

HIPCAMP

CASE STUDY

Hipcamp x Nelson Family Vineyards

A working vineyard added a few RV campsites. The income followed.

By hosting campers with Hipcamp, Nelson Family Vineyards generates extra revenue—no bathrooms, no hookups, no extra staff required.

THE OPPORTUNITY

Like many growers, Greg Nelson wanted to make more of his land without losing focus on the family's core business: wine, pears, and rangeland.

THE SIMPLE SOLUTION

The answer wasn't building a campground. It was welcoming self-contained RV campers to a small part of the property.

A few additions—easier access and a self-checkin system—got them started. Campers check in at the tasting room, and most stay for a tasting, supporting the existing business.

AT A GLANCE

- 📍 Mendocino County, CA
- 🧑‍🌾 Hosting since 2021
- 🍇 2,000 acres
- 🚐 7 RV campsites

300+
bookings

800+
Hipcampers hosted

97%
camper recommendation rate

0
pieces of trash left behind in 5 years

LOW EFFORT, LOW RISK

After welcoming more than 800 Hipcampers, the results are clear. RVers self-check in, enjoy their stay, and continue on, requiring very little day-to-day involvement from the family.

"People are very courteous, very polite. I haven't found a single piece of trash in all these years. Not one."

—**GREG NELSON,** 4th-generation owner



WHY HIPCAMP WORKS FOR VINEYARDS

- ✅ Earn more from land you already farm
- ✅ Drive new tasting room traffic
- ✅ No buildout required
- ✅ Stay in control of your land

Create a new revenue stream with Hipcamp.

hipcamp.com/vineyard

HIPCAMP

HOST SUCCESS STORY

Hipcamp x Slide Ranch



THE SCENARIO

Slide Ranch is a Marin County nonprofit connecting kids and families to nature through hands-on farm and environmental education.

With limited resources for marketing or outreach and rising costs for land maintenance, the organization wanted to look beyond grants and donations to keep programs affordable and accessible.

THE HIPCAMP SOLUTION

Simple revenue model: Slide Ranch listed its land on Hipcamp. Within minutes, campers began booking trips, and the funds flowed in to support programs.

Mission-aligned income: Revenue earned through hosting on Hipcamp furthers Slide Ranch's educational and environmental values.

New audiences & awareness: Hipcamp's marketing connects Bay Area campers and families with the ranch, often for the first time.

Tools & support: Hipcamp provides the booking infrastructure, publicity, and visibility Slide Ranch's small team can't prioritize.

THE IMPACT

200% revenue growth in just 1 year.

380+ new scholarships.

$45,000 in average annual earnings*

Plus: Affordable, equitable access to coastal land & new partnerships with local media and federal agencies (GGNRA)

*2025-2026

"The partnership with Hipcamp is truly helping us move towards sustaining. Campers are enjoying the land while directly helping kids and families."

—**MYLA MARKS,** Slide Ranch Executive Director



WHY HIPCAMP WORKS FOR NONPROFITS

- ✅ Generate predictable, mission-aligned earned revenue
- ✅ Increase public access to land while honoring conservation values
- ✅ Attract new supporters and donors through camping experiences
- ✅ Receive marketing, technology, and operational support from Hipcamp

Bring more people to your mission. Partner with Hipcamp.

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