



## AsiaYo 攜手 Rakuten LIFULL STAY 進攻亞洲分享經濟市場

AsiaYo 宣布與日本樂天市場新事業體 - Rakuten LIFULL STAY 攜手結盟，共同耕耘台日雙方民宿市場，Rakuten LIFULL STAY 董事長太田宗克親赴台灣，與 AsiaYo 執行長鄭兆剛共同宣布結盟，擴大台日兩地民宿分享經濟版圖。目前 AsiaYo 擁有約 5 萬個房源，橫跨台、日、韓、泰共 60 座城市，台灣房源約 35000 個，超越 Airbnb，而日本房源則已達 6000 個，涵蓋超過 30 個日本城市，本次結盟的 Rakuten LIFULL STAY，將再提供台灣赴日旅客更多元的旅宿選擇。



### 台灣最大民宿訂房網 成長率高達 400 倍 已服務 60 萬以上旅客訂房

AsiaYo 客源已有 30% 來自非台灣以外的香港、馬來西亞與新加坡等地，客源與房源雙雙國際化，是樂天市場以 Rakuten LIFULL STAY 投入民宿市場後第一個簽約合作的海外公司。

AsiaYo 今年初甫獲國際創投 A 輪金援一億台幣，深耕華語民宿市場，今年更持續創下單季交易額突破一億台幣 (350 萬美元) 的佳績，今年第三季成長率相較於去年同期高達 400%。除了台、日兩國的民宿房源外，AsiaYo 今年上半年又陸續進軍韓、泰兩國民宿，再拓共享經濟版圖。目前網站每月不重複到訪人次已突破 200 萬，服務至少 60 萬個自由行旅客訂房<sup>1</sup>。

### AsiaYo 兩大特點：免收訂房服務費 + 真人客服即時解決旅遊語言障礙

- 免收訂房服務費：**透過 AsiaYo 平台訂房，旅客無需支付任何服務費；台灣旅客訂房，更無需支付刷卡費用，讓旅客每分錢都花在刀口上，真正享受到高 CP 值、又能結合在地文化的住宿體驗。
- 真人客服以「在地語言」即時為旅客服務：**出門在外，有很多狀況靠網路不一定解決得了。AsiaYo 雖是網路平台，但更重視「以人為本」的服務品質，因此打造各國語系的真人客服團隊，以電話與各大社群軟體，即時聯繫旅客和屋主，解決溝通難題。

### Rakuten LIFULL STAY 800 萬民宿房源 優先供給 AsiaYo 會員訂房

為迎接東京奧運，日本參議院已於今年 6 月通過《住宅宿泊事業法》(民泊新法)，宣告 2018 年起將全面解禁民宿。擁有 9200 萬會員量體的日本電商巨頭樂天市場 Rakuten，搶進先機與日本最大的不動產與住家資訊服務商 LIFULL HOME 'S 合資成立新事業體 Rakuten LIFULL STAY，以 800 萬筆房源、2400 家加盟店的龐大基礎進軍民宿市場。

Rakuten LIFULL STAY 董事長太田宗克表示：「根據日本觀光廳的統計，2016 年日本共接待外國遊客 2400 萬人次，其中已有超過 1000 萬名旅客來自華語地區，台灣遊客高達 416 萬人次，位居第三，6 位赴日遊客中就有 1 人來自台灣。AsiaYo 擁有近 5 萬筆房源，是我們最先接洽的海外合作對象，透過雙方的策略合作，AsiaYo 引流台灣訪日自由行旅客，而樂天則為 AsiaYo 的用戶提供最接地氣的日本多元的民宿體驗選擇。」

AsiaYo 執行長鄭兆剛指出：「AsiaYo 的日本房源自去年第二季上線以來，不到兩季的時間，業績已遠超過台灣國內旅遊訂房收入，今年第三季的日本訂房業績相較於去年同期即已成長 15 倍，已佔 AsiaYo 整體營收 50%。在與 Rakuten LIFULL STAY 的策略合作之後，AsiaYo 的房源不僅可涵蓋日本主要的一線城市，更可再進軍二三線城市，幫消費者更深入體驗日本觀光的精髓。」而透過這次的策略結盟，預計可為 AsiaYo 帶來翻倍的訂單成長，平台上的日本房源到 2018 年有望突破 5 萬。

跨出台灣、直接耕耘亞洲市場的 AsiaYo，預計於今年底推出英文版的訂房介面，吸引更多國際觀光客造訪台灣與其他亞洲各大觀光城市。

<sup>1</sup> 房間數 \* 住宿晚上

# AsiaYo, Taiwanese Travel Startup, Announces Partnership with Rakuten LIFULL STAY to Target the Sharing Economy Market

AsiaYo, the Taiwan-based vacation rental platform, today(31st) formally established its alliance with Rakuten LIFULL STAY, a vacation rental business company created in 2017 through the joint investment of Rakuten, Inc., a global leader in internet services and LIFULL Co., Ltd., a Japanese real estate and housing information service provider, in a bid to provide a wider variety of vacation rental options to meet the strong growth in lodging demand of independent travellers.



Established three years ago and just received US\$350 million in Series-A funding led by Darwin Venture early this year, AsiaYo, the current market leader in Taiwan, has been thriving in the Asian vacation rental market. The company has covered over 60 cities in Taiwan, Japan, South Korea and Thailand and provided more than 50,000 rooms available on this website. AsiaYo also has diversified users with 30% of bookings from international customers. The company has provided services to over 600,000 fully independent travelers and achieves its quarterly bookings more than US\$3.5 million dollars.

Munekatsu Ota, Representative director of Rakuten LIFULL STAY, also visited Taiwan and announced the alliance with AsiaYo's CEO Chao-Kang Cheng.

## With US\$ 3.5M Bookings, AsiaYo - the Rising Competitor of Airbnb

What makes AsiaYo stand out from Airbnb or Homeaway, its biggest competitors? "In the past, independent travelers pay the service fees while still bearing all the risks staying in vacation rental properties with poor proper management. You may have read all those complaints about being locked out by the hosts yet getting very little help from our competitors' customer service teams." Chao-Kang Cheng pointed out.

"AsiaYo is born to solve this "pain point". First of all, customers pay zero service booking fees on AsiaYo. Every penny you pay goes to your stay. Besides, we carefully inspect every property recruited to ensure that travelers have safe and private spaces during their stay. Only well-managed properties are available for our users. AsiaYo's customer service team also provide real-time supports to solve any conflict between travelers and hosts. If you get locked out, we will help you get the best alternative as soon as possible and we will pay for it"

This aggressively-expanding platform, AsiaYo has a "lean" team of 60 with talents from different nationalities, including Taiwan, Japan, Korea, United States and Hong Kong. By the continual improvement of user experience and data-driven decision making, the company grows its monthly bookings at 10%-15%.

## Marching to the Japanese Market with Rakuten LIFULL STAY

"Since AsiaYo launched in Japan in June, 2016, Japan has become our best-performing market in less than two quarters." said Chao-Kang Cheng, CEO of AsiaYo. "At present, the booking revenue in the Japanese market has taken over 50% of our total revenue, and we foresee an tremendous growth in the Japanese market after the strategic alliance with Rakuten LIFULL STAY with more well-managed, high quality accommodations."

"We are thrilled to partner with AsiaYo. Through this strategic cooperation, we look forward to offering independent travelers from Taiwan more diverse vacation rental options across Japan." said Munekatsu Ota, Rakuten LIFULL STAY's Representative Director.

AsiaYo's CEO Chao-Kang Cheng mentioned that the cooperation with Rakuten LIFULL STAY will expand AsiaYo's coverage from not only first-tier cities but also to second- and third-tier cities in Japan, bring at least 100% increase in bookings and a breakthrough of available rooms in Japan in 2018 to reach 50,000.