

# This Franchise Is A Favorite



Many people have discovered running a campground—with help from a major franchisor—can be a great way to be in business for themselves.

(NAPSA)—As more and more people see the current economy as an opportunity to go into business for themselves, franchising is becoming an increasingly popular way to go about it. Currently, there are more than 75,000 different franchises in the U.S. and Canada. All franchisors, however, are not alike.

### Sign of Quality

“Franchisee satisfaction is the most critical factor for any prospective franchisee to consider before investing in any franchise opportunity,” explains Eric Stites, president of Franchise Business Review. “Even during challenging economic times, the very best franchise businesses maintain high franchisee satisfaction. This year’s award-winning franchises are in that elite group and represent the very best franchise opportunity investments in the marketplace today.”

Now in its sixth year, the Franchise Business Review awards begin with in-depth research on more than 500 franchises that include more than 100,000 franchisees. Survey questions cover everything from training and support, system quality issues, franchisor rela-

tionship, and financial opportunity to overall satisfaction.

### A Leader in its Field

One of the more popular franchisors is Kampgrounds of America, the first choice of North American families when it comes to camping and the largest system of open-to-the-public campgrounds in the world. In fact, it has just been ranked 10th in the list of Top 50 Franchises by Franchise Business Review.

One reason the company stays popular may be an annual effort to survey hundreds of thousands of campers immediately following their KOA stay. KOA immediately finds out what campers liked—and didn’t like—about their camping trip, and is able to provide immediate feedback to KOA owners.

The largest system of family campgrounds in North America, it has been in business for nearly 50 years and has more than 475 locations around the U.S. and Canada—though there’s plenty of room for more.

### Learn More

If all this has inspired you to own your own KOA, go to [www.ownakoa.com](http://www.ownakoa.com) or call (800) 548-7239 for more information.