



BRITANNIA CELEBRATES BEST YEAR EVER SINCE OPENING 20 YEARS AGO!

As The Royal Yacht Britannia, in Edinburgh, prepares to mark 20 years since opening its doors to the public in 1998, the team is also celebrating a remarkable achievement, ending 2017 with a phenomenal 390,482 visitors, the highest number of visitors ever recorded. This also represents a 12% year-on-year increase on 2016.

Commenting on this success, Chief Executive of The Royal Yacht Britannia, Bob Downie said, “2017 was a phenomenally busy year and it’s a great tribute to the professionalism of our staff that we also retained our position as Scotland’s Best Visitor Attraction for a record 12th year in a row.”

2018 is due to be another landmark year for the famous ship, marking 20 years since opening its doors as a visitor attraction in Edinburgh, together with the opening of *Fingal* in summer, a major £3.5million luxury floating hotel and events venue by *Britannia’s* trading company, Royal Yacht Enterprises.

Bob continued, “This success could not have come at a better time, as we look forward to the launch of our new 23-bedroom luxury hotel accommodation and unique events venue, on the former Northern Lighthouse Board tender, *Fingal*, opening in the summer of 2018.”

Bob and his team at *Britannia* are wholly committed to providing an exceptional customer experience for visitors and delivering great value for time and money, as demonstrated by the very high percentage of Excellent Reviews on TripAdvisor. To date, over 5.6 million people from across the world have had the opportunity to experience the five star visitor attraction.

[Britannia’s Year in Pictures 2017](#)

[Download hi res photos here. Free to use.](#)

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For further information please contact Lynda Dalglish, Head of Marketing at lyndad@tryb.co.uk on 0131 555 8800 or 07747 477218.

www.royalyachtbritannia.co.uk

Follow us on Facebook: The Royal Yacht BRITANNIA or Twitter: @Britanniayacht

Notes to Editors:

1. For the 12th year in a row, The Royal Yacht Britannia has been rated as Scotland’s Best Attraction by Scotland’s national tourism agency, VisitScotland, with a grading of 95%.
2. The five star visitor attraction has achieved record visitor numbers for the past five years, with 348,272 visitors in 2016.
3. The Royal Yacht Britannia has featured in TripAdvisor’s UK Top 10 for the last 5 years, with over 17,000 reviews and the highest percentage of ‘Excellent’ reviews of any attraction (73%).
4. 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 its decommissioning in 1997, the iconic ship 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. Highlights include the teak-panelled Sun Lounge and elegant State Dining Room, which contrast dramatically with the working side of the ship and the crew's quarters.

5. The audio guide is available in British Sign Language, Braille and 30 languages, making it one of the most translated tours in the world.
6. *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.