

Kampgrounds of America, Inc. Offers Workshop for Prospective Campground Owners

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Taking place April 1-2 in Tucson, Ariz., the Campground Buyer's Workshop will connect prospective owners with industry experts

BILLINGS, Mont. (Feb. 17, 2023) – An expert-led, two-day event for prospective campground owners, the Kampgrounds of America, Inc. (KOA) Buyer's Workshop will be held at the Tucson/Lazydays KOA Resort this April. Participants will dive into essential analysis of purchasing, marketing and operating a prosperous campground during the workshop.

The campground industry continues to be one of the most vital and fastest-growing segments of the leisure travel industry, with more than 58 million U.S. households camping at least once in 2022. The KOA Buyer's Workshop will provide potential campground owners with the guidance they need to make informed decisions as they consider campground ownership.

"Camping is becoming a primary mode of travel for a large segment of the population," said Larry Brownfield, Kampgrounds of America Inc.'s assistant vice president of franchise development. "As more people turn to camping for travel, the expectation of what a campground provides has increased. Our goal is to provide prospective owners the resources and tools to begin their new venture on solid footing."

Throughout a two-day workshop, attendees will learn critical themes 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 industry and KOA experts.

Gerry Hodges, owner of Santa Fe KOA Journey and a previous attendee, credits the KOA Buyer's Workshop with helping him make the leap to campground owner.

"The information we received was honest and essential," said Hodges. "They didn't hide the tough parts, and they helped us understand the details so that we could really determine that owning a campground was the thing to do for us."

"Future campground owners will leave the two-day workshop with the resources and knowledge to join the camping industry with confidence," Brownfield said. "With over 60 years of industry experience, KOA has the industry-leading track record to help owners achieve real success."

The cost of the KOA Buyer's Workshop is \$300 per person or \$350 per couple and includes all materials as well as a selection of meals.

The KOA Buyer's Workshop is slated for April 1-2 at Tucson/Lazy Days KOA Resort in Tucson, Ariz. [Click here to sign up](#) for the KOA Buyer's Workshop or contact Deedee Flanagan at 800-548-7239 or dflanagan@koa.net. To learn more about owning a KOA, visit ownaKOA.com.

ABOUT KAMPGROUNDS OF AMERICA

Kampgrounds of America, Inc. has been the definitive leader in outdoor hospitality for more than 60 years. United under the mission of "connecting people to the outdoors and each other," the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world's largest system of privately-owned, open to the public campgrounds, consists of more than 500 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning "Love of Land," the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit KOA.com and TerramorOutdoorResort.com.