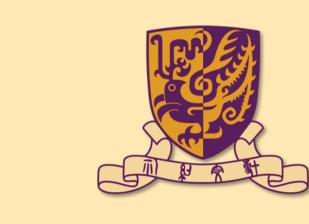
NOT POPULAT IN HK



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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)

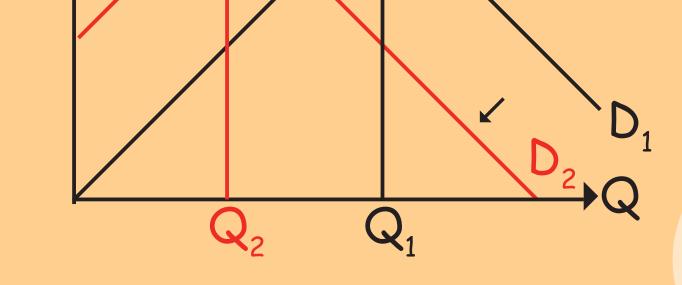
Countries' economy can be benefited in several aspects:

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