

HOTELS

Limehome partners with apaleo to power its operations and fully automate its guest journey

BY KATARINA SIMIC

Limehome uses apaleo to manage its properties and connect custom-developed systems

Limehome, a collection of 19 properties throughout Germany and Austria, announced today that apaleo's PMS and open platform has been rolled out as the preferred technology partner to power its complete digital guest journey. As part of the go-live, Limehome has connected systems like digital access technology, as well as custom-developed apps for BI, housekeeping, invoicing and more.

As a new brand in hospitality, Limehome noticed two major gaps in the hotel industry. First, rooms and services often feel cold and standardized. So, Limehome set out with the vision to make guests feel more at home, with high-end, stylish interiors, fully equipped kitchens, and a 24-hour check-in. Second, hotel chains are not able to operate smaller properties in a profitable way. So, to deliver on its brand promise and to grow rapidly, interconnected technology was critical. Limehome needed all systems to run seamlessly for a fully automated digital guest journey, beginning with the apaleo PMS.

"Our business concept is unique, and tech is at the core of our company's DNA. We needed a system that could keep up with our vision and with our rapid expansion. Legacy systems weren't going to cut it, and even many of the newer, cloud-based systems don't truly offer the openness that we needed to develop our required tech infrastructure," said Lars Stäbe, Co-founder of Limehome. "apaleo's open API has allowed us to connect, automate, and innovate as we please. We've even developed our own applications for a truly customized technology stack."

Limehome is rapidly iterating in short development cycles and is able to bring multiple properties live per week. It has connected systems to power the digital guest journey, including staffless self-check-in and check-out, automated payments, a smart booking engine, in-stay digital communication with guests, and more. Internal applications to support business strategy and operations are also connected. Limehome built its own data warehouse for better business intelligence and pricing algorithms, a custom application for cleaning and housekeeping, and connected apaleo's Booking.com channel connector and an additional channel manager for smart distribution.

"apaleo's API-first approach was built to help both hotels and app developers innovate. Limehome is a perfect example of how the industry can tailor its tools and systems to build the ultimate guest experience," said Philip von Ditzfurth, Co-founder of apaleo. "We are excited to see Limehome grow and scale its tech stack with its business."

About Limehome

Founded in 2018 in Munich, Limehome's ambition is to lead the digital revolution in the hotel industry and to define new standards in convenience, comfort, and affordable design. Each Limehome is more than just a hotel room – it is a private suite experience that surprises the guests with special extras to remember. The „simply digital“ customer approach allows Limehome to make the guest experience as convenient and simple as possible, to operate properties with very low fix costs and, thus, offers the guest the best value where ever they go.