

**Meredith Trowsdale  
Tourism Officer  
Visit Hull**

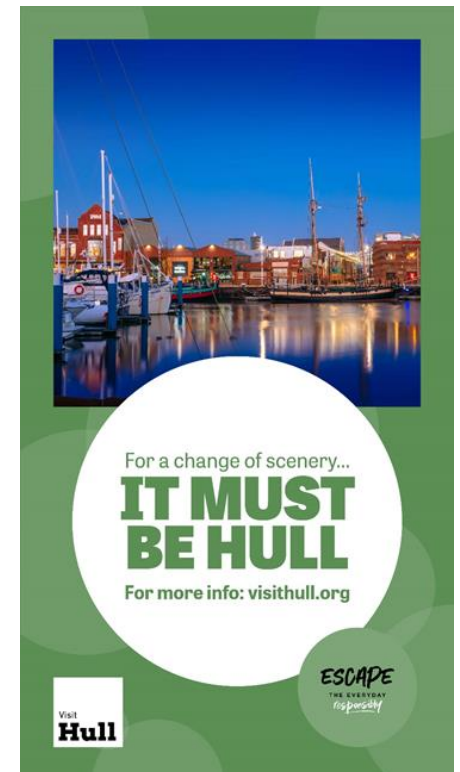
**Leisure campaign update  
2021/ 22**

# It Must Be Hull campaign

Visit  
**Hull**

- Launched May 2020
- Focused on what is unique and special to Hull
- Encouraged visitors and residents to visit Hull and experience it for themselves.

**#MustBeHull**



## 6 lead straplines and images-

- For the best night's sleep...It Must Be Hull
- For the warmest welcome...It Must Be Hull
- For turtles and trails...It Must Be Hull
- For a change of scenery...It Must Be Hull
- For great days out...It Must Be Hull
- For food and friends...It Must Be Hull



For food and friends...

**IT MUST  
BE HULL**

For more info: [visithull.org](http://visithull.org)

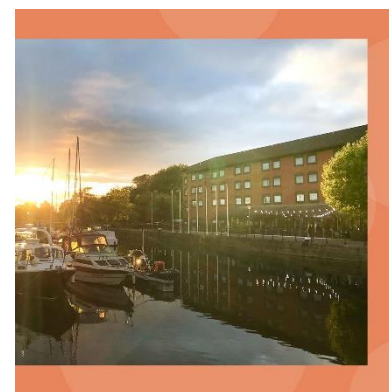
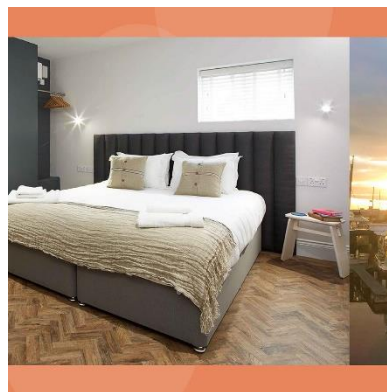
**ESCAPE**

THE EVERYDAY

*responsibly*

## Campaign content – May to September

- Digital advertising on local news sites
- Digital advertising on A63
- Radio advertising on Heart FM
- Paid social media advertising
- Joint media campaign with Welcome to Yorkshire



# Campaign content – May to September

Visit  
**Hull**

- Digital frames distributed to local businesses
- 8 page A5 insert into Yorkshire Post and Mail on Sunday

**Holiday Inn Hull Marina**  
@HHullMarina

Enjoy a **fabulous day out in Hull** with drinks on our terrace! 🍹🍹  
Our terrace area is available to book for food and drinks. 🍷🍰  
Book your table now – [bit.ly/396iKZ4](https://bit.ly/396iKZ4)

#IHG #MustBeHull #Hull #VisitHull

For great days out...  
**IT MUST BE HULL**  
[www.visithull.org](http://www.visithull.org)  
#MustBeHull

ESCAPE THE WEEKEND

2:46 PM · May 22, 2021 · Sprout Social

For great days out...  
**IT MUST BE HULL**  
[visithull.org](http://visithull.org)

With weekends, bank holidays and six weeks of the summer holidays to fill, we all need some easy breezy ideas for summer days!

Let's face it, family days out can be expensive, so let's start by mentioning our fabulous **FREE** museums and galleries. Please check venue websites for up to date information before travelling.

- Ferens Art Gallery not only has one of the finest regional art collections in the country, it also has an interactive children's gallery
- Museums Quarter on High Street where you can take a spin through the ages in the Streetlife Museum or marvel at the giant mammoths at the Hull and East Riding Museum.
- The magnificent Maritime Museum may be closed for refurbishment but you can still enjoy Yorkshire's only waterfront city by following the

Fish Trail – 41 life-sized fish hidden in Hull's cobbled pavements, from a tiny anchovy to a 10ft ray.

- Humber Street Gallery is home to a range of temporary exhibitions (although note sometimes these are for adults only so please check before visiting)
- It's not technically a museums but the family trail 'Look Up' is a perfect way to keep the kids entertained counting and spotting things along Whitefriargate and best of all they can claim a certificate at the end!

Hull is a largely pedestrianised city perfectly sized to explore on foot with a plethora of trails to see the city in a new light.

From secret alleyways where monumental moments of history unfolded and pretty public squares and parklands to marinas, docklands and riverside boardwalks - why not put on some comfy shoes and (re) discover Hull's hidden secrets. If you get tired en route, don't worry, there are plenty of places to refuel.

Prefer to be shown around? If you'd prefer a guide to show you around, get your cameras and notebooks at the ready and discover Hull's surprises with our English Heritage accredited, highly recommended and extremely knowledgeable guide. Enjoy one of the daily 90-minute tours from Queen Victoria Square.

Have you even been to Hull if you haven't stepped inside The Deep where you can explore prehistoric seas, tropical lagoons, vast open oceans and the chilly polar realm. With more than 5,000 animals, including sharks, rays, turtles and penguins.

Plus a must-see for dinosaur fans, head to Humber Street for Dinostar, Hull's very own children's dinosaur museum. Ideal for children of all

ages, be amazed by the size of a T-Rex skull, touch Triceratops bones and try your hand at building a volcano. Both Dinostar and The Deep offer great value annual passes for all those return visits!

**IT MUST BE HULL!**

**FOLLOW A TRAIL...**

- **The Fish Trail** go hunting for hidden fish on this family-friendly trail.
- **The Ale Trail** this trail takes you to some of the oldest pubs in the city.
- **The Look Up Trail** learn about the history of Whitefriargate as you count and spot things hidden in the architecture. Perfect for kids.
- **The Larkin Trail** explore the town through a poet's eye.
- **The Wilberforce Trail** follow in the steps of William Wilberforce.

## **Campaign content – May to September**

- **Launch of Visit Hull youtube channel and youtube advertising campaign**
- **Advert currently received 37k views.**

<https://www.youtube.com/watch?v=0UDVQCrBzUU>

# Looking forward - October to March 2022

- Creation of Autumn/ Winter assets – straplines/ images
- Paid social media advertising
- Digital advertising on A63
- Radio advertising on Heart FM
- Continued Youtube advertising campaign
- 8 page A5 insert into Mail on Sunday

# Looking forward - October to March 2022

- QR codes distributed to hotels
- Development of the Big Welcome Back – launch end of October
- Creation of a Destination Charter

Visit  
**Hull**

For the warmest welcome  
**IT MUST BE HULL**  
#MustBeHull

**ESCAPE**  
THE EVERYDAY  
*responsibly*

For information about what's on and where to go whilst you're visiting Hull, scan the QR code for ideas.



# How can you get involved?

- Share your positive news stories with us
- Send us high quality images
- Use the brand assets – digital frame/ hashtag/ QR code
- Talk to us - [meredith.trowsdale@vhey.co.uk](mailto:meredith.trowsdale@vhey.co.uk)



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