



## Scotland's Best Attraction 10 years' running

The Royal Yacht *Britannia* has officially been Scotland's Best Visitor Attraction for each of the last 10 years, as rated by national tourist board VisitScotland.

Having just received their results for 2015, staff at the iconic five star attraction, are delighted to have achieved a record score of 96%, the highest mark ever awarded to a visitor attraction in Scotland, beating their own record, set in 2014.

VisitScotland's Quality Assurance Scheme, is the official measure of quality for tourism businesses, benchmarking visitor attractions, accommodation providers, and catering establishments across Scotland. Tourism businesses are assessed, according to a set of quality criteria, based on the welcome, attitude, knowledge and efficiency of staff, as well as audience level, interpretation, maintenance and cleanliness.

With 308,906 visitors in 2015, The Royal Yacht last week announced 2015 as its best, since its opening year in 1999. A total of almost 5 million people from around the world have visited The Queen's former floating palace since it opened in Edinburgh in 1998.

Commenting on this outstanding success, *Britannia's* Chief Executive, Bob Downie said, "To be the best in Scotland once is a fantastic achievement, but to do this for ten consecutive years is a phenomenal tribute to our staff who go the extra mile to ensure that all our visitors have a great experience when they visit *Britannia*. The true test of any great organisation is consistency of performance, delivering great value for time and money, year in year out, and there is no doubt that our pioneering approach to providing great customer experiences has underpinned our success.

Malcolm Roughead, VisitScotland's Chief Executive, said: "I'd like to congratulate *Britannia* on this fantastic achievement, which demonstrates an outstanding commitment to quality and excellence in every aspect of the business. Retaining the accolade of Scotland's best attraction for 10 years' running, *Britannia* is setting the standards for tourism in Scotland, and it is a real testament to the total commitment shown by their staff to consistently deliver a world leading customer experience."

**ENDS**

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[www.royalyachtbritannia.co.uk](http://www.royalyachtbritannia.co.uk)

See link to [Britannia's Year in Pictures 2015](#).

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**Notes for Editors:**

1. With 9,500 customer reviews, The Royal Yacht has held its position among TripAdvisor's top 3 UK landmark attractions for two years' running, actually taking the No.1 spot in 2014. The award-winning attraction has also received TripAdvisor's Award for Excellence for 4 years in a row.
2. An unforgettable attraction for visitors, as well as a prestigious evening events venue, *Britannia* is regarded as one of Edinburgh's 'must-see' destinations. *Britannia* was home to Her Majesty The Queen and the Royal Family for over 40 years, sailing over one million miles around the world. Following The Yacht's decommissioning in 1997, *Britannia* is now berthed in Edinburgh, where visitors can follow in the footsteps of Royalty to discover the heart and soul of this most special of Royal residences. Celebrations will be taking place in 2016 to mark Her Majesty The Queen's 90<sup>th</sup> birthday.
3. Providing the highest standards of customer experience to every visitor, regardless of age or ability, is at the heart of *Britannia's* success, and recent developments have included the audio guide being available in British Sign Language, Braille and 27 languages, making it the most translated tour in the world.
4. *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. Income generated from running the Royal Yacht as a visitor attraction and events venue goes towards preserving the yacht for future generations. *Britannia* is the official headquarters of the Association of Royal Yachtsmen.
5. Developed and continually improved over the past 25 years, VisitScotland's Quality Assurance schemes are recognised throughout the world and provide a trusted, independent and impartial source of information for visitors. For more information about the VisitScotland Quality Assurance scheme, see: [www.visitscotland.com/quality-assurance](http://www.visitscotland.com/quality-assurance)