Beat: Travel

BRITANNIA Celebrates Best First 6 Months of the Year since 1999

Tripadvisors No.1 UK Attraction in 2014

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USPA NEWS - The Royal Yacht Britannia is celebrating its busiest first 6 months of the year since 1999, which was its first full year of being open to the public. Since opening nearly 4.7 million people have visited the Royal Yacht.

2015 year-to-date results show an 8% increase on last year, with Britannia welcoming 131,350 visitors through its doors since 1 January. June has been a particularly busy month with a 12% increase on June 2014.
Britannia´s ambition is to always provide the highest standards of customer experience to everyone, regardless of age or ability. Recent developments include the introduction of several new languages to its complimentary audio tour which is now available in 27 languages, making it the most translated audio tour in the world. All 5 decks are fully accessible to people of all mobility, and Britannia is Scotland´s flagship attraction for accessible tourism.

With a current national tourist board Quality Assurance score of 96%, Britannia has been judged by Visit Scotland to be Scotland´s Best Visitor Attraction for each of the last 9 years, and was Tripadvisor´s No.1 UK Attraction in 2014. Britannia´s ambition is to always provide the highest standards of customer experience to everyone, regardless of age or ability, and since opening nearly 4.7 million people have visited the Royal Yacht.

Britannia´s Chief Executive, Bob Downie said " We are delighted that our pioneering approach to delivering great customer experiences has resulted in this being our best first 6 months since 1999, and the real credit for this success goes to our outstanding staff who do everything they can to ensure that our visitors have a great time."

Britannia is owned by The Royal Yacht Britannia Trust (Registered Charity No. SC028070). The Trust´s responsibility is to maintain and preserve Britannia in keeping with her former role and to display her to the public as a key part of British maritime history.

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