

Britannia has a bumper year



Better visitor numbers than ever before, but more importantly happier visitors too went to have a look at the royal yacht in 2013.

Staff on The Royal Yacht *Britannia* are celebrating their best year since 2003, welcoming approximately 300,000 visitors from across the world, in a year that marked the 60th Anniversary of the launch of the iconic vessel.

Judged as being Scotland's Best Visitor Attraction, for the 8th year running, by Scotland's national tourism agency, VisitScotland, *Britannia* equalled its own record for the highest mark ever awarded to a visitor attraction, achieving an overall score of 96% for quality assurance across every aspect of the customer experience.

Britannia was also presented with the TripAdvisor Certificate of Excellence and Travellers' Choice Awards this year, with almost 4,000 reviews to date, averaging 72% Excellent. This puts the attraction among the top three in Scotland, and the top six in the UK. The Awards honour the world's best attractions, based on millions of reviews and opinions from travellers around the globe.

In a record breaking year, the business was also awarded the national Gold Award from the Green Tourism Business Scheme (GTBS) in recognition of its commitment to sustainable tourism and minimising impact on the environment.

According to Chief Executive, Bob Downie, at the heart of *Britannia's* success is an absolute commitment to the quality of the customer experience. "We are extremely proud of how successful *Britannia* has become as a visitor attraction since 'retiring' from royal service, which is testament to

those who built her, those whom served aboard, and those who now lovingly care for the former Royal Yacht.”

Photo Courtesy of The Royal Yacht Britannia/Henry Hay