



**PennState  
Extension**



**Presented by:**  
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# Low Lift Options – Stepping into Agritourism and Farm Stays

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## Farm Tours

Spending just 30 minutes with someone can entirely change their perspective of your trade



## Farm or gift store

To start it could be as simple as a small shed or spare room



## Volunteer Days

Allow the community to learn what a day in the life of a farmer looks like



## Adoption Programs

For a fee, offer the chance to “adopt” one of your animals



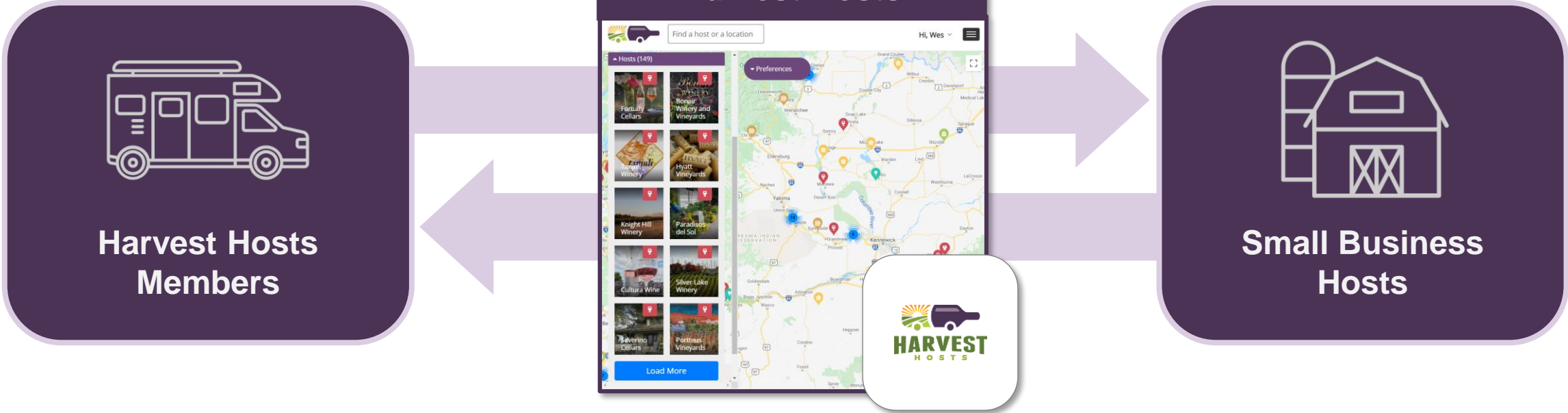
## Overnight stays with Harvest Hosts

No infrastructure required to host, just a parking lot/field

*Note: Review your liability insurance policy to be sure it covers having people on site. Also look into state agritourism liability laws, signage may cover you (ex. NC Agritourism Limited Liability Law).*



# Harvest Hosts Overview



We connect RV travelers with small business and farm “hosts” that welcome them overnight on their property in exchange for patronizing the location

# How Harvest Hosts Works

## Annual Subscription Model for Members

Members pay \$99 / year for access to the Harvest Hosts network; **Hosts do not pay anything**

## One-Night Stays

Members can visit at as many Harvest Host locations as they want, but stays are **limited to a single night**

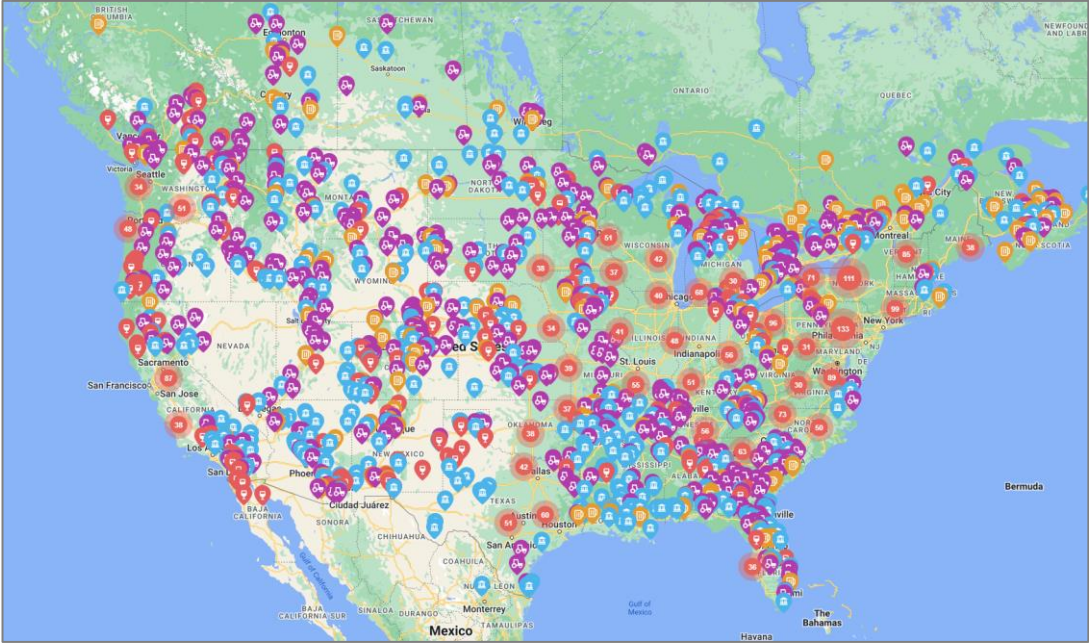
## No Hookups or Services Required

Hosts do not have to provide any sort of hookups or services – **just a place for members to park**

## Benefits for Host Partners

Members patronize the Host's business, with the average Host making an **incremental \$12k/year**

## 3,900+ Hosts across North America



Press Highlights:









# Benefits of Hosting

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## Increased Sales

~\$10K-\$15K incremental annual sales for established Hosts



## Increased Traffic

Ideal way to increase traffic in peak and non-peak times



## Passive Marketing

Exposure to 240,000+ (and growing) RVers on the site



## Shared Experiences

Hosts can share their trade and make lasting friendships

# Host Requirements



## What IS Required

- Space to Park an RV
- Products / Services / Experiences to Sell
- Business License
- Employee Awareness
- Website / Facebook Page  
*(Highly encouraged)*



## What IS NOT Required

- Hookups - Electric or Water  
*(All Members are self-contained)*
- No Investment to Join  
*(It's a cost-free opportunity)*
- No Contracts to Sign  
*(No legal headaches or lock-in period)*
- No RV Experience Needed

*This is what Hosting looks like!*



# Platform Overview & Host Profile

**Lane Southern Orchards**  
Farm at 50 Lane Road, Fort Valley, GA 31030

Max Rig Size: 45 feet + | Parking Spaces: 10 | Max Nights Per Stay: 1 | Same Day Requests: Yes

527 reviews

Select the arrival and departure dates for your stay request.

Select Dates  
Arrival Date - Departure Date

REQUEST TO STAY

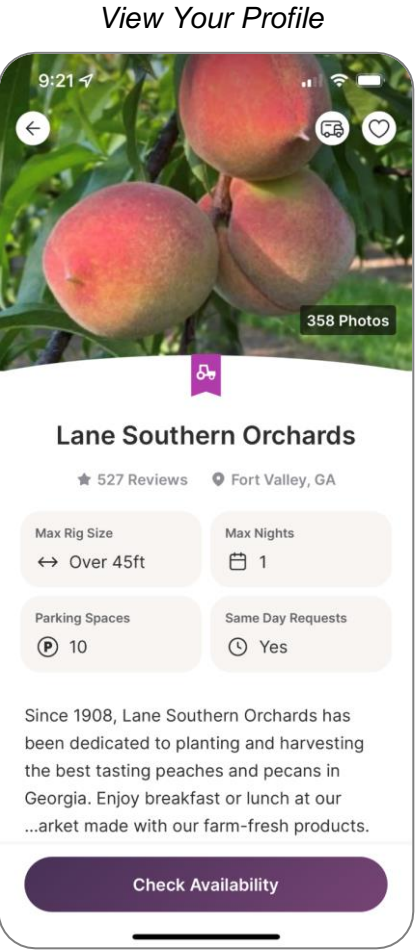
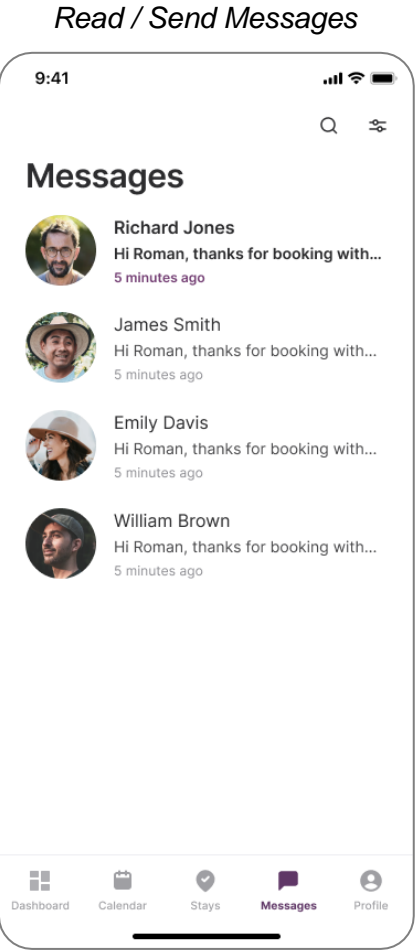
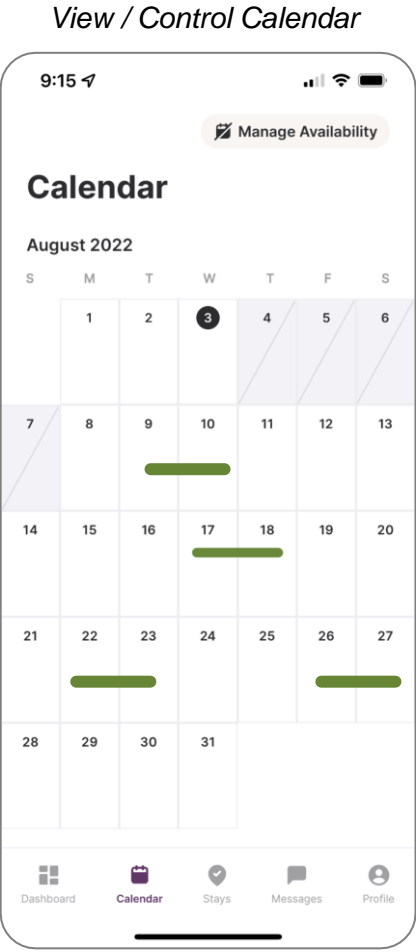
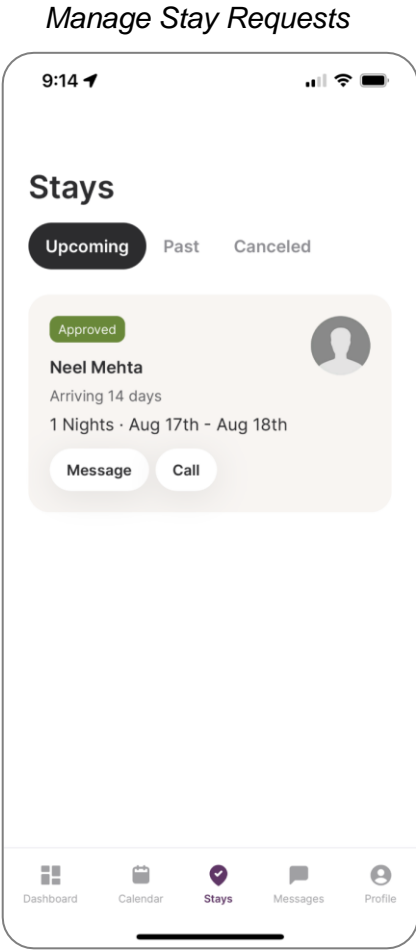
## A Simple Platform with Host-Specific Tools

- Create and update your Host location profile with a description and photos of your farm
- Set up your calendar to manage when you host; black out dates when your location is not open
- Control the number of spaces, the size of RVs allowed, and your business hours / preferred check-in time
- Create an automated reply to requests to limit messages with guests and provide details
- See member reviews and photos as they're submitted



# New Harvest Hosts Mobile App

- Brand new mobile app experience with Host tools
- Designed to making Hosting as streamlined as possible
- New features are being added on a regular basis
- Only takes a few taps to confirm stays and message guests



# A Win-Win, Low-Lift Program

Cost-free **MARKETING** for your farm

Increase **REVENUE** average of \$10k-\$15k

Networking & **CONNECTION** with Members

Complete **CONTROL** of who & when you host





# Thank you!



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**Learn More At:**  
[harvesthosts.com/hosts](https://harvesthosts.com/hosts)

