



---

**STATUS HOTELS**



---

STATUS HOTELS

---

STATUS HOTEL GROUP FULFILLS YOUR POTENTIAL

VISION

PHILOSOPHY

BUSINESS OBJECTIVES

THE CUTTING EDGE ADVANTAGE

LEADING BY EXAMPLE

HUMAN RESOURCES

BURSARIES

TRAINING

PREFERRED PARTNERS

PROPERTIES

CONTACT DETAILS IN SOUTHERN AFRICA



---

## STATUS HOTELS

---

### ***STATUS HOTEL GROUP FULFILLS YOUR POTENTIAL***

Since 1998 Sable Hospitality has assisted individually owned hotels and resorts around Southern Africa with both national and international sales and marketing solutions. Preserving the heritage and individual characteristics of each property within the alliance, enhancing tourism opportunities for each location, from the luxurious hotel proficient in eco-tourism, to an indulgent wildlife safari lodge. Showcasing the finest accommodation around Southern Africa fulfilling your dynamic tourist potential.

Our individually owned hotels and holiday resorts, distinctively fulfill the alternative experience and expectations of the discerning international visitor, the corporate traveler, the conference delegate, the leisure traveler and the sport enthusiast, enhanced with an authentic African experience. We assist you in showcasing our diversity, thereby enhancing your market potential.

One of our key strengths is our ability to recognize the current market trends and demand, we therefore assist you with effective sales and marketing. Establishing a comprehensive management brand in Southern Africa servicing the hospitality industry, helping to create a symbiotic network of STATUS HOTELS. We offer you over 60 years of marketing and sales experience where our expertise lies perfectly positioned to offer management and marketing assistance as a brand, boosting your venue by adding you to our growing client base already benefitting from our years of successful marketing solutions. Our focus is centered on your own sales and marketing plan and we drive that through the general manager of each establishment.

The STATUS HOTEL Group will maximize the individual and unique potential of your venue and destination, utilizing specialist management skills to transform, reveal and promote your property in a fresh and appealing way, as we have done for every hotel under our flag, helping you to diversify into a global arena.



---

## STATUS HOTELS

---

### ***VISION***

The reputation of any member within the hospitality industry is often wholly based on the perceptions of the client. Recognizing this fact we created a dynamic hotel brand. With passionate and dedicated team members, we connect hotels to their clients, resulting in satisfied customers, helping you expand your market share, benefitting dedicated owners, shareholders and exceeding the revenues of each business unit. It is imperative that privately owned and managed hotel and resort personnel consistently exceed expectations. Hailing from all over the country, our team's unbridled enthusiasm and quest for perfection, ensures the ongoing success and growth of all STATUS HOTELS.

### ***PHILOSOPHY***

STATUS HOTELS maintains a fresh identity to appeal to both the younger and older tourist group, whilst operating with integrity and innovation, serving both you and your client base with our inspiration and loyalty. We will continue to leave our mark in the tourist industry of Southern Africa and across our borders promoting African tourism in a professional and reliable manner. Owners, Guests, Staff and Clients will benefit from our expertise and dedication.

### ***BUSINESS OBJECTIVES***

We create management solutions which competes successfully in all areas of the hospitality industry of Southern Africa. We offer an appealing package to a global market by providing you with an excellent corporate governance. With cutting edge national and international marketing solutions. We offer respected returns for all owners and business partners. We change jobs into enticing career paths for all Human Resources Assets whilst simultaneously engaging the community of your location by offering employment and other beneficial opportunities. We also intend to grow SMME's in your communities.

### ***THE CUTTING EDGE ADVANTAGE***

Our competitive advantages includes comprehensive international and national marketing solutions. A national sales force of people who can identify your needs and enhance your features. We give you access to quality personnel with impeccable professional management skills. We offer central reservation services, a web site with around the clock worldwide reservations access, enhanced with internet marketing. We supply every aspect required to succeed in this competitive industry by offering you Human Resource Management, Project Management, Business development, Training and Capacity building, Quality Assessment and Mystery Guest profiling. We also have a BBBEE compliance with 30% shareholding.



---

## STATUS HOTELS

---

### ***LEADING BY EXAMPLE***

#### **Reg Ferreira**

One of our operating shareholders and the founder of Sable Hospitality. He offers you access to his thirty-five years of sales and marketing experience. A qualified Marketing Management professional, Reg has held the Sales Manager position for international brands and hotel groups. His expertise and understanding of complex modern marketing problems and solutions gives all of our clients the ability to maximize their marketing potential globally, succinctly and effortlessly.

#### **Henk Bredenoord**

One of our operating shareholders, and an award winner. With over thirty-seven years of international experience in the industry, holding positions from General Manager, Group General Manager, Regional Manager, Director of the Board of the School of Tourism & Hospitality at the University of Johannesburg, to Operations Director. He uses this lifelong experience to give you an advantage over your competition, with scything proficiency.

#### **African Woman's Consolidated Investments (Pty) Ltd**

Also one of our non executive shareholders. AWCI, is a black owned company owned by a broad based womans group in South Africa from previously disadvantaged backgrounds. AWCI's goal is to promote and aid women in business and in undeveloped communities. Through its extensive network of shareholders throughout South Africa, AWCI intends to assist women in reaching their full potential. AWCI has invested in the Hospitality Industry, Agriculture, Mining and various other industries.



---

## STATUS HOTELS

### ***HUMAN RESOURCES***

It is our policy in STATUS HOTELS to put people first and that pertains as much to our Staff as our Guests. Each and every staff member in STATUS HOTELS is on a career path in order to maximize his/her potential and ensure that we can fill staff vacancies through internal advancement and promotion.

### ***BURSARIES***

STATUS HOTELS provides bursaries for chef and management training in a three year block course at the University of Johannesburg School of Hospitality and Tourism for internationally recognized courses. After successful completion of a course students are offered permanent positions in STATUS HOTELS. Preference will always be given to the family of our Staff and the communities in which our hotels operate.

### ***TRAINING***

All personnel, during the course of their careers, will attend short courses to maximize their potential as well as continuous on the job training. It is the focus of STATUS HOTELS to develop each and every Staff member, along their chosen career path, in order to fulfill their dreams and aspirations.



---

## STATUS HOTELS

### **PREFERRED PARTNERS**

**C.I.T. CLOTHING** - Uniforms & Corporate clothing

**GIJIMA AST** - IT Support & Hardware supply

**HERTZ CAR RENTAL** - Worldwide car rental

**HTI** - Property management and point of sales software

**RCI** - Vacation Exchange

**UNIVERSITY OF JOHANNESBURG** - School of Hospitality and Tourism



---

## STATUS HOTELS

### **PROPERTIES**

#### **WESTERN CAPE**

Sunstays Lagoon Beach Apartments - Milnerton

#### **JOHANNESBURG**

Bedfordview Boutique Lodge  
Status Hotel on Grayston - opening December 2012  
Times Square Executive Suites - Sandton

#### **PRETORIA**

Status Hotel Legae Suites

#### **EASTERN CAPE**

Status Hotel Jeffrey's Bay - opening 1st Quarter 2012

#### **BLOEMFONTEIN**

Black Mountain Leisure & Conference Hotel

#### **SWAZILAND**

Happy Valley Hotel - Operated by Status Hotels  
Nkonyeni Lodge & Golf Estate

#### **LIMPOPO PROVINCE**

Royal Legend Safari Lodge - Timbavati, Greater Kruger Park

#### **MOZAMBIQUE**

Casa Luna Lodge - Inhassoro

## **CONTACT DETAILS**

### **HEAD OFFICE**

#### **STATUS HOTELS & SABLE HOSPITALITY**

4 Multisec House  
Sir Benjamin Promenade  
21A Oxford Road  
Durbanville, 7550

### **CENTRAL RESERVATIONS: 0861 001120**

**T:** + 27 (0) 21 976-9655

**F:** + 27 (0) 21 976-5597

**E:** [cro@statushotels.co.za](mailto:cro@statushotels.co.za)

### **REGINALD (REG) FERREIRA**

P.O. Box 4222, Tygervalley, 7536

**T:** + 27 (0) 21 976-9655

**F:** + 27 (0) 21 976-5597

**M:** + 27 (0) 82 921-4673

**E:** [reg@statushotels.co.za](mailto:reg@statushotels.co.za)

### **HENDRIK (HENK) BREDENOORD**

P.O. Box 2787, Rivonia, 2128

**T:** + 27 (0) 11 804-3847

**F:** + 27 (0) 86 543-2120

**M:** + 27 (0) 83 326-7740

**E:** [henk@statushotels.co.za](mailto:henk@statushotels.co.za)

### **QUEEN ELIZABETH (LIZ) SANGION**

18 Daniel Street, Solridge, Bryanston, 2021

PO Box 650129, Benmore, 2010

**T:** +27 (0) 11 463-7422

**M:** +27 (0) 83 373-8859

### **POSTAL ADDRESS:**

P.O. BOX 4222

TYGERVALLEY

7536