limehome

Q&A

COMPANY

How was the idea for Limehome born?

Both founders travelled a lot as management consultants. After Lars Stäbe and Dr. Josef Vollmayr spent more than 500 nights in various hotels around the world during their time as management consultants, they couldn't let go of the idea of developing a concept that eliminates waiting times, combines modern design with a feeling of home and at the same time promises the standards of an established hotel brand.

In which cities is Limehome represented?

Aachen, Augsburg, Bamberg, Berlin, Chemnitz, Darmstadt, Dresden, Dortmund, Erfurt, Essen, Flensburg, Garching, Granada, Ingolstadt, Kassel, Koblenz, Leipzig, Linz, Magdeburg, Mainz, Montabaur, Passau, Trier, Ulm, Villach, Vienna, Wolfsburg, Zwickau.

In which countries is Limehome represented?

In Germany, Austria and Spain.

When and by whom was Limehome founded?

Limehome was founded in 2018 by Lars Stäbe and Dr. Josef Vollmayr.

How many properties does Limehome operate?

Limehome currently has around 500 bookable flats in almost 63 locations in 29 cities. About 40 more locations will be added in the next 12 months. More than 1.200 units have already been signed.

Which investors are behind Limehome?

HV Holtzbrinck Ventures, Lakestar, Picus Capital and Global Growth Capital.

PRODUCT

What problem is Limehome solving?

Limehome makes the lives of business and city travelers easier and more convenient by eliminating unnecessary wait times through technology and making premium design accommodation in central city locations affordable.

How does Limehome's business model work?

Limehome offers design flats in central city locations for short and long-term rent – also in B and C cities in Germany. The spaces are developed by renowned architects, redesigned and equipped in the shortest possible time based on the design concept, and finally offered and operated via the Limehome technology platform using the common booking platforms. All processes are completely digitalized.

What is different from the traditional hotel/airbnb experience?

Limehome guests experience a completely digital service that works contactless, from booking to room allocation and check-in to automated, electronic billing. The internal processes are also almost completely automated. Machine learning-based site selection and proprietary digital solutions for maintenance enable efficient operation of the sites. Limehome has also developed its own digital and data-driven solutions in the equipment and development of the locations.

How can/would Limehome help the hotel industry into the 21st century?

We have created an offering that adds value to a wide range of customer groups. For the average family with a child, the classic hotel room with kitchen is often almost unaffordable. On the other hand, business travelers often lack modern offers, especially in B and C locations. Travelers do not want to restrict themselves any further. Everything you do at home should also be possible in your hotel room – and at an affordable price. Many traditional hotel concepts as we know them are no longer up to date and are subject to enormous digitalization pressure. We want to establish digital hotel concepts as the New Normal and take a leading role in the digitalization of the German hotel industry.