

KOA Posts Impressive Memorial Day Gains

Press Release Date: June 2, 2021

Surge in Memorial Day campers points to healthy summer season for KOA campgrounds

KOA NEWS SERVICE (June 2, 2021) – Following the uncertainty of the COVID-19 Pandemic in 2020, and associated campground closures, Kampgrounds of America, Inc. (KOA) reports 80% more camper check-ins this Memorial Day Weekend. Even more impressive, check-ins for the KOA system were up more than 14% over the company's record 2019, pointing to a robust return to camping across the United States.

"To say that campers both new and returning are eager to get back out to camp is an understatement," said KOA President and CEO Toby O'Rourke. "Last year, we had our best fall on record as restrictions were lifted and people started to explore and travel. That trend is not only continuing, but growing as we look at Memorial Day and the summer."

Looking forward, KOA's advanced deposits are up 95% and 60.7% over 2020 and 2019 respectively. This growing demand has led KOA to add improved search functionality to KOA.com that allows guests to see availability when booking online.

While campsites are booking fast on weekends and holidays, campers should still be able to find great sites in whatever region they may be searching.

"Our research and system numbers make it clear that camping is surging," said O'Rourke. "It's critical that KOA.com provides campers the tools and ease of use they need to find a quality site easily across our campgrounds."

Thus far for the year, KOA's short-term nights are up 80% over 2020. When compared to 2019, a record year after nine consecutive years of growth, the KOA system reports an 18.5% growth in short-term camper nights.

About Kampgrounds of America:

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." The industry leader in outdoor hospitality, KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, deliver's campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit [KOA.com](#).