



Directors: John Beekman, Cindy Allan, Wayne Beekman, and Neville Beekman

www.beekmangroup.com

INNOVATION AND EXCELLENCE

The Beekman Group proudly celebrates 50 years of operation in 2020. The Group's continuing growth and development, is testament to the strength of its corporate governance, strategic insight and innovation. Although the Group's head office is located at Port Shepstone on the South Coast of KwaZulu-Natal, it manages staff and resorts across southern Africa.

Brothers, John and the late Bram Beekman started their business careers in the painting industry. They moved to Durban in 1980 and opened their first Vacation Ownership resort on the South Coast. The business grew to become a leading corporate player in the South African leisure industry.

The Beekman Group's management was handed over to the younger generation and Neville Beekman,

Wayne Beekman and Cindy Allan lead a dedicated team. However, John Beekman is still on hand to offer advice.

Wayne said, "The legacy of a family business is significant in that we all have a vested interest in making certain that the company thrives. We are all committed to its continued growth."

Cindy added, "Our various professional competencies complement each other and allow for the smooth functioning of the business. In addition, if business challenges come up, we are able to talk these out comfortably."

The need to adapt to ever changing market demands is also well recognised. "It is important to evolve with the marketplace and for us to change direction as demand necessitates," said Wayne Beekman.



San Martinho Beach Club in Bilene Mozambique

BUSINESS UNITS

Through constantly diversifying the business, the current products have been moulded over time and complement each other. The business units comprise:

Vacation Management Services currently manages 30 holiday resorts, overseeing the day-to-day operations and providing high standards of accommodation in a secure environment. VMS also offers a range of “back office” functions for the Group’s clubs and resorts.

The Holiday Club was launched in 1993 and is the largest vacation ownership club in Africa.

Anytime Holidays was launched in 2002 and is one of the fastest-growing arms of the business. It distributes both self-catering and upmarket hotel-style holiday accommodation in various locations across southern Africa.

iExchange was launched in 2010 and is an innovative timeshare exchange company which offers thousands of holiday resorts locally and internationally.

Beekman Managed Portfolio allows investors opportunity to invest in one of its luxury property developments such as The Kingdom Resort in the Pilanesberg Region and San Martinho Beach Club on the shores of the famous Bilene Lagoon.

Lifestyle Access was introduced in 2019 when the Group re-introduced a traditional Timeshare product. Weeks from a few select resorts are packaged with Lifestyle Access membership, allowing owners access to a travel concierge, free access to resort facilities and a complimentary annual timeshare exchange with iExchange.

Body Bliss Day Spas are located in the Group’s selected resorts offer a wide variety of professional spa treatments.

Commercial Properties

In 2002, the Group diversified into property and now boasts an impressive portfolio mix of commercial,

warehousing and industrial properties valued at R410 million. These properties are secured by mostly blue-chip companies as anchor tenants.

Employer Of Choice

The solid and caring nature of the management team has resulted in the company’s recognition as an employer of choice. The head office’s location on the South Coast has created a great lifestyle opportunity for staff to work and live, and this is reflected in the Group’s staff retention rates. We have hundreds of staff members working in the most sought-after holiday destinations and the Group now employs well over 1000 staff countrywide.

The contribution that the employees are empowered with knowledge and are encouraged to continue to upskill themselves in order to grow individually and to remain abreast of developments in the industry.

Customer-Centric

The Beekman Group is determined not to lose sight of its core focus, which is to provide customer-centric and professional holiday services. With that in mind, the company’s vision is “Making Extraordinary holidays THE standard”. The various awards that the Group has received over the years bear testament to this goal.

The Group is confident about the future and looks forward to continued growth.



The Kingdom Resort in Pilanesberg North West

Full Name of Company: Beekman Group
Nature of Business: Property Development, Leisure Industry

Services / Products: Holiday Homes, Vacation Ownership, Leisure Services, Residential and Commercial Properties

Date Established:
■ Beekman Brothers (1970)
■ The Holiday Club (1993)

Subsidiaries:
■ Vacation Management Services
■ Beekman Management Services
■ iExchange
■ Anytime Holidays

No. of Employees: 1 065 staff as at 28/02/2020
Auditors / Accountants: Marwick and Company

Bankers: Nedbank, Investec, FNB

VISION

Making extraordinary holidays THE standard!

KEY PERSONNEL

CEO: John Beekman
Directors: Wayne Beekman, Cindy Allan and Neville Beekman

CONTACT DETAILS

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