

KAMPGROUNDS OF AMERICA



Press Release



Members of the Kampgrounds of America Home Office Team who attended the recent International Franchising Association Convention in Las Vegas picked up KOA's 2017 Top 50 Franchise Satisfaction Award last week. Pictured, left to right, are Larry Brownfield, KOA Director of Franchise Development; Chris Fairlee, KOA Vice President of System Development; and Whitney Hepp, KOA Senior Director of Marketing.

KOA Picks Up Top 50 Franchising Award During Las Vegas IFA Convention

KOA NEWS SERVICE (Billings, MT / February 3, 2017) – Kampgrounds of America Inc. brought home some impressive hardware last week during the International Franchising Association's annual convention in Las Vegas. KOA was recently named a top franchise by Franchise Business Review in its 2017 Top Franchise Report. Kampgrounds of America Inc. (KOA) is North America's premiere family camping system, with more than 490 locations in the U.S. and Canada. KOA receives industry-leading guest service scores from its campers, and has been named a top franchise by Franchise Business Review each year for the past nine years.

Franchise Business Review, a national franchise market research firm that performs independent surveys of franchisee satisfaction, provides the only rankings of franchises based solely on actual franchisee satisfaction and performance. Franchise Business Review publishes its rankings of top franchises in its annual Guide to Today's Top Franchises, as well as in special reports throughout the year that name the top franchises in specific sectors.

KOA was among 334 franchise brands, representing over 30,000 franchise owners, that participated in Franchise Business Review's research, which was conducted between May 2015 and November 2016. KOA's franchisees were surveyed on 33 benchmark questions in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity of franchisor), general satisfaction, and the franchisee community. An additional 16 questions asked franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community.

"Franchises that survey their franchisees realize that transparency and openness contributes to a trusting relationship," says Eric Stites, CEO of Franchise Business Review. "Franchisee satisfaction ratings show you whether or not a franchise opportunity is really as good as it appears and fits your values and vision by providing insight into a system's culture, training, leadership, financial outlook, franchisee community, and much more."

Kampgrounds of America is celebrating its 55th Anniversary in 2017. KOA, the world's largest network of family-friendly campgrounds with 490 locations in North America, was born on the banks of the Yellowstone River in Billings, Montana in 1962. For more information, go to www.KOA.com or visit the KOA Pressroom at www.koapressroom.com.



2017 Franchisee Satisfaction Awards
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