

CitySightseeing Edinburgh is the best in the world – official

The firm CitySightseeing Edinburgh which is run by Edinburgh Bus Tours, part of bus group Lothian, has been named best tour operator in the world by CitySightseeing Worldwide.

The red open top tour buses run 365 days a year (Yes Christmas Day and New Year's Day too) manned by teams who live and work in Edinburgh and the surrounding area.

The fleet are accessible and Low Emission Zone (LEZ) compliant ahead of the city beginning to enforce the LEZ provisions next year.

Edinburgh Bus Tours are also recipients of the Green Tourism Award – a mark of recognition for sustainable practice – and were recently reaffirmed as a Visit Scotland 5-star tourist attraction.

In being awarded this title CitySightseeing Edinburgh met the following criteria:

- Impeccable fleet
- Great communication with City Sightseeing Worldwide
- Compliance and high score on safety management
- Excellent customer service

- Fabulous brand presence throughout the city
- A noticeable investment in the operation (number of employees, buses, maintenance, customer service, staff training)

Sarah Boyd, Lothian's Managing Director, said: "We are so incredibly proud of the entire Edinburgh Bus Tours team whose hard work, passion and dedication has cemented our business as the best in the world. From our talented tour guides and skilled drivers, to expert ticket-sellers and retail people, to those working behind the scenes in sales and marketing – this achievement would not be possible were it not for every person in the team.

"We're so pleased to have received this award from CitySightseeing Worldwide, widely recognised as a benchmark for quality tour services across the globe."

Enrique Ybarra, Founder and CEO of City Sightseeing Worldwide, said: "After being among the favourites for Best Operator every year, we are delighted to have recognised CitySightseeing Edinburgh this year with the top award among our 100+ operators worldwide.

"Lothian Buses is a great partner that does a fantastic job every day of showing its travellers everything that's unmissable in Edinburgh. The service it provides to the city and its passengers perfectly represents the level of excellence we strive for across our portfolio."

