

# KOA AWARDED TWO LOYALTY360 AWARDS, RECOGNIZED FOR BUILDING DEEP LOYALTY WITH CUSTOMERS

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*KOA brings home awards for both its corporate social responsibility programming and customer rewards programming*

**BILLINGS, Mont. (June 14, 2024)** – Recently, Kampgrounds of America, Inc. (KOA) was recognized by [Loyalty360](#), The Association for Customer Loyalty, as a winner of two 2024 Loyalty360 Awards, which were announced on June 6 during Loyalty360's Loyalty Expo in Orlando, Florida. The awards recognize brands that are building stronger and deeper loyalty with their customers in a proactive, meaningful and measurable way.

KOA was awarded "Gold" in the Corporate Social Responsibility and Loyalty category for its "Get Out There Bag" program activated last year. Through the Kampgrounds of America Foundation, KOA supported the creation and distribution of nearly 1,000 bags to urban youth and their adult chaperones, aiming to remove barriers and encourage safe exploration of the great outdoors.

"This program reflects KOA's core values, allowing us to foster a love of nature among youth who might not otherwise have these opportunities," said Diane Eichler, senior vice president of marketing at KOA. "We are honored that the KOA Foundation's efforts were recognized, and we remain committed to our mission of connecting people to the outdoors and each other."

KOA also earned the "Silver" award in the Brand-to-Brand Partnerships category for its KOA Rewards program. Last year, KOA revamped KOA Rewards by simplifying campers' point-earnings and redemption process and allowing account holders to use points and discounts when booking stays through KOA.com and the KOA app. The award acknowledged KOA's innovative approach to cross-promotions, exclusive deals and partnerships with industry brands like Winnebago, BMW Motorcycle Club, Jayco, and more.

"This award highlights our dedication to our industry communities and customers and further solidifies KOA as a leader in outdoor hospitality. We have always valued our partners and will continue leveraging our deep understanding of our campers to bridge new relationships with key partners moving forward," says Eichler.

## ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America, Inc.](#) (KOA) is a pioneer in outdoor hospitality and an emerging trailblazer in the travel industry with a mission to "connect people to the outdoors and each other." The company comprises two unique brands: KOA and Terramor Outdoor Resorts. KOA offers unrivaled brand visibility, providing campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. With more than 60 years of expertise, KOA is the world's largest system of privately owned, open to the public campgrounds, consisting of more than 500 franchised and owned campgrounds. Terramor Outdoor Resorts, a glamping venture, delivers a refined and upscale outdoor experience.

As a steward of outdoor recreation access, KOA uses 1% of pre-tax profits to fund the Kampgrounds of America Foundation, which strives to increase opportunities for all to access and engage with the outdoors, make positive impacts in the communities where we live and work to help preserve outdoor spaces for years to come.

For more information, visit [KOA.com](#) and [TerramorOutdoorResort.com](#).