



Naples KOA Campground

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From The Desk of Con Crepeau:

Many folks ask – “Why KOA?”

Making the leap from private ownership to a franchise is a little complicated. Ten years ago we decided to purchase land and build a campground – from scratch! Brand new! Looking back, that was a bold decision. It hasn't been done since due to costs and regulations!

Our mission was to build a facility with great accommodations – everything you could want as a camper like 50 amp service, great water you can drink right from the spigot without filtering, large spacious sites without trees dripping sap or falling branches and a Wi-Fi system that works for all sites not just at a hot spot. We would take this new facility and staff it with great people that would share our enthusiasm and make it fun for campers to come stay with us. We would give folks every opportunity to have the best camping experience with theme weekends and a variety of activities. Sounds like all the right ingredients for a great campground.

We were welcomed by the camping community with open arms - seeing growth year after year. We have repeat customers that have been coming since day one. Seasonal campers that have been here from the start. The word is getting out – “there is a great camping facility in Naples you just gotta try!”.

Now, it's been ten years. Our mission is to maintain this level of “over the top” camping experience. Keep it fresh. Stay relevant in the camping industry. Continue to offer new activities, new entertainment to WOW our customers to keep them coming back and bring their friends. My Dad was a great businessman. He said it's more important to “keep” your customers than to try to get new ones. That's why “customer service” to us is not just a slogan – it's our culture!

Camping has changed in the past ten years; bigger rigs, families looking for quality time together, groups of friends join for a weekend outing, younger retirees, people on the move exploring new areas, higher demands on Wi-Fi with streaming movies and games, social media, web site design and maintenance, camping with pets, and the list goes on.

Enter KOA – “Kampgrounds of America”.

KOA is a franchise of about 500 campgrounds all with the same philosophy – great accommodations, fun activities with great people. Our business (Naples Campground) had so many parallels it felt the only thing missing was the sign. They'd already invented the wheel. They had systems in place for online reservations, a great plug and play web site that was intuitive with information and tutorials for our campers, a rewards program for our customers that return multiple times per season. These things we could only dream of because of the expense to design and implement.

Being a KOA franchisee is like having office staff behind the scenes anytime I need help in accounting, advertising, web site, etc. getting me out of the office and letting me run my business - to make sure you have a great experience. We own the franchise, the system, the brand. Same owners, same great service.

Another huge part of our mission is to give back to our community. Since the beginning, we have supported Camp Sunshine, the local Food Pantry and several other groups in our area. KOA has a heart! "Care Camps" is a program that is KOA sponsored and supports camps throughout the country as well as Camp Sunshine. That's huge!

We only want the best for our customers. With the help and guidance on the big picture we can manage what matters most – making sure we meet your every expectation. We want to continue to be leaders and innovators in our industry. I feel ten years ago we were on to something. We built and offered an upscale camping facility. We provide ultra clean, like new facility with all inclusive activities and entertainment. Campers now "expect" more. Camping is not "roughing it".

As a KOA we are taking it to the next level. We are expanding our facility to include:

- More pull through sites, same 50 amp full hookup
- Patio sites with a gas grill and patio furniture in place of a picnic table for your RV site
- Kamping cabins and Deluxe cabins as well as rental trailers
- KOA Reward Value Kard loyalty program for our repeat customers
- Pet friendly K9 parks for our four legged family members
- A work camper program for those who are old enough to retire but would like to be useful
- More fun features like pickle ball and shuffle board, splash pad and a swimming pond
- Tent sites with shelters and community kitchens
- Community fire pit and social area
- A great web site with info like recipes, videos on every aspect of maintaining your rig, etc.
- Online – real time – reservations. You know if there is a site available instantly.
- Same great level of service – same great level of cleanliness
- A brand you can be proud of. A brand that says it all, plus so much more!

That's what's behind our yellow sign.

That's why KOA.

Come check out the difference.

Thank you for your time and your patronage.

Kind Regards,

Con

Conrad Crepeau

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