



TOP SPOT: BRITANNIA IS NO.1 IN THE UK

The Royal Yacht Britannia is TripAdvisor's Best UK Attraction, 2023, thanks to outstanding customer reviews and ratings.

The Royal Yacht Britannia has been named the Best Attraction in the UK in Tripadvisor's 2023 Travellers' Choice Best of the Best awards. This prestigious award reflects the quantity and consistency of 5 Star "Excellent" reviews posted on this influential website by visitors to the former Royal Yacht during the last 12 months.

Fewer than 1% of Tripadvisor's 8 million listings are awarded Best of the Best, signifying the highest level of excellence in travel.

According to Chief Executive, Bob Downie, at the heart of Britannia's success is an absolute commitment to the quality of the visitor experience. "We are all extremely proud of how successful Britannia has become over the last 25 years, and to be judged number 1 in the UK for the second time, is a tremendous achievement".

Britannia attracts around 300,000 people from across the world every year and boasts one of the world's most translated audio tour, with 30 languages, a Children's tour, basic English and British Sign Language (BSL) tablet tour. One of the UK's most accessible tourism destinations, allowing each and every visitor access to explore all five decks of the ship, plus the Royal Tea Room with stunning waterfront views, and Gift Shop within Ocean Terminal.

"Congratulations to the 2023 Tripadvisor Travellers' Choice Best of the Best winners," said John Boris, Chief Growth Officer at Tripadvisor. "The travel resurgence we've seen throughout the past year has even further heightened the competition. Ranking among the Best of the Best demonstrates that you have provided exemplary experiences to those who matter most: your guests. With changing expectations, continued labour shortages, and rising costs, this is no easy feat, and I am continually impressed with the hospitality industry's resilience and ability to adapt. Cheers to another successful year!"

For further information please contact Casey Rust, casey.rust@tryb.co.uk. 0131 555 8800.

[Hi res images available here.](#)

NOTES FOR EDITORS:

- Britannia is proud to have one of the world's most translated audio tours with 30 languages and a British Sign Language tour tablet.
- The Royal Yacht Britannia was home to Her Majesty The Queen and the Royal Family for over 40 years, sailing over a million nautical miles around the world, calling at more than 600 ports in 135 countries. Situated in Edinburgh's historic port of Leith, *Britannia* is now a five-star visitor attraction, as well as an exclusive evening events venue. Visitors enjoy a fascinating insight into The Queen's former floating palace, and the lives of those who lived and worked on board.
- *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. The Trust is a wholly self-funding, not-for-profit, charitable organisation. *Britannia* is the official headquarters of the Association of Royal Yachtsmen.