

# SUNCREST HOTEL MALTA

*"Among the things that attract upmarket tourists are the facilities found in the country. We are sure that the Suncrest Hotel offers a good product and will, therefore, help the country attracting such tourists"*

The Prime Minister, Dr. Eddie Fenech Adami, on the inauguration of the Hotel.

*"The complex is one of the most modern, both with regards facilities as well as in its architectural design".*  
L-Orizzont.

*"Most of the hotel has... been ready for more than a year and the first guests were welcomed in May last year. It now has an occupancy of around 80 percent and the prospects for the rest of the year look bright".*  
The Times.

*"The Suncrest is aiming to increase its influx of tourists from the Continent and this aim is being reached".*  
In-Nazzjon Taghna.

*"A good product sold at the right price with a good organisation... surely set to make profits".*  
Touristik Report.

*"Biggest is the Suncrest, now rising... in fashionable Qawra. With 1,100 beds, it will be Malta's largest hotel".*  
Travel Trade Gazette, UK and Ireland.

*"A mix of luxury apartments and hotel rooms".*  
Travel Trade Gazette Europa.



The Prime Minister Dr. E. Fenech Adami officially inaugurating "The Suncrest Hotel" with on his left Mr. Angelo Xuereb and on his right Mr. Albert Muscat Inglott and Claire Xuereb.

Excerpts from the Address by the Chairman of Suncrest Company Ltd.

Mr. Angelo Xuereb, on the occasion of the OFFICIAL OPENING OF THE SUNCREST HOTEL on Thursday, 16th June 1988

Honourable Prime Minister, Ladies and Gentlemen:

It is indeed a momentous occasion for my wife Jessie and me to welcome you all this evening to celebrate the official opening of the SUNCREST HOTEL.

This Hotel is the crowning of many long years of determination and hard work. I have been in business since my teenage years, when I kept up with my studies while I had to cope with the family's interests in farming. Eventually I turned to construction and then to investment in the leisure industry. We started small, but the expansion was fast and extensive, each new project multiplying the magnitude of the previous one.

Two years ago this site was just a gaping hole in the ground. Today on it stands the building of the largest and most modern hotel in Malta.

Thirteen months after we started construction, we received our first tourist guests and so had two-thirds of the hotel in operation. Today the Suncrest is complete and ready to accommodate the maximum number of 1100 persons.

The major source of pride to me is the fact that this is an entirely Maltese project. It was designed, built and finished entirely by Maltese craftsmen, tradesmen, designers and engineers. The operating management is also fully Maltese. We certainly managed to meet our targets and our deadlines, but I assure you it was not an easy task.

It was a major headache to plan, design, and revise the various stages of the project, as the designers strove to interpret my concepts, and they in their turn had to make sure their plans were







workable. The marketing and the operation of the hotel meanwhile had to be given the attention they deserved.

It was no mean feat to coordinate the progress of the different trades and the various contractors, most of whom had never faced such pressure to meet tight deadlines.

Our capabilities were tested when we were faced with problems which we had never dreamt or even imagined could crop up.

My approach is that no problem is unsurmountable, and despite all these difficulties, my *Strong Determination* never failed me, and we kept moving forward. The greater the difficulty which presented itself, the stronger my determination.

I regard the successful completion of the Suncrest Hotel as my baptism of fire. It has given me much valuable experience, and has taught me priceless lessons on how to tackle forthcoming large projects, which the country desperately needs.

Over the past few months I have had numerous meetings with top executives of international business firms and



**Mr. Angelo Xuereb**  
The man behind it all!  
Chairman  
A X HOLDINGS  
SUNOTEL LTD  
SUNCREST HOTEL CO LTD

organisations. The contacts have confirmed my view that our wonderful country is on the move. Much has already been said about Malta's need to prepare itself for the upmarket tourist and for the foreign investor.

Malta *can* offer many features which put it a step ahead of other Mediterranean countries. I would say that one of the best attractions is our renowned hospitality, followed by the country's historical past, our beautiful villages and the clean, blue sea around us. I could go on and on about these natural characteristics with which we have been blessed.

However, these by themselves are not enough. We should provide top quality goods and services and high class entertainment which the foreign visitor is going to be pleased to pay for. If we want to survive in the big league we have to ensure that a sense of professionalism dominates all our actions. The time of amateurism in tourism, or in any sector for that matter is long over.

Malta could certainly be turned into *the* upmarket destination of the Mediterranean. This optimism is shared by many of our colleagues in the tourist industry, and we must all be aware that our optimism is not allowed to blur our vision. We must be cautious and safeguard the product and offer the visitor the service he deserves.

I am proud to have joined the ranks of other Maltese entrepreneurs who have put their money where their mouth is. The Suncrest complex is my largest and most expensive investment in Malta's future. However, like the Island's present and potential hoteliers, I am looking forward to the Government's plans to provide incentives for private enterprise to put into effect the country's pressing need to raise the level of Malta's tourist market.

Together with the various people and companies who contributed in realizing this project we have managed to bring in our ship to port. As I now turn my attention to new and perhaps more demanding projects, I am sure that the Suncrest is in very safe hands with Albert Muscat Inglott at the helm.

May God bless this ship and all those who sail in it! I trust that its success will give me more courage to add more ships to the fleet.

Once again, ladies and gentlemen, I thank you for being with us tonight.

*Mr. Angelo Xuereb then invited the honourable Prime Minister Dr. E. Fenech Adami to inaugurate the Suncrest Hotel.*



*The Rev. Fr. Peter Xuereb Archpriest of Naxxar blessing the plaque commemorating the official opening.*



*Mr. Angelo Xuereb addressing guests on opening night.*



*Mr. Albert Muscat Inglott, Suncrest Hotel's General Manager signing the visitors' book.*