Beat: Travel

TripAdvisors Travellers Choice Award 2014.

The Royal Yacht Britannia

Edinburgh, Scotland, United Kingdom, 17.06.2014, 13:26 Time

USPA NEWS - Britannia´s Chief Executive, Bob Downie, said “We are absolutely delighted that our passion for delivering outstanding customer experiences has been so highly valued on TripAdvisor, and to be Number 1 in the UK is a tremendous achievement that our staff can be very proud of“.

Staff at The Royal Yacht Britannia are thrilled by the news that Britannia has been named the Best Attraction in the UK in the TripAdvisor´s Travellers´ Choice Award 2014. This prestigious award reflects the quantity and consistency of 5 Star “Excellent“ reviews posted on this influential website by visitors to the former Royal Yacht during the last 12 months (to date, 72% of the 5,000 TripAdvisor reviews are Excellent, and 23.5% are Very Good).

Britannia has officially been Scotland´s best visitor attraction for the last nine years, with a current quality score of 96%, the highest mark ever awarded to a visitor attraction by national tourist board VisitScotland. With a complimentary audio tour now available in 27 languages, the latest being: Turkish, Thai, Brazilian-Portuguese, Cantonese, and Punjabi, Britannia is believed to be the most translated audio tour in the world.

Last month the former Royal Yacht also received TripAdvisor´s Certificate of Excellence, an award that is given to the top 10% tourism businesses in the world.

Source: The Royal Yacht Britannia

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