



Key messaging

It will be a branding nightmare, but please consider dropping 'Guest' from the lodge's name. It's outdated. Name the venue 'Aloe Lane Boutique Lodge' (considering there are only 7 suites) or simply 'Aloe Lane'. In South Africa, 'Guest Lodge' also has too much of a Bed & Breakfast connotation.

Aloe Lane brand canopy message

Like the evergreen Aloe Africana with its rosette of thick, tapering leaves and bright spear-like flowers, Aloe Lane is in vogue, and peaking, all year round.

The hideaway

At Aloe Lane we believe lifestyle is a choice inspired by an African sunrise and sunset.



Aloe Lane – your luxurious gateway to Africa's beautiful backyard is but a stone's throw from suburbia's doorstep.



Cradled in its idyllic African setting and lush in its rustic opulence, Aloe Lane is your jump-off point to the region's wildlife wonders, culture and craft, as well as Jozi's hippest entertainment hubs and eateries.



With its five-star service and hospitality, Aloe Lane is but a twinkle from full-star status.



Aloe Lane – the four-star African boutique lodge that gets an all-star rating from its guests.



For both locals from the province, as well as travellers seeking a more authentic slice of South Africa, Aloe Lane with its private bushveld setting is also wired to Jozi's kinetic energy.

International hideaway

A mere 30 minutes from Oliver Tambo International, Aloe Lane is a peaceful, luxurious breathing space nestled between the buzzing metropolises of Johannesburg and Pretoria.



If you're a first-time visitor to Gauteng seeking that African pulse, Aloe Lane is your stylish portal to tranquillity and natural splendour.

Conferencing connoisseur

Aloe Lane – your intimate function, conference and events venue under the African sky. Let us take care of the business side of your red-letter event in our private lap of luxury.

Aloe Lane Wellness Suite

Unwind in Aloe Lane's Wellness Suite – a holistic haven to re-energise and renew your citified core.