



Good people. Good thinking. Good feeling.

# COMPANY PROFILE





# GET IN TOUCH!

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The Courtyard, Building 2, First Level, Central Park, Century City, Cape Town, 7441, South Africa

T: +27 21 912 1300

**Central reservations: 0861 266 222**

[www.bonhotels.com](http://www.bonhotels.com)  
[info@bonhotels.co.za](mailto:info@bonhotels.co.za)

Media and Public Relations  
Big Ambitions

T: 27 72 125 6025



CONTACT US

 LINKEDIN

 @BONHotels

 FACEBOOK

 TWITTER

# Grand Daddy Boutique Hotel by BON Hotels

Cape Town

Tel no: +27 (0)21 207 8888

[info@granddaddy.co.za](mailto:info@granddaddy.co.za)



# BON Hotel Delta

Tel no: +234 806 870 0306

res.bonhoteldelta@outlook.com



# Protea by Marriott Hotel Cape Town Durbanville

Tel no: +27 (0) 21 913 9256  
[rm@phdurbanville.com](mailto:rm@phdurbanville.com)





## **Buckler's Africa Lodge by BON Hotels**

*Mpumalanga*

Tel no: +27 76 574 3874/ 13 880 0455

[info@bucklersafrica.co.za](mailto:info@bucklersafrica.co.za)





**BON Hotel Waterfront  
Richards Bay**

Tel no: +27 (0)35 788 0448  
res@bonwrb.net



## Guy Stehlik

Founder & CEO

With an innate enthusiasm and dedication to the hotel industry, Guy's innovative and creative approach has ensured a successful and impressive career spanning many years as a hotelier, hotel owner and founder of BON Hotels.



*Good people. Good thinking. Good feeling.* - - - - -



# OUR LEADERSHIP



**Bukelwa Ngwexana**

*Group Human Resources Manager*

[hr@bonhotels.com](mailto:hr@bonhotels.com)



**Pieter van Eck**

*Group Developments Director*

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**Dawid de la Guerre**

*Group Financial Director*

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**Greg Sparke**

*Group Operations Director*

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**Gareth Venner**

*Group Sales Director*

[gareth@bonhotels.com](mailto:gareth@bonhotels.com)



**Lexy Ramoroka**

*Group Marketing Services Manager*

[lexy@bonhotels.com](mailto:lexy@bonhotels.com)

# BON HOTELS INTERNATIONAL WEST AFRICA



**Bernard Cassar**  
*Chairman*

With a career in the industry that spans some 35 years, Bernard is regarded as one of the most successful hotel industry pioneers in the African market. He is passionate about changing lives, adding value, living life to the fullest, making significant change and having fun doing it all.

[\*\*bernard@bonhotels.com\*\*](mailto:bernard@bonhotels.com)



**Guy Stehlik**  
*Executive Director*

With an innate enthusiasm and dedication to the hotel industry, Guy's innovative and creative approach has ensured a successful and impressive career spanning many years as a hotelier, hotel owner and founder of BON Hotels.

[\*\*guy@bonhotels.com\*\*](mailto:guy@bonhotels.com)



**Paul Umoh**  
*Managing Director*

Paul is a prominent member of the Nigerian community and brings a wealth of knowledge, understanding and expertise to the table. He joined BON Hotels International West Africa as Executive Financial Director in 2015, following some 13 years of experience in the hospitality industry as group's Financial Manager. Paul is committed to the groups expansion plans for the region and his vision is to grow a culture of Nigerian General Managers in line with international standards.

[\*\*paul@bonhotels.com\*\*](mailto:paul@bonhotels.com)



GOOD PEOPLE

# THE BON ETHOS



## OUR VALUES

HONESTY  
RESPECT  
GET THE BASICS RIGHT  
WE HEAR YOUR VOICE  
*(THIS IS OUR ACTION)*

## OUR VALUES

INNOVATIVE  
TECHNOLOGY DRIVEN  
TO STAY AHEAD OF INDUSTRY TRENDS  
WE HAVE LEARNED WHAT WORKS  
DEVELOP PEOPLE

## OUR MISSION

To turn around hotels that aren't performing as well as they could by implementing better management, marketing and administration.

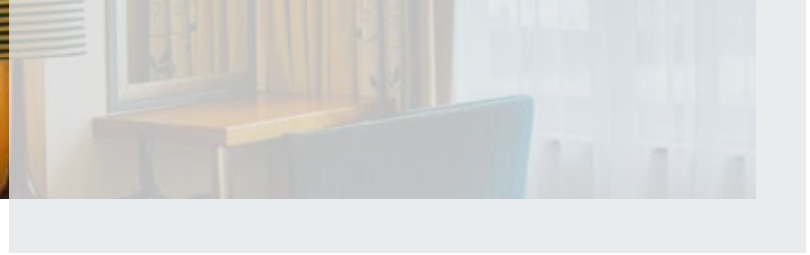
## OUR VISION

To be recognised by our stakeholders as the mid-market hotel, resort and lodge group of choice to work with.

## OUR VALUES

CREATE LOYALTY  
GENERATE PROFITABLE STANDARDS  
SUPPORT OUR COMMUNITIES  
BUILD LASTING RELATIONSHIPS





OFFERS

## THE BON SYSTEM



### PROVIDES:

- Management Agreements
- Sales & Marketing Agreements
- Joint Ventures
- Technical and Pre-opening assistance
- Centralised Procurement
- Business Rescue Administration, marketing and management
- Revenue Management
- Brand Management – BON Hotels/Protea Hotels/Others
- White Label Management



### OUR VISION:

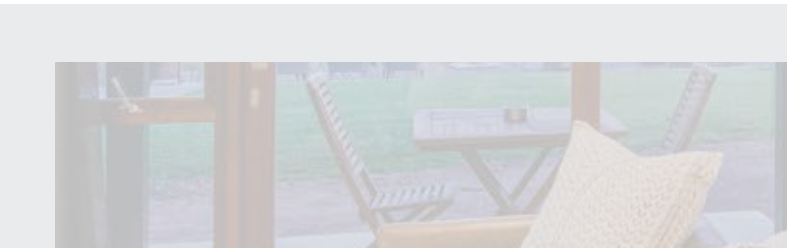
To be recognised by our stakeholders as the mid-market hotel, resort and lodge group of choice to work with.



### OUR MISSION:

To turn around hotels that aren't performing as well as they could by implementing better management, marketing and administration.

VISION & MISSION





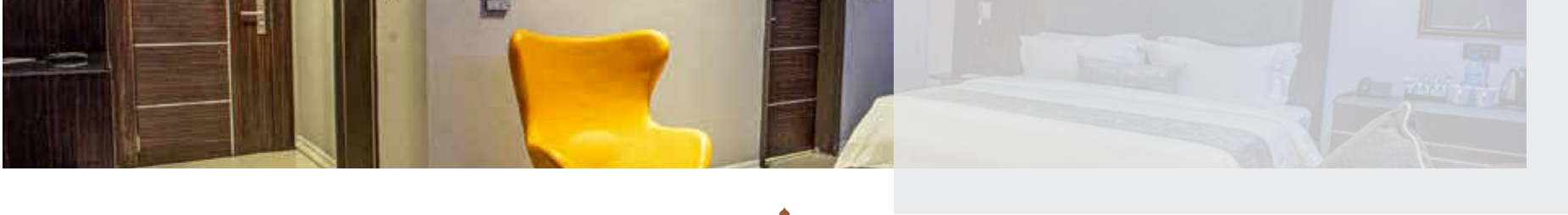
# TURNAROUND SPECIALISTS

Focusing on every aspect of hotels management and operations, BON Hotels delivers a relevant, modern approach to hotel management, property openings or major repositioning. With specific needs of hotel owners in mind, BON Hotels has emerged as a forward-thinking company by bringing a fresh perspective to the African hospitality landscape.

Successful in the turnaround efforts of some ailing hotels, BON Hotels is recognised as a business-rescue and turnaround specialist, having successfully delivered game-changing results at some of Africa's struggling hotels.

## ABOUT US





# CUSTOMISED OWNER-OPERATOR AGREEMENTS

- **Franchise Agreement**
- **Manchise Agreement** (*Licence and Limited Supervision Agreement*)
- **Management and Licence Agreement**
- **Sales and marketing Agreement**
- **Joint ventures**
- **Technical and Pre-opening assistance**
- **Centralised procurement**
- **Business Rescue Administration, marketing and management**
- **Revenue Management**
- **Brand Management - BON Hotels/Protea Hotels/Others**
- **White Label Management**



AGREEMENT

# BON HOTELS CENTRALISED SERVICES AVAILABLE

## Sales & Marketing

- Shared Sales services
- Sales & Trade Show Representation
- Social Media
- Email Marketing
- Online search optimisation
- Design & Content Creation
- Distribution & OTA Management
- Advertising, Media & PR Management
- Online Reputation Management (*Guest Feedback*)
- Brand and Quality Management

## Other

- Human Resources Services
- Centralised Procurement and Purchasing Portal
- Finance and Payroll Services
- Full Operational Oversight



# BON LOYALTY AND REWARDS



*Your Friend with benefits*

BONami is a no-fuss hospitality rewards programme with immediate benefits and discounts for our guests. It is our way of saying thank you for staying with us, and also a way of welcoming guests to the BON family.



- Discounts on accommodation rates, including specials



- Up to 50% discount on meals



- Use of your complimentary vouchers



- Early arrival/late checkout privileges



- Room upgrades



- Room preferences and special requests



- Free wi-fi



- Free parking

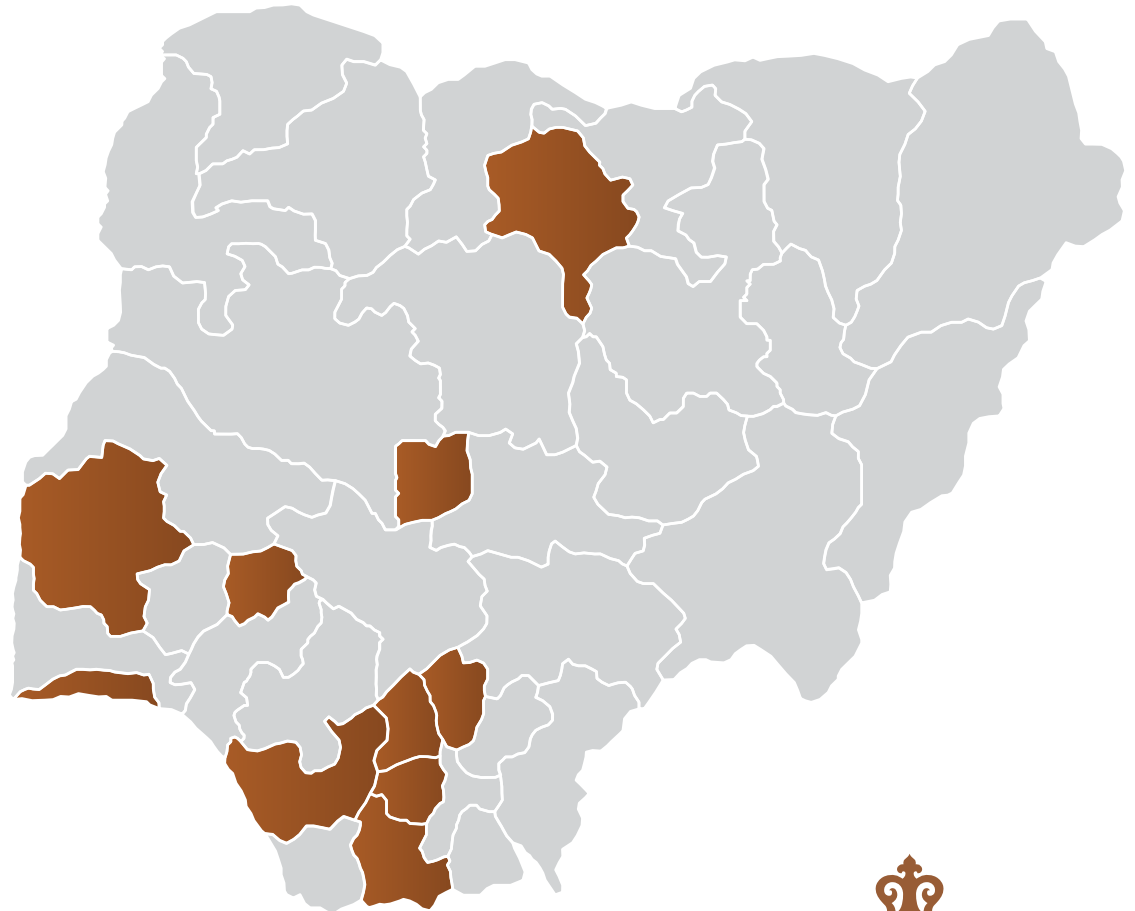
BONami



# IN OPERATION

## West Africa

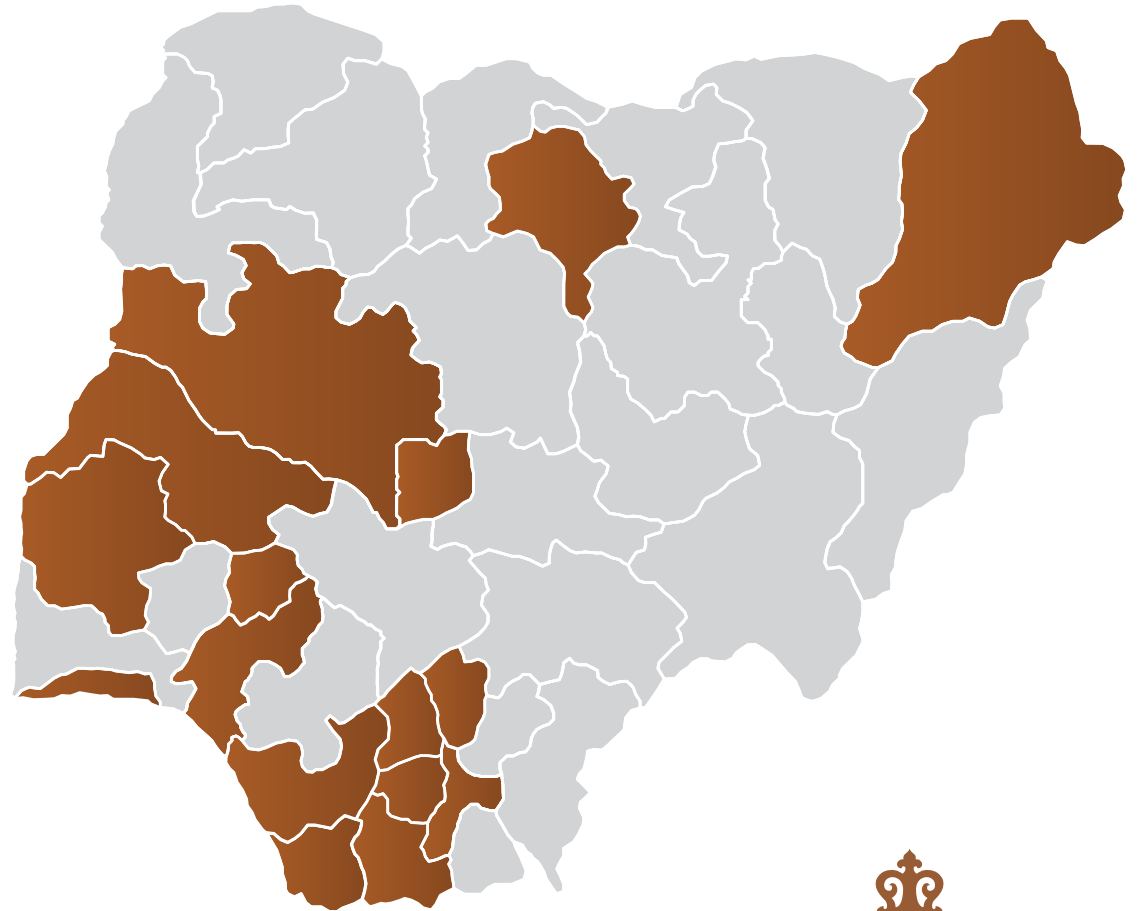
HOTEL	REGION	ROOMS
BON HOTEL ABUJA	ABUJA	28
BON HOTEL GRAND TOWERS	ABUJA	30
BON HOTEL ELVIS	ABUJA	79
BON HOTEL IKEJA RESIDENCE	LAGOS	90
BON HOTEL LEKKI RESIDENCE	LAGOS	25
BON HOTEL SAFFRON	LAGOS	84
BON HOTEL DELTA	WARRI	68
BON HOTEL HYATTI WARRI	WARRI	48
BON HOTEL TRIPOD OWERRI	OWERRI	66
BON HOTEL GRAND TOWERS EKITI	EKITI	60
BON HOTEL NEST BODIJA	IBADAN	57
BON HOTEL SMITH CITY AWKA	AWKA	64
BON HOTEL LAFIA KANO	KANO	36
BON HOTEL ASABA BOUTIQUE	ASABA	54
BON HOTEL NEST OGBOMOSHO	OGBOMOSHO	34
BON HOTEL PLATINUM ENUGU	ENUGU	40
BON HOTEL PORT HARCOURT AT LA KINGS	PORT HARCOURT	60
BON HOTEL GARDEN CITY	PORT HARCOURT	84



# COMING SOON

## West Africa

HOTEL	REGION	ROOMS
BON HOTEL MAITAMA RESIDENCE	ABUJA	20
BON HOTEL WUSE RESIDENCE	ABUJA	130
BON HOTEL GUDU RESIDENCE	ABUJA	66
BON HOTEL JAHI RESIDENCE	ABUJA	150
BON HOTEL NEST GARKI	ABUJA	25
BON HOTEL ASOKORO RESIDENCE	ABUJA	60
BON HOTEL ASOKORO ANNEX	ABUJA	7
BON HOTEL APPO BOUTIQUE	ABUJA	35
BON HOTEL OCTOGON	ABUJA	220
BON HOTEL IMPERIAL	ABUJA	54
BON HOTEL JADES	ABUJA	60
BON HOTEL SE7EN LEKKI	LAGOS	117
BON HOTEL VGC LEKKI	LAGOS	80
BON HOTEL DIPLOMATIC RESIDENCE	LAGOS	80
BON HOTEL VICTORIA ISLAND	LAGOS	50
BON HOTEL NEST	LAGOS	94
BON HOTEL GRAND TOWERS OWERRI	OWERRI	60
BON HOTEL TRANSTEL	OWERRI	80
BON HOTEL ADO EKITI	EKITI	60
BON HOTEL ASABA RESIDENCE	ASABA	120
BON HOTEL CRYSTAL LAKE	OGUTA	60
BON HOTEL ABA RESORT	ABA	60
BON HOTEL ABA NORTH	ABA	96
BON HOTEL TRANSTEL	UYO	100
BON HOTEL DANGRETE	UMUAHIA	55
BON HOTEL UMUAHIA RESIDENCE	UMUAHIA	30
BON HOTEL ROYAL PARKLANE	AKURE	57
BON HOTEL CROWNVILLE	PORT HARCOURT	60
BON HOTEL KWARA	KWARA	172
BON HOTEL ILORIN	KWARA	55
BON HOTEL NIGER	NIGER	60
BON HOTEL MAIDUGURI	MAIDUGURI	50



# IN OPERATION

## South Africa

HOTEL	REGION	ROOMS
BON HOTEL BLOEMFONTEIN CENTRAL	FREE STATE	115
PROTEA HOTEL DURBANVILLE	WESTERN CAPE	94
QUEEN'S HOTEL BY BON HOTELS	WESTERN CAPE	42
GRAND DADDY BOUTIQUE HOTEL BY BON HOTELS	WESTERN CAPE	25/7
BON HOTEL EMPANGENI	KWAZULU-NATAL	55
BON HOTEL WATERFRONT RICHARDS BAY	KWAZULU-NATAL	75
ROYAL PALM HOTEL & APARTMENTS BY BON HOTELS	KWAZULU-NATAL	94
BON HOTEL RUSTENBURG	NORTH WEST	70
SHISHANGENI BY BON HOTELS	MPUMALANGA	32
BUCKLER'S AFRICA LODGE BY BON HOTELS	MPUMALANGA	16



# IN OPERATION

## Rest of Africa

HOTEL	COUNTRY	ROOMS
MOUNTAIN VIEW INT. HOTEL BY BON HOTELS	SWAZILAND	58
BON PLAZA HOTEL ADDIS ABABA	ETHIOPIA	48



# COMING SOON

## South Africa

HOTEL	REGION	ROOMS
BON HOTEL CAPE TOWN	WESTERN CAPE	110
BON HOTEL MBOMBELA	MPUMALANGA	55
BON HOTEL PRETORIA	GAUTENG	40
BON HOTEL SANDTON	GAUTENG	65



# COMING SOON

## Rest of Africa

HOTEL	COUNTRY	ROOMS
BON HOTEL ACCRA	GHANA	60
BON HOTEL ACCRA CITY CENTRAL	GHANA	196
BON HOTELS LA PALM BEACH RESORT	GHANA	152
BON HOTEL CROWN FOREST	GHANA	120
BON HOTEL ABURI	GHANA	50
BON HOTEL TARKWA	GHANA	50
BON HOTEL TESANO	GHANA	50
BON HOTEL ELMINA BEACH RESORT	GHANA	100
BON HOTEL ESWATINI	ESWATINI	55
BON HOTEL GABORONE	BOTSWANA	103
BON HOTEL GERMAN SQUARE ADDIS ABABA	ETHIOPIA	60
BON HOTEL AYAL TIZAZU ADDIS ABABA	ETHIOPIA	50





## BLUEPRINTS

Our Blueprints are codes of conduct and structured business templates that define how we behave, operate and work on a daily, weekly and annual basis.



### Owner-Operator Blueprint

Clearly outlining the hotel owner's bill of rights, ensuring respectful and successful owner-operator relationships.



### Marketing, Sales & Communications Blueprint

By following a disciplined, structured plan, we acquire new guests and secure their loyalty.



### Best of BON Blueprint

Making it possible to replicate quality in a consistent BON Hotels experience for every guest.



### BON People Blueprint

Putting the right people in the right place and investing in their value with training that develops their skills.



### Financial & Expense Management Blueprint

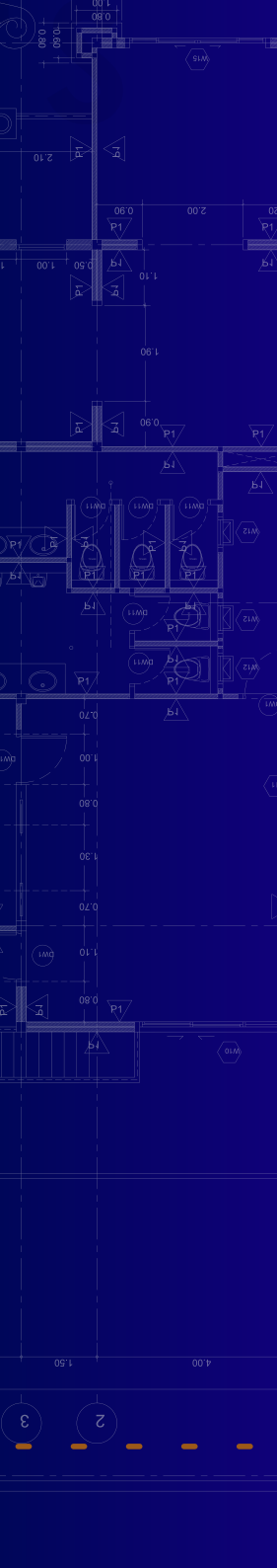
Feasibility, budgeting and control of financial processes in the quest for cost-effective standards.



### Asset Blueprint

Designed to maximise quality, profit and long-term value for the owner's assets.

*Good people. Good thinking. Good feeling.*



# TESTIMONIALS



## **Bertus Kotzee**

*Owner - BON Hotel Rustenburg*

I want to recommend BON Hotels to other owners of properties. The take-on process was quick and handled professionally. I really feel valued as a Franchisee and that BON Hotels has me, my team and our guests' best interests at heart. I want to thank the BON team for taking a week out of their busy schedules to travel up to Rustenburg and assist our team with System Integrations, Marketing, Operations and HR. It made us feel part of the family!



## **Andre de Klerk**

*General Manager - BON Hotel Empangeni & Waterfront Richards Bay*

The partnership with BON Hotels started on the 1st of August 2018 and together we have experienced the best of times and the worst of times more prevalent now with Covid-19. I believe that it is during the worst of times and considering a declining economy that a brand has the opportunity to show its true worth and dedication to your business and I believe that BON Hotels and its incredible Sales and Marketing team has done just that for us! Driven by passion, its Sales and Marketing team has managed to keep us afloat during the ongoing pandemic through their innovation, dedication, and can-do attitude towards our two properties.

I am proud to be associated with the BON Group and wouldn't think twice to recommend them; it is a no-brainer for me!



## **Pieter van Rooyen**

*General Manager - BON Hotel Bloemfontein Central*

I would like to thank BON Hotels for always being there for us. Your support has really helped us, especially during these very difficult circumstances that we are currently operating under.

TESTIMONIALS





Good people. Good thinking. Good feeling.