## PATH 4

Scale · Become an experience host

## PATH 3

Scale · Acquire more listings

PLUS INVITE

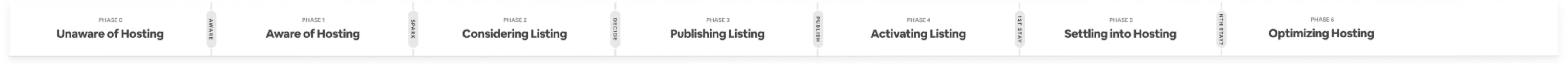
PATH 2

Join Airbnb Plus

PATH 1

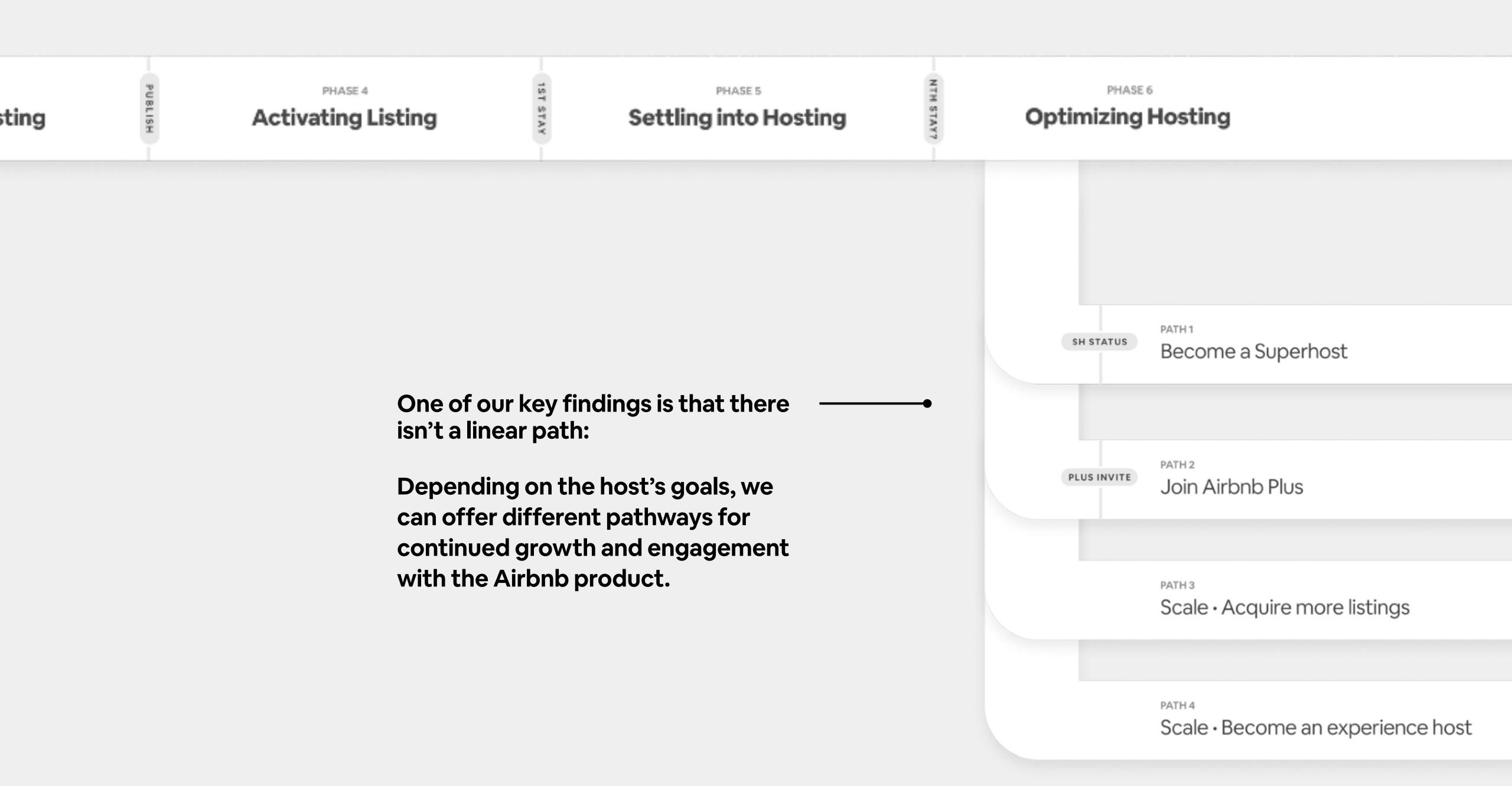
SH STATUS

Become a Superhost



One of our key findings is that there isn't a linear path: Depending on the host's goals, we can offer different pathways for

can offer different pathways for continued growth and engagement with the Airbnb product.



## 3 key principles

1. User-centric

<sup>2.</sup> Focus on key information

3. Scalable & flexible