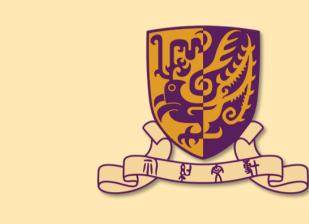
NOT POPULAT IN HK



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Current Situation - Occupancy Rate

New York Taipei City HK Hotel 90% 64% 34% 87% Airbnb 22% 30%

1. Regulations 2. Price difference 3. Purpose of visitor

- Comparing cities
 - 1. Taipei
 - 2. New York City

- Taiwan is one of the Four Asian Tiger (comparable economic status)

- comparable size

New York City

- third-largest airbnb

market in the world

- largest airbnb market in America



- famous for airbnb in Asia

airbnb

Taipei

Contributing Factors



| | HK | Taipei | NYC | 600 acco | ommodation choice | es are chosen | under same crite | | | | |
|--------------|---|--|--|---|--|--------------------------------------|---|--|--|--|--|
| Lending days | > 28 consective days | any | any | | HK | Taipei | NYC | | | | |
| | | | | Hote | \$856 | \$674 | \$2238.6 | | | | |
| License | *complicated | *online | *owner living | Airbn | b \$678 | \$310 | \$1287 | | | | |
| | and long waiting time eg. 467 days | application and rather simple | together/<2 tenant familie | s Differe | nce 1.26 times | 2.1 times | 1.74 times | | | | |
| Penalty | | 2. X imprisonment 3. X criminal | / *no precedents homestays is sentenced as illegal | *All expressed in HKD Visitors' average length of stay: HK: 3.3 days Taipei: 6.6 days New York: 9.0 d | | | | | | | |
| Remarks | illegal homestays | to HKD300,000 a Fines will be char also tenants. | nd imprisonmen | | Hong Kong 24% | | | | | | |
| | I don't want to be fined and be in jail TT | T don't w to take r | | 15% Va Business Hotel price | 51% Cation 6.7% Business e is NOT a conce can be claimed! | Bus ern of busines | 33.3% Others Vacation 3% Siness Sman because the | | | | |
| • | per capita (in 201 | | Ny Taipei: 370 ft² | : 531 ft ² HK airb | | Strict regulatio | | | | | |
| нк:161 | ft ² (standard park of private car = 13 70 ft ² | king area | Taipei: 370 ft² | $P_{1} = P_{2}$ | | Strict regulation Small size of f | | | | | |



| | | • | | - | | | | |
|-------------------|---|-----------------------------------|----------------------------------|-----------|-------------------|-------------------|-------------------|---------------------------|
| Lending days | > 28 consective days | any | any | | | HK | Taipei | NYC |
| License | *complicated *online | | | | Hotel | \$856 | \$674 | \$2238.6 |
| | | ★online | *owner living | | Airbnb | \$678 | \$310 | \$1287 |
| | time | application and rather simple | together/ < 2 tenant families | | Difference | 1.26 times | 2.1 times | 1.74 times |
| | 1. HKD200,000 fines | Visitors' average length of stay: | | | | | | |
| renally | 2. 2 years imprisonment 2. X imprisonment homestays is | | | | | | | |
| | 3. permanent criminal record | 3. X criminal record | sentenced as illegal | нк : 3 | .3 days | Taipei : 6.6 | days New | York: 9.0 d |
| Remarks | HK government pr | | | | Purpos | e of Visi | iting | |
| | illegal homestays to HKD300,000 and imprisonment period to 3 years. Fines will be charged not only to | | | | Hong Kong | | Taipei | New York C |
| | proprietors but also tenants. | | | | 24% | 24.7 | 7% | |
| <u>Flat Owner</u> | | | <u>Tourist</u> | | Others 61% | Othe | ers 68.6% | 33.3% Others 54 |
| | I don't want | I don't w | ant | 15% | Vacatio | | Vacation | Vaca |
| | to be fined and be in jail TT | to take r | | Business | | Business | 13 | 3% |
| | | | | | | | | siness |
| | | | | | xpenses can | | rn of dusiness | sman because t |
| <u>Size</u> | of Flat | | NYC: 53 | 1 (12 | ' -1K airbnb I | | | |
| • | per capita (in 2016) | | Taipei: 370 ft ² | <u> </u> | IK UII DIID I | | Strict regulation | ons |
| нк:161 | ft² (standard parki | ng area | | P | | ² 2. 5 | 5mall size of fl | ats |
| | of private car = 135 | ft ²) | K:161 ft ² | | | | | |
| Taipei : 3 | | | | $P_1 = P$ | 2 | | | |
| New Vork . | 531 f+2 | | | | | | | |

New York : $\mathbf{JJL} ft^2$



Supply: Low average residential area per capita \rightarrow HK hosts not capable of renting out houses \rightarrow supply of homestays in HK \downarrow (S₂)

Demand: size of all-inclusive hotel room (~price) > living area per capita

→visitors prefer hotel rooms

 \rightarrow demand of homestays in HK \downarrow (D₂)

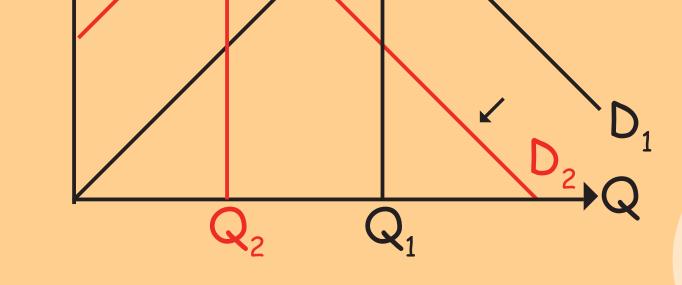
Countries' economy can be benefited in several aspects:

1. Fully utilize vacant housing

2. Collect hostel tax \rightarrow 1 capital for infrastructure

3. Rental fee is captured by flat owners

4. More meaningful usage of the saved money



1. Risk of being sued 2. Small price difference between hotel & Airbnb 3. Short trip 4. Businessman 5. Crowded flats

pace with the ever-changing society Benefit from the shared economy! Stimulate economy of local community