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Five alternative shades of New York City

Great news for those who take the 'I love NY' slogan quite literally, as Norwegian will begin serving UK holidaymakers the Big Apple daily from 25th October. It's unsurprising the most photographed city in the world ([Sightsmap](#)), is bursting with tourists, so as we make New York City even more accessible, we wanted to share the **top five ways** you can enjoy the city away from the common touristy trail.

1. Spread love by going the Brooklyn way....

- Ever fancied escaping the towering skyscraper sprawl of the concrete jungle, Manhattan? Just across the East River, get great

views by the Brooklyn Bridge, eat steak in Peter Luger's and relax in Prospect Park all of which can be found in New York's most populous borough - Brooklyn.

2. Too hot in Hell's Kitchen? Escape to Long Beach...

- Although we're heading into winter, here's a note for next summer. You wouldn't usually associate sandy beaches with New York but if you take a train 50 minutes out of the city to Long Beach in Long Island, you can take in the Atlantic Ocean air on the boardwalk, combining the sun and the city.

3. For the budding photographers, consider Hoboken...

- Not quite Jersey Shore but just a short trip across the Hudson River in the shadows of Manhattan, Hoboken, New Jersey (New Jersey) can give you a flavour of small town America with a strip lined full of restaurants, bars and retail outlets, not to mention a promenade for a romantic stroll or a scenic jog with the spectacular backdrop of the city.

4. Take a Skyride

- Okay, we cannot promise you won't rub shoulders with tourists bearing fanny packs and cameras on their way up to the Empire State Building observation deck, but did you know on the way up, you can take in a virtual simulated tour of the city on the New York Skyride?

5. Go uptown and take in a show at the world famous Harlem Apollo...

- The melting pot of New York also plays home to the world's most iconic black neighbourhood, Harlem, where you can enjoy the best amateur entertainers the city has to offer at the historic venue of the Apollo Theatre on 125th Street.

By Chase Burns

Norwegian offers daily services from London Gatwick to New York JFK on the brand new Boeing 787 Dreamliner for as low as £149 one way.

Please visit [Norwegian.com](https://www.norwegian.com) for more information.

About Norwegian

The Norwegian group is a leading Nordic aviation company, headquartered at Fornebu outside Oslo, Norway. The company has over 8,200 employees and owns two of the prominent airlines in the Nordics: Norwegian Air Shuttle and Widerøe's Flyveselskap. Widerøe was acquired by Norwegian in 2024, aiming to facilitate seamless air travel across the two airline's networks.

Norwegian Air Shuttle, the largest Norwegian airline with around 4,700 employees, operates an extensive route network connecting Nordic countries to key European destinations. In 2024, Norwegian carried 22,6 million passengers and maintained a fleet of 86 Boeing 737-800 and 737 MAX 8 aircraft.

Widerøe's Flyveselskap, Norway's oldest airline, is Scandinavia's largest regional carrier. The airline has more than 3,500 employees. Mainly operating the short-runway airports in rural Norway, Widerøe operates several state contract routes (PSO routes) in addition to its own commercial network. In 2024, the airline had 3.8 million passengers and a fleet of 49 aircraft, including 46 Bombardier Dash 8's and three Embraer E190-E2's. Widerøe Ground Handling provides ground handling services at 41 Norwegian airports.

The Norwegian group has sustainability as a key priority and has committed to significantly reducing carbon emissions from its operations. Among numerous initiatives, the most noteworthy is the investment in production and use of fossil-free aviation fuel (SAF). Norwegian strives to become the sustainable choice for its passengers, actively contributing to the transformation of the aviation industry.

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