



BUSINESS REPORT

Date: **29th October 2026**

Business Reference: **38461**

About the Business:

Garden Route on-line travel agency with focus on holiday accommodation and related activities

Website strong exposure and around 300 contracts in place and provides a service for allied industries such as car rental companies, organised tours, special activities such as Abseiling, Shark Diving, Whale watching etc.

Garden Route on-line travel agency with focus on holiday accommodation and related activities



Sector: **Services**

Asking Price:

R **3,800,000**

Monthly Profit:

R **60,379**

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 724,545



Business Report

Fully describe the business's activities?

The business is a well-established online and specialised travel agency in the Garden Route, offering personalised, tailor-made holiday packages and comprehensive travel and tourism booking services. With over 13 years of expertise, extensive industry relationships and a strong online presence.

An established online booking platform offering an extensive selection of holiday accommodation, including luxury villas, holiday homes, apartments, boutique accommodation and other tourism establishments, together with tours, transfers, car rentals and holiday activities.

The agency also facilitates travel throughout the Western and Eastern Cape, including Cape Town, the Cape Winelands, Whale Coast, Addo and Gqeberha.

Personalised holiday itineraries, bespoke travel packages, private tours, group travel arrangements, excursions and a wide range of tourism experiences tailored to client requirements.

The business previously operated a holiday accommodation management division, managing properties in Tergniet, Glentana, Victoria Bay, Kaaimans, Wilderness and Sedgefield. This experience demonstrates the brand's historical involvement in the wider hospitality industry and may present a future expansion opportunity for a purchaser, subject to applicable current contractual restrictions.

How long has the business been established?

13+ years

How long has the owner had the business?

Since Inception

How does the business operate on a daily basis?

The Seller operates an established, owner-managed online travel agency with a flexible business model and minimal fixed overheads.

They oversee the daily operations, including client enquiries, preparing quotations, tailor-made itineraries, processing accommodation and travel reservations, coordinating with contracted accommodation establishments and tourism suppliers, managing client payments.

Established relationships with accommodation providers, tour operators, transfer companies, car rental agencies and affiliated travel agents support the day-to-day booking and reservation processes.

The business offers operational flexibility and scalability, allowing an incoming purchaser to continue with an owner-managed model or expand operations through additional reservations, sales and administrative personnel as the business grows.

How are the clients attracted to the business?

Well-established, high-visibility website specialising in the Garden Route and surrounding tourism destinations, attracting enquiries from domestic and international travelers.

A significant proportion of business is generated through repeat clients, personal recommendations and word-of-mouth referrals.

Established presence across major social media platforms, supporting brand awareness, online visibility and direct customer enquiries.

An established network of affiliated travel agencies and tourism operators, both locally and internationally that utilise the businesses regional expertise in accommodation portfolios and booking services for clients travelling to the region.

The agency has developed an international client base, particularly from the United Arab Emirates, Saudi Arabia, the United Kingdom and Europe, alongside its South African domestic market.

Referrals are received from travel agencies based in other major centers that require reliable local representation and destination expertise. Referral commissions are paid to participating agents when referrals result in confirmed transactions.

What Advertising/Marketing is carried out?

Multi-channel marketing presence combining digital marketing, industry partnerships and strategic regional advertising.

A region-specific website with online visibility through Google and other search engines attracting enquiries from domestic and international travellers.

Brand presence and promotional activities across major social media platforms, including Facebook, Instagram and LinkedIn.

Destination blog posts, travel articles and newsletters promoting accommodation establishments, regional attractions, tourism activities and tailor-made holiday experiences.

Photo Workshop and Wildshots Promotional Products, including online promotional activities and tourism-related advertising initiatives.

Distribution and display of promotional brochures at major tourism outlets and visitor information points throughout the region.

Outdoor Advertising with Regional brand exposure through a large promotional poster at the Cango Caves and advertising signboards in Wilderness village.

Business visibility through SATSA supporting brand credibility and exposure in the South African travel and tourism sector.

Does the business have any contract work?

Yes, extensive and established network of formal contractual agreements with accommodation establishments and tourism service providers.

The agency has approximately 300 contracted accommodation establishments within its portfolio.

Contractual relationships with car rental companies, tour operators, transfer providers and tourism activity establishments.

Agreements with accommodation establishments and tourism suppliers allow the agency to earn commissions or agreed booking fees on successful transactions.

The portfolio continues to develop with additional establishments approaching the Seller to request representation and inclusion on its booking platform.

What competition exists?

The Seller benefits from several established competitive advantages after many years of being established and focussed within the Garden Route region. However, there is local competition and will always be, but this particular website domain has a strong and loyal brand following within the tourism industry.

What are the seasonal trends?

Peak demand traditionally occurs during the December–January summer holiday season, Easter and school holidays, however the region continues to attract visitors throughout the year.

The business benefits from its diversified domestic and international client base, from the United Kingdom, Europe, the UAE and Saudi Arabia, whose travel patterns provide opportunities for bookings outside the traditional South African peak holiday season.

The business benefits from strong peak-season demand while retaining opportunities to generate enquiries and reservations throughout the year.

Are there up-to-date Management Accounts available?

Yes, as and when required.

How could the profitability of the business be improved?

The business offers potential growth and increased profitability through the expansion of its existing travel services, established accommodation portfolio, international client markets and online booking platform.

These include:

Developing and marketing additional bespoke holiday packages.

Expanding the agency's existing group and Free Independent Traveller (FIT) services.

MICE & Corporate Tourism: Developing Meetings, Incentives, Conferences and Exhibitions (MICE) tourism, including corporate retreats, incentive travel, conference accommodation and group travel arrangements.

Expanding the range of bookable experiences, including adventure tourism, sporting events, private guided tours, luxury transfers, concierge services and specialised regional travel experiences.

Further developing the existing portfolio of approximately 300 contracted accommodation establishments.

The business previously operated an established holiday property management division, overseeing the reservations, servicing and management of luxury holiday accommodation throughout the Garden Route.

This division was recently divested as part of a decision to reduce the owner's operational responsibilities.

The former property management business is subject to a three-year restraint of trade which commenced 1 February 2026.

Subject to the terms and applicability of this agreement, a purchaser may have opportunities to establish or expand property management operations in the future.

What is the total staff complement?

The business currently operates as a streamlined, owner-managed online travel agency with no permanent employees.

It can be operated by an individual owner or expanded through the appointment of reservations, sales and administrative personnel as required.

How involved is the Owner in running the business?

The owner oversees the day-to-day operations of the business, including reservations, client enquiries, quotations, tailor-made travel arrangements, supplier coordination, marketing and financial administration themselves.

Following the divestment of the former holiday property management division, the business has been streamlined into a flexible, remotely operated travel agency without the operational responsibilities associated with managing physical holiday properties.

When does the current lease end?

The business operates entirely online and remotely with no requirement for dedicated premises.

It can be managed from virtually any location with reliable internet access.

Despite the business specialising in the Garden Route and surrounding regions, an owner is not required to reside in the area to operate the agency.

Do you require a licence?

The business has the following licenses and legal requirements in place.

SATSA: Affiliated with the Southern Africa Tourism Services Association (SATSA), providing industry recognition and access to an established tourism network.

PPRA Registration: Long established registration with the Property Practitioners Regulatory Authority (PPRA).

Fidelity Fund Certificate: The business holds held a Fidelity Fund Certificate in accordance with applicable property practitioner regulatory requirements.

Trust Account: An established trust banking arrangement is in place in connection with the business's property-related activities.

What are the main assets of the business?

The principal assets are its established brand, intellectual property, online travel agency platform, extensive accommodation and tourism supplier network, client relationships and considerable goodwill.

The name and brand, developed over many years of trading with established recognition and relationships within the Garden Route tourism industry.

An established, region-specific online travel agency website and associated domain, providing a platform for accommodation reservations, tourism services, travel enquiries and online marketing.

Approximately 300 contracted accommodation establishments, including luxury villas, holiday homes, apartments, guesthouses and other accommodation providers throughout the Garden Route and surrounding regions.

Contractual agreements and longstanding relationships with tour operators, transfer providers, car rental companies and tourism activity establishments throughout the Western and Eastern Cape.

An existing domestic and international client network, including repeat and referral clientele and experience servicing travellers from South Africa, the United Kingdom, Europe, the UAE and Saudi Arabia.

Established relationships with domestic and international travel agencies and tourism operators that utilise this businesses regional expertise and booking services.

Established social media accounts, destination-focused website content, blog articles, promotional materials and online marketing infrastructure.

Established reservations procedures, supplier information, booking administration processes and electronic payment facilities supporting the daily operation of the online travel agency.

Strengths?

The business has over 13 years of industry experience, brand recognition, goodwill and an established presence within the Garden Route tourism market.

Approximately 300 contracted holiday accommodation establishments, including luxury villas, holiday homes, apartments, guesthouses and other tourism accommodation providers throughout the Garden Route and surrounding regions.

The agency services direct travelers and affiliated travel agencies, with established relationships and experience in the South African, UAE, Saudi Arabian, European and British markets.

Established agreements with car rental companies, including an Avis-affiliated booking facility accessible through the website, together with tour operators, transfer providers and tourism activity establishments throughout the Western and Eastern Cape.

Experience in group and Free Independent Traveller (FIT) travel, conferences, golf getaways, romantic holidays, bespoke travel arrangements and tailor-made itineraries between Cape Town, the Garden Route and surrounding destinations.

A well-established, region-specific website supported by social media marketing, destination-focused content and longstanding online brand exposure.

A streamlined, owner-managed business requiring no dedicated commercial premises or permanent employees, allowing flexible remote operation.

Weaknesses?

The business is currently operated only by its founder, who all the operational aspects.

While this contributes to low fixed overheads, additional staffing may be required should a purchaser wish to expand operations significantly.

Opportunities?

Further developing and marketing tailor-made travel experiences, including golf tours, wedding and honeymoon packages, romantic getaways, luxury family holidays, adventure tourism and private guided tours. Expanding existing group and Free Independent Traveller (FIT) services, including multi-destination itineraries, specialised group tours, escorted travel and accommodation packages.

MICE & Corporate Tourism: Developing Meetings, Incentives, Conferences and Exhibitions (MICE) tourism, including corporate retreats, incentive travel, conference accommodation and group travel arrangements. Expanding premium travel services, including private transfers, exclusive experiences, personalised concierge arrangements and bespoke destination-management services.

Increasing investment in search engine optimisation, targeted international advertising, social media campaigns, online booking technology and partnerships with international travel agencies.

The business previously operated a lucrative luxury holiday property management division. This could be re-introduced once the current restraint of trade period is over.

The Seller owns several other potentially valuable tourism-related website domains, which may be acquired separately by negotiation, providing opportunities for additional online marketing and brand expansion.

Threats?

There are two threats to a business of this nature.

The first is that since there is only one Owner/Operator the business is vulnerable to any setbacks that may occur to the Owner.

The second is that unfavourable market forces can have a direct impact on the business offerings.

What is the reason for the sale?

After more than 13 years of successfully establishing and developing the business into a recognised specialist travel agency, the founder has made the decision to pursue new professional opportunities and interests for personal reasons and will most likely be traveling abroad.

This presents the opportunity for an incoming purchaser to acquire an established business within this market sector.

Why is this a good business?

Having been established for over 13 years, the business benefits from being a recognised regional brand, an established online booking platform, an extensive portfolio of contracted accommodation establishments, longstanding tourism supplier relationships and an established domestic and international client and referral network.

With experience servicing travellers from South Africa, the United Kingdom, Europe, the UAE and Saudi Arabia, the agency has developed a strong foundation within both the domestic and international inbound tourism markets.

A low-overhead business model and without the requirement for dedicated commercial premises or staff. The website is extremely powerful and a Buyer may like to consider adding in the rental property management services once any related restraint of trade is exhausted.