

# New KOA Program Assists Campgrounds with Training

Press Release Date: June 4, 2021

KOA's Campfire Service offers owners a soft skills guest service training program

KOA NEWS SERVICE (June 4, 2021) – Kampgrounds of America, Inc. (KOA) has recently launched a new program designed to help campground owners with soft skills training of their employees. KOA's new Campfire Service program provides owners and management with the tools to create a rewarding camping experience that supports the company's mission of connecting people to the outdoors and each other.

A digital training program that can be delivered by KOA campgrounds at any time, Campfire Service consists of four modules that focus on different aspects of guest service. From foundational elements of communication to tips for working with difficult guests, the program is designed to empower employees to give the best service possible.

"When a camper chooses KOA there is a high expectation of service and it's crucial that we provide what campgrounds need to deliver on that," said KOA Franchise Chief Operations Officer Darin Uselman. "The Campfire Service training program's curated lesson plans can be offered in a way that works easily into any campground training program and definitely achieves that goal."

The Campfire Service courses are designed not only to provide valuable employee training, but also offer flexibility in how they are delivered. Courses can be self-guided through KOA U Online – KOA's propriety training software available to all KOA locations – or moderated with special course content and discussion questions.

"We know every KOA campground is different, so we try to design our programs with that in mind," said Uselman. "Whether you're a large campground training an entire staff or a smaller location onboarding a single front desk attendant, these courses help campgrounds deliver on the high level of service that's expected at KOA."

## ***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](#).