

TOP WAYS TO PLAY IN TAMPA BAY

2021
EDITION

Tampa Bay has much to explore and we are always ready to hand over the keys to adventure! This selection of Tampa Bay's top treasures makes it easy to conquer the best the area has to offer. So, come take over a destination full of culture, rich in history, and loaded with worth-while experiences.



THRILLING ATTRACTIONS

Save over 50% on admission to Tampa Bay's top attractions with **CityPASS**. Take on **Tigris**, Florida's tallest launch coaster, at **Busch Gardens® Tampa Bay**, and coming soon, experience **Iron Gwazi** - the tallest, steepest, and fastest hybrid roller coaster in North America. See the animals native to Florida at **The Florida Aquarium's NEW** modernized Florida Wetlands Trail exhibit, interact with moon jellyfish at the **NEW** Moon Bay exhibit, and hear how Atlantic Coral has been reproduced for the first time ever in human care in an effort to save the world's third largest coral reef. Meet with Florida manatees at **ZooTampa at Lowry Park**, where a **NEW** multimillion-dollar habitat has expanded the ability to treat injured or sick Florida manatees and return them to the wild.

Come get your retail therapy fix in the shops of Tampa Bay. The region's premier shopping destination, **International Plaza & Bay Street**, offers shopping options among its 200+ luxury brands and exciting restaurants in a colorful outdoor restaurant village. Beautiful, open-air shopping neighborhood, **Hyde Park Village**, is adding an extensive **NEW** collection of high-end retailers and restaurants like **Meat Market**. Just 20 minutes north of downtown, **Tampa Premium Outlets** is home to big-name retailers at bargain prices. Looking for something local? A variety of **weekend markets** throughout the year make it easy to shop small.

RETAIL THERAPY



FOOD + BEER FROM THE ROOFTOPS

Cocktail culture is just as much a part of Tampa Bay as sunshine and hand-rolled cigars. Tampa Bay offers an endless variety of **NEW** and exciting dining options taking patrons to new heights. Enjoy your drink with sweeping downtown views at both the **NEW Sal Y Mar** rooftop at the **Aloft/Element Midtown** and the **NEW SIX** rooftop lounge at the **JW Marriott Tampa Water Street**.

Local favorites also include **M.Bird** located inside the popular food hall, **Armature Works**, which has one of the best sunset views of downtown Tampa and the Hillsborough River. Visitors can also indulge in Spanish flavors at South Tampa's **Bulla Gastrobar**, with indoor/outdoor seating and a stunning wider skyline from the rooftop **Luna Lounge**.

Join the scurvy krewe loyal to legendary pirate José Gaspar as Florida's only fully functional pirate ship sails into downtown Tampa with colors flying and cannons

GASPARILLA SEASON

blazing. The **Gasparilla Invasion** kicks off a series of events and family fun known as **Gasparilla Season**. Fans of the arts will find a trove of unique work at the **Gasparilla Festival of the Arts**, film buffs will flock to see up-and-coming filmmakers show off their projects at the **Gasparilla Film Festival**, and music lovers can discover the next big artist at the **Gasparilla Music Festival**.



WIDE-OPEN SPACES

Bask in the Florida sunshine with outdoor adventures and open-air experiences in Tampa Bay. Stroll beautiful **Bayshore Boulevard** or the **Tampa Riverwalk**, where the **NEW Julian B. Lane Riverfront Park** has been recognized for the creative use of open space after a \$35 million redevelopment. Hit the ground running with **Go! Running Tours Tampa** to explore popular parts of the city by foot and learn something along the way with the **NEW 7K Black History Tour**. See the downtown cityscape from the water with a kayak or paddleboard tour from **Urban Kai**. Zip through the trees and conquer the 200-foot over-water suspension bridge at **Empower Adventures Tampa Bay**.

The highly-anticipated **NEW JW Marriott Tampa Water Street** is complete with luxury rooms and incredible rooftop views of Tampa Bay's waterfront.

Dual-branded properties continue to debut with a **NEW Hyatt Place/Hyatt House** in the center of downtown along with ground floor retail space. The dual-flagged **Aloft/Element** brings exciting rooftop experiences to the **NEW** \$500 million **Midtown Project**. The iconic foodie-focused **Epicurean Hotel** is expanding with 51 **NEW** guest room suites alongside the legendary **Bern's Steak House**. To the East, a recent \$700 million expansion brought 500+ **NEW** guestrooms and suites to the **Seminole Hard Rock Hotel & Casino**, and perfect for cruise goers, a **NEW Hampton Inn/Home2 Suites Tampa Downtown** opened steps away from Port Tampa Bay.

THOUSANDS OF ROOMS TO CHOOSE



NON-STOP SPORTS

Tampa Bay became "**Champa Bay**" in 2020 and continued the success into 2021. The **Tampa Bay Rays** captured the 2020 American League pennant and played in the World Series. Bolts fans brought the thunder as the **Tampa Bay Lightning** won the 2020 and 2021 Stanley Cup. The **Tampa Bay Rowdies** were crowned the 2020 USL Eastern Conference Champions. More champions were crowned when the city hosted **WrestleMania 37**. The victory tour came full circle at Raymond James Stadium, where the **Tampa Bay Buccaneers** made history in **Super Bowl LV** as the first team to win in their hometown.

"Have-a-Tampa" cigar and see how the **Historic Ybor City** became the Cigar Capital of the World. Today, skilled tabaqueros still roll cigars by hand along the brick-lined streets of historic Seventh Avenue. Enjoy the live music while sipping a café con leche or enjoy one of Ybor City's signature restaurants and nightclubs. Sample the official sandwich of Tampa Bay, an original Cuban Sandwich, which was invented for Ybor City cigar rollers. Visit Cuba without a passport by stepping through the gates of **José Martí Park**, where the land has been owned by the Cuban people since the 1950s in honor of the famed Cuban revolutionary fighter. **Ybor City Walking Tours** keep the neighborhood's history and influence alive. Be sure to keep an eye – and an ear – out for Ybor City's oldest residents, wild chickens that strut through the streets.

YBOR CITY + CUBAN CULTURE



TAMPA RIVERWALK

The 2.6-mile (4 km) **Tampa Riverwalk** links together some of downtown Tampa's most popular attractions, hotels, museums, and parks like gems on a string. At one end, visit **Sparkman Wharf**, a popular Tampa Bay food hall on the Tampa Bay waterfront. Take in over-the-top artwork and enjoy a new spin on Tex-Mex with **JOTORO**, the **NEW** restaurant helmed by Michelin-star chef, Joe Isidori. Stroll to the other end of the Riverwalk to **Armature Works** and satisfy your sweet tooth at the **NEW Bake'n Babes**. Watch the sunset from **Ulele** or take in the 360-waterfront views at the re-imagined **Sail Plaza**, steps from the waterfront **Tampa Convention Center**.

Situated where the Hillsborough River meets Tampa Bay, there are plenty of ways to get out and play on the water. See the city from a new angle by renting a water bike. Bring your friends for happy hour on the water with **Kraken CycleBoats**. Captain your own adventure when you rent an **eBoat** or personal vessel from the **Tampa Bay Riverboat Co.** Make a splash at **Adventure Island's NEW Solar Vortex**, **The Florida Aquarium's Splash Pad** or **Water Works Park**. Take the plunge aboard the **Roaring Springs** water ride at **ZooTampa at Lowry Park**. Find your sea legs at **Urban Kai Paddle Boarding Shop** and enjoy the Tampa sunset on a paddleboard or in a kayak. Hop on the popular **Pirate Water Taxi**, and enjoy their fleet of yellow and black vessels, including the **NEW** 100 passenger Captain Jack II with indoor/ outdoor seating. Plan your own pirate voyage when you climb aboard the **NEW Lost Pearl** pirate ship.

WATER, WATER EVERYWHERE



PLACE YOUR BETS

For more thrills and excitement, try your luck at the **Seminole Hard Rock Hotel & Casino**. Florida's largest casino recently completed a **NEW** \$700 million addition that includes a **NEW** 15-floor, 564-room tower and an extra 200,000 square feet of gaming space. The new addition brings the hotel to a total of 800 rooms and 88 suites. When it's time to break for a bite, dine at the famed **Council Oak Steak & Seafood** or grab something more casual at the **Rez Grill** or Hard Rock Café.