



## 2018 MEDIA INFORMATION



### Latest News

- For the last 12 years, The Royal Yacht Britannia has officially been rated as Scotland's Best Visitor Attraction by VisitScotland, with a quality assurance score of over 95% and ranked in TripAdvisor's UK Top 10 for 6 years running.
- In 2017, Britannia welcomed its highest visitor numbers since opening in 1998, welcoming a record 390,482 visitors on board.
- Britannia's audio guide is available in 30 languages, making it one of the most translated tours in the world.
- Britannia is one of the most accessible attractions in the UK offers a British Sign Language hand-held tablet for visitors who are deaf or hard of hearing. The tour script is also available in English Braille, and the tour route is wheelchair friendly.

### The Royal Yacht Britannia Today

Britannia is an award-winning five star visitor attraction and exclusive hospitality venue, permanently berthed in Leith, Edinburgh, just 2 miles from the city centre.

The yacht is owned by a non-profit making charity, The Royal Yacht Britannia Trust, which receives no public sector funding. All revenue generated goes towards *Britannia's* long-term maintenance and preservation.

*Britannia* is berthed alongside Ocean Terminal, the stylish waterfront shopping centre, designed by Sir Terence Conran, which has over 70 shops, bars, restaurants and a cinema.

## The Visitor Experience

*Britannia's* Visitor Centre, on the second floor of Ocean Terminal, provides historical background about the Royal Family and Yachtsmen and houses *Britannia's* original Wheelhouse. Visitors then collect an audio handset, which is included in the admission price, and continue their tour on board *Britannia* to discover the five fascinating decks.

Highlights of the tour include the Sun Lounge, the State Dining Room and The Queen's Bedroom, which contrast beautifully with the working side of the ship, including the Crew's Quarters, Laundry and gleaming Engine Room.

Visitors can enjoy the stunning harbour views from our Royal Deck Tea Room. Traditionally, the Royal Family would have used the Royal Deck for cocktail parties and receptions.

95% of items on display are the original artefacts on loan from The Royal Collection.

The *Britannia's* whole visitor experience is fully accessible, with wheelchair access, lifts and ramps throughout.



## The Audio Tour

The audio tour is available in 30 languages; English, French, German, Italian, Spanish, Portuguese, Swedish, Danish, Norwegian, Dutch, Finnish, Greek, Russian, Czech, Polish, Hungarian, Korean, Japanese, Urdu, Mandarin, Hindi, Arabic, Thai, Turkish, Cantonese, Punjabi, Portuguese-Brazilian, Welsh, Romanian and Gaelic.

In English there are versions of the audio tour for children, for visually impaired visitors and for those with learning difficulties. A British Sign Language hand-held tablet or printed script are also available for those with hearing difficulties.

## Royal Deck Tea Room and Gift Shop

Offering stunning views and a warm welcome, *Britannia's* Royal Deck Tea Room serves a tempting choice of cakes, scones, soups and sandwiches. Refreshments include speciality teas and coffees, beer, wine and champagne. Additionally, *Britannia's* own Confectioner makes delicious home-made fudge in the NAAFI sweet shop which visitors are invited to try.

After the tour, visitors can enjoy a browse in *Britannia's* gift shop, which is fully-stocked with Official Royal Collection china, *Britannia* memorabilia, toys, books and gift ideas – something for everyone!



## Brief History

On 16 April 1953, *Britannia* was launched from the John Brown & Company shipyard in Clydebank, the start of a long and illustrious career. For over forty years she proudly served the Royal Family, sailing over one million miles to become the most famous ship in the world and playing a role in some defining moments of recent history.

*Britannia* undertook 968 official visits, including the Handover of Hong Kong. In 1986, the Royal Yacht rescued over 1,000 refugees from war-torn Aden in the Republic of Yemen.

The Royal Yacht *Britannia* was decommissioned on 11 December 1997 in Portsmouth, the last in a long line of Royal Yachts stretching back to 1660. *Britannia* opened her doors as a tourist attraction in 1998.

## Quotes

"I name this ship *Britannia*, I wish success to her and to all who sail in her" HM The Queen

"*Britannia* is the one place where I can truly relax" HM The Queen

"*Britannia* was unique. She was the first Royal Yacht to be genuinely ocean-going and able to bring her particular magic to maritime nations in every part of the world" HRH Prince Philip

"*Britannia* is special for a number of reasons. Almost every previous sovereign has been responsible for building a church, a castle, a palace or just a house. The only comparable structure in the present reign is *Britannia*. As such she is a splendid example of contemporary British design and technology." HRH Prince Philip.



## Facts and Figures

- During 44 years in Royal service *Britannia* sailed the equivalent of once round the world for each year, calling at over 600 ports in 135 countries.
- The Queen and The Duke of Edinburgh worked closely with interior designer Sir Hugh Casson to create both a functional Royal Navy vessel, and a sumptuous Royal residence.
- *Britannia* was designed to double as a hospital ship in wartime, but never served this purpose.
- The Queen chose deep blue for *Britannia*'s hull, instead of the more traditional black.
- Unlike any other ship, *Britannia* was captained by nine Admirals and latterly a Commodore. The full crew comprised of 220 Yachtsmen, 20 Officers, three Season Officers and during Royal Tours, a Royal Marines Band of 26 men.
- *Britannia* proudly displays her crest on her bow and stern, but, unlike other vessels, her name is not on the side of the ship.
- The Yacht could produce her own fresh water from sea water.
- For a state visit, five tonnes of luggage, from The Queen's jewels to bottles of Malvern water for Her Majesty's tea, was brought on board. Up to 45 extra staff were on board for State visits.
- She was the last ship in the Navy where sailors slept in hammocks. This stopped in 1973.
- She was the only Navy ship to have its own 24-hour laundry, manned by its own crew, where temperatures sometimes reached 120°F.
- Shouting was forbidden on the Ship. Orders were given by hand signal to preserve the tranquillity.
- *Britannia* is the only place you can see the bedroom of a living British monarch.
- Four Royal honeymoons took place on board, including Prince Charles and Princess Diana's in 1986.

	Price
Adult	£16.00
Senior Citizen (aged 60+)	£14.00
Child (aged 5-17)	£8.50
Family (2 adults and up to 3 children)	£45.00
Student in full time education	£14.00
Armed Forces with ID	£8.50

Discounts available for pre-booked groups of 15 or more when they call 0131 555 8800 (Mon to Fri).

#### Visitor Contact Information

Tel: +44 (0)131 555 5566

Fax: +44 (0)131 555 8835

Email: [enquiries@tryb.co.uk](mailto:enquiries@tryb.co.uk)

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

The Royal Yacht Britannia, Ocean Terminal, Leith, Edinburgh, EH6 6JJ, Scotland, UK

#### Evening Events

*Britannia* is open year round as an exclusive evening venue. Drinks receptions for up to 450 and dinners for up to 196 can be hosted in the State Apartments and Royal Deck on board, where an exceptional level of quality, service and hospitality.

#### Contact information

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