

# Hull Trains' ticket boost for tourism as city prepares to welcome back visitors

Hull Trains is aiming to green up leisure trips while cutting the cost of exploring the city for regional tourists as the summer season approaches.

While the direct route to London may mean the service is more regularly associated with the opportunity to take in the capital's charms, return fares of £10 or less are being offered between the Yorkshire stations it serves and Hull.

More than 50 per cent has been slashed off prices on the route that takes in Doncaster, Selby, Howden and Brough, bringing spend into the 2017 City of Culture, reawakening after two years of pandemic interruption to normal operations.

**Read more:** [Hull to Bridlington rail service to be fully reinstated ahead of summer season after Covid halt](#)

David Gibson, managing director, said: "We are encouraging local travellers to leave the car at home, protect the environment and save some money.

"The rising cost of living has been well documented at this moment in time so we hope that this latest pricing offer will be welcomed by local people.

"The holiday season is approaching so this offers people an inexpensive option for travelling to Hull to enjoy all of the amenities the city has to offer. You may even wish to stay a while longer than a day as return travel can be taken anytime within 30 days."

Hull Trains is also working with local businesses on the promotion, including The Deep and DoubleTree by Hilton, to

spread the word.

Coronavirus has taken a huge toll on the FirstGroup entity, [leading to a £10 million loss](#) as it hit just after reaching record passenger levels and unveiling a new five-engine £60 million bi-modal fleet.

The offer comes as it enters a new financial year with recovery front and centre.

And with work in full flow on the A63 Castle Street improvement programme, and the cost of petrol having spiralled due to the Russian invasion of Ukraine, it could be a very attractive option.

**Do you follow BusinessLive Humber on [LinkedIn](#) and [Twitter](#)?  
Click and engage to ensure you stay updated**

**Read More**

**Related Articles**

▪



[‘Check your tools’ campaign launches as MKM partners with OddBalls for Testicular Cancer Awareness Month](#)

**BusinessLive**

**Read More**

**Related Articles**

▪



[Craft brewery on the road to regional pub trade](#)

[expansion with town distribution deal](#)