



# KOA FRANCHISE

## BENEFITS GUIDE



**OWN A KOA**

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Welcome to KOA!

Kampgrounds 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."

At KOA we believe that camping is fun and for everyone. Our values of being family-oriented, inclusive, passionate, entrepreneurial, customer-focused, and progressive are held by everyone who touches the KOA brand.

When you join the KOA Family of Campgrounds, you'll immediately experience the **KOA DIFFERENCE**. Built upon our pillars of **Camper Growth, Revenue Growth, Operational Excellence** and **KOA Family**, the KOA Difference makes owning a KOA campground a rich and rewarding experience. From operating a single campground to owning a portfolio of campgrounds, our fresh, flexible franchise model allows business owners to achieve their unique goals and deliver an unparalleled camping experience to their guests.

Whether you're looking to convert your campground to a KOA, build one from the ground up or buy an existing KOA campground, our knowledgeable team is here to help you every step of the way.

We invite you to join the KOA Family of Campgrounds and experience the KOA Difference!

**Visit [OwnAKOA.com](https://www.ownakoa.com) for more information on the KOA Difference**

# THE KOA DIFFERENCE: CAMPER GROWTH

KOA is among the most recognized brands in American culture; it is an iconic brand known across generations and throughout North America. Camping is more popular than ever, and KOA is laser-focused on reaching new campers and sending them to your campground.



KOA Campers  
are extremely loyal to our  
KOA Campgrounds.

**61%**  
**SPEND 15 OR  
MORE NIGHTS**  
camping each year.

**41%**  
**HAVE AN ANNUAL HHI  
OF OVER \$100,000 –**

KOA Campers  
have the resources and interest  
to pay for quality  
camping experiences.



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**National Marketing** – Each year, KOA makes a large investment in digital media advertising to maintain our position as the top brand name in camping, increasing our customer base and growing revenue for our brand and our franchisees.

**National Branding** – KOA invests heavily in our brand, and we work hand-in-glove with innovative PR professionals, making KOA the **#1 unaided brand in camping**. Viewed by media as a key innovator in the outdoors industry, the KOA organization is regularly seen in national media.

**KOA.com & Mobile App** – With over 41 million sessions and 22 million users, KOA.com is the leading independent website for online reservations, driving 2 million reservations annually. The KOA mobile app has over 430,000 downloads annually. All reservations are real-time, and confirmation emails are automatically sent to each guest.

### **Unique Campground Landing Page** –

Each KOA Campground has its own landing page on KOA.com and the KOA app, allowing you to market your unique amenities and activities. Your unique landing page will see more visits and generate more online reservations than any other stand-alone campground website.

**KOA Directory** – Available in print and digital formats, the annual KOA Directory includes information on each of our KOA Campgrounds.

**KOA PR Support** – KOA offers local PR support, highlighting your special events, season openings, awards recognition and participation in national promotions.

**Social Media Tools** – Campground blogs, e-mail and e-newsletter mentions, local SEO campaigns and our Facebook Generator connect campers to our KOA Campgrounds.



**Visit [OwnAKOA.com](https://www.ownakoa.com) for more information  
on how KOA Grows Campers**

# THE KOA DIFFERENCE: REVENUE GROWTH

KOA is committed to your success and has developed a host of programs and tools — from turnkey marketing campaigns to royalty incentives — designed to help you grow your business — year in and year out.



**Marketing Toolbox** – As a franchisee, you have access to professionally designed, KOA-branded marketing materials and tools: ready-to-use templates for Constant Contact email marketing, search marketing as well as Facebook and other social media ads and posts, plus print ads, rack cards, signage, flyers and more.

**Incentive Programs** – We know how important it is for campground owners to make ongoing investments in their campgrounds to grow their business and increase guest loyalty. That's why KOA offers a host of incentives and co-op programs. KOA's Royalty Incentive Program offers financial incentives to

KOA campgrounds looking to expand or improve their current footprint through additional sites or upgrades.

**Revenue Optimization Tools** – When you join the KOA Family of Campgrounds, you gain access to data that allows you to make informed business decisions to improve your operations and grow your business. Our Business Development Consultants provide one-on-one consultation and training, and also work with you on developing your custom Best Campground in the Market Report, providing analysis of your current operations and identifying opportunities to improve your financial performance.



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**KampStore** – Creating a campground store provides royalty-free revenue for KOA Campgrounds. KOA provides best practices for floor plans, product mix and pricing to help our franchisees build a successful, profitable KampStore.

**KOA Rewards** – Our Rewards program has more than 500k active KOA campers. As a KOA Campground, you can earn revenue by enrolling campers into the Rewards program. The average KOA earns \$5,900 annually.

## KOA REWARDS CAMPERS

Account for  
**54%**  
OF CAMPER NIGHTS  
at KOA Campgrounds

Generate more than  
**\$150 MILLION**  
in **REGISTRATION REVENUE** annually

ARE LOYAL TO  
KOA CAMPGROUNDS:

**58%**  
WILL LOOK FOR  
A KOA FIRST  
when looking to camp  
in a new market or  
shopping for  
a campground



**Visit OwnAKOA.com for more information  
on how KOA Grows Revenue**

# THE KOA DIFFERENCE: OPERATIONAL EXCELLENCE



At KOA, our focus is providing the thought leadership, tools and resources that allow each of our KOA Campgrounds the opportunity to be best-in-class. At KOA we are continually innovating, ensuring we are first to market with the latest products and services campers are looking for.

## Facilities & Design Services –

Our team provides state-of-the-art solutions from campground design to site improvements, offering in-house expertise on ADA compliance and electrical systems. Our Kamp Green and Campground of the Future projects ensure that the KOA Family of Campgrounds provides sustainable camping for today and tomorrow.

## Specialty Industry Partnerships –

KOA has developed in-depth partnerships with Independence Bank and Leavitt Insurance, providing campground expertise in the fields of finance and insurance. Our partners offer solutions that are unique to campground ownership, with special programs and incentives designed for KOA Campgrounds.



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**Guest Experience Focus** – At the heart of KOA is our commitment to the guest experience. Our guest-centric tools are designed to meet the expectations of guests and differentiate KOA from other independent campgrounds. Campfire Service, a digital training program, consists of modules designed to empower your staff to deliver excellent service to your guests.

**Professional Development** – Stay current on the latest industry trends, evolving technologies and business opportunities through KOA University and KOA U online. Whether you’re a first-time owner or a seasoned veteran, KOA provides ongoing educational opportunities for you and your team. KOA recruiting tools and HR-related best practices are also available.

## ADDITIONAL BENEFITS

- **Franchisee website (e-Kamp)**
- **KOA.com Email Account**
- **Photo Shoot for New Campgrounds**
- **TruDigital Displays for On-Site Communication with Guests**
- **CenturyLink Rates**
- **Crisis Management**
- **Annual Franchise Satisfaction Survey**
- **40+ KOA-owned properties**
- **Photography Co-op Program**



**Visit [OwnAKOA.com](https://www.ownakoa.com) for more information on KOA’s Operational Excellence**

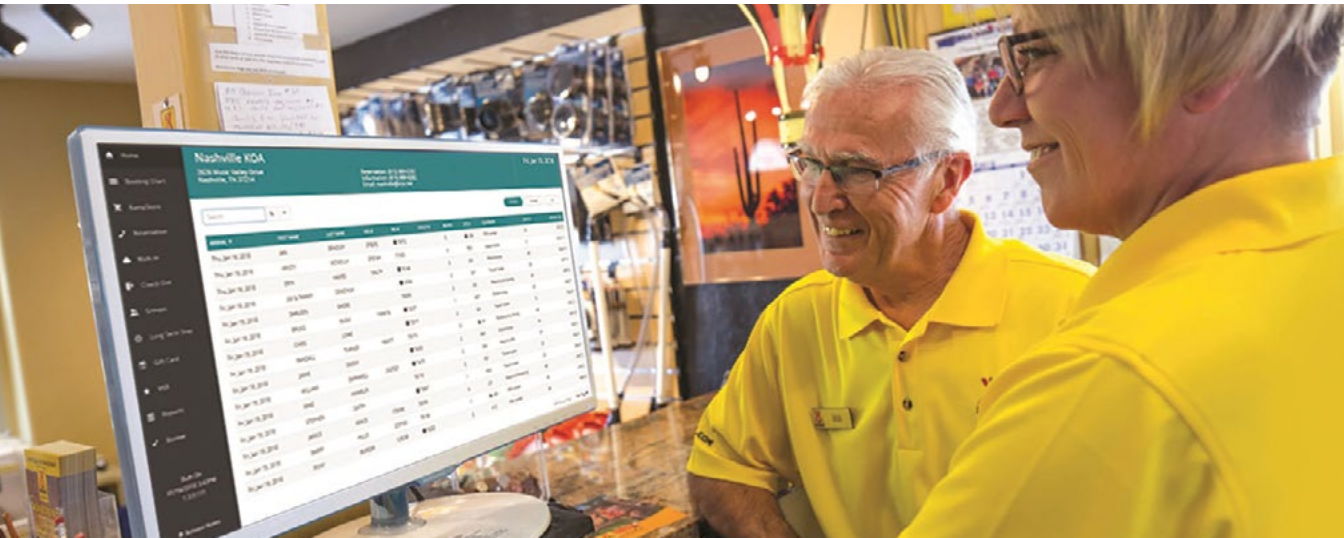
# K2 KAMPSIGHT CAMPGROUND MANAGEMENT SYSTEM



## SUPERIOR CAMPGROUND CMS

K2 KampSight, our proprietary campground management system, is the foundation for successful campground operations. Delivered via a web-based platform, K2 KampSight is easy to learn across all levels of staff and includes in-application training modules. It is flexible to meet the needs of every type of campground and scales for multi-park management.

## ANNUALLY, K2 PERFORMS



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### **Online, Real-Time Reservations –**

K2 KampSight interfaces directly with our website to keep your inventory and rates up to date. All reservation deposits go directly into your bank account.

**Robust Reporting** – An array of operational, accounting and analysis reports are available to help you manage your business goals.

### **KampStore Retail Module –**

An integrated point of sale system eliminates the need for separate cash registers for store transactions.

**Select My Site** – Gives campers the flexibility to choose the site for their stay, while at the same time increasing your revenue.

**Express Check-In** – Streamline the check-in process by communicating early to upcoming campers and speed up the front desk check-in procedures.

### **Revenue & Site Inventory**

**Management** – YOU have complete control and flexibility over site pricing and fees, as well as visibility and availability for any site on the campground.

## POWERFUL INTEGRATIONS

**Zingle SMS & Chat** – Communicate directly with campers before check-in, during their stay, and after check out.

**QuickBooks Accounting** – Download transactions and revenue directly to QuickBooks for seamless management of financial goals.

**Credit Card Processing** – Seamless integration with an EMV-enabled credit card solution with low transaction rates guaranteed to our KOA campgrounds.

### **Real Person Tech Support –**

Our Technology Support team is available seven days a week. All data and software updates are handled by KOA.

**Security & Privacy** – K2 KampSight protects your information by maintaining industry-standard encryptions, compliance, and adheres to privacy and security guidelines.



**Visit [OwnAKOA.com](https://www.ownakoa.com) for more information  
on K2 Kampsight**

# THE KOA DIFFERENCE: KOA FAMILY

At KOA, we believe you should be in business for yourself, not by yourself. A KOA franchise allows you to own and manage your business with the power of the KOA brand as the foundation.

**KOA Convention** – The annual KOA convention provides the opportunity to interact with fellow KOA owners, leaders and staff. Workshops, panel discussions and training seminars are designed to help you improve your operations. Meet with KOA-approved vendors, offering special pricing only available to KOA Campgrounds.

**Franchise Advisory Committees** – As a franchisee, your voice is critical to our success, which is why we have established committees comprised of campground owners. Your experience and advice help shape future initiatives and ensure KOA remains the largest, most successful campground franchise organization.



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**Industry Representation** – As the experts in the campground industry, KOA owners and staff are called upon time and again to share their knowledge and expertise about the industry, as well as with industry associations at the national and state levels. As a leader in the industry, KOA has representation on numerous national boards and associations, including the NFPA electrical committee, which helps shape issues that directly impact campground operations.

**20 Groups** – Our 20 Groups are comprised of KOA entrepreneurs who share information and experiences to help all members take their businesses to new heights.

**Market Protection & Succession Planning** – You’ve invested heavily in your campground, both financially and emotionally. Our territory protection terms ensure you can compete effectively in your local market. With KOA’s succession planning services, we’ll help you craft a plan for selling your campground through the KOA Resale Program, assisting you with your valuation and connecting you with interested buyers.

**Peer Network** – Your fellow owners and operators are a rich and powerful resource and KOA provides a host of opportunities for connecting with your peers, including the KOA Owners Association and the KOA Yellow Pride Facebook group.



**Visit [OwnAKOA.com](https://www.ownakoa.com) for more information on joining the KOA Family**

# CONVERT, BUILD OR BUY: WHY THE KOA FRANCHISE IS RIGHT FOR YOU



A KOA franchise allows you to own and manage your business with the power of the KOA brand as the foundation. Let us bring you more campers, more revenue, more innovation and more support to grow your business.

- 1. Convert to a KOA Campground** - Converting to a KOA Campground is a straightforward process, and KOA team members are at your side every step to ensure a smooth and stress-free transition.
- 2. Build a KOA Campground** – Partnering with KOA to design your campground ensures that your new park is built to best-in-class specifications, offering the amenities and services today’s campers expect.
- 3. Buy a KOA Campground** – Buying an existing KOA campground is a turnkey experience, providing seamless integration. KOA is uniquely positioned to help you buy a KOA Campground that’s right for you.

FINANCIAL INVESTMENT	ANNUAL FEE
<p>These items are provided by KOA as part of the initial franchise fee:</p> <ul style="list-style-type: none"><li>• KOA Campground sign package</li><li>• Training for up to two people at KOA University in Billings, MT</li><li>• On-site training with a KOA Business Development Consultant</li><li>• K2 KampSight, KOA’s proprietary management software</li></ul>	<p>An annual fee of \$1,750, beginning in your second year of operations as a KOA.</p> <ul style="list-style-type: none"><li>• <b>ROYALTY FEE:</b> 8% of camping registration revenue</li><li>• <b>ADVERTISING FEE:</b> 2% of site registration revenue</li></ul> <p><i>NOTE: KOA royalty fees are based solely upon site registration revenue. No royalties are paid on store sales, propane or other services such as food.</i></p>



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# 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 of all royalties and advertising fees paid to KOA, including your initial franchise fee.

## Base Book of Business Exclusion

We understand you have an existing loyal camper base. Once branded a KOA, your previous campers are free from royalty on all future stays at your campground.

## Staggered Royalty

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

YEAR 1	YEAR 2	YEAR 3	YEAR 4 & BEYOND
4%	6%	8%	10%

*\*Promotional offers apply only to campgrounds converting to KOA and are subject to change without notice.*



**Visit [OwnAKOA.com](http://OwnAKOA.com) for more information on the KOA Franchise**

THE KOA FRANCHISE  
IS IDEAL FOR OWNERS WITH  
**MULTIPLE CAMPGROUND  
PROPERTIES**

Our expertise in campground operations and consumer marketing drives more revenue and brings you more savings, delivering increased profitability and a better guest experience. Let us answer your questions about how the KOA franchise can work for you.



**1. Why should I give KOA 10%\* of my registration revenue in royalty fees?**

Our royalty fees include services and tools critical to the success of your business, providing significant savings and giving you more time to focus on running your business.

SUPERIOR CMS & RESERVATION PLATFORM

On a typical Friday afternoon K2 Kampsite will simultaneously process:

**1**  
**CHECK-IN**  
every 1.1seconds

**1.25**  
**STORE SALES**  
every second

**1**  
**BOOKING**  
every 3 seconds



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**Owning a portfolio of campgrounds  
is complicated. Let KOA make it easier.**



## POWERFUL WEBSITE & MOBILE APP

With over 41 million sessions and 22 million users, KOA.com is the leading independent website for online reservations, driving 2 million reservations and over \$344 million in online registration revenue annually. The KOA mobile app has over 430,000 downloads and \$54.5 million in registration revenue annually.

## MARKETING POWERHOUSE

Our marketing investment and expertise make KOA the #1 unaided brand in camping – driving more revenue and more camper nights to our KOA campgrounds.

### 2. How Can I Be Sure A KOA Franchise is Right for My Business?

On average, campgrounds that convert to KOA experience a 19% increase in registration revenue in the first year and 13% in following years. Our franchise renewal rate is 98%, proving that KOA owners and operators believe in the value KOA brings to their business.

### 3. How much control does KOA have in my business?

While KOA provides the framework for your operations, you continue to control your daily operations as well as the vision and goals of your business. Our focus is providing the thought leadership, tools, resources and innovation that allow you to succeed.

### 4. How can KOA improve my campground operations?

Operational excellence is the cornerstone of our success. Our team provides state-of-the-art solutions from campground design to site improvements, offering in-house expertise on ADA compliance and electrical systems.

\*Royalty fees paid to KOA reflect a Royalty Fee of 8% of camping registration revenue and an Advertising Fee of 2% of site registration revenue. KOA royalty fees are based solely upon site registration revenue. No royalties are paid on store sales, propane or other services such as food.



**Visit [OwnAKOA.com](https://OwnAKOA.com) for more information  
on why KOA is the right choice for multi-park owners**

# KOA BRAND POSITIONS

As campers plan their getaways, they’ve come to expect the high quality, friendly service and fun that the KOA Yellow Sign represents. The KOA Family of Campgrounds, comprised of the KOA Journey, KOA Holiday and KOA Resort brands, are designed to help campers quickly identify the right campground for their needs and better set guest expectations.

Being a part of the KOA Family of Campgrounds allows you to better market your park to targeted audiences while leveraging the commonalities that have made KOA such a strong brand for the past 60 years. Plus, KOA Brand Positioning gives each KOA a point of differentiation that helps you compete against other offerings in your market.



## KOA JOURNEY: Gateway to Adventure

KOA Journey campgrounds are the perfect oases after a day on the road. Located near the highways and byways of North America, guests are afforded long pull-thru RV sites and other amenities designed to make staying with you easy.



## KOA HOLIDAY: Basecamp for the Great Outdoors

Whether exploring the local area or hanging out at the campground, KOA Holidays are an ideal place for campers to relax and play. Guests enjoy the outdoor experience with upgraded RV Sites with a KOA Patio™ and Deluxe Cabins with full baths for camping in comfort.



## KOA RESORT: The Destination for Recreation

KOA Resorts offer a carefree vacation in the great outdoors. Guests enjoy robust recreation, relaxing by the resort-style pool or grabbing a bite to eat, while never leaving your campground. The ultimate camping getaway with plenty of KOA Patio™ RV Sites as well as Deluxe Cabins.



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# JOIN THE KOA FAMILY OF CAMPGROUNDS AND EXPERIENCE THE KOA DIFFERENCE!

Built upon our pillars of Camper Growth, Revenue Growth, Operational Excellence and KOA Family, the KOA Difference makes owning and operating a KOA Campground a rich and rewarding experience.



## CAMPER GROWTH

The most recognized  
brand in camping



## OPERATIONAL EXCELLENCE

Innovation for  
best-in-class operations



## REVENUE GROWTH

Proven tools to grow  
your business



## KOA FAMILY

Be in business for yourself,  
not by yourself

Whether you operate a single campground or own a portfolio of campgrounds, discover how the KOA Difference is right for your business.

### CONTACT US:

**FranchiseSales@KOA.net | 800-548-7239 | OwnAKOA.com**



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**KOA Franchise Services**

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