

Santa Cruz/Monterey Bay KOA Holiday Receives Spectrum Award For Excellent Guest Service

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KOA NEWS SERVICE (January 20, 2017) – The Santa Cruz/Monterey Bay, California KOA Holiday recently received a Five-Star Rating and the 2017 Spectrum Award for Excellence in Customer Satisfaction from City Beat News.

The Spectrum Award of Excellence in Customer Satisfaction was established to spotlight companies providing exceptional service and experiences to their customers. The award is based on annual research conducted by City Beat News, and is completely independent and unbiased. The award is only bestowed upon a fraction of companies or outlets that earn the highest ratings.

In a recently release announcing the award, CBN stated, “On a continuing basis, our researchers scour available sources to find award candidates, looking for telltale indications that a company’s customers and clients are extremely well served and satisfied with their experience.

“Our research data collection casts a wide net covering both online and offline sources including blogs, review websites, social networks, and rating services. The Spectrum Award is based on CBN’s assessment, under our proprietary procedures and guidelines, of the company’s customer satisfaction performance,” the release stated. “Our database of performance information has been compiled on an ongoing basis since 2009, so it is more than a snapshot of “What did they do last?” Our process is designed to separate the reality from the smoke and noise to which many other rating systems succumb.”

The Santa Cruz/Monterey Bay KOA Holiday is one of 485 Kampgrounds of America locations in North America. It is located at 1186 San Andreas Road in Watsonville, CA.

Kampgrounds of America is celebrating its 55th Anniversary in 2017. 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 KOA.com or visit the KOA Pressroom at koapressroom.com.