



# FACT SHEET

## OUTDOOR ADVENTURES, INC.

Outdoor Adventures is a family-owned company that has provided a safe and enjoyable recreational experience for its members for over 25 years. Outdoor Adventures is one of the fastest-growing private membership camping companies in the United States with nine resort locations in Michigan and two in Ohio.



## INDUSTRY LEADER

As a leader in the membership camping space, the Company upholds the highest standard of locations, amenities, and activities to make quality time with loved ones more enjoyable. The network of resorts offers a wide array of camping options including RV campsites, rental units, and unique camping accommodations along with a wide variety of private resort amenities and events.

## OUR LOCATIONS

1. Saginaw Bay Resort, Standish, MI
2. Lake Shore Resort, Davison, MI
3. Mt. Pleasant Resort, MI
4. Kalamazoo Resort, MI
5. Benjamin's Beaver Creek Resort, Gaylord, MI
6. Rifle River Resort, Sterling, MI
7. Wilderness Resort, Omer, MI
8. Grand Haven Resort, MI
9. Lake of the North Resort, West Branch, MI
10. Home Office, Bay City, MI
11. Arrowhead Lakes Resort, Wapakoneta, OH
12. Indian Lake Resort, Huntsville, OH





# A PLACE TO CONNECT & MAKE MEMORIES

## OUR HISTORY

The King family has been operating in the membership camping industry since 1977. Founder, John King, started his resort operations career with Thousand Trails, which is now the largest membership camping company in the US and Canada.

His son, Greg King, chose Michigan to found his own company, Outdoor Adventures, Inc., in 1995. From its humble beginnings at Saginaw Bay Resort In Standish, Greg King began to expand his vision. His son, Jason King and the third generation in the King family, continues the family legacy and growth of the company today.

## THE DETAILS



20,000 Members

250,000 Nights Stayed

11 Resorts

2,421 Campsites

230 Rental Units

~500 Staff

Endless Memories

## PRESS CONTACT

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*Outdoor Adventures*



## OUR MISSION

We are a multigenerational family business committed to providing fun and unique outdoor experiences for families to create memories that will last a lifetime. Our company core values include family, integrity and experience.



## OUR FUTURE

In addition to our Michigan campground operations, Outdoor Adventures is affiliated with four campground resorts in Ohio (2) and New York (2). Outdoor Adventures future goals include strategic acquisition of new locations and expansion of exceptional customer experience strategies.



## OUR HIGHER PURPOSE

We put families first! We want to strengthen family bonds by supporting the development of firm family foundations so families can achieve more quality time together. We support various organizations through volunteerism, charitable donations and sponsorships.