

**business**  
for sale



Date: **27th June 2026**  
Business Reference: **38276**

About the Business:

## **Rare Magaliesberg Eco-Tourism Development Opportunity**

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# Rare Magaliesberg Eco-Tourism Development Opportunity



Sector: **Property**

Asking Price:

**R 3,900,000**

Monthly Profit:

**R 0**

Asset Value:

**R 0**

Stock Value:

**R 0**

Yearly Net Profit :

**R 0**



# Business Report

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

Here's a revised version that reflects the current situation:

### Daily Operations Description:

The property operates as a caravan park with limited accommodation following a fire in 2021 that affected the guest house. The business currently generates income from the caravan sites, and the remaining accommodation facilities. Daily operations include maintaining the property and grounds. The property presents an excellent opportunity for a new owner to rebuild and expand the accommodation offering to its former potential.

## What Advertising/Marketing is carried out?

None currently

## What competition exists?

The property operates within the broader hospitality, guest accommodation, camping, and caravan park market. Competition consists primarily of guesthouses, lodges, farm stays, camping resorts, and caravan parks within the surrounding region.

The property's competitive advantage lies in its peaceful rural setting, offering visitors an opportunity to escape the hustle and bustle of city life while remaining within a reasonable travelling distance of major urban centres. The combination of accommodation facilities, camping and caravan infrastructure, expansive 6.8-hectare grounds, and commercial zoning provides a unique opportunity for a variety of tourism and hospitality offerings.

As demand continues for nature-based tourism, weekend getaways, camping, and countryside experiences, the property is well positioned to attract guests seeking relaxation, outdoor activities, and a tranquil environment away from busy city areas.

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

Rebuild and expand the accommodation facilities to increase overnight capacity, market the caravan park to tourists and contractors, host events and functions at the pub, introduce additional food and beverage offerings, and implement targeted marketing to attract more local and travelling customers. The property also offers significant potential for further development and expansion of its hospitality services.

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

Fully managed by owner

## When does the current lease end?

Privately owned

## What are the main assets of the business?

The Buildings

## Strengths?

Large 6.8-hectare property with established infrastructure including accommodation units, caravan and camping facilities, ablution block, and utility connections. Flexible zoning allowing for mixed agricultural and commercial use. Proven history as a guesthouse and hospitality venue with existing layout suitable for redevelopment.

Perfect LOCATION

## Weaknesses?

The property is currently not operational and has low active income. Significant damage from a fire in 2021 affected key structures. Additional restoration and capital investment will be required to fully reinstate or redevelop the facilities.

## Opportunities?

Strong potential for redevelopment into a guest lodge, caravan park, farm stay, eco-tourism destination, or events venue. Demand for countryside and outdoor accommodation experiences supports a wide range of possible business models. Existing infrastructure reduces development time compared to a greenfield site.

## Threats?

High initial redevelopment costs may be required to restore full functionality. Market conditions in the hospitality and tourism sector can fluctuate seasonally. Competition from established and fully operational accommodation providers in surrounding regions may influence occupancy during the rebuild phase.

## What is the reason for the sale?

The sale is being driven by personal family responsibilities, as the owner needs to care for her mother, combined with financial constraints following the fire damage and reduced operations.