



# COMPANY PROFILE



Good people. Good thinking. Good feeling.



## GET IN TOUCH!

BON Hotels Head Office:

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**

info@bonhotels.co.za



**[www.bonhotels.com](http://www.bonhotels.com)**

Media and Public Relations

Big Ambitions

T: 27 72 125 6025







**Queen's Hotel by BON Hotels**  
*Western Cape*





**Majorca Apartments by BON Hotels**  
Century City, Western Cape





**Protea Hotel by Marriott**  
*Cape Town, Durbanville*





**BON Hotel Waterfront**  
*Richards Bay*





# 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.



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# OUR LEADERSHIP



**Pieter van Eck**

*Chief Operating Officer*

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



**Dawid de la Guerre**

*Group Financial Director*

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



**Charné Green**

*Group Human Resources Practitioner*

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



**Jaques Coetsee**

*Group Director of Sales and E-commerce*

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



**Jadine Venter**

*Head of Marketing*

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



**Marthinus Stader**

*Nodal General Manager*

[ops@bonhotels.com](mailto:ops@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*

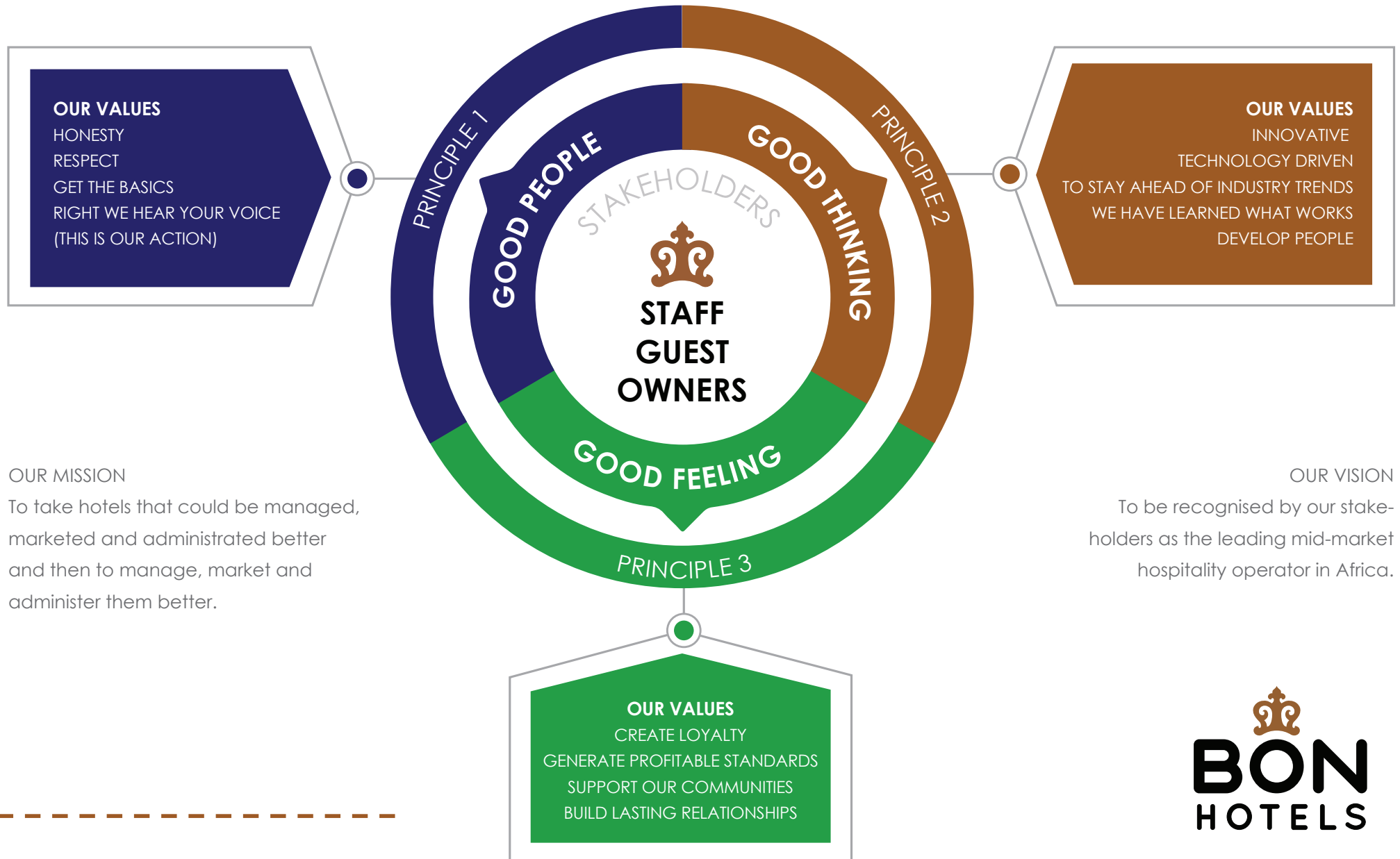
Paul is a prominent member of the Nigerian community and brings a wealth of knowledge, understanding and expertise to the table. He joined BON Hotels International West Africa as Executive Financial Director in 2015, following some 13 years of experience in the hospitality industry as group's Financial 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)

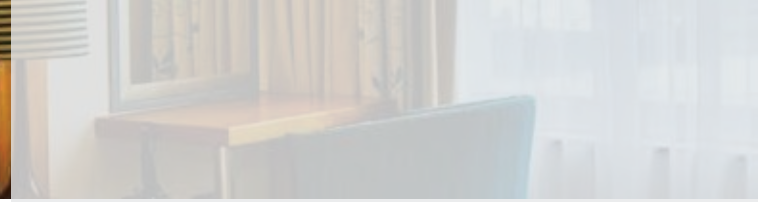




# THE BON ETHOS







# 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



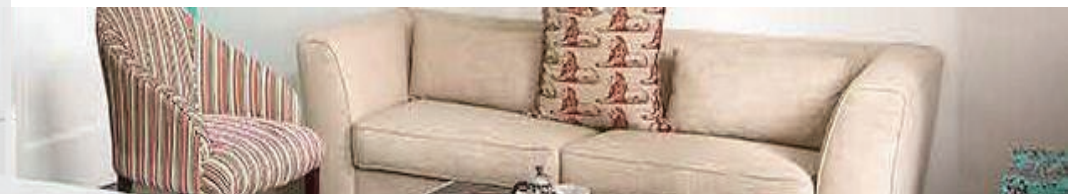
## OUR VISION:

To be recognised by our stakeholders as the leading mid-market hospitality operator in Africa.



## OUR MISSION:

To take hotels that could be managed, marketed and administrated better and then to manage, market and administer them better.







## 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.

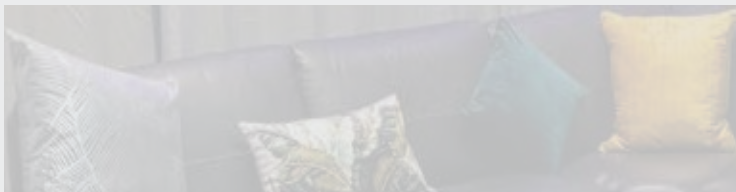
Successful in the turnaround efforts of some ailing hotels, BON Hotels is recognised as a business-rescue and turnaround specialist, having successfully delivered game-changing results at some of Africa's struggling hotels.





# 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





# 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



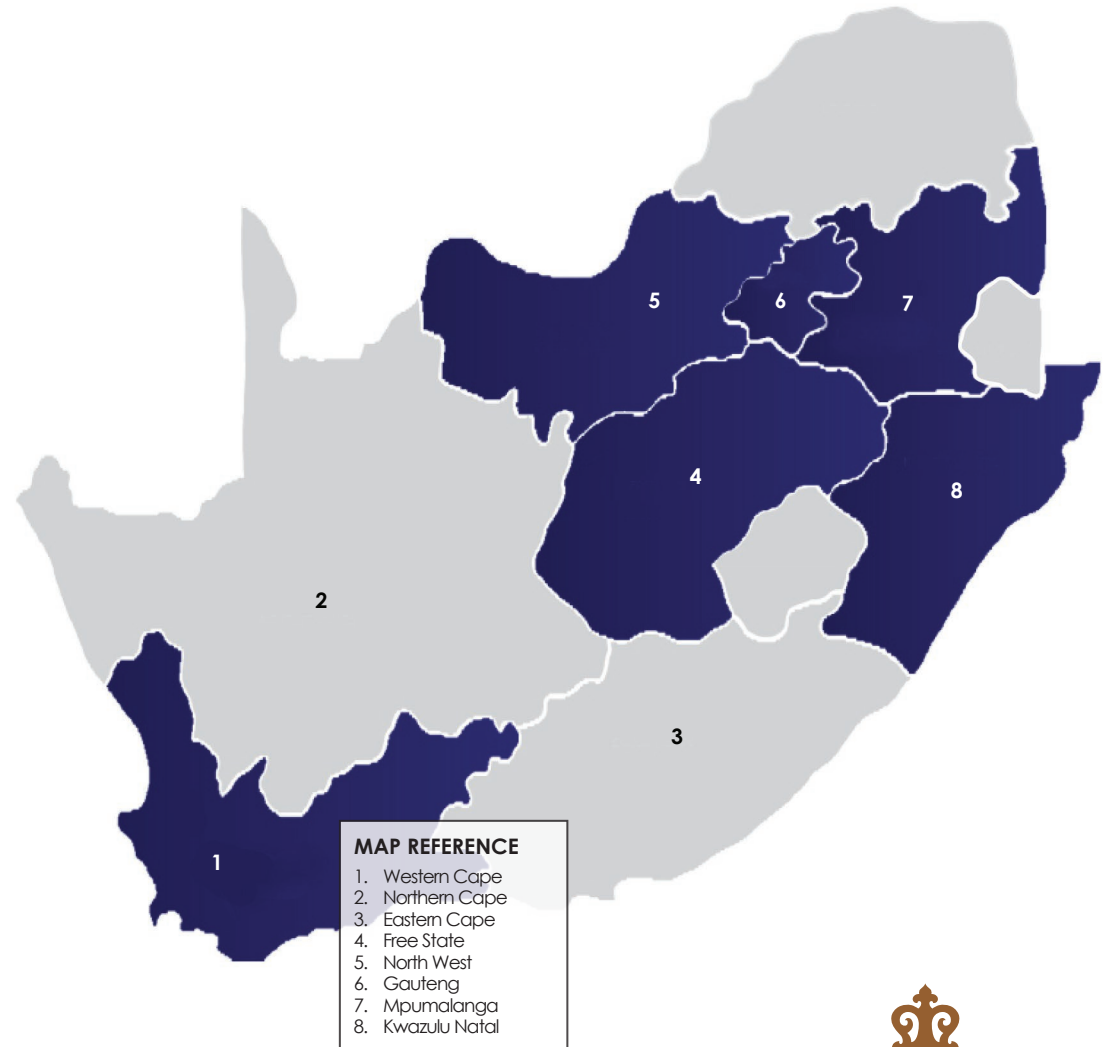
- Free parking



# IN OPERATION

## SOUTH AFRICA

HOTEL	REGION	ROOMS
BON HOTEL BLOEMFONTEIN CENTRAL	FREE STATE	115
PROTEA HOTEL BY MARRIOTT CAPE TOWN DURBANVILLE	WESTERN CAPE	94
MAJORCA APARTMENTS BY BON HOTELS	WESTERN CAPE	23
QUEEN'S HOTEL BY BON HOTELS	WESTERN CAPE	42
BON HOTEL EMPANGENI	KWAZULU-NATAL	55
BON HOTEL WATERFRONT RICHARDS BAY	KWAZULU-NATAL	75
ROYAL PALM HOTEL	KWAZULU-NATAL	94
BON HOTEL RUSTENBURG	NORTH WEST	70
SHISHANGENI BY BON HOTELS	MPUMALANGA	32
HALLMARK HOUSE BY BON HOTELS	GAUTENG	44



# COMING SOON

## SOUTH AFRICA

HOTEL	REGION	ROOMS
BON HOTEL CAPE TOWN	WESTERN CAPE	110
BON HOTEL MBOMBELA	MPUMALANGA	55
BON HOTEL PRETORIA	GAUTENG	40
BBON HOTEL SANDTON	GAUTENG	65
BON HOTEL ROSEBANK	GAUTENG	100
BON HOTEL DURBAN	KWAZULU-NATAL	45

## REST OF AFRICA

HOTEL	REGION	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	45
BON HOTEL GABORONE	BOTSWANA	103
BON HOTEL GERMAN SQUARE ADDIS ABABA	ETHIOPIA	60
BON HOTEL AYAL TIZAZU ADDIS ABABA	ETHIOPIA	50
LUANDA AND REGIONS	ANGOLA	300+

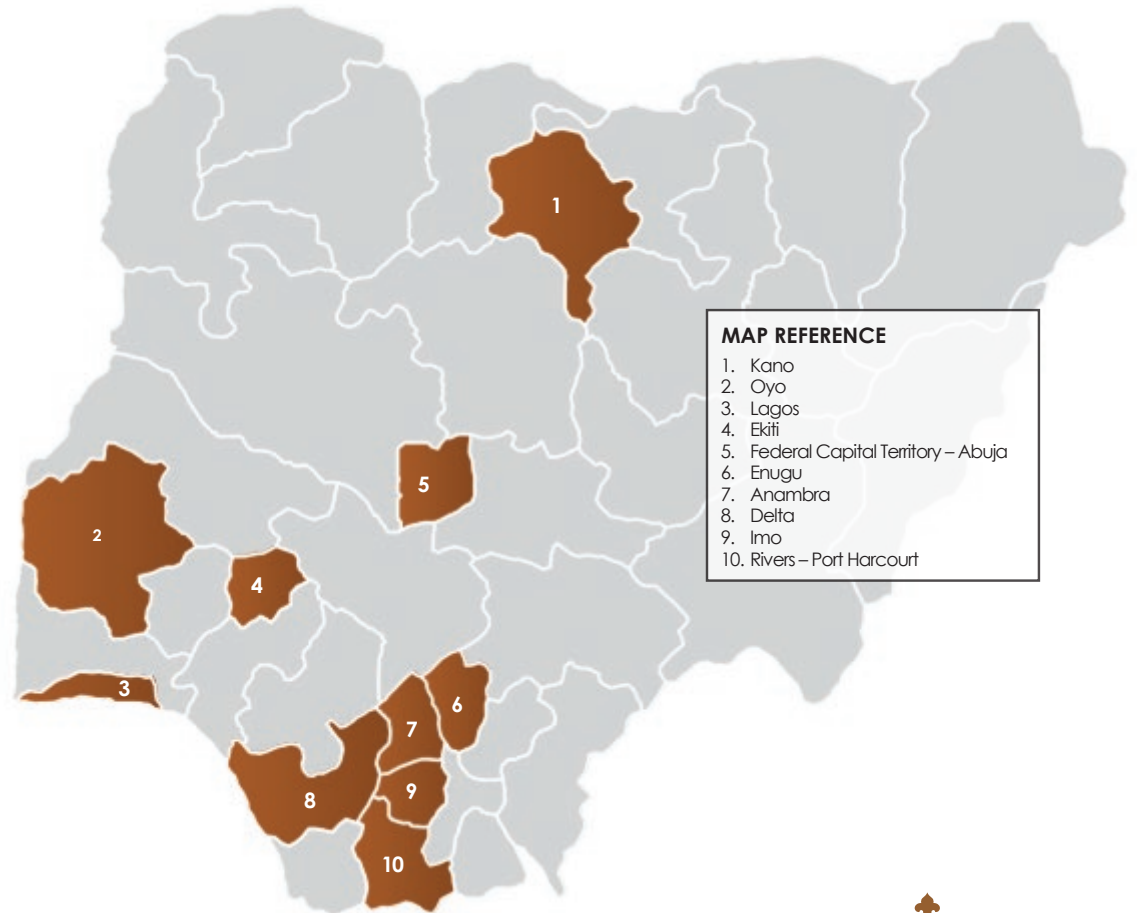




# HOTELS IN OPERATION IN NIGERIA

## NIGERIA

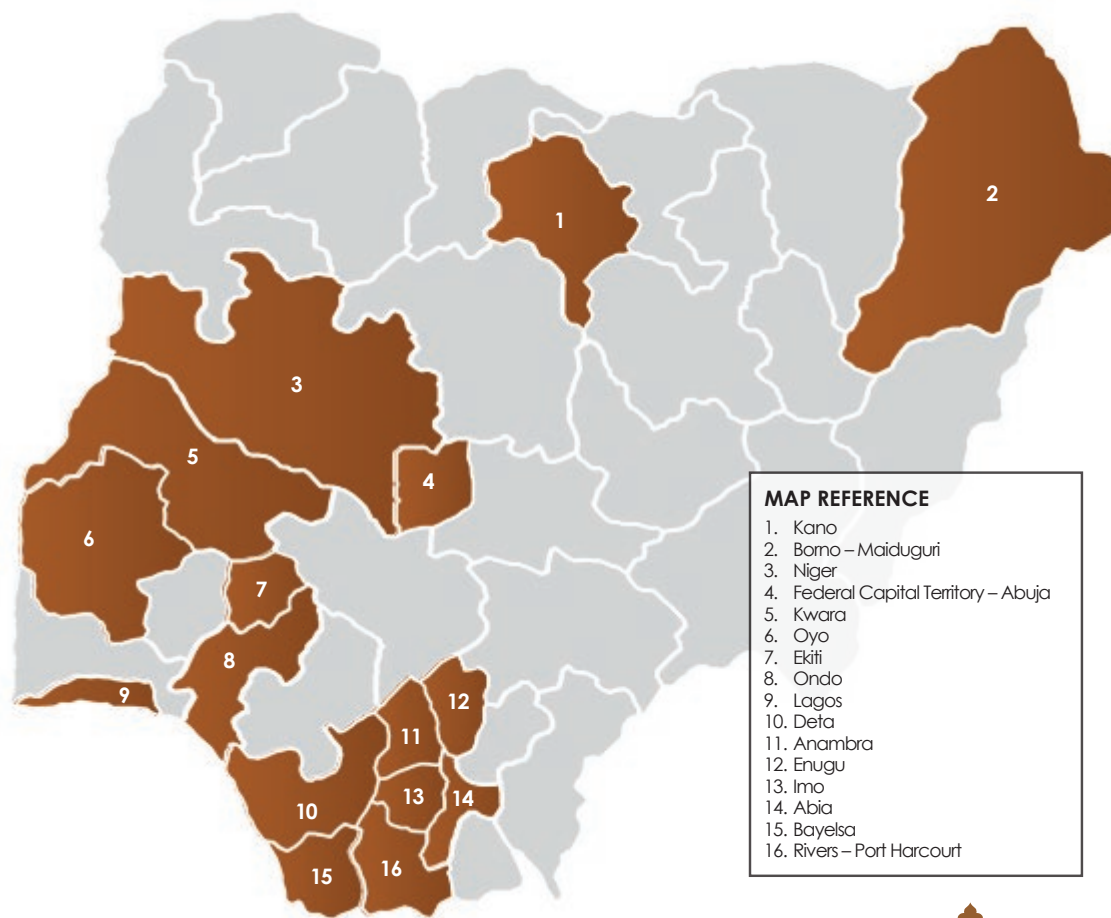
HOTEL REGION	ROOMS	ADS-ON	TOTAL
BON HOTEL ABUJA, MAITAMA	28		28
BON HOTEL ASOKORO RESIDENCE	8	12	20
BON HOTEL IMPERIAL ABUJA	54		54
BON HOTEL ELVIS ABUJA	78		78
BON HOTEL IKEJA RESIDENCE LAGOS	90		90
BON HOTEL OCTAGON ABUJA	225		225
PROTEA BY MARRIOTT DELTA	69	10	79
BON HOTEL HYATTI WARRI	47		47
BON HOTEL NEST BODIJA IBADAN	57	21	78
BON HOTEL SMITH CITY AWKA	59		59
BON HOTEL LAFIA KANO	33	41	74
BON HOTEL ASABA, ASABA	54		54
BON HOTEL NEST OGBOMOSHO	34		34
BON HOTEL PLATINUM ENUGU	72		72
BON HOTEL ROYAL PARKLANE AKURE	61		61
BON HOTEL TRANSTELL RESIDENCE ASABA	93		93
BON HOTEL NEST GARKI, ABUJA	27		27



# COMING SOON

## NIGERIA

HOTEL	REGION	ROOMS
BON HOTEL ACCRA	GHANA	60
ON HOTEL MAITAMA RESIDENCE	ABUJA	20
BON HOTEL WUSE RESIDENCE	ABUJA	130
BON HOTEL GUDU RESIDENCE	ABUJA	66
BON HOTEL JAH I 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 SEZEN 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	OYO	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



- MAP REFERENCE**
1. Kano
  2. Borno – Maiduguri
  3. Niger
  4. Federal Capital Territory – Abuja
  5. Kwara
  6. Oyo
  7. Ekiti
  8. Ondo
  9. Lagos
  10. Delta
  11. Anambra
  12. Enugu
  13. Imo
  14. Abia
  15. Bayelsa
  16. Rivers – Port Harcourt





# 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.

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# OWNER'S BILL OF RIGHTS

This defines our relationships with hotel owners. It creates clear boundaries and sees to it that the relationship between hotel owners and key BON Hotels management is sound, respectful and mutually beneficial.

## OWNER'S RIGHTS

- Right that operator puts owner's interests first
- Right to absentee ownership
- Right to active ownership
- Right to a fair and equitable management agreement (not operator biased)
- Right to approve a detailed annual operating plan
- Right to approve a detailed annual capital plan
- Right to a reasonable restrictive (noncompetitive) covenant
- Right to operator performance standards
- Right to control cash in excess of operating capital requirements and in the replacement reserve account
- Right to understand the costs and benefits associated with operator system reimbursable expenses
- Right to meet monthly with operator to review financial performance
- Right to have access to and audit the books and records of the hotel
- Right for the hotel to be managed consistently with maximising long term asset value

## OPERATOR'S RIGHTS

- Right to manage the hotel without undue interference from owner (reasonable non-disturbance)
- Right to manage the hotel in a consistent manner with an approved annual plan (operating and capital budgets)
- Right to limited financial risk
- Right to indemnity except for gross negligence or willful misconduct
- Right to cash for operating capital and approved capital-expenditure requirements
- Right to a stable, reasonable contract term, subject to performance standards
- Right to earn a fair base management fee and an incentive fee based on performance
- Right to demand that the owner be well-capitalised and the hotel not over-leveraged
- Right to operate and maintain the hotel consistent with operator's standards
- Right to select, terminate, train, supervise, and assign all employees of the hotel
- Right to require the owner to maintain appropriate insurance coverage and hold operator harmless for any loss sustained



# 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



# BON HOTELS PARTNERSHIP

In line with our commitment to BONangels Social Responsibility, BON Hotels has partnered with the South African Guide-Dogs Association for the Blind. Together, we're dedicated to advancing accessibility and inclusivity for travellers with disabilities.

Our partnership aims to combat discrimination against Assistance Dog Owners and ensure that every guest feels genuinely welcome and respected at our hotels.







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