



Tsogo Sun Book a Guesthouse

A SUNCARES INITIATIVE

 TSOGO SUN

*Book a
Guesthouse*



Who is Tsogo Sun?



A SUNCARES INITIATIVE

- Over 90 hotels and 14 casinos
 - representing over 25% of the formal hotel industry in South Africa
 - representing over 40% of the casino
- 250 conference and events venues
- R29 billion market cap
- Over 12,000 employees
- Level 2 BBBEE

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Tsogo Sun Book a Guesthouse
is a skills-based
entrepreneurial development programme
that provides support
to black South Africans,
particularly women,
who operate their own guesthouses.

Positioning

Tsogo Sun - SunCares

Community
Development

Enterprise
Development

Environment

Sports
Development
Academy

Arts
Academy

Education
Academy

Entrepreneurial
Development

Supplier
Development

Properties

Communities

Objectives

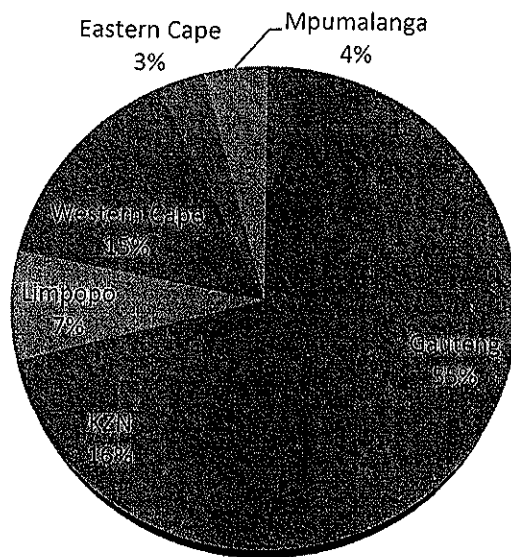
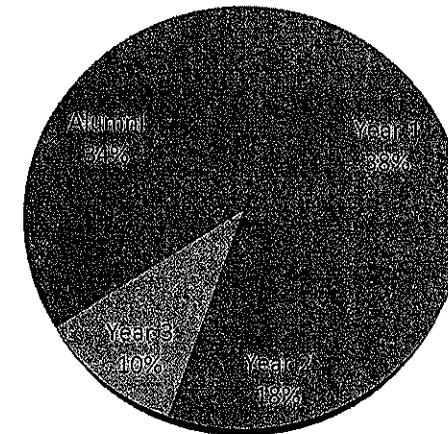


A SUNCARES INITIATIVE

- To support emerging entrepreneurs, particularly women who own their own guesthouses
- To facilitate job creation (direct and indirect)
- To develop sustainable businesses in tourism
- To professionalise SMMEs in the sector to enhance South Africa's tourism offering
- To contribute towards economic growth in South Africa

Scale and impact

- Supports 96 South African entrepreneurs
- 36 newly enrolled in September 2013
- 33 alumni (in business 4-8 years - endorsed)
- More than 258 jobs created since inception
- Over 2 000 jobs supported in the value chain



- 32 UCT Guesthouse Management Course graduates in the last 18 months
- 25 programme partners (from corporate, government, industry and development sectors)
- Verified B-BBEE enterprise development programme that delivers accredited economic empowerment value to society (*in terms of the Department of Trade and Industry Codes of Good Practice*)

Beneficiaries

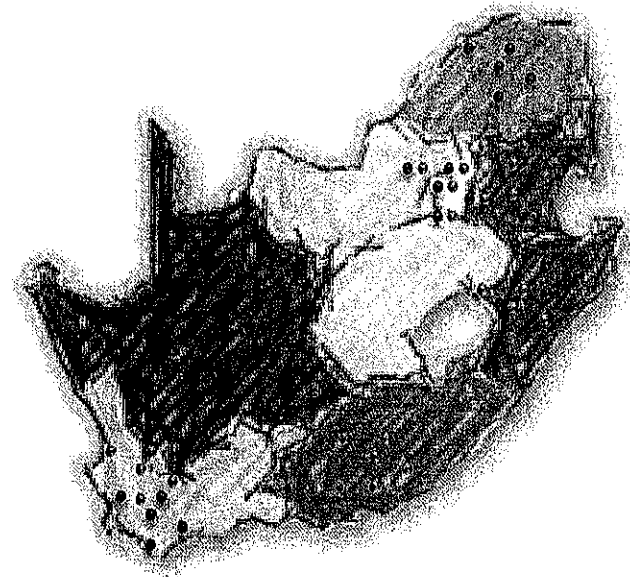
- 96 entrepreneurs nationally (6 provinces)
- 92% black South African women
- 8% black South African men

Registered entrepreneurs (red)

- 36 entrepreneurs in Gauteng
- 9 entrepreneurs in KZN
- 7 entrepreneurs in Limpopo
- 8 entrepreneurs in Western Cape

Newly enrolled entrepreneurs (blue)

- 17 entrepreneurs in Gauteng
- 6 entrepreneurs in KZN
- 3 entrepreneurs in Eastern Cape
- 6 entrepreneurs in Western Cape
- 4 entrepreneurs in Mpumalanga



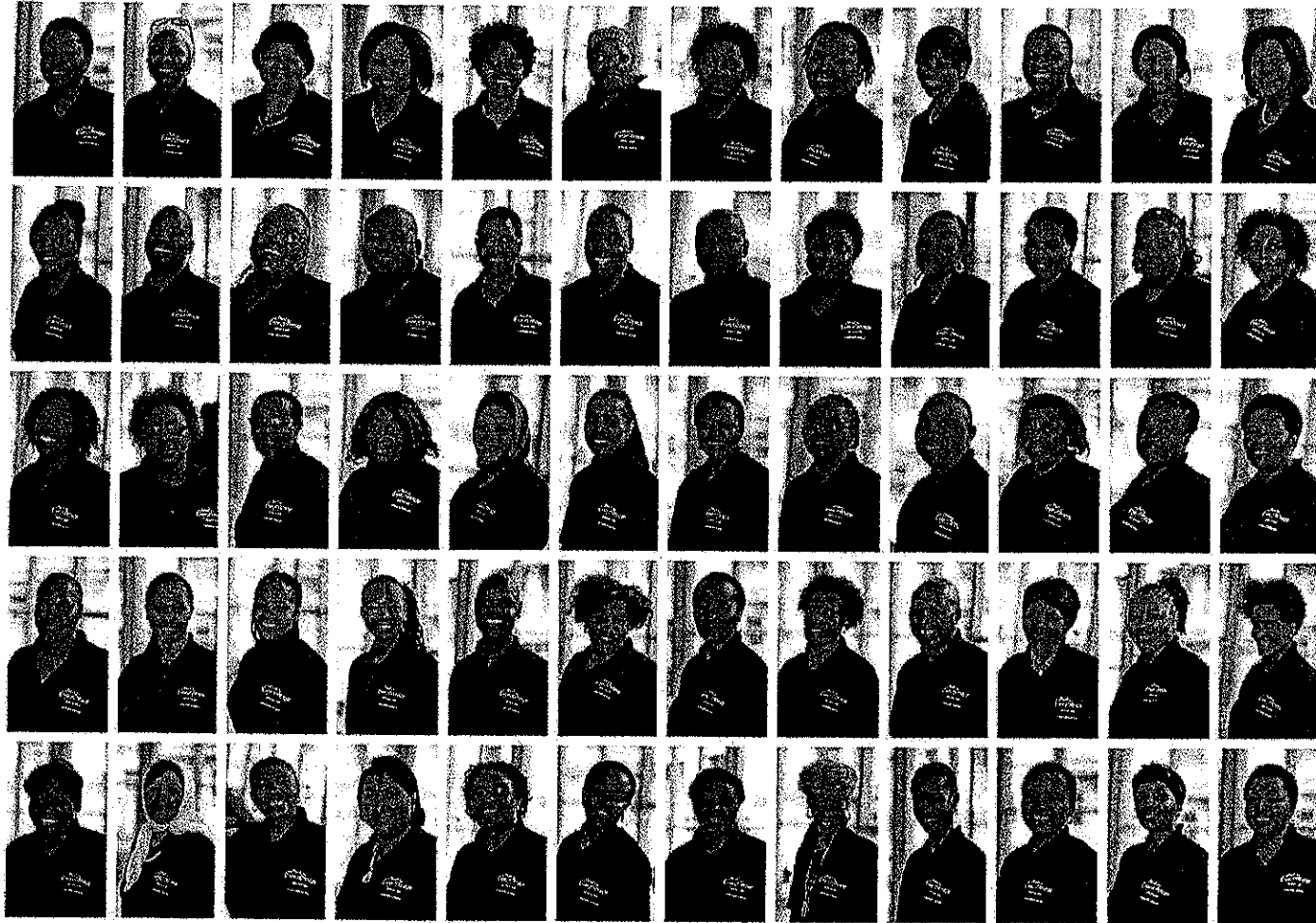
Sizes of guesthouses supported by the programme:

- 60% small guesthouses with between 2 and 6 rooms
- 28% medium guesthouses with between 7 and 12 rooms
- 12% large guesthouses with between 15 and 30 rooms
- 23% of guesthouses offer additional facilities (conference rooms, health spas, etc.)

Beneficiaries

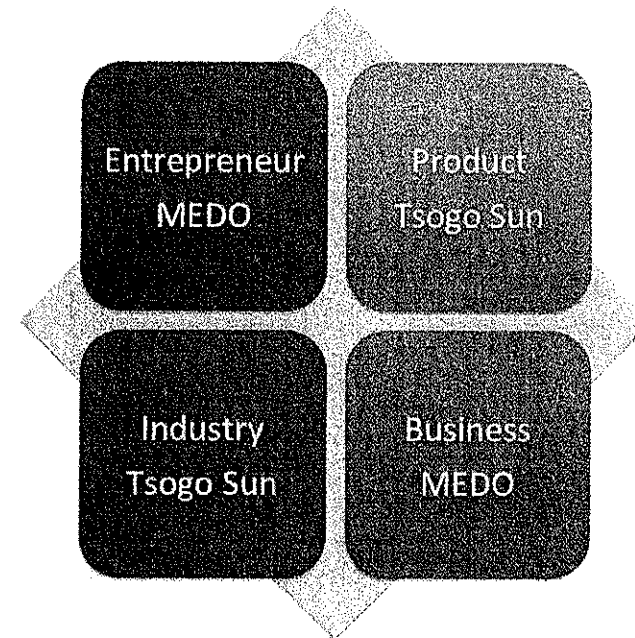
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The Tsogo Sun Book a Guesthouse
entrepreneurs - 2013

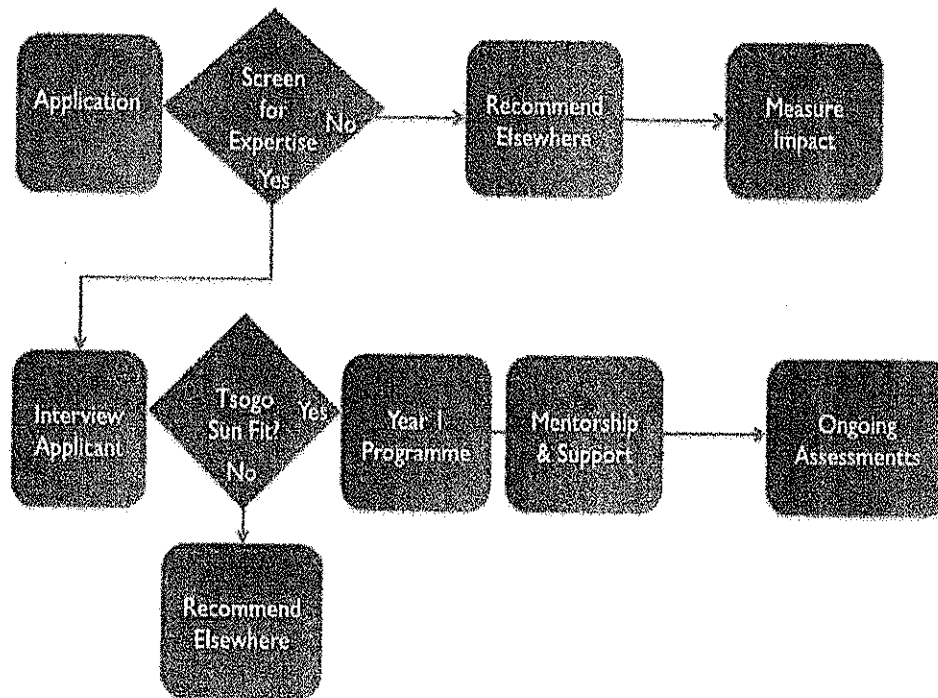


Model

- Structured selection and evaluation process
- Focus on the entrepreneur + product
- Three year active programme
- Curriculum for years 1, 2, 3
- Focus on business + hospitality
- UCT guesthouse management course
- Letters of commitment
- Monitoring and evaluation
- Impact assessments
- Annual entrepreneurs' conference
- Guesthouse of the year
- Alumni (4th year onwards)



Process



The process consists of the following in year 1:

- 1.Applications
- 2.Assess and interview
- 3.Identify gaps
- 4.Commitments
- 5.Curriculum
- 6.Mentorship
- 7.Support
- 8.Evaluation and review
- 9.Guesthouse of the year
- 10.Endorsement

Successful entrepreneurs graduate to **years 2 and 3**, which consist of adjusted steps 2 to 10.

Entrepreneurs who successfully complete 3 years graduate to **alumni**, and then steps 4, 6, 7 and 10 apply.

2013-2014 Curriculum



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Module #	Topic	Facilitator	# of days	Month
1	Induction	Candy	2	Oct-13
	Values Programme	Candy & Emmah		
	Business Etiquette	Rebone		
	Social Media & General Communications	Candy		
2	Foundation Business Skills	MEDO team	3	Oct-13
	Personal leadership			
	Managing people			
	Managing finance, cash-flow and breakeven			
	Managing operations for expansion			
	Client and customer relationship management			
	Communications and public relations			
	Labour relations (employer – employee)			
3	Basic Computer Skills	MICROS team	6	Oct-13 to Mar-14
	Booking systems			
	Fidello Websuite 8			
4	Front Office	Hotels team	1	Nov-13 to Mar-14
	Revenue Management			
5	F&B (cooking) and Food Safety	SACA	1	Nov-13 to Mar-14
	Guide to social etiquette	Graham Bennett	1	Nov-13 to Mar-14
6	Costing	Steve Morris	1	Nov-13 to Mar-14
	Stock Control			
7	Housekeeping	Hotels & HASA team	1	Nov-13 to Mar-14
	Maintenance	Hotels team	½	Nov-13 to Mar-14
8	Guesthouse Management	UCT & GetSmarter	10 weeks	Jan-14 to Mar-14
9	Consolidation of year	BAGH & MEDO teams	1	Mar-14 to Apr-14
10	Annual Conference	BAGH team & all	3	Apr-14

Guesthouse of the year

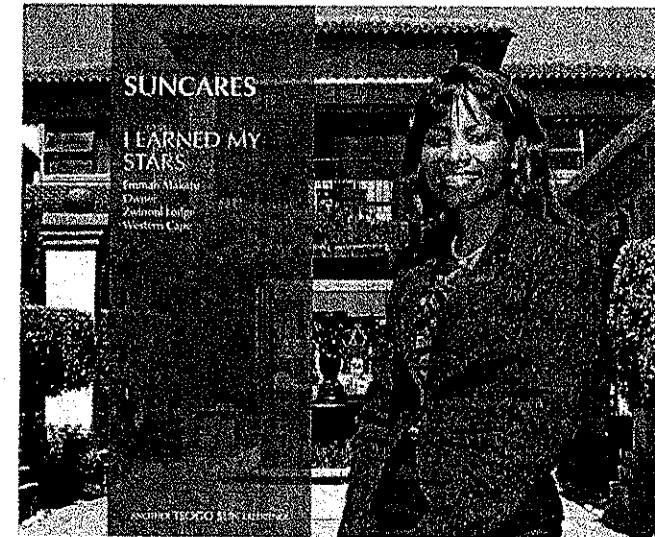
2013 Winner



TSOGO SUN

Book a Guesthouse

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SUNCARES - A CATALYST FOR CHANGE IN THE HOSPITALITY INDUSTRY.

All Tsogo Sun are committed to assisting business women like Ennah, who through Book a Guesthouse, have been able to run profitable businesses and become stars in their communities.

Through SunCares we have introduced Book a Guesthouse - an entrepreneurial development programme, endorsed by government and regional tourism agencies, that supports emerging entrepreneurs, particularly women, in the hospitality industry. The programme supports business development through skills transfer, mentorship, operational and marketing support. If you would like to book into any of the 402 (and growing) Book a Guesthouse establishments visit www.bookaguesthouse.com.

60 Book a Guesthouse establishments. 334 alumni. More than 2000 jobs in 3 years.

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Partners



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Corporate	Industry	Development	Government
Carlson Wagonlit Travel	FEDHASA	MEDO	City of Ekurhuleni
Dieselbrook	HASA	National Business Initiative	City of Tshwane
e.tv	SACA	Tourism Ent Partnership	Dpt Econ Dev & Tourism KZN
e.tv Sunrise	Tourism Grading Council		Department of Tourism
Micros SA			Eastern Cape Tourism Agency
Nokia			Gauteng Tourism Authority
Stone Consulting			Joburg Tourism Company
			Limpopo Tourism and Parks
			Mpumalanga Tourism and Parks
			South African Tourism
			Tourism KZN
			Wesgro (Western Cape Tourism)



A SUNCARES INITIATIVE

Tourism must help to bridge rich-poor divide — minister

Tourism Minister Marthinus van Schalkwyk has urged the tourism industry to help bridge the rich-poor divide in South Africa. He said the industry has a responsibility to ensure that tourism benefits all South Africans, not just the wealthy. Van Schalkwyk said the industry should focus on creating jobs and income for the poor, particularly in rural areas. He called for a more inclusive tourism sector that can provide opportunities for all South Africans to benefit from the industry's growth.

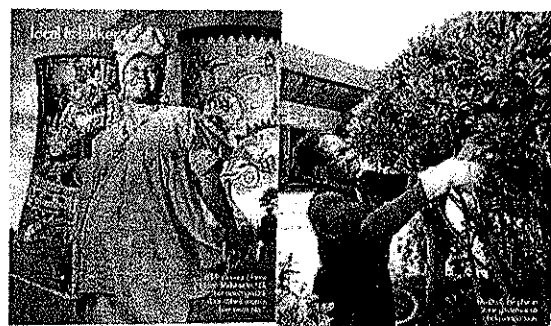
110 JOURNALISTS
Apr 2012, p.41

INSPIRED TO SUCCEED
Emmah Makatu wins guesthouse title

As the South African tourism industry grows, so do the opportunities for entrepreneurs. Emmah Makatu, owner of the Book-a-Guesthouse in Western Cape, has won the 2011 award for the best guesthouse. Her business has grown significantly since she started in 2004, and she has become a role model for other women in the industry. Makatu's success is a testament to the potential of the tourism sector to create wealth and jobs for all South Africans.

At the launch of the award, Minister van Schalkwyk praised Makatu for her commitment to excellence and her dedication to providing a unique and memorable experience for her guests. He said her success is a reflection of the hard work and passion of South African entrepreneurs. The award ceremony was held in Cape Town and was attended by many industry leaders and officials.

HOTEL & RESTAURANT
The business magazine for hospitality industry professionals
INSPIRED TO SUCCEED
Emmah Makatu wins guesthouse title
DISTILLERS FOR SCOTCH DISTILLER



Soweto se B&B-mamas

Montse dardie jnemas van Soweto; ondersteun nie, as hulle op 'n nuwe sakegeleentheid besik, sien jy B&B's van Orlando-West tot Diepfontein.



TOURWAYS REVIEW
13 Jun 2012, p.6

Minister urges responsible tourism

ADRIAN ROETE
ADRIAN@ADRIANROETE.CO.ZA



RESPONSIBLE TOURISM: Minister van Schalkwyk addresses delegates at the event, concentrates mainly on the responsibility of black women and the development of their businesses within the tourism industry.

SHANTINI (Van Pretorius)
6 Apr 2012, p.11

AUTHENTICALLY AFRICAN IN HOSPITALITY WORK

Momodima Mennakgotla
IT IS not a job for her, but a passion. Not only does Emmah Makatu, the owner of a guesthouse in Western Cape, love what she does, but it is also the secret to her youthful looks.

Makatu was named winner of the Tsogo Sun Book-a-Guesthouse Awards on Saturday.

The 43-year-old mother of three says remaining authentically African and keeping their promise to guests are the promises we keep. Customers are demanding and know what they want. With the recession, many guests are more concerned with what they can get for their money, she says. Makatu's prize includes a R30 500 trip to Maputo for business coaching, touring and exposure to opportunities available outside South Africa's borders.

Zwinstyl, which started operating in 2004 with only four rooms, has grown to 10 rooms, a braai area and a dining room which can accommodate about 30 people at a time. The guesthouse is nestled next to the Rivierfild Sanctuary, home to more than 100 bird species. The guesthouse is near a 10km stretch of Dolphin Beach as well as the gateway to the Durbanville wine route. Like many other black women in the hospitality industry, Makatu's challenge is staying motivated. "Most black women have to work extra hard to prove themselves. Even when your guesthouse is successful when guests come over they assume you're the manager and there must be a white owner," she said.

Makatu reveals her secret



WORKING SMILES: Zwiinstyl Lodge's owner Emmah Makatu scooped the Western Cape Woman In Tourism Award as well as a prize to exhibit in London and Germany. — modakgotla@sownet.co.za

HOTEL RESTAURANT

Tsogo Sun makes entrepreneurs' dreams come true



People like the economic opportunities on offer in the tourism industry. The industry is growing and creating jobs for all South Africans. Tsogo Sun is a leader in this industry, providing a platform for entrepreneurs to succeed.

Businesses support talented entrepreneurs



NEW AGE, THE (First Edition) 25 Jul 2012, p.2

Tsogo Sun praised for pushing tourism plan

TOURISM Minister Marthinus van Schalkwyk has commended Tsogo Sun's commitment to promoting the sustainability of the national tourism plan. He was speaking at the launch of the Sun Cares initiative at Montecasino yesterday which encompasses the corporate social investment programme and environmental management and entrepreneurial development. He said: "We need to spend more money on bridging the gap between the rich and the poor." — Zwelakhe Shangase

Businesses support talented entrepreneurs



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