



# BUSINESS REPORT

Date: **17th July 2025**

Business Reference: **37506**

About the Business:

## **Guesthouse Opportunity - unique environment - Lifestyle Opportunity**

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The ideal buyer is a lifestyle seeking investor looking for a manageable, income-generating property with growth potential in the tourism sector. This is the best property in a town in the Drakensberg Literally a farm in town - which can be started again.....

# Guesthouse Opportunity - unique environment - Lifestyle Opportunity



Sector: **Accommodation**

Asking Price:

**R 3,500,000**

Monthly Profit:

**R 22,000**

Asset Value:

**R 3,500,000**

Stock Value:

**R 10,000**

Yearly Net Profit :

**R 264,000**



# Business Report

## Fully describe the business's activities?

This 9-BEDROOM Guesthouse, self-catering, on large 3,167 hectare plot has so much potential !

It also serves as a wedding venue and have been described by clients as a tranquil retreat nestled between two mountains, offering scenic views and a peaceful atmosphere ideal for relaxation and outdoor activities

### Accommodation Overview

The guesthouse features five distinct units, each equipped with kitchen facilities (stove, microwave, bar fridge, tea/coffee station, crockery & cutlery), en-suite bathrooms, heaters and fans and all linen is provided and have lovely patios with outdoor furniture and braai (barbecue) facilities.

### Guest Experience

The guesthouse is praised for its cleanliness, safety, and warm hospitality. Reviews highlight the privacy, practicality, and scenic beauty of the location, making it suitable for couples, families, and solo travelers alike

## How does the business operate on a daily basis?

The Property are self run with a Manager and staff. The owner lives in Cape Town

## What competition exists?

There are 5 other guesthouses in the town but this location boasts of being the best and safest location.

## How could the profitability of the business be improved?

Advertising, FOCUS, weddings, dedicated group tours, etc.

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

The owners recently employed a manager.  
There is also a cleaner, gardener and handyman

## Do any have management potential?

Yes - the manager can be further developed.

## How involved is the Owner in running the business?

The owner handles all finances and bookings

## What are the trading hours?

8h00 to 20h00

## More Property Information

More info will be shared to approved buyers

## What are the main assets of the business?

Guesthouse with some furniture.

## Strengths?

Scenic Location: Nestled between mountains in this amazing town, they offer tranquil views and a peaceful atmosphere.

Variety of Accommodation: Multiple units with self-catering facilities, en-suite bathrooms, and private patios.

Pet-Friendly: Welcomes pets by arrangement, appealing to traveling families and pet owners.

Online Booking Availability: Active on platforms like Booking.com and LekkeSlaap, making reservations convenient

Positive Guest Feedback: Reviews highlight cleanliness, safety, and warm hospitality.

Excellent location

Starting point for many mountain trails

Dam, game on the land, lots of space, lots of BBQ places

Magnificent mountain views

The guesthouse gets more snow than town

## Weaknesses?

Remote Location: While scenic, the town is relatively isolated, which may deter some travelers.

Limited Digital Engagement: Facebook presence is modest, with few posts and limited interaction.

Seasonal Renovations: Renovations may disrupt availability or guest experience temporarily

Limited shops in town

Heavy rain or snow can cause problems.

## Opportunities?

Social Media Growth: Expanding content and engagement on platforms like Instagram and Facebook could attract more guests.

Adventure Tourism: Leverage nearby hiking and 4x4 trails to offer packages or guided experiences.

Eco-Tourism Appeal: Emphasize sustainability and nature-based experiences to attract eco-conscious travelers.

Many other like - fishing tours, hiking tours, biking tours, art gallery and expanding their clothing range.

## Threats?

Weather Dependency: Outdoor activities and scenic appeal may be affected by seasonal weather.

Local Competition: Other guesthouses or B&Bs in the Eastern Cape may offer similar amenities.

Economic Factors: Travel budgets and tourism trends can fluctuate, impacting bookings as well a petty theft / crime in town.

## What is the reason for the sale?

The owner wants to keep his focus in Cape Town.