

# Campground Buyer's Workshop Planned for April

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*Taking place April 30 – May 1 in San Antonio, industry experts will help prospective owners realize their dream of campground ownership*

KOA NEWS SERVICE (Mar. 16, 2021) – Learn the ins and outs of purchasing and operating a prosperous campground by attending the latest Campgrounds of America, Inc. (KOA) Buyer's Workshop. This informative two-day event for prospective campground owners will be held at the San Antonio KOA Holiday in Texas.

With the campground industry booming and emerging as one of the hottest segments of the travel industry, the KOA Buyer's Workshop will provide new or potential campground owners with the guidance and information they need to make informed decisions as they consider campground ownership.

"Camping isn't just leading the outdoor space; it's becoming the preferred mode of travel for millions of people across North America," said KOA Senior Director of Franchise Development Larry Brownfield. "Amidst the COVID-19 pandemic, camping thrived when other forms of travel were struggling, and we're seeing that momentum continue to drive forward. Camping has always been a great industry, but it's taking its place as a major player within the larger travel space."

Throughout a two-day workshop, attendees will learn about critical topics important when considering purchasing or developing a campground. Topics of discussion will include factors to consider when buying an existing campground, a comprehensive look at campground ownership, an overview of the camping industry and hospitality trends and the unique insurance needs of campgrounds from KOA experts. A behind-the-scenes tour of the San Antonio KOA Holiday also offers an up-close look at how a campground operates.

The workshop will also include in-depth information on the purchase process, presented by KOA's lending partner, Independence Bank, and valuable insurance considerations from industry expert Leavitt Recreation & Hospitality Insurance.

"Our goal is that you'll leave with all of the information and tools to make the right decisions as you consider campground ownership," Brownfield said, "With 60 years of industry experience, KOA has the track record of helping owners achieve real success."

The cost of the KOA Buyer's Workshop is \$275 per person or \$325 per couple and includes all materials as well as one breakfast and two lunches.

The KOA Buyer's Workshop is slated for April 31 and May 1 at the San Antonio KOA Holiday in Texas. [Click here to sign up](#) for the KOA Buyer's Workshop or contact Deedee Flanagan at 800-548-7239 or [dflanagan@koa.net](mailto:dflanagan@koa.net). To learn more about owning a KOA, visit [ownaKOA.com](http://ownaKOA.com).

## **ABOUT KAMPGROUNDS OF AMERICA**

[Campgrounds 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, delivers campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont. and celebrating its 60<sup>th</sup> anniversary in 2022, KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures for which KOA is known. For more information, visit [KOA.com](http://KOA.com).