



HOMY INN

# An Affordable Alternative

Filling the need for reputable budget accommodations in Hong Kong, **KENNETH KWOK** leads the hostel group in creating more vacancy and value.

**H**ong Kong possesses both simple charm and lavish appeal. Heritage sites and country parks sit adjacent countless shopping centres and dining establishments, attracting millions of tourists every year. Not all, however, are ready to splurge, and for an average stay, much of a tourist's travel money goes to hotel expenses. Since 2011, Homy Inn has been a comfortable option for those on tighter budgets.

"We've travelled to many countries, and found that in Taiwan, Japan, Korea, and all over Europe, there are hostels that suit the needs of different kinds of tourists," says Kenneth Kwok, Managing Director. "Hong Kong lacks modern budget hostels. According to statistics from the HK Tourism Board, hotels offered HK\$1,447 per night in 2013, on average. Backpackers and budget travelers had few choices, and could only afford older, old-fashioned accommodations.

"With limited new style hostels in Hong Kong, Homy's aim is simple," says Kwok, quoting the company slogan, "to do all we can with heartiness to make our guests' stay filled with hilarity, harmony and of course, happiness."

## Awesome Service for Modest Budgets

Homy Inn currently has five branches in Hong Kong, mainly in the bustling Tsim Sha Tsui district. Exercising effective control of operating costs, it serves the low-end mass traveler bracket at \$400-600 a night accommodations. At a rate almost less than a third of 2013's average, the hostel chain remains highly competitive. Its rooms are of reasonable size, with simple and stylish decor, equipped with all essential amenities and are always clean.



Homy Inn Managing Director Kenneth Kwok with staff.

"We have the most flexible market pricing, and focus on customer experience. In the past years, Homy Inn has achieved a certain reputation in the industry, which helped us gain many long-term customers," says Kwok.

Tourism in Hong Kong has seen annual growth at double-digit percentages since 2003; it is predicted to increase in the next 5 years. Over 54 million people visited Hong Kong in 2013, and hotel occupancy was at 89%. An underserved 2 million booked low budget accommodations, which could potentially have been greater, given more and better options.

"We offer hotel-style customer service at a much lower price. Our brand has branches at different locations in Kowloon's tourist district, located amidst many shops, but also conveniently near the MTR station and the airport shuttle bus stop. You can view the details and photos of our facilities on our website, as well as clear directions and maps to all our branches. Rooms vary for single, double, twin, and family occupancy. Separate male and female dormitories

are also available."

## Room to Grow

Kenneth Kwok hopes to expand Homy Inn's business model to Hong Kong, with a view to achieve further network coverage. He seeks to increase occupancy by an additional 165 to 398 rooms within two years. Changes in tourist scale, increase in competitors, and price wars remain persistent challenges. To curb these, more marketing and promotion, overall image upgrades, and perpetual service enhancement are always in order.

Included in the company's agenda are expanding brand recognition in different countries through overseas promotion, and cooperating with travel companies in conceiving different package offerings. Beyond these, consistent hard work, innovation, team cohesion, a pleasant aura and positive attitude will see the company through. ■

For additional information please visit [www.homyinn.com.hk](http://www.homyinn.com.hk)