

Warm To The (Apple) Core In New York

January Hotel Rates From Under £41pp



While January still seems a long way off, those with whimsical notions of wrapping up in winter woollies, cosying up in coffee houses and mooching around museums should head to one of the world's greatest city break destinations, New York. [nyma, the new york manhattan hotel](http://www.thenewyorkmanhattanhotel.co.uk) offers really great rates in January, starting from under **£41 per person, per night**. However, the reasons to visit New York in January aren't just price led...

- As well as being the best month for the store sales, January is typically the city's month with the coldest weather, but the warmest heart – as there are plenty of reasons to snuggle up with someone and keep warm. [National Hugging Day](#) falls on 21 January and offers the perfect excuse to reach out to friends, family and even strangers for some body heat! Surprisingly, this national day is recognised by the United States Copyright Office, as well as the rather less official Hugging Committee of the City of London!?!
- President Barack Obama has previously been voted the most huggable person of the year for his touchy-feely nature, as has fellow American Reece Witherspoon. There is also a Free Hugs movement in which people give hugs to random people on the street – the premise being that it will lift the spirits. That's no bad thing as January is a notoriously depressing month and the dreaded 'Blue Monday' is falling on 20 January next year.
- And if that's not enough of a warm and fuzzy reason to head to the Big Apple in late January, 20 Jan is also Martin Luther King Day; a day of positivity to promote equal rights for all Americans, regardless of their background and a federal holiday!

Part of Apple Core Hotels, the 171-room [nyma, the new york manhattan hotel](http://www.thenewyorkmanhattanhotel.co.uk) offers affordable, stylish accommodation and first-class facilities in the heart of Midtown Manhattan. Conveniently situated between Broadway and Fifth Avenue, prices start from **US\$124.99 per room per night (under £41 per person per night)** in January and include free continental breakfast, free wi-fi and national phone calls. For more information visit www.thenewyorkmanhattanhotel.co.uk and to book call **freephone 0808 178 6363**.

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