

KOA

Well, I'm glad to say that my camping days are over, but for those of you who still prefer to the great outdoors to a Holiday Inn...

Kampgrounds of America has been providing quality family camping to travelers from around the world for the past 48 years. The year was 1962. As Billings, Montana businessman Dave Drum walked his cottonwood-shaded land along the Yellowstone River, he watched baggage-laden cars and RVs zip down U.S. 10 on the way west to the Seattle World's Fair. Drum knew affordable places to stay were few and far between for those weary travelers. He saw an opportunity. Drum quickly constructed a campground on his land that offered hot showers, clean restrooms, a small store and a patch of grass - all for \$1.75 a night. The campground was an instant hit. Drum was on the campground nearly every night, talking to kampers about their desires. They told Drum they only wished they could stay in quality kampgrounds throughout their travels.

By the summer of 1963, Drum had two partners and a vision to create a system of kampgrounds throughout North America. The familiar logo was created and franchises started to sell. Kampgrounds of America was up and running. By the end of the 1969 kamping season, KOA had 262 kampgrounds in operation across the U.S. By 1972, just 10 years after KOA's creation, the franchise system had grown to 600 kampgrounds. By 1982, nearly 900 KOA Kampgrounds were serving campers throughout North America.

That figure has now shrunk to 475, but KOA's still there. [<http://www.koapressroom.com/companyinformation/koahistory.asp>]

