

# J. Alan Johnson

January 2026

J. Alan (Al) Johnson is the third generation in his family engaged in the Outdoor Hospitality industry in the Black Hills of South Dakota. His grandfather operated a “tourist camp” cabin group on the banks of Bear Butte Creek in Sturgis, SD. His father, Otto Johnson, developed the second private campground in the Black Hills and was a charter member and the first President of the South Dakota Campground Owner’s Association. Al retired in 2024 as the Executive Vice President of Recreational Adventures Co. (RAC), KOA’s largest franchisee, which has 16 campgrounds in thirteen states along with a reservation call center utilized by over a hundred KOAs. In addition, Al is President of Forest Recreation Management, Inc, which has the permit to operate Forest Service campgrounds and recreation areas in the Black Hills. He has been involved in the campground and tourism industry in many volunteer capacities. His credentials include:

- President SDCOA 1986-1987
- Chairman, Rapid City CVB 1992-1993
- Rapid City Chamber Board 1990-1992
- Chairman, Black Hills, Badlands & Lakes Assn., 1994
- Awards
  - SDCOA Man of the Year Award
  - SD Innkeeper of the Year
  - Black Hills and Badlands Tourism Pioneer Award
  - ARVC Pioneer Award
  - ARVC Stan Martin Award
- Charter member of the SD Camping Coalition, organized to promote camping across the lines of public and private parks
- George Mickelson Great Service Award, South Dakota’s highest award for hospitality programs 1997
- Chairman of ARVC, the National Association of RV Parks and Campgrounds
- Bachelor of Science Degree in Education, USD 1975
- Chair of the Mount Rushmore Society, a “Friends Group” at the memorial 2009
- Charter Member of Black Hills Central Reservations
- Chairman, ARVC Public Affairs Committee
- Elder, First Presbyterian Church, Rapid City
- Member, National Forest Advisory Board
- ARVC Standards Task Force – 2022
- KOA Committees including Marketing, Value Kard, and President’s Advisory
- NFPA 1194 Technical Committee - current