



**THE ROYAL YACHT**  
**BRITANNIA**  
**EDINBURGH**

Bob Downie – Chief Executive

# TripAdvisor's No1 UK Attraction 2014/15



# VALUE FOR TIME AND MONEY?



# TripAdvisor Scores as of 5 Nov 2015

	Percentage	Number of Reviews
<b>Excellent</b>	<b>71.8%</b>	<b>6,518</b>
<b>Very Good</b>	<b>23.3%</b>	<b>2,120</b>
Average	4.1%	373
Poor	0.6%	56
Terrible	0.2%	18

# RECOMMENDATIONS = £££££££



- Excellent
- Good
- Average
- Poor

# LONG TERM VALUE = GREATER PROFITS



# GET THE RIGHT PEOPLE ON THE BUS



**"Get Me Human Resources"**

# INSPIRATIONAL LEADERSHIP





**GET THE RIGHT THINGS RIGHT- EVERY TIME**



# Conscious Competence



# LOOK THROUGH YOUR CUSTOMERS' EYES

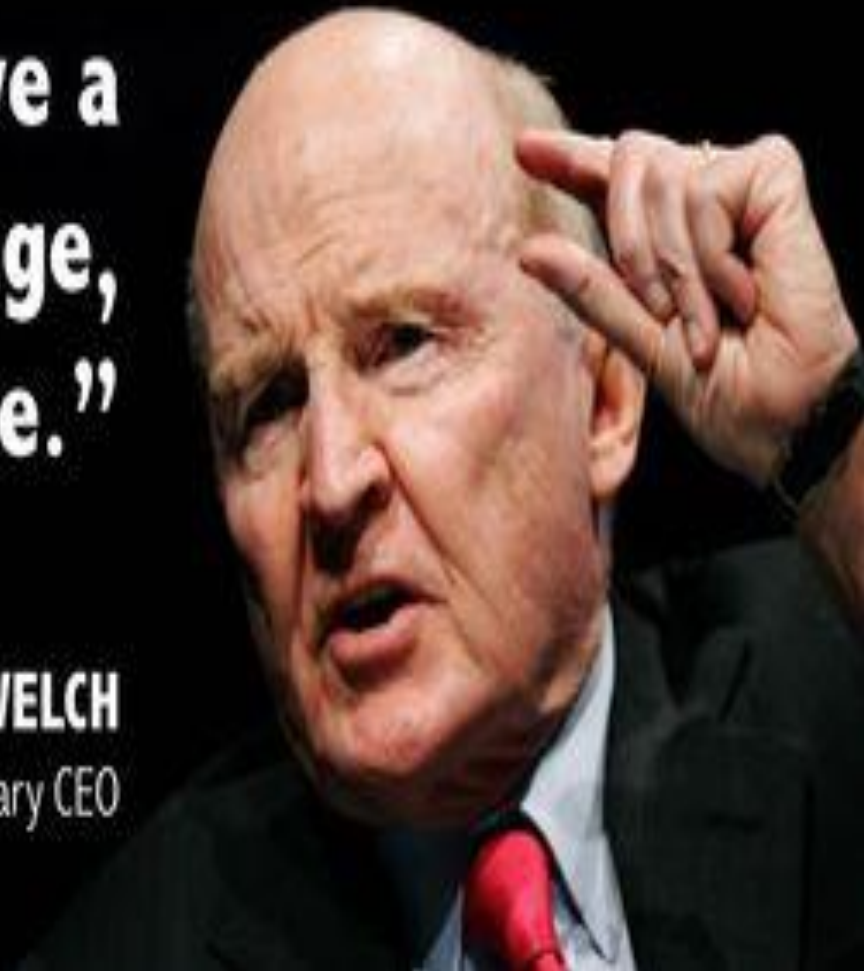


# NEEDS AND EXPECTATIONS!



**“If you don’t have a  
competitive advantage,  
don’t compete.”**

**JACK WELCH**  
legendary CEO



# EMOTIONAL IMPACT



# LOYALTY DIVIDEND





**THE ROYAL YACHT**  
**BRITANNIA**  
**EDINBURGH**