

From Milan to Rome: Limehome expands across Italy with new openings and strategic signings

- **Growing depth in Italy's key markets:** New openings in Milan and Florence and strategic signings in Rome strengthen Limehome's position as established operator
- **Hotel conversions as a core competency:** Vacant and underperforming assets across Milan and Rome repositioned into high-performing hospitality properties
- **A growing partner base** of institutional and private owners reflects confidence in Limehome's scalable model
- **Pipeline of five properties in Rome and Milan** underlines long-term commitment to Italy's most dynamic hospitality markets

Munich/Milan, May 12 2026. Limehome, Europe's leading tech-enabled operator in the hospitality industry of design accommodations, is establishing a material presence across Italy's most sought-after destinations. With new openings and strategic signings in Florence, Milan and Rome, the company is moving beyond initial market entry into a phase of deliberate, city-by-city depth. The latest deals span institutional partnerships, hotel conversions and repositionings, reflecting the full range of Limehome's capabilities as an operator and the growing confidence of Italian real estate owners in its model.

Milan: a growing cluster of hospitality assets across the city

Following existing locations in Maggiolina and Piazza Udine, Limehome has opened its third Milan property at Via Eugenio Villorosi. Situated in the **Navigli district**, one of the city's most vibrant and internationally recognised neighbourhoods, known for its canals, creative scene and strong year-round hospitality demand, it offers 30 design accommodations. The property was developed by an institutional investor as a larger mixed-use project and offers guests access to amenities including a gym, co-working area and bike storage.

The portfolio is set to grow further with a sixth new signing in the Loreto area, a well-connected neighbourhood in eastern Milan with direct metro access to the city centre. The project, which will feature more than 50 rooms, adds momentum to the city pipeline: a vacant hotel asset consisting of two connected buildings will be repositioned and relaunched under the Limehome flag, featuring a guest-facing courtyard upon completion. The project reflects Limehome's expertise in hotel repositioning. This flexibility is a specialism increasingly sought by owners facing rising operating costs and expiring lease contracts across Italy's primary markets.

Florence: Tuscan debut in the heart of the historic centre

Limehome has opened its first property in **Florence**, located in the **historic centre** close to the Duomo, the Accademia Gallery and the San Lorenzo Market. The property

at Via Guelfa is the result of a full refurbishment carried out in partnership with a local developer and has been welcoming guests since March 2026. The opening establishes Limehome's presence in Tuscany and adds one of Europe's most visited cities to its Italian portfolio. With its boutique scale, the property demonstrates Limehome's ability to operate profitably across a wide range of asset sizes. This is a key differentiator for owners of smaller commercial properties in historic city centres.

Rome: broadening reach across the city's most compelling districts

Limehome is already operational in Rome with two properties and is now expanding further with two new signings that extend the company's reach into distinctly different parts of the city.

In **Trastevere**, one of Rome's most internationally recognised and sought-after neighbourhoods, Limehome has taken over a hospitality asset at Vicolo Moroni. The property is set to open in June 2026 and will serve strong year-round demand from leisure and business travellers alike.

A second signing in the **Monteverde-Gianicolo** area adds a refurbishment to Limehome's Roman pipeline. The project will provide 40 rooms and the opening is scheduled for 2027.

Italy as a strategic growth market

Across Milan, Florence and Rome, Limehome is demonstrating the scalability of its operating model across different asset types, ownership structures and city profiles. Italy combines sustained international travel demand, a large stock of underutilised hotel real estate and a growing appetite among institutional and private owners for operationally reliable, tech-enabled hospitality partners. Limehome is actively seeking further partnerships with owners and developers looking to reposition commercial and hospitality assets across the country.

"Italy is a market where we are growing with intention and pace," said **Daniel Hermann, Chief Growth Officer at Limehome**. "Milan, Florence and Rome are not just attractive hospitality destinations but markets where owners are actively looking for partners who can maximize the potential of underperforming assets. Our model – operationally proven, tech-enabled and asset-type agnostic – is precisely what the Italian market needs. We are here for the long term and are building the depth to prove it."

About Limehome

Limehome is the leading tech-enabled operator in the hospitality industry offering design accommodations across Europe. Using proprietary technology, Limehome delivers comfortable and convenient stays with a seamless digital guest experience for business and leisure travellers. Founded in 2018, Limehome employs more than 300 people and manages over 13,000 apartments and hotel rooms under contract across 161 cities in 13 European countries. Discover more at www.limehome.com.

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