

# Kampgrounds of America Releases AI Chatbot to Enhance Camper and Traveler Experience

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*With 54% of travelers already using or planning to use AI features, KOA's AI Chatbot will be a camping game-changer*

**BILLINGS, Mont. (Jan. 31, 2024)** – Kampgrounds of America, Inc. (KOA), a leader in outdoor hospitality for over 60 years, announces its latest digital innovation – the introduction of an AI-powered chatbot into [KOA.com](https://koa.com). The new KOA AI Chatbot is designed to meet and exceed the rapidly evolving expectations of today's campers and travelers.

According to the company's June KOA Monthly Report, 32% of campers report already using AI for trip planning, with an additional 22% planning to utilize it in the future. In alignment with these trends, KOA's robust AI Chatbot uses years of camping content, location information, and data to be the industry's most intuitive holistic camping technology.

"Innovation is not just a value at KOA; it's a vital pathway to our mission of connecting people with the great outdoors," said Toby O'Rourke, CEO and president of Kampgrounds of America, Inc. "In travel, understanding and embracing technology is key to success. We're committed to being at the forefront of this journey, ensuring that technology acts as a bridge, not a barrier, to the natural world."

The KOA AI Chatbot represents a significant stride in enhancing customer interaction and satisfaction. The tool is accessible directly from the KOA website, allowing guests to engage in real-time conversations, receive instant responses to inquiries, and enjoy a streamlined trip-planning process.

## Key Features and Benefits of the KOA AI Chatbot:

1. **Instant Assistance:** Users can interact with the Chatbot to get quick, accurate responses to their queries – from KOA Rewards to tips on outdoor cooking.
2. **Content-Rich Training:** The AI Chatbot is programmed with extensive KOA content, including blogs, FAQs, recipes, campground details, and more, ensuring comprehensive and relevant responses.
3. **Personalized User Experience:** The Chatbot greets users by name and tailors the conversation to their specific needs, enhancing user engagement.
4. **24/7 Availability:** The AI tool is designed to provide round-the-clock assistance, catering to the needs of campers regardless of time or day.
5. **Continual Evolution:** The initial launch is just the beginning. KOA plans to expand the Chatbot's capabilities, refining its technology based on user interactions and feedback.
6. **Effortless Accessibility:** The Chatbot is easily accessible on the [KOA.com](https://koa.com) site. Users can initiate conversations by clicking the bubble icon and following the prompts.
7. **Safety and Privacy:** Conversations are automated, with an abuse detection system. KOA adheres strictly to its Terms of Service and Privacy Policy to protect user data.

KOA's introduction of the AI Chatbot is a testament to its commitment to staying at the forefront of digital innovation in the camping industry. This initiative reflects KOA's dedication to improving the camping experience and its responsiveness to the evolving needs and preferences of modern campers.

"We recognize the transformative potential of AI in enhancing the camping experience," remarked Cole Reinhardt, executive director of Digital Innovation at Kampgrounds of America, Inc. "With the implementation of the KOA AI Chatbot, we are revolutionizing how campers engage with us, ensuring that every interaction is as seamless and enjoyable as the camping experience itself."

Campers and travelers can experience this cutting-edge technology by visiting [KOA.com](https://koa.com). The Chatbot icon, located at the bottom right of the screen, serves as the gateway to a seamless, AI-enhanced camping planning experience.

## ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America, Inc.](https://koa.com) 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).