



**Research:** how many guests stays does it usually take for a host to feel confident hosting?

**Identifying gaps**

USING THE JOURNAL EVERY

Metrics: how do we define  
retention?

**Strategy**: how do we best serve  
hosts in the “optimizing  
hosting” phase?

USING THE JOURNEY

## Identifying gaps

**Research**: how many guests stays does it usually take for a host to feel confident hosting?

**Metrics**: how do we define retention?

**Strategy**: how do we best serve hosts in the “optimizing hosting” phase?

USING THE JOURNEY

# Collaboration between teams