

25,000 units by 2030

Limehome bets on structured growth

- Limehome grows selectively, where location, demand and profitability align
- Current projects underline the growing demand from institutional owners for operators who can demonstrate operational value creation

Munich, September 28, 2026 – Limehome, Europe's leading tech-enabled operator of design accommodations, continues its growth trajectory and aims to have 25,000 units under contract by 2030.

While financing markets and investor sentiment are brightening again, interest rates, financing costs, regulation, and the requirements placed on real estate projects remain demanding. For owners, the question of how to operate and position real estate efficiently, even under changing market conditions, is therefore becoming increasingly important. Value is no longer created solely through the development of the asset, but increasingly through the quality of its operation. Through an experienced team, efficient processes, and targeted investment in usage quality, the operational value of a property can be sustainably increased, independent of short-term market cycles.

For Limehome, the opportunity therefore does not lie in acquiring as many locations as quickly as possible. What matters instead is bringing capital, real estate, and hospitality demand together in a viable constellation. Whether existing-building conversion, mixed-use property, or new development: what matters to Limehome is location, demand, regulatory framework, and a sustainable operating concept. The company can adapt its standardized serviced apartment concept to different conditions, allowing it to grow specifically where the economic fundamentals are right.

"The market is becoming more agile again, but that doesn't mean every real estate project is suddenly viable. That's exactly why selection matters more to us than ever. We want to reach 25,000 units by 2030, but this growth is built on bringing the right locations and partners together with our model," explains Dr. Josef Vollmayr, co-founder and Co-CEO of Limehome.

Diversification creates agility

How this growth logic works in practice is shown by the following four projects. What they have in common is precisely that they do not share a single property type. The projects range from the conversion of an existing building in a European metropolis like Berlin, to the revitalization of a historic building in Bremen's old town and a mixed-use project in Lugano, to a new development on one of Germany's most sought-after islands, Sylt.

On Klosterstraße in Berlin-Mitte, an existing building owned by project developer Trockland – a former office building that is now part of the Sixty2 mixed-use district – was converted into Limehome serviced apartments together with Trockland. Particularly in regions that are already densely built and offer no suitable available sites, the reuse of existing building stock is increasingly becoming an attractive alternative to new construction for developers. In the historic Kontorhaus, the centerpiece of Bremen's Balgequartier, Limehome is opening 82 units. The conversion combines the revitalization of a landmark existing building with modern hospitality use. In Lugano, 80 units are being developed in a former office building held in private ownership. The project, for which DIH Solutions GmbH provided advisory support on operator selection and the transaction, combines hospitality with office space and public facilities and is being realized by real estate company Mondo. On Sylt, meanwhile, a new development with 78 units is underway. Especially in Sylt's constrained real estate market, careful site selection and the project's economic viability are decisive factors.

"On paper, Berlin, Bremen, Lugano, and Sylt couldn't be more different. They work because our model is flexible enough to accommodate diverse constellations, and because we look very closely when selecting them," says Vollmayr.

Institutional capital seeks scalable operators

Cooperation with institutional real estate owners also continues to grow. In the first half of 2026, Limehome signed its first lease agreement with Aroundtown, bringing its hospitality concept into the "HAT64 Skyline Atlas" project in Frankfurt, where Aroundtown is converting former office space into 86 serviced apartments. Together with Baltisse Real Estate, 114 serviced apartments are being created in Brussels' European Quarter through the conversion of an existing hotel, and in Milan, Limehome was selected by Colliers Global Investors Italy SGR as the sole tenant for 30 units in a new development project.

"Our digitalized, centralized model doesn't just make us more profitable with every new location – it also makes our partners' real estate more valuable. Because we've already built systems and structures for 25,000 units, rather than adding staff for every new location, our investments in technology and processes pay off twice: on our growth, and on the operational value of the property itself," says Vollmayr.

Limehome will present its current project pipeline and refined suite concept at Expo Real 2026 (stand A1.340), and will speak with existing and prospective real estate partners about further projects in European markets.

ABOUT LIMEHOME

Limehome is the leading tech-enabled hospitality operator offering design accommodations across Europe. Using its proprietary technology, Limehome delivers a smooth and comfortable stay with a seamless digital guest experience for business and leisure travelers.

Founded in 2018, Limehome today employs more than 300 people and counts over 13,000 Limehome apartments and hotel rooms across 160 cities in 13 European countries. Further information is available at [Limehome.com](https://limehome.com).

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