



REVENUE-DRIVING CAMPGROUND RESERVATION SOFTWARE

KOA's proprietary K2 Campground Reservation Software has been built from the ground up by the world's largest outdoor hospitality company to provide campground revenue and data management services with several new-to-market features.

Dynamic Optimization

An automated overnight process, Dynamic Optimization relies on advanced algorithms to look at various reservation configurations at your campground.

- Maximizes revenue, by minimizing vacancies.
- Frees time for campground operators to focus attention elsewhere.
- Offers the ability to select sites for inclusion.

Select My Site

At a fee determined by the campground, this feature allows for specific site availability to be seen and reserved.

- Provides guests with more flexibility in choosing their stay, while reducing call volume.
- Ensures multiple sites are together, an added bonus for families.

Express Arrival

Introduced during the pandemic and continuing to evolve, Express Arrival helps to ensure a quick and smooth reception.

- Offers early and advance communications.
- Facilitates dialog between campgrounds and upcoming guests.
- Speeds up the check-in process.

More Features & Benefits of K2

- **Reports and Data:** Generates detailed reports on occupancy, year-over-year reservation comparisons, site-type performance, revenue management, and more.
- **Training:** Offers comprehensive in-application training modules.
- **Flexibility:** Provides user control over site pricing, fees, site visibility and availability.

K2 is *Included*

There are no monthly or transaction fees associated with this service.

Unlike many other reservation software systems, K2 and its ongoing training, development, and support services are included as part of being a KOA campground.



Learn More About the KOA Difference at [OwnAKOA.com](https://www.ownakoa.com)

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