



Unlock Tampa Bay with the latest news from Florida's hip, historic, urban tourism destination. With new hotels, amazing dining and thrilling attractions, the treasures of Tampa Bay are yours to discover! For more information and photography go to VisitTampaBay.com.

Unlock Tampa Bay



Lufthansa began flights to Tampa Bay Sept. 25

Arrive by air, road, rail or sea

As of Sept. 25, a **Lufthansa** now serves Tampa International Airport, creating a direct connection to Tampa Bay five times a week.

Lufthansa joins a growing number of international flights to Tampa Bay: **Air Canada** flies three times a day from Toronto; **British Airways** flies from Gatwick Airport seven times a week; **COPA Airlines** links Tampa Bay with Central and South America through its hub in Panama City four times a week; and

Edelweiss Air flies direct from Zurich, Switzerland, three times a week.

Domestically, Tampa Bay has daily direct flights from 50 U.S. cities each day, including new service from Seattle, on **Alaska Air**, and from Dallas on **Southwest Airlines**.

For driving trips, Tampa Bay sits where **Interstate 75** meets **Interstate 4**, within reach of 155 million people in 23 states. The **Amtrak's** Silver Star stops in Tampa Bay on runs between New York and Miami.

Tampa Bay is also a seasonal **port of call** for Germany's AIDAvita and AMADEA cruise ships and the home port for Carnival Cruises, Norwegian America, Royal Caribbean and Holland America cruise lines.

Florida's only destination with CityPASS

For about half the normal cost of a ticket, **CityPASS** grants visitors access to some of the region's most popular attractions. They can fly like a falcon at Busch Gardens Tampa, dive with the sharks at The Florida Aquarium and come face to face with a manatee at Tampa's Lowry Park Zoo, named the best zoo in the United States by *Parents* magazine.

CityPASS costs \$99 for adults, \$84 for children 3-9 years of age -- a 49% saving.



Meet a manatee at Tampa's Lowry Park Zoo

For more info, contact Visit Tampa Bay at PR@VisitTampaBay.com or 813-223-1111



Tampa Riverwalk links attractions like gems on a string

Between the sky and the sea

The new **Tampa Riverwalk** hugs the waterfront for 2.5 miles (4 km) and links downtown's most popular destinations. **Bayshore Boulevard** runs for 4.5 miles (7.25 km), giving you a front-row seat to watch pelicans dive for dinner and dolphin fins break the water's surface.

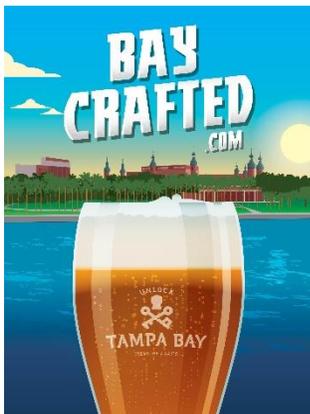
On the Riverwalk, visitors rent paddleboards, kayaks and water bikes to view Tampa Bay's skyline from the sparkling bay. Inland, canoes and kayaks slip silently among moss-draped cypress trees and migratory birds on the Hillsborough River.

More than a century of Cuban culture

Ybor City made Tampa Bay the Cigar Capital of the World for more than 50 years. Descendants of Cuban, Spanish, Italian, and German immigrants still make cigars by hand and smoke them while drinking café con leche before heading to a concert or dance club. The 110-year-old **Columbia Restaurant** is the oldest Spanish restaurant in Florida and an Ybor City icon, serving traditional Cuban and Spanish food, including paella while Flamenco dancers perform. A park honors 19th Century Cuban revolutionary José Martí. Get there on a historic streetcar.



Historic streetcars carry visitors to Ybor City



Tampa Bay: Florida's hub of craft brewing

Florida's first commercial brewery opened in Tampa Bay more than a century ago. Today, Tampa Bay is a hub for craft brewing. More than a dozen small brewers – companies with names like Angry Chair and Coppertail – produce award-winning, drafts that draw on local tastes and history.

Cigar City Brewing Co., named one of the best craft brewers in the world by RateBeer.com, infuses beer with Cuban espresso, among other ingredients, giving it an authentic Florida flavor. Cigar City Brewing, which was rated by USAToday as the region's best brewery has now taken craft brewing in a new direction by making cider and mead at its Ybor City brewery.

The authentic flavors of Florida

Diverse **NEW** offerings put Tampa Bay at the top of any foodie list. **Ulele** takes inspiration from the foods Florida's natives thrived on for millennia. The menu includes oysters, locally grown beef and Ulele's own homemade beer. **Oxford Exchange** transformed a century-old stable into an eclectic destination popular with breakfast and lunch crowds. **Edison's Food + Drink Lab** blends technology and taste buds, crafting meals with unusual ingredients – like liquid nitrogen.

Traditional lives at **Bern's Steak House**, where the name says it all. The world's largest private wine cellar and decadent dessert room mean that Bern's may be traditional, but it's not ordinary.



Ulele's menu is inspired by native foods



Le Méridien restored a piece of history

Hotels for every type of traveler

Three **NEW** boutique hotels echo Tampa Bay's love for the modern, the historic and the delicious. **Aloft Tampa Downtown** turned a former office building into an exciting modern hotel overlooking the Tampa Riverwalk. Restoring Tampa Bay's Beaux Arts-style courthouse earned **Le Méridien Tampa** recognition from Condé Nast Traveler and the National Trust for Historic Preservation. **Epicurean Hotel** was built for food lovers in mind, with a kitchen theater and The Edge rooftop bar, Tampa Bay's chic hang-out.

Pedal-powered perambulation

Explore downtown on two wheels by renting a from Tampa Bay's new bicycle vendor -- **Coast Bike Share**. Stations stand outside many of downtown's most popular sites. With a smartphone and a credit card, you can be registered and riding in a matter of minutes. Tampa Bay's network of bike trails will take you along our sparkling waterfront on the **Tampa Riverwalk** and **Bayshore Boulevard** as well as into the historic Ybor City entertainment district along the newly opened **Selmon Greenway**.



Coast Bike Share has stations through downtown, Ybor City



Top Golf Tampa has activities for the whole family

Tee one up at NEW Top Golf

Come out swinging at Tampa Bay's newest **golf destination**. Three decks of driving range bays provide more than 100 bays to drive for the distance. Each bay can hold up to six players. Each ball has an embedded ID chip to help you track your drive. Once you're done in the tee box, step inside for drinks, meals and even a friendly round of pool. Or go up to the rooftop terrace for drinks, games or time around the fire pit after the sun has gone down.

Acres of Africa in Florida

Busch Gardens Tampa offers 300 acres (121 hectares) of treasures to discover. An expansive wildlife park is home to zebras, gazelles, ostriches, and other African wildlife. Riders brave enough to board the **NEW Falcon's Fury**, a 335-foot-tall (102 meters) drop tower, plummet face-down like the ride's namesake. After the heart-pounding fun, quality dining and entertaining shows help visitors bring their pulse rates back to normal.



Falcon's Fury makes hearts pound with excitement



The pirate ship Jose Gasparilla leads the invasion

Avast! There be pirates here

Each January, the scurvy crew of legendary pirate José Gaspar invades Tampa Bay with cannons blazing. Then they lead the **third-largest parade** in the U.S. down Bayshore Boulevard.

The party marks the start **Gasparilla Season** – ten weeks of parades, festivals (music, art, and interactive), and sporting events (running and cycling) – that runs through late March.

Charting a new course in Channelside

Coming soon to Tampa Bay's Channel District: \$1 billion in new projects, including a medical school, shops, entertainment, and a new convention hotel. Jeff Vinik, owner of the Stanley Cup-winning Tampa Bay Lightning, and Microsoft founder Bill Gates have joined forces to reinvent the **Channelside Bay Plaza** entertainment complex and 40 acres of former industrial land on the east side of downtown. Work will begin this year. Vinik also plans improvements to Marriott Waterside Hotel & Marina.



\$1 billion in new projects will transform the Channelside

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About Visit Tampa Bay

Visit Tampa Bay encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a not-for-profit corporation that works with more than 750 partners to tell the world the story of our home – the hip, urban heart of the Gulf Coast of Florida.

For more info, contact Visit Tampa Bay at PR@VisitTampaBay.com or 813-223-1111