



BUSINESS REPORT

Date: **26th September 2026**

Business Reference: **38442**

About the Business:

Lodge, Venue, conference facility with property for sale

Landmark property and business providing premium boutique accommodation, weddings, conferences, private functions and events in Centurion, with diversified revenue streams serving leisure, corporate and event clientele.

Lodge, Venue, conference facility with property for sale



Sector: Accommodation

Asking Price:

R 26,500,000

Monthly Profit:

R 305,512

Asset Value:

R 26,000,000

Stock Value:

R 30,000

Yearly Net Profit :

R 3,666,145



Business Report

Fully describe the business's activities?

The Business is an established hospitality and events business offering boutique accommodation, weddings, conferences, private functions, celebrations and related guest services. Operating in Centurion, with a 4 Star grade Guest house the venue serves leisure, corporate and event clients, generating diversified revenue through accommodation bookings, venue hire, functions and hospitality services throughout the year.

How does the business operate on a daily basis?

It varies, some weeks they are fully booked and then you will get a week with occupation between 30 to 60 %. One can never tell as it changes on a daily rate with companies and travel agents booking.

Typical activities begin early in the morning, while wedding and event functions may continue into the evening depending on bookings. This operational structure allows the venue to maximise the use of its facilities and accommodate a wide variety of customer needs.

What Advertising/Marketing is carried out?

They do marketing on Google ads, Facebook, Instagram and we are listed with several travel agents. The business use Knightsbridge where guests can book from several booking portals like Booking.com, Google Hotel, Lekker Slaap etc. All photo's of weddings and functions are posted on Facebook. .

What competition exists?

The business is the only Lodge in this area with the wide facilities available. .

How could the profitability of the business be improved?

Profitability can be improved to keep the rooms on at least 80% occupation and have a function for every weekend. The Buyer cannot go wrong.

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

The staff is working in the business for many year .

Do any have management potential?

There are 3 of the staff members as basic managers, The one person is a more senior management position.

How involved is the Owner in running the business?

The owner doing the functions is very involved, but he can leave it to the 3 managers with minimum supervision when the owners go overseas .

What are the trading hours?

Starting at 6h30 am to 20h00 pm during the week and on weekends with function up to 24h00.

What are the main assets of the business?

The property with all improvements and loose asset is included in the sale. For example the following asset: All the furniture, bedding, art works in the rooms as well as in the reception areas. Banquets furniture like tables, chairs, cutlery, crockery, glasses, serving dishes and everything regarding functions. Ovens, fridges decor for functions. Outside garden furniture that is used for day to day use or for functions. The business is sold as a running The property officially rezoned for a Lodge and function venue.

Strengths?

- Attractive location: Situated in Centurion, Gauteng, with access to the Pretoria/Centurion market and surrounding commercial areas. The business are the only Guest house of this size and venue in the area.
- Diversified offering: Revenue opportunities extend beyond accommodation to food and beverages, weddings, functions and events, reducing reliance on room rental alone. It has the potential to expand further on the property.
- Existing operating infrastructure: The mandate records 11 employees and a seven-day operation, meaning a purchaser acquires an established operating platform rather than a start-up.
- Established brand and venue: The longevity of the business provides an existing identity, customer history and market footprint. Almost two decades of market presence.

Weaknesses?

- * The Owners feel the marketing is their weakness as not one of them are marketers and with someone who is a specialist in this field can keep the business cooking, It is found that too many people are still not aware of The beautiful Venue. Marketing agents can be appointed.
- Seven-day operational demands: Hospitality and functions can require intensive owner/management involvement, particularly with weekend events operating as late as midnight.
- Multiple business activities add complexity: Accommodation, food and beverage, weddings and events require different marketing, staffing and operational disciplines.

Opportunities?

- * With the Route 21 Business Park and the new Business parks opening it all means more business. The Military trainees can stay during the year. There is a new business park opening close to Olifantsfontein.
- * Grow wedding and function utilisation: The existing venue provides a platform for increasing weddings, celebrations and private events.
- Corporate market development: Its Centurion/Irene location could support increased corporate functions, conferences, training sessions and business accommodation.
- Improve accommodation occupancy: Focused online marketing, booking-platform optimisation and direct-booking strategies could potentially improve room utilisation.
- Revenue management: Better pricing across peak dates, accommodation packages and events may improve margins without requiring major expansion.
- Cross-selling: Wedding guests can be converted into accommodation, food-and-beverage and related hospitality revenue.
- Digital marketing: Stronger social-media, search and venue-marketing campaigns could increase direct enquiries and reduce dependence on third-party channels.

Threats?

- Cost inflation: Food, wages, utilities, maintenance and other hospitality costs can place further pressure on already-negative margins.
- Seasonality and booking volatility: Accommodation and event revenue may fluctuate considerably by season and economic conditions.

What is the reason for the sale?

The owners are retiring to their place in Europe.