

Partner with Hull A Re-Energised UK City Break



Hull in 100 words

Hull is rapidly emerging as one of the UK's most compelling city-break destinations, proudly named by National Geographic as one of the best places in the world to visit in 2026. With major investment transforming its maritime heritage, the city is unveiling newly restored attractions including the Hull Maritime Museum, Spurn Lightship and the Arctic Corsair, all set to reopen as part of a multi-million-pound regeneration project. Combined with a vibrant waterfront, independent cultural quarters, and a thriving events scene, Hull offers Travel Trade partners a fresh, authentic and experience-rich destination ready to impress visitors in 2026 and beyond.

Hull in 250 words

Hull is fast becoming one of the UK's most exciting cultural and heritage destinations, recently named by National Geographic as one of the best places in the world to visit in 2026. This prestigious recognition shines a spotlight on a city undergoing a remarkable transformation, driven by major investment in its renowned maritime story and vibrant waterfront. With the multi-million-pound Maritime Project nearing completion, Hull is preparing to unveil a suite of newly restored attractions, including the Hull Maritime Museum, the historic Spurn Lightship and the iconic Arctic Corsair trawler, all central to the city's 800-year seafaring heritage.

Beyond these flagship developments, Hull offers Travel Trade partners an authentic, experience-rich destination with strong appeal for group tours, cultural travellers and educational experiences. The revitalised Fruit Market district has evolved into a thriving creative quarter, filled with independent restaurants, artisan shops, live-music venues and street-art trails, showcasing Hull's distinctive character and contemporary energy. Visitors can explore the atmospheric cobbled streets of the Old Town, follow the emerging Maritime Heritage Trail, and enjoy easy access to landmark visitor attractions such as The Deep and the Museums Quarter key highlights for both domestic and international itineraries.

As the city prepares for a landmark year, Hull presents a compelling opportunity for Travel Trade planners seeking fresh, dynamic and culturally resonant UK product. With its strengthened visitor offering, welcoming atmosphere and globally recognised status, Hull is ready to inspire travellers in 2026 and beyond.