



TAMPA BAY GO AND YOU'LL KNOW

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ATTRACTIONS GALORE

Feel the rush at **Busch Gardens® Tampa Bay** on some of the world's most breathtaking roller coasters like Iron Gwazi, SheiKra and Cheetah Hunt. Plus, opening later this year, don't miss Lion & Hyena Ridge, the park's newest habitat which will provide these iconic species nearly 35,000 square feet of naturalistic terrain to thrive. **The Florida Aquarium** has unveiled a Sloth Encounter experience where visitors can get up close and personal. The Manatee Critical Care Behind-The-Scenes Tour at **ZooTampa at Lowry Park** gives guests a chance to witness their lifesaving work, and the newly opened Florida Waters exhibit offers unforgettable moments of eye-level viewing of Florida's aquatic wildlife including the Straz Family Manatee Rescue, Reptile & Amphibian Discovery, Otter Oasis, and more.

UNPARALLELED EXHILARATION

The Motor Enclave offers a heart-pounding playground for motorheads at the largest and most comprehensive automotive facility in Florida featuring a 100-acre off-road course, a state-of-the-art, 1.72-mile Tilke-designed performance circuit with professional driving instruction, and the world's largest private garage community. Zip through the trees and conquer the 200-foot- over-water suspension bridge at **Empower Adventures Tampa Bay**. Take a trip to one of the area's state parks: **Hillsborough River State Park** is home to some of the only Class II rapids in Florida or head to **Alafia River State Park** to mountain bike over 20 miles of single-track trails.



YBOR CITY + CUBAN CULTURE

"Hav-a-Tampa" cigar and see how Historic Ybor City turned Tampa into the *Cigar Capital of the World*. Today, skilled tabaqueros still roll cigars by hand, and you can experience their craftsmanship at **J.C. Newman Cigar Co.**, America's oldest family-owned premium cigar maker. The original Cuban sandwich was invented specifically for the cigar workers of Ybor City. Visit Cuba without a passport by stepping through the gates of **José Martí Park**, where the park's soil has been owned by the Cuban people since the 1950s. Be sure to keep an eye – and an ear – out for Ybor City's oldest residents, wild chickens that strut through the street and are protected by law due to their historical significance. **La Segunda Central Bakery** has satisfied customers with authentic Cuban bread since 1915 and for over 100 years has used the same hand-baked process and traditional recipes to ensure a taste and texture that can't be duplicated. Be sure to try an authentic Cuban sandwich made with Genoa salami for a truly Tampa taste.



THE TAMPA RIVERWALK

The 2.6-mile (4 km) **Tampa Riverwalk** ranks as one of the best in the nation, linking together some of downtown Tampa's most popular attractions, hotels, museums, and parks like pearls on a string. At one end, you'll discover **Sparkman Wharf**, an outdoor food and gathering hub and the other end features **Heights Public Market at Armature Works**, housing over 20 dining options plus pop-up events. And the best keeps getting better as the City of Tampa recently announced two miles of new Riverwalk along the west bank of the Hillsborough River with under-bridge and over-water segments, a living shoreline and scenic outlooks.



NONSTOP SPORTS

Catch a football game at Raymond James Stadium, home to the Super Bowl LV champion **Tampa Bay Buccaneers** (NFL), or keep cool year-round inside Benchmark International Arena, home venue of the perennial Stanley Cup-contending **Tampa Bay Lightning** (NHL). The **Tampa Bay Rays** (MLB) are swinging for the fences once again in the newly renovated Tropicana Field. **Tampa Bay Sun FC** is scoring with the new professional women's soccer league (USL Super League) after winning the championship in their inaugural season, while the **Tampa Bay Rowdies** (USL) take to the pitch across the bay in historic Al Lang Stadium.



TRAVEL CONFIDENTLY

Tampa International Airport, your gateway to Tampa Bay, was named the #1 Large Airport in North America in 2024 by Airports Council International for a second-consecutive year. With nonstop service from more than 85 destinations, it is easier than ever to visit the heart of Florida's Gulf Coast. **Avianca** began nonstop flights from Bogota in March 2025, making it the first regular nonstop flight between Tampa and South America and the first connecting Tampa to a new continent in nearly 50 years. This welcome addition comes after **Aeroméxico** launched daily nonstop flights from Mexico City in 2024, making Tampa Bay its 23rd U.S. destination. Other international carriers with direct flights to Tampa include: **Virgin Atlantic** (London Heathrow), **British Airways** (London Heathrow), **Discover Airlines** (Frankfurt), **Delta Airlines** (Amsterdam through 2025), **Edelweiss Airlines** (Zurich), **Frontier Airlines** (Dominican Republic, Jamaica, Puerto Rico), and **Air Canada** (Toronto, Montreal, Halifax, Vancouver).

TPA also services 79 domestic destinations — top markets include New York, Chicago, Atlanta, Boston, and Detroit — with 23.8 million domestic passengers yearly ensuring visitors from all across the United States have direct access to Tampa Bay's treasures.

Port Tampa Bay, recently named the best cruise destination in the world by Cruise Hive, now homeports vessels from **Carnival**, **Royal Caribbean**, **Norwegian**, **Celebrity Cruises**, and **Margaritaville at Sea**. Margaritaville at Sea launched its first dog-friendly cruise in November 2025, and **Regent Seven Seas Cruises** will launch ultra-luxury, all-inclusive voyages from Port Tampa Bay starting in December 2026.





TIME TO SAVOR

Tampa Bay's culinary reputation is soaring with five restaurants – **Ebbe, Kösen, Koya, Lilac, and Rocca** – holding coveted MICHELIN Stars and four more – **Gorkhali Kitchen, Psomi, Rooster & The Till, and Streetlight Taco** – earning Bib Gourmand status. In 2025, **Big Ray's Fish Camp, Cousin Vinny's Sandwich Co., and Mad Dogs and Englishmen** were added, giving Tampa Bay 28 restaurants featured in the esteemed MICHELIN Guide.

TASTE OF TAMPA BAY

Enticing dining options have opened within the Water Street district like Mediterranean-inspired **Predalina** and Italian favorite **Ash. Hyde Park Village** is dishing up new concepts with **Ro**, a modern twist on Asian cuisine. **Hales Blackbrick** provides Chinese cuisine with eclectic ambiance and elevated service while old school classics like **Mise en Place, Bern's Steak House, and Malio's Prime Steakhouse** prove Tampa's dining scene has always churned out exquisite dishes. Ybor City's world-famous **Columbia Restaurant**, since 1905, is Florida's oldest restaurant and the largest Spanish restaurant in the world. Check out **Ulele**, which serves native-inspired food and spirits on the Riverwalk.



ROOFTOP BARS

Cocktail culture is just as much a part of Tampa Bay as sunshine, craft beer, and hand-rolled cigars. Savor your drink with sweeping downtown views at **Azure**, the rooftop dining destination atop the five-star **The Tampa Edition**, or at **Beacon**, an open-air rooftop experience at the **JW Marriott Tampa Water Street**. Other rooftop favorites include **M. Bird** atop the popular Heights Public Market at Armature Works in Tampa Heights and **Santo's Drinkeria**, an indoor-outdoor gathering space located on the second floor of **Casa Santo Stefano Sicilian Restaurant** in historic Ybor City. And newly-opened **Maru Rooftop Nikkei** blends Japanese and Peruvian flavors from its sixth-floor perch overlooking South Tampa and Hillsborough Bay.



SPA-CATION

Relax at **Spa Evangeline**, the ultimate luxury day spa in South Tampa where their extensive range of luxurious treatments are designed to refresh the body, mind, and spirit. Complete with 10 treatment rooms, a relaxation lounge, and an exclusive rooftop whirlpool, **Spa by JW** at the JW Marriott Tampa Water Street offers a full menu of treatments designed to help calm, indulge, invigorate, and renew.



LUXURY HOTELS

The five-star **The Tampa EDITION** is a magnet of culture and cool with luxury amenities and seven unique dining concepts under the guidance of MICHELIN-starred chef John Fraser.

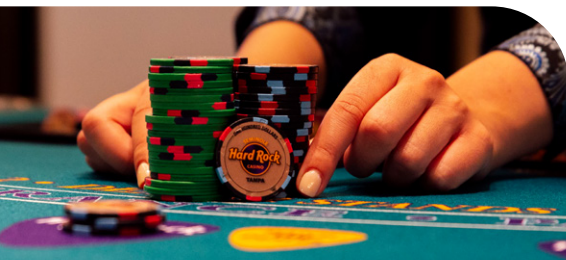
Palihouse is a MICHELIN Key-awarded chic boutique hotel nestled in the heart of Hyde Park featuring 36 charming accommodations. Also, the iconic foodie-focused **Epicurean Hotel, Autograph Collection** has added eight suites and a 4th-floor terrace space.

Hotel Flor, originally *Floridan Palace Hotel*, is now a part of the Tapestry Collections Hotels by Hilton following a major \$30 million renovation. Water Street is home to the **JW Marriott Tampa Water Street** and **Tampa Marriott Water Street**, each boasting beautiful views and relaxing vibes at their rooftop pools. Travel back in time and experience a piece of Tampa history at the newly renovated **Le Méridien Tampa, The Courthouse**, a century old historic federal courthouse transformed into a one-of-a-kind boutique hotel. Just minutes from downtown, old Ybor City charm meets modern flair at **Hotel Haya**.



PLACE YOUR BETS

For more thrills and excitement, try your luck at the **Seminole Hard Rock Hotel & Casino Tampa**. Florida's largest casino recently completed a \$700 million expansion that included a 14-floor, 562-room tower and an extra 200,000 square feet of gaming space. When it's time to break for a bite, dine at the famed **Council Oak Steaks & Seafood** or grab something more casual at **The Rez Grill** or **Hard Rock Cafe**.



TREAT YOURSELF

Cheeseology brings people together through the art of cheese-making. Join one of their classes to learn how to make your own fresh mozzarella, burrata, or creme de ricotta, among others. The signature experience at **Tijon Tampa** includes an interactive perfume-making class where you design and blend your own custom scent, guided by expert perfumers. Step into the culinary playground that is the Epicurean Theatre inside the **Epicurean Hotel, Autograph Collection** for immersive workshops and chef-led classes that act as a forum for the open discussion of a range of topics, from cultural trends to the art of mixology and cooking techniques.



NEW LODGINGS

The **J.C. Newman Cigar Company** will debut The Inn at El Reloj in historic Ybor City in late 2026. This boutique property brings together lodging, food and cigars with 11 beautiful rooms along with Elaine's Restaurant and Stanford's Cigar Club.

Pendry Tampa will add its modern 5-star experience to the Tampa Riverwalk in early 2027 with more than 200 luxury guest rooms while the **AC Hotel & Moxy Tampa Downtown** brings 310 rooms, rooftop dining, retail space, and plenty of amenities to the Channel District for business and leisure travelers in early 2028.

RETAIL THERAPY

Ready to get a serious retail fix? You've come to the right place. The region's premiere shopping destination, **International Plaza and Bay Street**, offers 200+ luxury brands and diverse dining options. The beautiful, open-air shopping destination **Hyde Park Village** features a collection of high-end retailers and local restaurants. Just 20 minutes north of downtown, **Tampa Premium Outlets** is home to big-name retailers at bargain prices.

WATER, WATER EVERYWHERE

With Tampa strategically situated where the Hillsborough River meets Tampa Bay, there are plenty of ways to get out and play on the water. Indulge on a culinary and cocktail river journey aboard **Craft**, a multi-million dollar river cruiser or see the city from a new angle with a sightseeing tour or sunset cruise on **Tampa Bay Fun Boat**. Look for dolphins with friends and family or have a romantic date to watch the sunset aboard **eBoats Tampa**, your chance to captain your own 10- or 12-passenger boat over the city's waterways. Explore the Hillsborough River with a paddleboard or kayak rental from **Urban Kai** or **Tampa Riverwalk Rentals**. Hop on the **Pirate Water Taxi** to see all the downtown sights from the water with its fleet of yellow and black vessels.

