

# Record numbers visit Britannia over Easter

- Record 37,355 visitors in April 2017, up 39 % on 2016
- Busiest April since first opening in October 1998
- *Britannia's* Chief Executive Bob Downie said: "Commitment to exceeding customer expectations is at the heart of our continuing success."

The Royal Yacht *Britannia* announced today its busiest April ever, with an increase of 39% (10,573 visitors) on 2016. A massive increase which beats all previous records for Easter, since the Royal Yacht opened its doors to the public in 1998.



Bob Downie, *Britannia's* Chief Executive said: "Our great staff did a magnificent job in what was an incredibly busy Easter, with some days on par with a busy July, which is astonishing and augers well for the year ahead. At the heart of this success is our unrivalled commitment to deliver great value for time, through providing exceptional visitor experiences, that in turn results in *Britannia* being the top attraction in Scotland on TripAdvisor".

The positive trend in tourism is reflected across Edinburgh and the Lothians, with the majority of attractions recording excellent figures for Easter, due to the growing popularity of Edinburgh as a safe destination for a high quality and value for money break. This is also reinforced by the monthly growth in Edinburgh's hotel occupancy levels, and airport passenger numbers, further helped by the pound's poor exchange rate.

Visitors travel from across the world to visit Her Majesty the Queen's former floating palace to follow in the footsteps of royalty and experience the highest standards of customer service. *Britannia's* five decks are fully accessible and the complimentary audio tour is available in 30 languages, as well as British Sign Language.

*Britannia* has been officially Scotland's Best Attraction for 11 years running, rated by VisitScotland, and is also now proud to be one of the country's most accessible attractions.