



Huge Attendance Expected For Annual KOA Convention

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KOA NEWS SERVICE (November 5, 2015) – Nearly 700 KOA campground owners, managers and staff will be attending Kampgrounds of America's annual International Convention November 16-19 in Daytona Beach, Florida.

More than 280 of KOA's 490 locations in North America will be represented at the annual event.

Convention attendees will also take advantage of one of KOA's largest Vendor Expos, with more than 135 vendors available to promote their products to KOA owners and managers.

The annual KOA International Convention allows KOA owners and staff to reconnect with peers, as well as attend seminars on new technology, practices and procedures and see advances in accommodations.

Specific seminars are planned for hiring and training employees; building Deluxe Cabin business; new Wi-Fi solutions; providing new recreation spaces; Cabin refurbishing; themed weekends that work; and leading a culture of service excellence, among others.

Following the Vendor Expo on Thursday, November 19, there will be an annual auction to benefit KOA Care Camps for children with cancer. The Care Camps network of more than 100 specialized summer camps for children recovering from cancer or undergoing active treatment for the disease has benefited thousands of children since the charity was formed in the early 1980s. This year, the KOA Care Camps Trust has set a goal of \$1.5 million in total fundraising. Last year, the charity raised more than \$1 million to benefit the Care Camps.

The Annual International Convention, being held at the Daytona Ocean Convention Center, is also a chance for KOA owners and staff to celebrate another successful year.

"We've experienced another record year for growth in 2015," said KOA President Pat Hittmeier. "More than 91 percent of our campgrounds experienced strong revenue growth in 2015, and our occupancy is up more than 10 percent. It was a very good year."

During the Convention, KOA will announce the winner of its 2016 KOA Campground of the Year Award, as well as its Rising Star Award winner.

Kampgrounds of America is celebrating its 53rd Anniversary in 2015. KOA, the world's largest network of family-friendly campgrounds with 490 locations in North America, was born on the banks of the Yellowstone River in Billings, Montana in 1962. For more information, go to www.KOA.com or visit the KOA Pressroom at www.koapressroom.com.