

# KOA Continues Impressive Year-Over-Year Growth with Significant Campground Expansion in 2023

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*Kampgrounds of America, Inc. reached 511 campgrounds in 2023, with more than 30 campgrounds in their pipeline*

**BILLINGS, Mont. (Jan. 25, 2024)** – Kampgrounds of America, Inc. (KOA), the world leader in outdoor hospitality, proudly announces a year of significant expansion. The company secured 12 independent park conversions and eight new construction contracts in 2023, contributing to its elevated number of branded locations to 511 across North America.

The 20 agreements are attributed to the KOA franchise development team's dedicated efforts, which mark a significant rise from 14 agreements in the previous year and underscores the organization's resilience and adaptive strength in the evolving travel, camping and outdoor hospitality industry.

"KOA is the go-to partner for conversion and new build campgrounds," said Chris Fairlee, chief acquisition officer. "The equation is easy for owners to see how our brand and services set them up for success and create operational efficiencies."

The organization also maintains a robust pipeline for future expansions, including six parks in the process of converting to a KOA-branded campground and 26 new construction franchise campgrounds, plus three owned properties earmarked for development. With a healthy franchise renewal rate of 95%, KOA could easily reach 550 campgrounds in the next few years.

"The combination of high renewal rates amongst our existing franchisees, along with the healthy influx of new franchisees and new campgrounds, is a clear indication that KOA is meeting the needs of our customers – both campers and franchisees alike," said Toby O'Rourke, president and CEO of Kampgrounds of America, Inc. "Our comprehensive range of services, from marketing and KOA.com to campground design and our proprietary Property Management System, K2, we are undoubtedly valuable at every stage of our franchisees' business lifecycle. I am incredibly proud of what our teams have accomplished and am excited for what 2024 and beyond holds for KOA."

The organization remains dedicated to enhancing outdoor experiences for campers and supporting campground owners and operators with its world-class services. This continuous expansion solidifies KOA's position as a frontrunner in the travel and outdoor hospitality sector.

For more information about franchising a KOA, please visit [ownakoa.com](https://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](https://KOA.com) and [TerramorOutdoorResort.com](https://TerramorOutdoorResort.com).