

KOA Holiday Weekend Results Show Impressive Growth

Press Release Date: July 8, 2021

Double digit growth over July Fourth and Canada Day occupancy points to continued popularity of KOA brand and the health of the overall camping market

KOA NEWS SERVICE (July 8, 2021) – The 2021 Fourth of July holiday results at Kampgrounds of America, Inc. (KOA) showed an increase in occupancy of over 17% from 2020. Even more impressive, when compared to KOA's record 2019, check-ins for KOA system were up more than 36%.

In Canada, where the recovery from COVID-19 has been slower, occupancy for Canada Day was up nearly 35% from the 2020 holiday. While short-term nights for the period were still down about 10% from 2019, the impressive growth year-over-year points toward a healthy outlook for Canadian KOA campgrounds.

"Last year, the Fourth of July and Canada Day holidays really solidified a turning point for camping coming off of widespread stay at home orders in the spring," said KOA President and CEO Toby O'Rourke. "This year the trend of people wanting to be outdoors and camp is continuing to climb. It is indicative of the continued growth we anticipate in our business and the camping industry for the foreseeable future."

Looking forward, advanced deposits for the KOA system are up 66% over this same time period in 2020, when KOA experienced its best fall on record. Between early September and the end of December 2020, registration revenues were up more than 25% versus 2019.

Year to date, KOA's short-term nights are up nearly 60% over 2020. Compared to 2019, a record year after nine consecutive years of growth, the KOA system reports a 17.3% 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](#).