



CASE STUDY
MUSEUMS

SHOWCASING THE PAST, SECURING THE FUTURE

HOW MUSEUMS INCREASE REVENUE WITH HARVEST HOSTS

Discover how Hangar 25 Air Museum turned their parking lot into additional revenue and donations by partnering with Harvest Hosts.



What is Harvest Hosts?

Harvest Hosts is a unique RV camping Membership where Members can book overnight stays at **museums**, **attractions**, **farms**, **wineries**, **breweries**, nonprofits, 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, the Members will patronize your museum. **No electrical/water hookups or other RV services are required!**

Why do museums partner with Harvest Hosts?

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

For museums, it offers a unique chance to generate additional foot traffic and donations while operating with a limited budget.

Here's how one museum is leveraging this free marketing platform, bringing in an estimated **\$30K+ in additional revenue** simply by opening their parking lot to Harvest Hosts Members.

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



Meet Hangar 25 Air Museum

In the late nineties, a group of local citizens, as well as some retired Air Force members, decided to set up a museum at the historic U.S. Army Air Force Bombardier Training School to preserve a piece of United States military and aviation history.

The museum opened in May 1999 and continues to represent, preserve, and share United States' aviation and military history, as well as the spirit of teamwork and American grit.

Hangar 25 Partners with Harvest Hosts

According to museum representative, Martha, they rely heavily on outside support to continue their work showcasing U.S. military history due to their nonprofit status.

To diversify, they made room for Harvest Host members to stay on their property.



*"We're a small organization with a very limited budget and no funds for publicity. Being right off the interstate, people can easily take a quick exit and find us. Since we can't afford billboards, **Harvest Hosts provided a great opportunity for free advertising.**"*

After hosting **more than 1,000 RVers and receiving nearly 500 reviews**, it's clear that joining Harvest Hosts has been a highly **effective way to market their museum!**



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 Hangar 25 Air Museum**, 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 Hangar 25 chose to join the program and list their museum, **the Harvest Hosts team assisted in creating their Host profile**, enabling them to showcase their offerings. Now, their four spots are nearly booked every night, thanks to the growing interest from Members. This streamlined process allows them to **enjoy increased revenue with minimal effort**.

1,000+ Stays, More Revenue

Since partnering with Harvest Hosts in 2015, Hangar 25 has received **more than 1,000 stay requests from Members** looking to support their nonprofit and immerse themselves in a piece of American history.



*If a museum has hosted more than 1,000 RVers, that could bring their total revenue or donations to **\$30,000-\$50,000+ from opening their parking lot to RVers.***

*"I'd say people can spend anywhere from \$25 to more than \$100, which is a lot for a small gift shop. **Our best shoppers are Harvest Host folks,**" said Martha.*

By allowing overnight RVers, **museums, attractions, and nonprofits can capitalize on their available space to increase revenue or donations.** For Hangar 25, that means they have more funds available to donate to the local VA and veteran homes.

Partner with Harvest Hosts

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



THE MEMBERS

Martha described the Members as travelers who appreciate unique items, such as World War II memorabilia or giftable items for their family members, and are quite generous.



250,000+

Members



\$50M+

Estimated Annual Spend at
Host Locations




80%

Members Ages 55+

Hangar 25's Host profile allows them to feature their offerings in advance, making it easy for Members to tour the museum or make donations upon arrival.


Hangar 25 Air Museum

 **Attraction** | Big Spring, TX | 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.

We ask our Harvest Host visitors to follow the parking rules listed in the description and parking info sections!!

Learning from Hangar 25 Air Museum's Success

By tapping into the Harvest Hosts network, they went from a local attraction to a traveler's destination **with little to no added expense**. "Harvest Hosts Members have become our voice and they shout it out," Martha said.

Takeaways

1

Hangar 25 Air Museum 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 with a limited budget**.

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, Hangar 25 Air Museum added an estimated **\$30K+ in additional revenue** through purchases and donations.

We asked Martha what she'd tell other museums and nonprofits considering joining Harvest Hosts.

"I say that you have nothing to lose, but everything to gain."



BECOME A HOST LOCATION TODAY

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

Since 2010, our Members have generated more than \$150M in direct sales for Hosts, 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



www.harvesthosts.com/hosting

[Click Here to Start Your Application](#)