



BUSINESS REPORT

Date: **29th October 2026**

Business Reference: **36927**

About the Business:

Well fenced established lodge including the 50ha property.

A rare opportunity to acquire an established Lodge next to Dinokeng in a well fenced conservancy, combining tranquil bushveld charm with accommodation, weddings, conferences and private events—ideally positioned to capture Pretoria and Gauteng's thriving tourism market.

Well fenced established lodge including the 50ha property.



Sector: Accommodation

Asking Price:

R 16,980,000

Monthly Profit:

R 127,779

Asset Value:

R 16,640,000

Stock Value:

R 10,000

Yearly Net Profit :

R 1,533,344



Business Report

Fully describe the business's activities?

The 4 Star grading Lodge presents an exceptional opportunity to acquire an established hospitality, conferencing and events business situated next to the sought-after Dinokeng region, approximately 30 kilometres from Pretoria. Well fenced in a Conservancy area.

Operating since 2008, the lodge has built a reputation as a destination venue for accommodation, weddings, conferences, corporate retreats, team-building events and private functions. Its strategic combination of bushveld tranquillity, modern facilities and accessibility from Gauteng's major economic centres positions the business as a versatile and attractive hospitality operation. The 50 ha property with improvements is included in the sale.

How does the business operate on a daily basis?

The lodge follows established operating procedures that include guest services, accommodation management, property maintenance, housekeeping, daily marketing activities, quotations, event planning, venue preparation, and customer liaison.

The business is designed to efficiently manage both accommodation guests and event attendees throughout the year.

What Advertising/Marketing is carried out?

Daily marketing activities, like social media , sending out emails to clients on the data base and organising special events at the lodge.

What competition exists?

The lodge operates near the Dinokeng Big 5 Reserve where several competing lodges are situated. Despite this competitive environment, the business has established its own market presence through its facilities, accommodation offering, events infrastructure, and long-standing reputation

How could the profitability of the business be improved?

Potential opportunities include:

- Expansion of destination wedding offerings.
- Increased conferencing and corporate retreat packages.
- Enhanced digital and online marketing.
- Strategic tourism partnerships.
- Further utilization of the property's natural bushveld setting.
- Growth in accommodation occupancy and event frequency.

These represent potential future opportunities rather than existing business activities.

Give a breakdown of staff/ functions/ length of service?

Most staff members have been employed by the business for approximately eight years or longer, reflecting strong employee loyalty, operational continuity and valuable institutional knowledge.

Do any have management potential?

Yes. The owner has indicated that there are employees within the business who have demonstrated management potential.

How involved is the Owner in running the business?

Regular contact is maintained on a weekly basis, while site visits generally take place once per month. Day-to-day operations are handled by the management team and staff.

When does the current lease end?

The Lodge is sold as a running concern including the property.

What are the main assets of the business?

The business is sold with the property and a substantial asset base that includes:

- 100 KVA Generator
- 3 Boreholes with pumping systems
- Vodacom Signal Booster
- Conference Furniture
- Dining Hall Furniture and Décor
- Commercial Kitchen Equipment
- Bar Facilities and Equipment
- 66 Beds
- Full Linen Inventory
- 28 Television Units
- Three Swimming Pools with Pumps
- Wedding Chapel
- Conference Facilities
- Accommodation Infrastructure
- Staff Accommodation Facilities

These assets provide a turn-key operation for a new owner.

Strengths?

The Lodge offers several key advantages:

- Established trading history of approximately 18 years.
- Prime location near Dinokeng Conservancy.
- Diversified revenue streams from accommodation, weddings, conferences and functions.
- Experienced and stable workforce.
- Large developed property with extensive infrastructure.
- Repeat corporate clientele.
- Significant accommodation capacity.
- Strong asset base included in the sale.
- Reduced owner involvement with management structure in place.

Opportunities?

As previously mentioned potential opportunities include:

- Expansion of destination wedding offerings.
- Increased conferencing and corporate retreat packages.
- Enhanced digital and online marketing.
- Strategic tourism partnerships.
- Further utilization of the property's natural bushveld setting.
- Growth in accommodation occupancy and event frequency.

These represent potential future opportunities rather than existing business activities.

Threats?

The economy can be a threat

What is the reason for the sale?

The owner originally developed the lodge with the objective of establishing a successful hospitality destination . After approximately 18 years of ownership. The seller wishes to pursue a new business venture.