



**Our proposed  
phases & moments**

PHASE 0

**Unaware of Hosting**

AWARE

PHASE 1

**Aware of Hosting**

PHASE 2

**Considering Listing**

PHASE 3

**Publishing Listing**

PHASE 4

**Activating Listing**

PHASE 5

**Settling into Hosting**

PHASE 6

**Optimizing Hosting**

**phases & moments**

**unproposed**





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