

PATH 4

Scale • Become an experience host

PATH 3

Scale • Acquire more listings

PLUS INVITE

PATH 2

Join Airbnb Plus

SH STATUS

PATH 1

Become a Superhost

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

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 continued growth and engagement with the Airbnb product.

osting

PUBLISH

PHASE 4

Activating Listing

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PROPOSAL

3 key principles

- 1. User-centric**
- 2. Focus on key information**
- 3. Scalable & flexible**