



# KOA FRANCHISE **BENEFITS** — GUIDE —





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## Dear Campground Owner,

Thank you for your interest in Kampgrounds of America, the world's number one campground system, providing quality family camping experiences for more than 55 years! You know KOA as millions of campers do: as a family-friendly campground system that consistently offers safe, clean, quality camping experiences across North America.

Please take the time to learn more about KOA through this Partnership Benefits Guide. You'll see why KOA is the leader in the evolving outdoor hospitality market. You'll see that KOA actively invites camper feedback and uses that feedback to enhance our services and amenities. And, you'll see that KOA markets the brand, the campgrounds and the fun of camping every single day!

Each KOA campground is different, and every campground owner is unique. Yet everyone at KOA shares a common desire to provide healthy outdoor experiences for campers and to provide our own families with a healthy income, very possibly for generations to come.

I've come to know campground owners as a unique group of exceptional, independent entrepreneurs who constantly strive to achieve the lifestyle of their dreams. Our goal is to help you reach your goals – it's a win-win situation! Your success leads to our success.

We provide the tools and resources that allow you to work **on** your business, not just **in** your business!

Please do not hesitate to contact me with any questions or comments – I love talking about your business!

*Chris Fairlee*

**Chris Fairlee**

Vice President,  
KOA System Development





# WELCOME TO KOA

Kampgrounds of America (KOA) is among the most recognized brands in American culture; it is an iconic brand known across generations and throughout North America. Travelers and vacationers seek out KOA campgrounds as trusted, welcoming, family-friendly stopovers and vacation destinations.

In 1962, Dave Drum’s first campground provided travelers heading to the Seattle World’s Fair an easy, inexpensive place to pull over for the night. Since then, KOA has become the largest campground network in North America.

KOA is heading into its sixth decade stronger than ever, delivering on the brand promise of unmatched quality, cleanliness, safety and fun. KOA leads the outdoor hospitality industry by continually introducing innovations that increase KOA owners’ share of the value-driven camping market.

The KOA system is made up of a diverse, friendly and professional group of entrepreneurs who enjoy individual business ownership combined with KOA’s unparalleled marketing, technological and peer support. The fresh, flexible franchise model offered by KOA allows business owners to achieve their unique life-long ambitions and live the lifestyle they’ve dreamed of.

**With more than 500 campgrounds across North America, KOA owners host nearly 8 million camping nights each year.**





# FRANCHISE BUSINESS REVIEW AWARD



**Top 50 Franchise**

Franchisee Satisfaction Awards

FranchiseBusiness**REVIEW**

Each year, *Franchise Business Review* interviews franchisees from the top 500 franchising companies in North America. There are more than 75,000 different franchises in the U.S. and Canada. KOA is proud to report that we are consistently listed in the “Top 50 Franchises, Franchisee Satisfaction Awards” by Franchise Business Review.





# CONTINUOUS INNOVATION



KOA has always been a guest-driven, progressive organization built to evolve. The extensive feedback we collect during our guest survey process allows us to continually improve the experience for the camper before and during their stay. As such, we’ve nearly completed our branding program that allows KOA to exceed the expectations of our camping guests, reinforce our commitment to quality, and enable our campgrounds to compete more effectively in their local marketplace. Three brand designations – KOA Journey®, KOA Holiday®, and KOA Resort® – are now present at most of the locations in our system. The brand positions were designed around how campers use our campgrounds and are meant to reflect the type of experience and amenities available at each KOA for the guest prior to their arrival. The iconic, strong KOA brand is still present and is at the heart of this program which is targeted towards bringing new guests to our campgrounds.



## KOA JOURNEY: GATEWAY TO ADVENTURE

KOA Journey campgrounds are the perfect oases after a day on the road. Whether it’s along the way or a quick getaway, they’ve got you covered. Located near the highways and byways of North America with long Pull-thru RV Sites, they deliver convenience to the traveling camper. Pull in, ease back and take a load off.



## KOA HOLIDAY: BASECAMP FOR THE GREAT OUTDOORS

Whether you’re exploring the local area or hanging out at the campground, KOA Holidays are an ideal place to relax and play. There’s plenty to do, with amenities and services to make your stay memorable. Plus, you’ll enjoy the outdoor experience with upgraded RV Sites with a KOA Patio™ and Deluxe Cabins with full baths for camping in comfort. Bring your family, bring your friends, or bring the whole group – there’s plenty of ways to stay and explore.



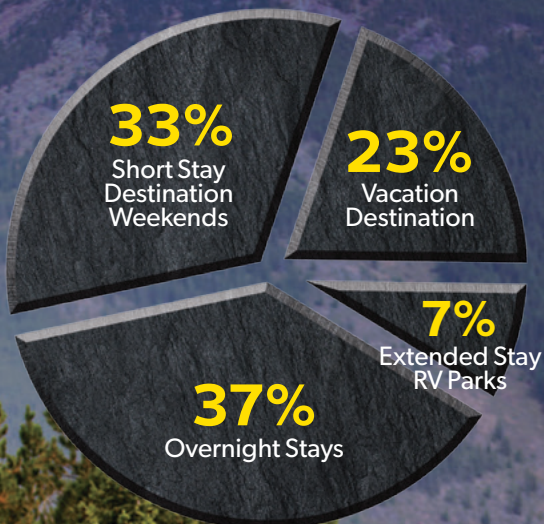
## KOA RESORT: THE DESTINATION FOR RECREATION

KOA Resorts offer a carefree vacation in the great outdoors. Enjoy robust recreation and staff-led activities, kick back and relax by the resort-style pool, or grab a bite to eat, all while never leaving the campground. And with plenty of RV Sites with a KOA Patio™ and Deluxe Cabins with full baths to meet your needs, it’s the ultimate camping getaway.

KOA is nearly complete with our multi-year roll-out of the program across the system. Marketing support will always extend across the core KOA brand as a whole, and each campground, regardless of position, will be supported by strong national exposure of the KOA brand and the wide range of local programs and services available.







## Camping at KOA

Each camping trip is different. That's why the KOA system has always had different types of campgrounds offering varying types of amenities and services, all geared for the ways campers camp. Campers want variety, and the perfect KOA camping experience can differ from camper to camper, and even from trip to trip.

The ways campers use the KOA system include:

- **Overnight Stays:** One night stays by short-term camping guests on the way to and from their destination.
- **Short Stay Destination Weekends:** Short-term stays by guests typically traveling within a 100-mile radius from home, and seasonal guests who often view KOAs as their "second home."
- **Vacation Destination:** Longer stays from nearby guests or campers from greater distances attracted to on-site activities or attractions in the local area.
- **Extended Stay RV Parks:** Long-term stays by nature, retired guests most often in our Southern locations.





# KOA'S FOUNDATIONS

## KampSight K2

KampSight K2 is KOA's most recent evolution of its proprietary campground management system and the foundation for a successful KOA campground operation. K2 combines our half century of operational experience with rich, system wide data and analytics that positions our owners to optimize their business in any given market. K2 is delivered via a web-based platform that is easy to learn across all levels of staff and is complete with in-application training modules. It is flexible to meet the needs of every type of campground from seasonal to long term and scales for multi-park management. K2 will simplify your front desk and back office operations allowing you more time to work on your business and not just in it.



KampSight K2 is the foundation of many of KOA's outstanding benefits:

- **Online, real-time reservations:** Over 1 million reservations each year are made at KOA campgrounds through KOA.com. KampSight K2 interfaces directly with our website to keep your inventory and rates up to date. All reservation deposits go directly into your bank account.
- **Simplified, accurate accounting:** KampSight K2 downloads directly to QuickBooks and our staff is on hand to assist with your accounting needs. Additionally, our software integrates seamlessly with an EMV-enabled credit card solution with low transaction rates guaranteed to our system.
- **KampStore retail module:** Integrated point of sale system eliminates the need for separate cash registers for store transactions.
- **Robust reporting:** An array of operational, accounting and analysis reports are available within KampSight K2 to help you manage your business effectively. A series of reports benchmarking your rates and occupancy against other KOA campgrounds give you the benefit of growing within the framework of a broader system.
- **Customer guest database:** Access to your guest data and KOA's Value Kard Rewards member information allows you to implement a targeted, proactive email and direct mail marketing strategy.
- **Actionable guest feedback:** Automated emails soliciting guest feedback are delivered following each stay and provide valuable insight to the owner on areas for improvement in facilities and service.
- **Technology support and service:** Our Technology Support team is available seven days a week to help you and your staff with our software. All of your data is automatically backed up and all software updates are handled by KOA.

KampSight K2 performs  
4.1 million credit card  
transactions; 4.2 million  
camp store transactions;  
and 2 million reservations/  
registrations annually.







Each year, the KOA Quality Assurance Representatives travel more than 80,000 miles visiting KOA campgrounds.

# Quality

KOA campgrounds are visited annually by experienced Quality Assurance Representatives who work with each KOA owner to achieve the unique ‘KOA experience’ on every park: cleanliness and quality that meets the expectations of our valued KOA campers.

KOA’s Quality Review process includes a comprehensive review of facilities, operations and brand elements, all designed to enhance the experience of the KOA camper.

All KOAs have access to each year’s Quality Review Manual, which includes Best Practices and all KOA policies, as well as the ‘Core Items’ each KOA must meet as a valuable member of the brand family.

Campgrounds that exceed our quality standards are eligible to receive the President’s Award; campgrounds that are among the ‘best of the best’ can also receive the Founder’s Award. The awards are shipped to your campground at the beginning of the year, plus press releases are written and released in your local area on your behalf. Online marketing tools are available if you would like to put up a poster or print flyer letting your campers know you’ve earned the respect of the entire KOA system.





# Fresh Ideas

## KOA Lodging: A Door to Outdoor Hospitality

Camper demand for lodging continues to grow, making it one of KOA’s best drivers for attracting business. Whether people are staying for one night or an entire week, KOA campgrounds are providing great lodging options via Deluxe Cabins, Camping Cabins, Glamping Tents and Unique Lodging offerings so campers can enjoy the great indoors and the great outdoors.

Only KOA owners have access to Independence Bank’s exclusive lodging financing program and a choice of high quality, low-cost lodging built and delivered by trusted manufacturing partners.



KOA owners have a solid, trusted, exclusive partner in Independence Bank, who is actively financing more than 320 loans totaling more than \$127 million – **only with KOA owners.**

## Company Owned Properties

KOA is in the camping business, just as you are: KOA owns and operates 31 properties and has over 1,000 employees.

KOA’s Company-Owned Properties (COPs) are the system’s ‘greenhouses.’ New programs and products are field-tested at these campgrounds before they’re ever introduced to the KOA franchisees. Our COPs save KOA owners time and money by trying out amenities or services and identifying those that might be difficult to implement or use.

## KOA’s Kamp Green Program

We’ve taken a proactive role in many areas, such as safety and great service. Now, we are on course for a solid, sustainable environmental program. Ultimately, our goal is to be recognized as having the environmental ‘best practices’ in our industry.

KOA was the recipient of the Eco Star Award for implementing pollution prevention practices.

Our KOA Green Team, made up of home office specialists and KOA owners, is available to help you implement sustainable and energy efficient practices on your campground.









# Measureable Results

We would love to show you how KOA provides new tools to help your business. KOA owners know what their campers think, what they like, what they don't, and where to direct resources to be successful in the minds of their guests.

- **Rate Your Stay** surveys are emailed to departing guests and are available for your review as soon as they are completed. Guest surveys provide you with current, actionable feedback and give you a crucial understanding of your guests' opinions about their stay. The survey ratings are also part of the criteria that determine annual award winners. Over 350,000 surveys are returned annually.
- **Guest Activity Report** – This report provides quick access to information about your guests that can be used for on-site marketing as well as off-site marketing. Target your **on-site guests** to inform them of your great new amenities, or target **future guests** to inform them of exciting things to do when they arrive.
- **Franchisee Satisfaction Survey (FSS)** – This annual, mailed survey is your chance to tell KOA what you like, what you don't and what's on your mind.

97% of KOAs renew their franchise agreements.





# KOA OWNERS SINCE 2007

"We purchased our campground in 2007 and quickly made the decision to convert to a KOA campground, which was a lot of hard work and a lot of fun. We've had nothing but a lot of fun since then! I tell people it's the second smartest decision we ever made; the first –outside of getting married – was buying the campground. Since we took ownership and became a KOA campground, we've increased camper nights about 50%, and have doubled the previous owners' income in two years. My favorite saying is, 'We can't afford NOT to be a KOA!' With the support and everything that comes with being affiliated with KOA, it's fantastic!"

**Brent and Shelia Andrews, owners of the Huntington/Fox Fire WV KOA**





# KOA'S FRANCHISE SUPPORT

## Business Assistance

The KOA home office in Billings, Montana is staffed with more than 80 friendly people who are here to help you take advantage of all of the exclusive benefits KOA offers.

- **New Owner Support and Continued Strategic Business Development:** Every new KOA owner is assigned a Business Development Consultant to help you walk through the process of becoming a KOA campground. Our exclusive team will conduct individual training at your campground on KampSight, KOA's proprietary reservation system. Then, they remain available to work with you in any areas you need assistance, at no charge, including:

- Setting up KOA.com
- Assigning a toll-free number
- KOA branded signage
- Yellow apparel and branded supplies
- Local marketing plan development
- Finance and accounting
- Revenue management
- Quality consultations
- Service training
- Store design and merchandising
- Recreation and activities

The KOA KampSight K2 Support team answers more than 17,000 phone and email questions from KOA owners and managers annually.

- **KOA Technology Support:** Your questions about KampSight, K2, KOA.com, CMS, and Value Kard Rewards are answered by our support team.
- **Local Marketing Support:** A range of tools and services, from email programs to creative templates, are available to help each owner market their business at the local level. Additionally, Marketing resources are available to help you analyze your business and develop a customized marketing program to help you reach your target customer.
- **Camper Services:** Campers' questions are handled by the Camper Services team. Our experienced staff can also help all KOA owners and managers with specific guest-related issues.
- **Facilities and Design:** We can assist you in addressing a wide range of items, including: electrical, sewer and water issues; park design; site additions, and rehabilitation or reconfiguration through our **no-charge** facilities expert.
- **Field Guides:** We have a variety of KOA Field Guides that have been created to help assist with campground improvements and updates. The following guides include detailed information about a wide variety of topics: Site Analysis & Grading Field Guide, Kampstore Improvement Field Guide, KOA Patio™ Site Field Guide, Marketing Field Guides and a Pocket Park Field Guide.
- **KOA Accommodations:** No-charge accommodations consultation is a KOA specialty. Discuss the options and choose the right style, quantity and options for your individual campground.
- **QuickBooks Support:** Our QuickBooks expert is dedicated to answering your questions, and is always our highest-rated service in KOA's annual Franchisee Satisfaction Survey.
- **Quality Review Support:** Our home office leads four field teams who, together, visit all KOA campgrounds each year, to assess their park in terms of stated quality goals. The field team and our Quality Assurance Manager are always available for questions, clarification and support.





- **Telephone Reservation Service:** Through the Camper Reservation Center (CRC), an optional, KOA-exclusive, fee-based service that makes sure every phone call is answered and every reservation confirmed when you are understaffed or away from your campground.
- **KOA Newsroom:** The Newsroom coordinates all system communication via multiple channels. eKamp.com, KOA's internal website for our campground owners, is a go-to resource for all KOA information. Here, you can access the latest KOA news, announcements, program updates, peer-to-peer best practices and more. eKamp is also a portal to many convenient services such as the KOA.com CMS, vendor supplies and Work Kamper resumes. In addition to eKamp, each owner also receives a monthly e-newsletter, Top News from the KOA Home Office, as well as several mailings each year with relevant, important information about our programs and services. The Newsroom also manages a peer to peer networking group within Facebook called KOA Yellow Pride exclusively for owners to exchange business ideas, ask questions and share insight with one another. Another important visual channel is the KOA Yellow Pride Pinterest Page loaded with over 600 photos on 13 different boards devoted to RV patio sites, facility improvements, lodging, bathhouse remodels, recreation, outdoor experiences, tent sites, food service and more. The KOA Yellow Pride Pinterest page is public, and we encourage anyone to visit.
- **KOA Work Kamper Program:** The Home Office has made it easy for you to search for employees by hosting WorkatKOA.com, a job site to match you with the right KOA Work Kampers for your staffing needs. KOA Work Kampers are a workforce of nearly 2,000 teams across North America who are willing to work hard for you. The majority of these teams have previous experience working at KOA campgrounds. Work Kampers live out of their RVs and will stay at your campground during their assignment.
- **KOA Alumni Association:** Former KOA owners and managers form the KOA Alumni Association. They provide "kampsitting" services all year long. When you find yourself in need – whether for an emergency, family obligation or a vacation – these experienced folks can take care of your business for a very reasonable fee.
- **KOA Owners Association:** You may choose to join the KOA Owners Association, who provides information and assistance to all KOA owners. This group also fundraises for the KOA Care Camps program, and manages the KOA Disaster Relief Corporation. As a new owner, you will receive the first year of membership for free.





# Education and Training

It can be a full-time job keeping up with business opportunities, the latest trends, and evolving technologies. KOA assists owners in staying current in all areas of business operation, through:

- **KOA University:** First-time campground owners, as well as seasoned veterans, learn new service skills, marketing ideas, financing opportunities, and much more at one of six, 4-day KOA-U sessions each year. You'll be among more than 50 campgrounds and 120 people who attend KOA-U annually.
- **KOA-U Online:** KOA-U Online provides convenient online training courses for you and your staff members. You will be able to monitor your staff's progress, assign training courses to individuals and use KOA-U Online for group training during a team rally.
- **KOA Convention:** The annual KOA Convention is held in November, at a different location each year. You'll interact with hundreds of KOA owners and their families, KOA leaders and staff, vendors, guest speakers, and specialists in workshops, panel discussions, training seminars and presentations.
- **20 Groups:** KOA owners share information and experiences to help all members be more successful and profitable.
- **Business Development Consultants:** Regionally-based BDCs provide one-on-one consultation and training in specific areas of your choice. More than 100 KOAs take advantage of this team's in-depth knowledge annually. They are just a phone call away!





# KOA OWNERS SINCE 2017

"We ran our park at 100% capacity on weekends, but during the weekdays, it is only about 30%. When I studied KOA, I saw a huge chunk of the KOA business was done during the weekdays. We were stunned at what happened. We ended up doing over \$300,000 in just KOA business in the first year. Weekdays were at 70-80% capacity in the summer. It was amazing."

**Jim Kersten, owner of the Milton, WI KOA**





# MARKETING



At the heart of our company lies the KOA brand. Now more than 55 years old, the famous Kampgrounds of America brand continues to be marketed aggressively to KOA campers and non-KOA campers alike, generating more camper nights and new reservations.

## KOA.com

KOA.com is, by far, the largest private camping website and most popular camping website in the world, attracting more than 25 million visits each year. Individual campgrounds will see more visits to their KOA.com page and generate more online reservations than any independent web site – we have the numbers to prove it!

## Real-Time Reservations

KOA.com offers real-time reservations. Each year, over 1 million reservations are made equating to over \$150 million in registration revenue for the KOA system. The popularity of online bookings continues to grow, and more than 46% of total advanced reservations are booked on KOA.com. As reservations are completed, KOA.com automatically sends confirmation emails as well as a pre-stay and post-stay communication to each guest.

## Campground Pages

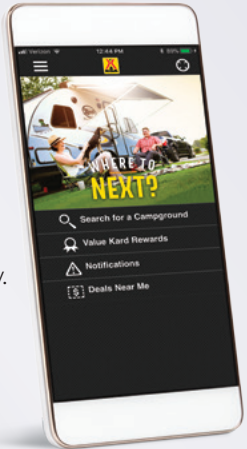
Each KOA has its own landing page on KOA.com that allows franchisees to market their property's amenities and activities to convert reservations. Popular features of the pages include photo galleries, the events calendar, and a Ways to Stay section that allows visitors to understand each campground's specific site offerings. An easy-to-use content management system allows franchisees to easily update all content and photos on KOA.com. Some pages are also available with French or Spanish translations.

## Search Marketing

Traffic to KOA.com continues to grow each year due to constant attention to search engine optimization (SEO) and investment in search engine marketing (SEM). Keeping KOA.com on the top of search results takes constant vigilance. KOA is dedicated to its large investment in SEM and annually purchases Google AdWords and Bing Ads on each of our KOA's behalf in order to raise each campground's online profile and drive online reservations.

## There's An App For That

Our KOA Mobile App completes the digital circle for KOA owners. This cutting edge application provides much of the functionality of KOA.com, including the ability to complete a site reservation, and delivers the information in a tight, easy-to-use package compatible with all mobile device platforms. Push notifications are also being utilized on the app, giving KOA another way to communicate directly with campers. The KOA Mobile App is free to download for iOS in the App Store and for Android on Google Play.



## The KOA Blog

KOA's online blog lies at the epicenter of KOA's online engagement efforts. The blog gives KOA a constant ongoing channel of communication to campers across North America providing valuable tips as well as fun activities, games, trip ideas and much more. The blog cements KOA's position as the leading provider of camping-related information.





KOA.com receives over 25 million visits per year from more than 13 million unique visitors.



## Email and Social Media

KOA also invests in other forms of online engagement with current and potential guests. Our email and social media programs have significant reach and are designed to keep KOA top of mind as customers make camping decisions.

### Email Marketing

Our email database numbers over 1.7 million campers that we reach monthly through our e-newsletter, campaign, partner and Value Kard Rewards emails. These emails target prime camping behavior along with holiday camping and promotional opportunities.

### Social Media

KOA is extremely active in social media with a sizable presence on Facebook, Twitter, YouTube, Pinterest and Instagram. Social media is an “instant” point of contact for us to our campers and is used to promote all KOA system-wide events and initiatives, and for running contests and sweepstakes such as our popular RV giveaways.



### Listings

More listings mean more customers! KOA has partnered with companies like Reserve America, Yext, and TripAdvisor to make sure our KOA campgrounds are listed on their website. This means that while guests are looking for campsites, they will be made aware of the vast footprint of KOA campgrounds and the amenities offered.





# Three-Tiered Public Relations

We approach public relations on three levels to build and amplify the integrity of the KOA brand in the marketplace.

- **National:** News organizations and feature article writers seek out KOA as the expert source of camping, recreation, vacationing, outdoor hospitality, and economical leisure activities information. KOA is seen by media as a key innovator in the outdoors industry, and stories on KOA Cabin accommodations, as well as our efforts in brand positioning, have received impressive placement in major media outlets. The KOA organization is regularly seen in *USA Today*, *TIME Magazine*, *The New York Times*, *Washington Post*, *MSNBC.com*, *CNN.com* and many other national print and online publications.
- **Regional:** Newspapers, magazines, websites, blogs, and radio shows in your state are constantly looking for regional information; we give it to them! KOA owners see stories in large regional media, such as *Los Angeles Times*, *Dallas Morning News*, *Detroit Free Press*, *Houston Press*, *San Jose Mercury News*, *Toronto Star*, *Chicago Tribune* and many others. We also assist you in participating in regional trade shows.
- **Local:** Upon your request, press releases on your campground's special events and interesting stories are provided directly from the KOA Home Office to your local media outlets. We also automatically generate local press releases annually for events such as season openings, awards recognition and participation in national promotions, such as our Care Camps Big Weekend.



KOA's buzzworthy PR generates over 1.2 billion impressions annually.

## Advertising and Promotion

We are constantly on the lookout for new marketing venues, while we build on our "tried and true" promotional methods that bring excitement, build loyalty and help fuel business growth for our campgrounds.

### Digital Media

KOA makes a large investment in digital media advertising each year to maintain our position as the top brand name in camping. Our media plans include online videos, digital and social advertising, dynamic retargeting, endemic sponsorships, native content and paid search marketing.



Annually, KOA's media efforts drive more than 375 million impressions and 300,000 reservations.





# KOA Directory

The KOA Directory and KOA Map Guide are the most popular guides for North American campers. KOA prints nearly 750,000 KOA Directories and 400,000 Travel Map Guides each year and distributes them through travel shows, RV dealers, RV manufacturers and at campgrounds. We also have a digital version of the KOA Directory that is distributed through all of our online customer touch-points increasing the reach of this important medium.



# National Promotions

KOA drives and supports several national system-wide promotions each year that are intended to lift KOA’s profile on key dates. The second full weekend in May has become one of the most-popular reservation weekends of the year, generating nearly 74,000 camper nights, through our Care Camps Big Weekend event. This promotion supports our chosen charity: KOA Care Camps. KOA has also created a special Value Kard Rewards Appreciation Weekend in September to reward our loyal guests and drive business in the fall season.

# Gift Card Program

The KOA Gift Card program enables guests to easily give the gift of camping to friends and family. Available for purchase online and at campgrounds, gift cards can be used for any registrations or campstore purchases.



# Highly Visible Partnerships

KOA works hard to generate new business through building reciprocal relationships with leading companies such as GEICO, Outdoorsy, Allstate Motor Club, ROUTE 66 RV Network, NASCAR and others. These allow us to extend our advertising reach and introduce KOA to new potential guests.



Annually, VKR campers account for 2.9 million camping nights and over \$150 million in gross registration revenue.

# KOA’s Loyalty Program

KOA’s Value Kard Rewards (VKR) program has successfully been bringing in more campers to the KOA system for 30 years. The program rewards campers for doing what they love best, camping with KOA! For each stay, campers enrolled in the program receive a 10% discount on daily registration fees and earn rewards points that build for cash off future stays. Accumulated points can be cashed in for \$10, \$25 or \$50 off a future KOA stay, and VKR campers also get a free night of camping each year during Value Kard Rewards Appreciation Weekend at participating KOA campgrounds each September. This program is a huge asset to the KOA system with more than 508,000 VKR campers currently enrolled. Recent research showed that 84% of KOA campers enrolled in the program will look for KOA campgrounds first when looking to camp in a new area.



KOA owners benefit in a big way from the program. Three out of every 10 campers enroll in the program each year, and these guests camp more than half of all short-term camping nights. VKR guests contributed more than 150 million dollars in registration revenue last year for the KOA system. The average KOA also earns an average of \$5,900 in revenue from enrolling campers in program each year.

Value Kard Rewards campers are KOA’s best guests, and KOA continually markets to this group to encourage them to increase their camping frequency. **KOA.com** and the **KOA App** allow VKR campers to store their camping preferences to make booking even easier, and KOA sends monthly promotional emails to keep them continuously engaged with the brand. This program will continue to grow and bring in more KOA guests in the future.





# Marketing Support

A wide range of marketing programs tools are available to support onsite and online marketing at the local, campground level. Resources in the Marketing department are focused on helping owners design marketing plans to best drive new and repeat business.

## Marketing Toolbox

The purpose of this site is to help owners become more consistent, more professional and more successful at marketing their campground – ultimately bringing in more campers. It's designed not to be visited once and forgotten, but to be a lively hub of content, tools and information for campground owners.



## CAMPCAST™

CAMPCAST is a web-based digital display system that turns a TV into a digital marketing board. KOA has partnered with a digital marketing agency to create an affordable digital display system that enables KOA campgrounds to connect and share information with campers in a whole new way. CAMPCAST allows owners and managers to present a variety of graphically-rich information to help their guests learn about the campground, see important announcements, find local attractions, and more.



## Email Marketing

KOA is affiliated with a leading business email provider. This partnership provides KOA campgrounds with an affordable, user-friendly program to send professional promotional email messages to their guests.



## Co-op Programs

KOA offers various Co-Op Marketing Programs to help campgrounds market at a local level.

- **Photography Co-op Program:** Provides reimbursement for a portion of the cost of hosting a professional photo shoot on your campground.



- **Co-op Travel Show Program:** Provides materials and reimbursement for a portion of the cost of participating in RV shows.
- **Offsite Signage Co-op Program:** Covers the creative updates and partial reimbursement of updating/installing offsite signage such as billboards and DOT signage.

## Conversion Support

A major benefit of becoming a KOA is tapping into the marketing power of our brand. After decades of work, we have developed market penetration and tactics that optimize our customer base at a local level. KOA provides new conversions a special program to help disseminate its new KOA status. There are specialized options geared to maintain and promote each campground's unique market mix.





# DEVELOPING A KOA PARTNERSHIP

We want to help you get to know us better and truly understand the value of the KOA brand and franchise business partnership. If you want more information before you begin, contact us and request a current FDD franchise disclosure, which is a consumer protection document required of all franchise companies. It is extremely detailed, so it should provide answers to all your questions about a franchise relationship. The document also includes a complete copy of our current franchise contract.

We respect our business partners' knowledge and never stop learning from their experiences. That's why we believe joining KOA really is entering a partnership. Our goal is to help you succeed. That means we're dedicated to promoting your campground, making your daily operations easier and assisting your growth. This is the same high level of commitment we've given to every campground owner since 1962.

We look forward to you joining KOA, and we'll be happy to receive your insight at any point in our partnership. We believe you should be in business for yourself – not by yourself. Working together will ensure all of our businesses remain healthy and profitable.

## Financial Investment

### The KOA Franchise Fees

#### **A one-time KOA franchise fee.**

These items are provided by KOA as part of the franchise fee:

- Entrance sign customized to your facility
- Other campground signage to help brand your operation
- Training for up to two people at our KOA University held in Billings, Montana. All expenses including airfare and meals are paid by KOA.
- On-site training by a KOA Business Development Consultant
- KampSight, KOA's proprietary management software for registration and reservations

**Ongoing franchise fees** include an 8% royalty and a 2% advertising fee used for marketing programs that add to the recognition and success of KOA campgrounds. KOA franchise fees are based solely on site registration revenue. No fees are paid on store sales, propane, food services, etc.

**An annual administrative fee** beginning in your second year of operation. Fee also includes an annual pass to the KOA Convention.





# THE CONVERSION PROCESS

## Steps to Becoming a KOA Campground

- **Location approval:** Request location approval via phone or writing. Your geographic location will be reviewed to ensure there are no existing KOA territory or market conflicts.
- **Complete application:** Upon location approval, you'll receive a franchise application from KOA. Complete the application and submit it to KOA for review.
- **Visit property:** If your application is accepted, KOA will arrange to visit your property and develop a facility and branding plan necessary for conversion.
- **Execute franchise business contract:** KOA will prepare your conversion facility plan and send it to you with your franchise contract. If you decide to proceed, sign the contract and submit payment of the initial franchise fee.
- **KOA training:** At this point, we'll schedule your attendance for an upcoming KOA-University orientation and you'll be trained to use our proprietary reservation software, KampSight.
- **Complete the New Owner checklist:** Our Franchisee Development Director works with you to complete the New Owner checklist, where you'll submit information and prepare to participate in KOA-specific programs.
- **Operate as a KOA:** Once you complete any specified changes to meet quality standards and facility requirements, KOA will send you signage, and you'll receive full KOA marketing and operational benefits.

## Building a New Campground

KOA has developed, built, and operated campgrounds in North America for more than 50 years, and continues to focus on increasing the size and strength of the KOA system. We are not just a consultant; we are your partner in working to help make your campground a success. KOA's wealth of experience often can save you more than the entire franchise cost.

KOA is adding new and dynamic campgrounds designed to serve today's camping public with both traditional facilities and high-profit additions. All newly-constructed KOAs can offer the camping public a full range of camping experiences including Deluxe Cabins, Camping Cabins, Patio Sites for RVs and Tents, official KOA Patio™ Sites, etc.

Using campground designs that grow and change to meet the camping demands of the future, you also have the opportunity to design and build a campground that reflects your individual concepts. From online reservations systems to satellite restrooms, KOA is leading the way.





# KOA OWNERS SINCE 2017

"Being a KOA is a special thing. All the other KOAs in the country pull for you and advertise for you. When you become a KOA, you feel like you've acquired this whole family that works with you and wants you to succeed. It's great to be a KOA. They have absolutely helped us make it great!"

**LaVerne Eickman, owner of the Valdez, AK KOA Holiday**





# PROMOTIONAL OFFERS FOR CONVERSIONS

## Satisfaction Guarantee

We guarantee our performance and the value we bring to your campground operation. If for any reason you are not satisfied, we offer a 100% money back guarantee.



## Database Exclusion or Staggered Royalties

KOA conversions have the option of a Database Exclusion or Staggered Royalty.

### Database Exclusion

We understand you have invested heavily into your campground and have an existing loyal customer base. And, since these existing customers will continue to stay with you once branded, you never pay royalties associated with their camping stays on your campground. Yes, existing customers are royalty free!

### Staggered Royalty

KOA will modify your royalties over the course of the first 3 years. However, unlike the database exclusion, royalties are paid on all camping registration dollars, including past guests.

**Year 1: 4% | Year 2: 6% | Year 3: 8% | Year 4 and beyond: 10%**

*Promotional offers for conversions subject to change without prior written notice.  
Please contact a KOA representative for current offer(s) and satisfaction guarantee details.*





# KOA OWNERS SINCE 2015

"One of the first and best decisions we made after buying the campground was to affiliate with KOA. I'm in the middle of nowhere, so there was a need to become associated with something that has a sense of security and high-value standards."

**Scott Swanson, owner of the Gila Bend, AZ KOA Journey**







**KAMPGROUNDS OF AMERICA, INC.**

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