourke, president and CEO of Kampgrounds of America, Inc., emphasized this commitment saying, "Bet on Yellow reflects not just our brand identity but also our investment in leadership quality and program excellence. Our goal is to ensure every KOA location shines as a beacon of outstanding service and innovation for years to come."

Key highlights from KOA's convention included:

- The launch of "Why We KOA," an engaging advertising campaign aimed at younger millennials and first-time campers, featuring a prominent billboard currently in Times Square.
- Expansion of strategic partnerships with brands like Holo Shoes and Meadowlark Brewery, makers of Happy Camper Beer, enhancing the camping experience for a broader audience. A new fuel partnership with Pilot will extend offers to KOA Rewards campers.
- A significant increased investment in K2, KOA's proprietary, state-of-the-art campground Property Management System (PMS). This commitment underscores KOA's dedication to leveraging technology as a key driver of future growth and operational efficiency.
- The unveiling of comprehensive digital transformation initiatives such as "KOA A.I.," Enhanced Trip Planning, and Dynamic Site Maps, all aimed at simplifying and enhancing the guest experience.
- The establishment of a commercial strategy team tasked with catering to the unique needs of each KOA franchise, highlighting a tailored approach to business development and support.

These programs and initiatives, showcased across the convention stage and workshops, affirm KOA's determination to maintain its leadership position. The company is poised for a future where innovation and a customer-centric approach continue to propel the brand to new heights.

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](https://www.koa.com) and [TerramorOutdoorResort.com](https://www.terramoroutdoorresort.com).