

Kampgrounds of America, Inc. Promotes Aaron Williamson to Vice President of Franchise Services

Press Release Date: December 12, 2023

BILLINGS, Mont. (Dec. 12, 2023) – Kampgrounds of America, Inc. (KOA), the leader in outdoor hospitality, has promoted Aaron Williamson to vice president of Franchise Services. This advancement reflects Williamson's vast experience within KOA, highlighting his successful tenure in campground management and franchise operations.

Williamson brings more than 15 years of experience in various roles at Kampgrounds of America, Inc. to his new role. As a general manager in KOA's owned portfolio, Williamson played a vital role in significantly improving campground operational efficiency and guest satisfaction. As a regional vice president, he pioneered several successful initiatives, including implementing innovative customer service strategies and developing new revenue-generating programs adopted across multiple KOA locations.

"Aaron brings a unique blend of on-the-ground experience and strategic insight to his new role," said Bill Gottwall, senior vice president of Franchise Operations at Kampgrounds of America, Inc. "His contributions will be vital in enhancing our franchisee system and developing programs that cater to evolving needs, reinforcing our commitment to growth and our foundational roots in franchising."

As vice president, Williamson will focus on fostering strong relationships with franchisees and spearhead initiatives that align with KOA's goals for growth and excellence in the camping experience.

Williamson also shared his perspective on this new chapter: "I'm excited to leverage my experience in this new position to help entrepreneurs in the outdoor industry thrive. KOA's expertise is a powerful tool for growth, and I'm looking forward to helping our franchisees benefit from our collective knowledge and innovations. This role is about fostering success for each member in our network, ensuring that KOA remains synonymous with outstanding outdoor experiences."

Before joining Kampgrounds of America, Inc. in 2007, Williamson served for eight years in the United States Navy, developing skills in leadership, strategic planning, and operational efficiency. KOA values the discipline and organizational abilities honed through military service. Williamson uses his military experience to enhance his approach to business challenges, demonstrating the relevance of his naval skills in the outdoor hospitality industry.

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).