business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37477**

About the Business:

Travel Agency that is well established

This is a privately owned travel agency that has been around for more than 30 years. Thay have a very good bond and alliances within the industry and have been able to negotiate reasonable rates and specials for their clients.

Travel Agency that is well established



Sector: **Services**

Asking Price:

R 1,850,000

Monthly Profit:

R 75,761

Asset Value:
R 150,000

Stock Value:
R 0

Yearly Net Profit :
R 909,132

Business Report

Fully describe the business's activities?

This is a privately owned travel agency that has built very good bond and alliances within the industry and have been able to negotiate reasonable rates and specials for their clients.

The flexibility and competence of being an independent agency allows them to effectively negotiate the best possible competitive rates for flights, hotels, car rentals, conferencing, and packages for all domestic, regional and international travel requirements.

How does the business operate on a daily basis?

The agency’s daily operations are managed by experienced travel consultants in the travel and tourism industry.

They offer flights and accommodation, car rental, fixed and tailor-made tours and cruise bookings, forex assistance, VISA Application assistance and travel Insurance ,Logistics

What Advertising/Marketing is carried out?

Online & offline marketing
Social media ads Facebook Travel Deals & Transport Offers, Flyers & Brochures in malls and consulates - Newspapers

What competition exists?

There has always been competition, but good service and quotes given has maintained the clientele
They offer personal services, customer loyalty, niche specialization. Location advantage
Differentiated (Unique packages, long standing supplier contracts, exclusive destinations)

How could the profitability of the business be improved?

The business is profitable and presents opportunities for further growth. Profitability can be improved through:
1.Expanding corporate contracts to ensure recurring revenue
2.Increasing upsell of add-on services such as travel insurance and guided activities,
3.Strengthening digital marketing to attract younger Travellers, and
4.Negotiating enhanced commission structures with suppliers. Additional growth in shoulder season, tourism provides scope to smooth seasonal fluctuations and improve year -round profitability

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

Owner -Management & Consultant in all areas /Advertising-since inception
Owner -specialised advise, support and service delivery -Senior Consultant-since 2000
Travel agent -Specialised advise. support and service delivery -Senior Consultant-Started March 25
Travel Agent - Intermediate Consultant-Started January 2025

Do any have management potential?

no

How involved is the Owner in running the business?

The 2 owners run the business every day

When does the current lease end?

March 2028

What are the trading hours?

Monday to Friday: 09:00 to 17:00
Saturdays 09:00 to 13:00

What are the main assets of the business?

Office Premises (Leased location, fixtures, furniture)
IT Equipment and systems (Computer, servers, printers, telephones)
Software Licences (GDS Systems Travelport)
Customer Database (Repeat clients' mailing lists
Supplier contracts & relationships(airlines,cruise lines & tour operators)

Strengths?

Established Reputation: The business is well-known and well-established, with strong brand equity and customer trust.
Specialized & Exclusive Services: Offers flexible travel solutions and specialized packages, which can appeal to niche markets and high-value clients.
International Linkages: Potential partnership with a company in Portugal opens doors for cross-border travel offerings and expanded reach.
Simple Website Interface: The website is clean and straightforward, making it easy for users to navigate and request quotes

Weaknesses?

Limited Website Functionality: The site lacks detailed service descriptions, visuals, or booking tools, which may reduce conversion rates and user engagement.
Minimal SEO & Content Strategy: Sparse content and lack of blog or destination guides limit organic traffic and online visibility.
No Social Proof: Absence of testimonials, reviews, or case studies on the site.

Opportunities?

Digital Expansion: Enhancing the website with booking capabilities, destination content, and client stories could drive engagement and sales.
Partnership Development: Formalizing the Portugal connection could lead to curated international packages and joint marketing.
Post-Pandemic Travel Boom: As global travel rebounds, there's rising demand for personalized and flexible travel experiences.
Targeted Marketing: Leveraging social media and paid ads to reach affluent travelers, corporate clients, and niche groups.

Threats?

Economic Downturn: Macroeconomic instability could reduce discretionary spending on travel.
Competitive Market: The travel industry is saturated with online agencies and aggregators offering aggressive pricing and convenience.
Regulatory Shifts: Visa policies, travel bans, or health regulations can disrupt operations and planning.

What is the reason for the sale?

Emigration