

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

End of Month stay*



(examples of where we

could use more research)



**Familiar and
comfortable with the
process of hosting**