A cut above the rest
From humble beginnings

- Land bought by the Pasiya Family in 1969
- Established in 2007 with 23 rooms and a marquee
- Today, we are a multi-purpose events and accommodation facility boasting 50 rooms and 6 conferencing venues
- 4 star grading from the South African Grading Council
- Business is valued at R40 million
BACKGROUND

• Location – Right in the middle of Lurasini A/A – Nyandeni

• Mthatha, a melting pot with 1.2 million people, is a surrogate city for many surrounding towns.

• Gateway to Port St Johns, Wild Coast, Garden Route, it has a high traffic volume and congestion.

• Against this back-drop, Mthatha had no safe and tranquil one-stop accommodation for the weary traveller, nor a facility for large conferences. The nearest wedding & conference venues were in East London.

• We decided to be the solution, and Dan’s Country Lodge was born.

• The overwhelming market response has confirmed that indeed we filled a gap in the market.
VISION

To be the market leader in the hospitality industry, offering a multi-purpose world class destination in Southern Africa and beyond. We achieve this by:

• Creating innovative and dynamic environment that will be receptive to ever changing stakeholder needs.

• Contributing meaningfully to the socio-economic welfare of the region.
MISSION

We aim to achieve optimal customer satisfaction, sustainable growth and excellence through visionary leadership, and dedicated employees; offering superior facilities, safe and secure environment – an out this world experience.
• Three primary market segments:
  • Conferencing (corporate, government and municipality)
  • Accommodation
  • Weddings
    • Events and other ceremonies
WHAT WE OFFER

• Shuttle services
• Six Banqueting halls
• 1000 seater marquee for large events and exhibitions
• Kiddies paradise, equipment, music, jungle gym, play station and a nanny on request
• 24hr on-site petrol station, convenience store, Capantos Coffee Shop and police station
• Efficient personnel
WHAT WE OFFER

• We offers guests a world class multi-purpose facility:
• 50 en-suite rooms - come standard with DSTV and air conditioning.
• Dan's Diner provides sumptuous meals.
• Fully equipped gym and sauna
• Secure off-street parking
• Golf carts for guests’ convenience.
Modern comfort with accents of African charm
- Fully equipped, on-site gymnasium
Rolling Misty Green Hills
Perfect Business Retreat
Local Meets International Standards
DCL has managed to contribute positively to the socio-economic conditions of the area:

Sourcing labour force locally = Job creation which has contributed to reducing unemployment and alleviating poverty within the surrounding areas.
SUCCESES AND MILESTONES

• 56 jobs created since inception

• Leadership and Employees

• Contribution to local economy - SMME Development:
  Zusiphumze Co-operative, Emasimini, Maydene Farm, IJZ Enterprise, RT Haverst, Ziggy Events, Phelo and Yaya Events, Nicam Waste, Ramatini.
SUCCESSES AND MILESTONES

- Tennis Academy-Training and encouraging young people to be actively involved in Sports instead of being victims of drug abuse, teenage pregnancy, diseases like HIV/AIDS, crime etc
- Wellness Events: Fun Run-Prizes, Annual Diabetes Campaign focusing on healthy living society = Longevity or improved Life expectancy
SUCCESS AND MILESTONE

• Good working relations with Government Departments, District Municipalities, Local Municipalities, FET Colleges and Universities

• Strategic Partnerships established between DCL and Mhlontlo LM

• Sponsorships/ Scholarships funded by DCL

• DCL has also hosted the President of South Africa Hon Jacob Zuma on various occasions when the President visited the OR Tambo region.

• Achievements: SAPO, Lilizela Awards, New York Times Exhibition, Meetings Africa
VISION FOR GROWTH

• Response to new N2 coastal route
• Leading team building destination
• Establish strategic partnership with ECPTA, Tourism and Department of Environmental – management of parks
• Hiking Trail
• Establish working relation with SETAs
CHALLENGES

• Infrastructure
• Funding
• Uncoordinated Government Programmes
• Demarcation
CONCLUSION

• Poverty and unemployment are the main challenges facing South Africa. LED strategies and Programmes are the main instruments at local level to tackle job creation and poverty alleviation.

• In our own perspective, there needs to be a substantial re-think of the current LED approaches including taking a much more inclusive and proactive stance in support of both the formal and informal economy.

• Consequently, this would bridge the gap between the ‘rich’ and the ‘poor’ or the overall inequality gap thus promoting Inclusive Economic Transformation!
CONCLUSION

• EASTERN CAPE IS NOT A JUNGLE!
THANK YOU