

PHASE 0

Unaware of Hosting

AWARE

PHASE 1

Aware of Hosting

SPARK

PHASE 2

Considering Listing

DECIDE

PHASE 3

Publishing Listing

PUBLISH

PHASE 4

Activating Listing

1ST STAY

PHASE 5

Settling into Hosting

NTM STAY?

PHASE 6

Optimizing Hosting

hosting (seed, read)



an article, talks to a

friend, etc)





**Unfamiliar with Airbnb
and/or the concept of
hosting**