

Beat: Travel

BRITANNIA REPORTS BEST YEAR SINCE OPENING

308,906 visitors in 2015

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USPA NEWS - The Royal Yacht Britannia is celebrating achieving its highest visitor numbers since its opening year in 1999. The iconic attraction, based in Edinburgh, ended 2015 with a record 308,906 visitors, an increase of 13,577 (4.6%) on 2014.

Once The Queen's floating palace, now a five star visitor attraction, nearly 5 million people have visited Britannia since it first opened to the public in the Historic Port of Leith in Edinburgh, in October 1998. Commenting on this success, Britannia's Chief Executive, Bob Downie said, "This growth in our visitor numbers is a great tribute to our fantastic staff, and how hard they work to provide the highest levels of customer experience, because the true test of any great organisation is the consistency of their performance, as seen through the eyes of their customers" [2].

Did you know?

During her 44 year career, Britannia conveyed The Queen, other members of the Royal Family and dignitaries. The Royal Yacht travelled 1,087,623 nautical miles, calling at more than 600 ports in 135 countries.

Situated in Edinburgh's historic port of Leith, Britannia is now an iconic 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. With an audio tour in 27 languages, of Britannia's five decks, highlights include the teak-paneled Sun Lounge and elegant State Dining Room, which contrast dramatically with the working side of the ship and the crew's quarters.

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