



PRESS RELEASE

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UNDER CANVAS APPOINTS MATT GAGHEN AS CHIEF EXECUTIVE OFFICER

BOZEMAN, Mont. (Oct. 6, 2020) – Today [Under Canvas](#) announced the appointment of Matt Gaghen, as Chief Executive Officer, to lead America’s preeminent glamping company with nine locations near the country’s most iconic national parks and monuments. Gaghen will draw upon nearly two decades of hospitality and finance experience to guide the growth of Under Canvas as the company expands to new locations and further cements its leadership position in upscale, outdoor hospitality.

Gaghen joins Under Canvas as CEO as the company enters an exciting phase of growth with multiple new locations. He is charged with driving implementation of initiatives focused on Under Canvas’ mission of inspiring connections with extraordinary people, places and the planet by enhancing access to the outdoors.

“Matt Gaghen’s appointment comes at an exciting time for Under Canvas in light of the recently announced 2021 expansion plans with the addition of new camps in Maine and Utah,” said John Ege, Under Canvas Chairman and a Partner at KSL Capital Partners. “With domestic road-trip travel and outdoor exploration at an all-time high we are thrilled to have Matt’s proven hospitality and private equity experience to continue the growth of Under Canvas as the market leader.”

“It’s an exciting time for Under Canvas,” said Gaghen. “We offer an exceptional hospitality experience in some of America’s most beautiful outdoor destinations. We will be opening two amazing new camps in spring 2021, one near Acadia National Park and one near Lake Powell-Grand Staircase, in addition to significant enhancements at our existing camps, such as at Under Canvas Zion, with expanded culinary offerings, adventures and guest services. This will only enhance our position as the leading glamping company and multi-unit platform focused on upscale, outdoor hospitality.”

Gaghen joins Under Canvas from KSL Capital Partners where he was a Principal in the Strategic Operating Group, responsible for oversight of investments in the hospitality, wellness and ski



sectors. Under Canvas is majority owned by an affiliate of KSL Capital Partners, a leading investor in travel and leisure businesses. Before KSL, Gaghen held senior positions at Starwood Hotels, where he focused on brand growth, loyalty, and innovation.

Gaghen earned his Master of Business Administration from the Tuck School of Business at Dartmouth and his undergraduate degree from Amherst College. Based in Denver, Gaghen is an outdoor enthusiast and loves to spend time with his family in the mountains of Colorado and Montana where he grew up.

Media Assets

[A headshot of Matt Gaghen can be downloaded here.](#)

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ABOUT UNDER CANVAS

Under Canvas is the ultimate outdoor destination hospitality experience, connecting people to each other, to extraordinary places and to the planet. Its upscale, safari-style accommodations perfectly embrace their natural surroundings while featuring indoor luxuries, allowing everyone to discover their outdoor self in comfort and style. Under Canvas currently operates locations in Yellowstone and Glacier in Montana; Moab and Zion in Utah; Mount Rushmore in South Dakota; Great Smoky Mountains in Tennessee; and Grand Canyon in Arizona, with new camps opening in 2021 in Acadia in Maine and Lake Powell-Grand Staircase in Utah. For more information, please visit www.undercanvas.com.