

Tradition Lives on at the Serpentine this Christmas Day



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Celebrate Christmas in London with one of LondonTown.com's hotel discounts and watch the 148-year-old Peter Pan Cup in Hyde Park

December 18, 2012, 3:52 pm -- [/EPR NETWORK/](#) -- The Christmas Day dip in the icy waters of Hyde Park's Serpentine Lake marks its 148th anniversary this year. For the past 104 years this 100-yard race in spine-chilling waters has been named the Peter Pan Cup after J.M. Barrie, Peter Pan's creator, first presented the now highly sought after award.

Although there are few who would ever want to plunge into sub-four degrees Celsius waters, especially on Christmas Day, there are many that like to spectate and cheer on the hardy souls as they brave the often ice-covered waters. The swim begins at 9am in the beautiful surroundings on Hyde Park; it's a truly unique and special way to kick off Christmas Day in the capital.

Christmas in London is quite magical. There are numerous events held in the run-up to and on the big day itself, from markets and carol signing to ice-skating and Santa's grottos. LondonTown.com is making the city an even more appealing place this festive season as it is giving the gift of [cheap London hotels](#) to its website users. For example, the four-star Hilton [Trafalgar Hotel London](#) is now available for £132 per room, per night thanks to a discount of 66%. This sleek and chic central London hotel boasts a wealth of modern, techy touches and is great for couples looking for a flash, party-filled Christmas escape thanks to the cool DJ bar and stylish restaurant.

However, for a truly magical experience LondonTown.com suggests one of the capital's luxury hotels such as [Grosvenor House, A JW Marriott Hotel](#). LondonTown.com has even managed to secure a discount at this hotel. Rates now start at £224 per night, which is a huge 57% off the regular rate. It may sound expensive, but this is a truly spectacular hotel. Overlooking Hyde Park and overflowing with charm and history this is a property to indulge in, if just once a year. Afternoon tea is a real highlight and not to be missed.

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