



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**



an article, talks to a

hosting (seed, read)

friend, etc)









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