

## Search Availability Added to KOA Website

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KOA adds new search functionality to KOA.com allowing guests to search availability over multiple campgrounds

KOA NEWS SERVICE (June 3, 2021) – Kampgrounds of America, Inc. (KOA) has announced the release of search availability on their website. This new functionality will allow guests to see site availability at multiple campground locations at a regional level, making booking easier across KOA locations.

“One thing we know is that there is a big increase in the popularity of camping,” said Whitney Scott KOA chief marketing officer. “According to the most recent edition of KOA’s Monthly Research Report, over 52.6 million households are planning to camp this year. With 4.3 million new households camping in 2021, a lot of people are trying to find a great spot to camp. It’s critical we make it easy for them to find a quality KOA site.”

With increased demand across camping and at KOA, the ability for consumers to search via availability not only makes it easier for campers to book, but also offers campgrounds a distinct competitive advantage. The new functionality will increase conversion rates and bookings for all KOA campgrounds from both their own campers and new guests who found their location based on their preferred dates.

“There’s a real advantage for both the guest and the campground owner with this addition to KOA.com,” Scott said. “You have the ability to fill open dates and draw in new guests who can search across multiple locations. It’s a win-win.”

### ***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](#).