



CASE STUDY  
DISTILLERIES

CRAFTING CONNECTIONS, DISTILLING NEW REVENUE

# THIS DISTILLERY EARNED \$340K+ WITH HARVEST HOSTS

Discover how this distillery has turned their parking lot into additional revenue since 2020 by partnering with Harvest Hosts.





## What is Harvest Hosts?

**Harvest Hosts** is a unique RV camping Membership where Members can book overnight stays at **distilleries**, **attractions**, **farms**, **wineries**, **breweries**, and other small businesses.

For businesses, Harvest Hosts provides a **cost-free opportunity to increase revenue**. Simply invite self-contained RV Members to stay one night for free on your property. In return, our Members will patronize your businesses. **No electrical/water hookups or other RV services are required!**

## Why do distilleries partner with Harvest Hosts?

What sets **Harvest Hosts** apart is their commitment to supporting 5,650+ small businesses across North America. RV Members spend \$50M+ in direct sales with their small business partners annually.

For distilleries, it provides a unique opportunity to **increase organic reach without increasing your budget**.

Here's how one distillery is leveraging this free marketing platform, bringing in an estimated **\$340K+ in additional revenue** simply by opening their parking lot to Harvest Hosts Members.

[Click here to learn how your distillery will benefit from Harvest Hosts.](#)





## Meet Weldon Mills Distillery

Based in a historic corn mill on the Roanoke River, Weldon Mills Distillery is making history all on its own with their award-winning bourbon.

We sat down with the distillery's Director of Hospitality Shannon Godwin and General Manager Brianna Neville to hear **how their partnership with Harvest Hosts supported Weldon Mills** on its journey to become a thriving small business.

## Weldon Mills Partners with Harvest Hosts

Situated right off I-95, the distillery had already attracted RVers who would occasionally ask to stay overnight on its spacious property. However, joining the Harvest Hosts network of dedicated travelers seeking parking spots seemed like the perfect **way to bring in a consistent flow of new customers**.



Just two days after learning about the program, Michael and Bruce began welcoming members onto the property. *"It was almost instantaneous," Neville shared. "Then we just blew up. Everything just fit. It was kind of meant to be, in a way."*

After receiving **more than 4,400 stay requests from RVers over four years and receiving nearly 1,400 reviews**, it's clear that joining Harvest Hosts has been a highly effective way to drive foot traffic to their distillery!



## How Hosting Works

The user-friendly platform makes hosting easy so you can **earn extra income while staying focused on running your business.**



### Personalized Host Profile

Members review your Host profile that showcases your offerings, preferences, and availability.



### Receive Stay Requests

Members request approval for a one-night stay through our platform.



### Welcome RVers

Enjoy meeting our community of travelers while increasing your annual revenue.

## Getting Started

Harvest Hosts created **a profile and dashboard for Weldon Mills Distillery**, allowing them to manage stay requests efficiently. Here's what they filled out:

1

A written **description** and **pictures** showcasing the property.

2

The **maximum size of rigs** they could accommodate and the number of **parking spaces** available.

3

Details on their **booking policy, property expectations**, and where to go upon arrival.

4

A calendar of their **availability** or **blackout dates**.

5

Available on-site **amenities**, operating **hours**, and **directions** to their location.

Need more information? [Learn more on our website.](#)



## Host Your Way

Once Weldon Mills chose to join the program and list their distillery, the Harvest Hosts team assisted in creating their Host profile, enabling them to showcase their offerings. Now, **Members are promoting their products nationwide and spreading the word** about their location.

*"We really strive to give a good impression to our customers and to make sure they have a good experience," Godwin said. "It spreads with reviews, but also in conversations. It feeds on itself."*

## More Customers, More Revenue

Since partnering with Harvest Hosts in 2020, Weldon Mills has received **more than 4,400 stay requests from Members** looking to support their distillery.

*"When Members come, they spend money," Godwin said. "We're usually selling at least one bottle, but they're also getting a couple cocktails and doing a tour and tasting. Their minimum spend is \$85 to \$100 per visit."*



**If they have hosted 4,000+ RVers with an \$85-\$100 average spend per visit, that could bring their total revenue to \$340,000-\$400,000+ from opening their parking lot to RVers.**

By allowing overnight RVers, distilleries can capitalize on their available space to **drive traffic and increase revenue with minimal effort.**

**Partner with Harvest Hosts**

**[Click here to get started today.](#) →**



## THE MEMBERS

Godwin described the Members as travelers who want to know where the mom-and-pop, family-owned businesses are that they can support.



**250,000+**

Members



**\$50M+**

Estimated Annual Spend at  
Host Locations



**80%**

Members Ages 55+

Weldon Mills' Host profile allows them to feature their offerings in advance, making it easy for Members to book tours and tastings upon arrival.


### Weldon Mills Distillery

 **Breweries & Distilleries** | Weldon, NC | Over 45ft | Same Day Request | Pets Allowed




#### Request Stay

In Your Membership

 Up to 1 Night

#### Generators Allowed

 This Host allows you to use your generator.

This is the allure of premier RV camping at a site that marries the craft of distillery with the serenity of nature, where the art of bourbon meets the heart of North Carolina history.



### Learning from Weldon Mills Distillery's Success

By tapping into the Harvest Hosts network, they were able to increase their visibility, foot traffic, and revenue **with little to no added expense**.

#### Takeaways

1

Weldon Mills used Harvest Hosts to make the most of their space and location near a major interstate. This low-risk opportunity allowed them to **maximize assets and achieve substantial gains**.

2

Opening their space to RVs showcased the power of word of mouth among RVers, **attracting a new market** and **fostering repeat visits** through positive recommendations.

3

By opening its parking lot to RVers, Weldon Mills added an estimated **\$340,000+ in additional revenue** over four years through purchases.

*"When you're a small business, it's hard to reach those outside of your community. When you're part of the Harvest Hosts network, you're on the app. You're findable."*



# BECOME A HOST LOCATION TODAY

Harvest Hosts Partners with Small Businesses & Nonprofits at No Cost.

**Our Members generate more than \$50M in direct sales for Hosts annually, with all on-site spending remaining with the business.**

## What's Required?

- ✓ Space to Park at least one RV
- ✓ Products / Services to Sell
- ✓ Business License

## What's Not Required?

- ✗ No Electric/Water Hookups (All Members are self-contained)
- ✗ No Commitment (No legal headaches or lock-in period)

## Start Hosting in 3 Easy Steps

1



**TODAY**

### Complete Your Application

We're here to help with any questions you have along the way!

2



**TOMORROW**

### Designing Your Host Profile

Our team will work with you to build your profile, showcasing your unique offerings.

3



**WITHIN A WEEK**

### Welcome RVers

Your profile is live! Members submit requests to stay at your location.

## Have Questions?

Contact our team directly to get your questions answered!



[listings@harvesthosts.com](mailto:listings@harvesthosts.com)



[www.harvesthosts.com/hosting](http://www.harvesthosts.com/hosting)

**[Click Here to Start Your Application](#)**