



Room Service

Claire Zammit Xuereb is a well established hotelier who is general manager of the long established Victoria Hotel, the recently opened five-star The Palace and the adjacent 200 year-old Palazzo Capua.

The Economic Update met with Mrs Zammit Xuereb to ask her a little about the hotelier business in general, as well as her vision for the future.

How do you find the current economic situation and how has it affected your business?

“The current state of the economy is surely not helping any Maltese businesses, I would say. We certainly hope this dip will lead to an upswing in the near future. Simply maintaining the status quo within our industry is already hard enough without coping with continually increasing costs. These costs, accompanied by a stagnation in demand results in a dire situation,” Mrs Zammit Xuereb says plainly.

If the market is stalling, what plans do you have for increasing your share?

“Greater market research is the key to responding quickly and profitably to changing market trends,” Mrs Zammit Xuereb replies.

The hotelier sector is an extremely demanding industry. Have you ever found that maintaining your career affects your personal life and how do you find that this meshes with the traditional role of a woman as a caregiver? Do you even think that this stereotype is valid anymore?

“Unlike jobs, careers require a huge amount of commitment – to the point that they can take over your life. It can be harder for a woman to maintain a career simply because it is often assumed that she will raise a family and look after the household. Lifestyle trends are certainly changing though and today, the majority of both men and women work. These working couples learn to share each other’s roles and needs. Personally, I have been very lucky

to have met a loving husband who helps me and pushes me to achieve everything that I aspire to,” Mrs Zammit Xuereb answers.

Were there any particular difficulties that you had to overcome during your working life?

“Being in a family business, my greatest hurdle was that of earning my own respect, especially because when I started I was a young female. Today, things are very different. I believe that

when a person earns their own respect their future becomes a very bright one,” Mrs Zammit Xuereb explains.

Would you say that the business sector that you work in is a male or a female dominated environment and how does this affect how you do business?

“Today, I feel that, in general, businesses are still male dominated. Having said that, I must add that women are definitely on the increase and are becoming much more represented within the business community – especially when they are after a career and not just a job,” Mrs Zammit Xuereb says.

What plans do you have for your business in the future and where would you like to see it go?

“The world’s finest monuments were not built in one day. With that in mind, every day I work to build, stone by stone, a solid future for the business. Working within the hospitality business, people are your strongest asset and their success is your success.

“This means that you must always incorporate those around you into your plans. So far, this has been accomplished in both The Victoria and at The Palace. I intend to pursue this course of action within the group and thus extend it to The Suncrest as well as Sunny Coast.

“In a nutshell, consolidate,” Mrs Zammit Xuereb replies.

Finally, what advice would you give other women in business?

“Be yourself, feel confident, open your mind, be fair, finish what you start and excel at multi-tasking. This will help you move faster and will therefore make you more efficient,” Mrs Zammit Xuereb concludes. 

