



Britannia sails to triple triumph

The Royal Yacht Britannia has sailed to triple triumph after being named Tripadvisor's 'Best of the Best' visitor attraction in the UK and 12th in the world 2025/26. Britannia is the only UK attraction to win this accolade three times.

This latest accolade cements The Royal Yacht Britannia's legacy of service excellence since 1998, due to their dedication to service excellence and a sustainable future. A feat unmatched by any other UK attraction on the platform.

As the world's only preserved Royal Yacht that visitors can step aboard to explore, over 7.5 million people have experienced Britannia since it opened in 1998.

The Britannia team continually strives to make the Royal Yacht an exceptional experience for all, with a focus on inclusivity, partnerships and sustainability.

Chief Executive Franck Bruyère is incredibly proud of his team:

“This recognition is a true tribute to our wonderful visitors, whose gift of feedback continues to inspire and help us to remain committed to delivering great value for time, raising the bar for what world-class attractions can offer. This achievement also belongs to our exceptional crew. Their passion, professionalism, and dedication to constantly delivering unforgettable experiences are the heart of everything we do. Every smile, every story, and every detail that delights our valued visitors is thanks to them.”

Together Britannia and Fingal Hotel offer a rare overlap between heritage, maritime legacy and cutting-edge tourism excellence:

- TripAdvisor Best of the Best 2025 – Britannia and Fingal Hotel ranking number 1 in the UK, top 10 in Europe and top 15 in the world.
- Global accessibility leader – 36+ languages, Braille, British Sign Language and American Sign Language, visually impaired and children's versions of the tour.
- Green Key and Green Tourism Gold Award for sustainability excellence.
- Fingal Hotel – Hotel of the Year Scotland 2024 (AA Awards) and two AA rosettes restaurant.
- Most Excellent Dedicated Venue (Condé Nast Johansens).

Ends

Notes to editor

The Royal Yacht Britannia

1. 2025 continues to be an exciting year for the team aboard Britannia as the new world-class visitor centre with exhibition and retail experience opened earlier this year, marking the next chapter in the legacy of The Royal Yacht Britannia Trust – the self-sustained charitable trust.
2. Britannia's sister ship, Fingal Hotel is a one-of-a-kind floating hotel, with a newly extended Lighthouse restaurant & bar, a soon to launch immersive culinary exclusive experience and events venue on Edinburgh's waterfront.
3. Thanks to the recent partnership with The British Motor Museum, Britannia's fleet of vintage vehicles has been enhanced by the loan of the original 1966 Land Rover used by Queen Elizabeth II for rural transport and Royal pursuits.
4. On 16 April 1953, The Royal Yacht Britannia was launched from John Brown's Shipyard in Clydebank, Glasgow, to start over 44 years of faithful service to Queen Elizabeth II and the Royal Family. Over 70 years on, Britannia is berthed in Leith, Edinburgh, and welcomes visitors who step aboard to explore this iconic ship and the illustrious role she proudly played in British history.
5. Tripadvisor's Travellers' Choice Awards 'Best of the Best' title celebrates the highest level of excellence in travel. It is awarded to those who receive a high volume of above-and-beyond reviews and opinions from the TripAdvisor community over a 12-month period. Out of 8 million listings, fewer than 1 per cent achieve this milestone.