

PRESS RELEASE

## Limehome opens prime London location steps from St. Paul's Cathedral

- **Less than 2 months from signing to opening:** Conversion of a former pub demonstrates Limehome's speed-to-market
- **Prime Zone 1 location:** Listed building at Queen Victoria Street, 150 metres from St. Paul's Cathedral and 50 metres from the Thames
- **UK expansion accelerating:** London pipeline growing alongside targeted opportunities into other cities with strong hospitality demand

**Munich/London, June 15 2026.** Limehome, Europe's leading tech-enabled hospitality operator of design accommodations, has opened a new property at Queen Victoria Street 148 in the City of London. Situated in a listed building 150 metres from St. Paul's Cathedral and 50 metres from the River Thames, the property marks a significant step in Limehome's UK growth strategy. In one of Europe's most competitive hospitality markets, securing a prime Zone 1 location of this kind is a clear signal of the operator's ambition and its ability to move quickly: from signing to opening in within a few weeks.

### A prime location in one of Europe's most competitive markets

The project is a conversion of a former pub and comprises design accommodations across the upper floors, with the ground floor remaining in operation as a pub. The conversion into a high-quality hospitality asset reflects Limehome's broader expertise in repositioning underutilised commercial real estate into efficiently run and strongly performing properties. The landlord and Limehome are already in active discussions regarding further projects across the UK, with the owner actively seeking new opportunities to expand the collaboration.

Queen Victoria Street is the first UK property to feature Limehome's new interior design concept. The updated approach combines carefully selected materials and textures that enhance both functionality and the quality of the guest experience, a refined colour palette that elevates the signature Limehome aesthetic, and a seamless integration of digital convenience with physical comfort.

### A targeted strategy for the UK market

London is one of the most professionally developed and competitive hospitality markets in Europe, characterised by a high density of established operators and significant competition for prime locations. It is against this backdrop that securing Queen Victoria Street – and opening it within a few weeks – is a particularly strong signal of Limehome's operational capability.

Limehome entered the UK in 2025 with its first London property in Streatham Hill, which has maintained an average occupancy rate of 91% since opening. The new signing deepens that presence, extending Limehome's reach into Zone 1 and one of London's most commercially active districts, making it one of the strongest locations in Limehome's European portfolio. The company currently operates across 13 European countries.

The UK expansion is built on a selective and market-specific approach. In London, the company is focused on Zone 1 and Zone 2 locations, pursuing conversions and takeovers where the fundamentals support long-term performance. Beyond the capital, the company is targeting cities with strong business and leisure demand and covers the entire spectrum of project types, from takeovers and refurbishments, conversions to new developments. Cities such as Manchester, Edinburgh, York, Bath, Oxford and Glasgow represent target markets for this approach.

"The UK is one of the most demanding hospitality markets in Europe, and that is precisely why this signing matters," said **Daniel Hermann, Chief Growth Officer at Limehome**. "Queen Victoria Street is not just a prime location. It is proof that our model works in the most competitive environments: we move fast, we operate efficiently, and we deliver the kind of consistent performance that owners and investors can rely on. Our ambition in the UK is clear and we are actively looking for partners who want to bring high-quality, tech-enabled hospitality to prime assets across London and beyond."

### **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](http://www.limehome.com).

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