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INSIDE

Features

9 | Discover the Districts
Get the lay of the land before setting out on epic adventures.

29 | Ditch Your Keys
Your guide to traveling Tampa Bay car-free.

32 | Palate Pleasers
Savor the fare at iconic eateries and popular food halls.

39 | The Sweet Life
Indulge your sweet tooth— you’re on vacation after all.

44 | Play Dates
This one’s for the kids and the kids at heart.

48 | Explore the Waters
Make a splash on Tampa Bay’s waterways.

50 | Bay Crafted
An insider’s guide to the local beer scene.

55 | Made in Tampa Bay
Find Tampa Bay’s creative nature in these local shops, restaurants and markets.

59 | Be Bold
Unlock your Tampa Bay personality.

64 | Culture Curated
On screen, on stage, on display... see what’s showing.

68 | Exclusively Yours
Treat yourself to a luxurious getaway.

74 | "Like" What You See
Your shortcut to an Insta-worthy vacation.

79 | Bring Your Clubs
Which Tampa Bay golf course is right for your game?

82 | Team Tampa Bay
Here, it’s easy to root for the home team.

DIRECTORIES

87 | 2020 Events
91 | Travel Information
92 | Hillsborough County
Districts Map

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ON THE COVER:
Explore the Hillsborough River on paddle boards.
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(800) 444-8768
info@maddenmediainc.com
maddenmediainc.com

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Visit Tampa Bay
201 N Franklin St, Ste 102
Tampa, FL 33602
(813) 444-TAHP
VisitTampaBay.com

Chair: Troy Martindale
President & CEO: Santiago C. Correda
Chief Marketing Officer: Patrick Harrison
Director of Marketing & Communications: Janette Carter
Photography & Art Director: Kirk Maganales
Marketing & Advertising: Mylla Battista
Partnership: Sam Rubenzer, Heidi Pepe

About Visit Tampa Bay
Visit Tampa Bay is the official tourism marketing and sales organization for the City of Tampa and Hillsborough County, Florida. The mission of Visit Tampa Bay is to serve as the entry point for visitors to the Tampa Bay area, creating a seamless alternative to Florida’s west coast, increasing Tampa Bay’s market share of domestic, international and group tourism, and support the region’s hospitality industry.

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DISCOVER the DISTRICTS

Explore Tampa Bay’s 9 entertainment hubs

by Kevin Tatl

10 | Downtown
11 | Channel District/Islands
19 | SoHo/Hyde Park
20 | Ybor City
21 | Westshore/Airport
22 | Seminole Heights/Tampa Heights
23 | North Tampa
24 | East Hillsborough
25 | West Tampa
TAMPA BAY'S URBAN CORE is vibrant, thriving and growing. Among the big-city buzz of rich cultural attractions and restaurants serving scrumptious fare is the natural beauty along the Tampa Riverwalk. Whether you’re grabbing an evening bite or looking for something fun to do with the kids, downtown Tampa has something to offer. And there’s no better way to catch a Florida sunset than with its scenic skyline as a backdrop.

**What’s new?**

**Armature Works** is the talk of the town! This mixed-use development has a food hall with enough awesome offerings to please any palate, plus artisan gifts to fit any style. Grab a rooftop cocktail at M.Bird, enjoy fresh oysters from Stone’s Throw or wow your travel companion at Steelbach.

**CAN'T MISS!**

The scenic Tampa Riverwalk continues to expand its features. It winds from Armature Works and Water Works Park, along the Hillsborough River, through the heart of downtown to the cruise port and Channel District. If a scenic walk isn’t on your itinerary, catch a ride on the Pirate Water Taxi to the can’t-miss dining spot, Ulele. Culturally minded visitors can take in the amazing collection at the Tampa Museum of Art or catch a Broadway show or other live performances at the David A. Straz, Jr. Center for the Performing Arts.
CHANNEL DISTRICT/ISLANDS

The Channel District skyline constantly changes as high-rises fill with residents, shops and restaurants. This pedestrian-friendly microcosm of Tampa Bay has everything you need, from chic waterfront eateries—many with handy public boat docks—to popular family attractions and recreation areas. Water Street Tampa, a three-billion-dollar development, will keep the Channel District buzzing for years to come.

Can't Miss!

Splitsville features the fun of 10-pin bowling combined with an impressive bar and a food menu from two-time James Beard Award-winning chef Art Smith. The Florida Aquarium offers family fun among the flora and fauna of Florida, including interactive touch exhibits and other encounters.

Take a look at 12,000 years of achievement at the Tampa Bay History Center, and enjoy the fare of the landmark Columbia Restaurant at the adjoining Columbia Cafe.

What’s new?

Sparkman Wharf offers an eclectic mix of outdoor dining options and retail space, plus the Fermented Reality outdoor biergarten, featuring more than two dozen taps that focus on craft brews from the Sunshine State.
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Come experience the Tampa Riverwalk which provides 2.4 miles of beautiful Downtown Tampa waterfront views and links five museums, seven parks and numerous hotels, restaurants and outdoor gathering places.

TheTampaRiverwalk.com
THE SOHO/HYDE PARK DISTRICT is a colorful neighborhood full of charm and some of the poshest nightlife in town. SoHo’s walkability makes it ideal for strolling, day or night, up and down South Howard Avenue, from which the district takes its name. Hyde Park boasts the same ease of foot traffic. The proximity to exquisite Bayshore Boulevard adds even more class and luxury to the area.

CAN’T MISS!

Bulla Gastrobar is the place for foodies looking to satisfy their cravings with ever-changing tapas, beers, and wines. Veteran Tampa Bay restaurateur Richard Gonzi mart resurrected the iconic Goody Goody®, much to the delight of everyone pining for its old-fashioned burgers. Barn’s Steak House helped put Tampa Bay on the culinary map with its wine cellars, dry-aged steaks and internationally renowned Harry Waugh Dessert Room.

What’s new?

Head to Hyde Park Village to grab a table at Forbici. This new modern Italian restaurant offers up a mix of classic dishes that will encourage you to share with your friends and family. After dinner, you’ll want to explore the cocktail menu at EDGE Rooftop Cocktail Lounge and soak up the beautiful evening weather.
YBOR CITY IS THE SITE of Tampa Bay’s historical and cultural roots. Many of the buildings echo the charming brick exteriors of converted cigar factories, owing to the area’s celebrated history as the Cigar Capital of the World. But cigar making is also a part of this multifaceted district’s present and future, with independent cigar rollers keeping the tradition alive. The brick streets and iron balconies here welcome revelers day and night.

CAN’T MISS!

Hop on the TECO Line Streetcar and enjoy the free ride into historic Ybor City. Cigar City Cider & Mead lets you savor a different side of Tampa Bay’s burgeoning craft brewing scene. But if grain and hops are what you crave, Copperhead Brewing has become a local favorite. The world-famous Columbia Restaurant is not to be missed, both for its cultural significance and for its incredible food. Take your time browsing the local cigar shops like J.C. Newman Cigar Co. and Tabanero Cigars to find the perfect accompaniment to your evening stroll through these treasured streets.

What’s new?

Shobashi Handcrafted Ice Cream will help you cool down with the tantalizing trends of rolled ice cream and liquid nitrogen-infused “dragon’s breath.” With more than 50 toppings and sauces, there’s a sweet treat for everyone.
THE WESTSHORE DISTRICT is full of places for serious shopping and fancy feasting. Find two shopping malls to satisfy your needs for haute couture, dining and nightlife. The accessible Westshore area also has the allure of mirrored high-rises and polished, five-star restaurants. Tampa International Airport and Raymond James Stadium anchor this bustling borough.

CAN'T MISS!

Enjoy upscale shopping and delectable dining options at International Plaza & Bay Street, featuring high-end stores and fun, innovative restaurants. Take in the views from Armant’s while enjoying a true fine-dining experience. Ocean Prime serves up the very best in fresh and locally sourced seafood, only the best USDA prime steaks, as well as extensive wine and cocktail offerings.

Cigar City Brewing, located just a short trip from Tampa International Airport, is one of the pillars of Florida's craft beer scene.

Ocean Prime

What's new?

WTR Pool & Grill combines fun in the sun with delicious drinks and dining, inspired by the hottest pool party scenes. Let loose with outdoor bars, a 20-foot hot tub and DJ-delivered beats.
THE SEMINOLE HEIGHTS AND TAMPA HEIGHTS neighborhoods are in the middle of a tremendous rebirth as incredible crucibles of culinary delight. These beautiful neighborhoods have attracted the interest of Tampa Bay’s most creative chefs and brewers. No matter what you’re craving, you’re sure to find something to tantalize your taste buds.

**CANT’ T MISS!**

Rooster & The Till serves award-winning fare to adventurous diners, featuring an ever-changing tasting menu. If you follow #UnlockTampaBay, you have seen the fabulously odd Mandarin Heights. This can’t-miss spot is Tampa Bay’s cocktail laboratory; constantly pumping out upbeat vibes and new twists on drinks.

Angry Chair Brewing is known for its inventive stouts, but it has also won awards for its IPAs and is doing some interesting things with Berliner Weisse. Heralded as the pioneer of Tampa Bay’s craft beer movement, Independent Bar & Cafe features 14 taps that rotate daily, ensuring you get the newest pours on the scene.

**What’s new?**

You’ll have a tough time picking between these two up-and-coming culinary hotspots—so why not try both? Nebraska Mini Mart takes American classics and applies a unique cultural twist—from Malaysian chili chicken wings to grouper-stuffed tostadas. You’re almost sure to order something you’ve never tried before. You can’t visit Tampa Bay without enjoying some Latin street food, and Bodega is the place to get it. The Cuban sandwich and fresh-squeezed juices will stop you in your tracks.
The attractions of North Tampa offer plenty of family-friendly fun. With quaint neighborhoods and the University of South Florida, North Tampa offers many of the features you’d expect to find in a college town—but not many college towns can claim to have the tallest roller coaster in the state of Florida! North Tampa also features lovely parks and trails, including Flatwoods Wilderness Park, which boasts a seven-mile paved loop.

**CAN’T MISS!**

Award-winning ZooTampa at Lowry Park presents a menagerie with a Floridian focus, but also features amazing animals from abroad. MOSI, the Museum of Science and Industry, has educational fun for the whole family with the aim of furthering interest in and understanding of science. Adventure Island lets you enjoy the twists and turns of waterslides and other splash-filled aquatic attractions nearly all year long.

**What’s new?**

Busch Gardens® Tampa Bay just unleashed Tigris™, Florida’s tallest launch coaster. In spring 2020, ride Iron Gwazi™—the steepest, fastest hybrid coaster in North America.
TAMPA BAY’S EAST HILLSBOROUGH DISTRICT boasts plenty of chances for adventure, inside and out. The Brandon area features innovative dining options that will tickle the taste buds. Plant City offers the picturesque comforts of a small town, is the Winter Strawberry Capital of the World and is home to a pastoral vineyard-and-brewer combo.

CAN’T MISS!
Council Oak Steaks & Seafood at the Seminole Hard Rock Hotel & Casino cannot be beat with surf and turf to tantalize your taste buds. Topgolf lets you hit the links with friends in an innovative, fun atmosphere with plenty of bar bites and beverages to sate your appetite. Dave & Busters is the ultimate eat-and-play combo. With a tap list rivaled only by its arcade game options, there’s no better place to entertain a crowd.

What’s new?
The Seminole Hard Rock Hotel & Casino’s expansion boasts an all-new smoke-free casino on the mezzanine level where you can enjoy your favorite slots and table games. Return visitors may notice the exciting addition of Elvis Presley’s iconic 24-karat gold-leaf grand piano.

Want to entertain the kids with a journey they’ll never forget? Take a walk among the life-sized beasts at Dinosaur World. Looking to up your adrenaline levels? iFly indoor skydiving gives you all the thrills of the real thing in the safety of an incredible indoor facility.
WEST TAMPA HAS MANY DIMENSIONS, but the most prominent is a simple urban charm and elegance. Before it was incorporated as a town in 1895, the once predominantly Spanish-speaking area thrived on its own as a hub for the cigar industry. West Tampa’s Al Lopez Park also offers fresh air and lush foliage right across from the home of the Tampa Bay Buccaneers.

**CAN'T MISS!**

**Big Cat Rescue** offers an up-close look at majestic, exotic felines who are living out their days in peace after being saved from the perils of the wild animal trade. If you’re visiting this spring you’ll want to swing by **George M. Steinbrenner Field** to catch a New York Yankees spring training game. Take in the fresh air and natural foliage of Al Lopez Park, named after the first Tampa native to play major league baseball and to be enshrined in the National Baseball Hall of Fame.

**What’s new?**

Get in touch with your inner lumberjack at **Axe Throwing Tampa**! You read that correctly...axe throwing.

Don’t worry, there are coaches on site to help you have an absolute blast! Let’s see what you’ve got! 🌟
Tampa Airport treasures

TPA recently underwent an historic expansion that brought 70 new restaurants, shops and spa services designed to reflect the region’s natural beauty while spotlighting its best assets. This includes fresh seafood at Ulele, popular craft beer at Cigar City Brewing, creative artistry from local jeweler Bourbon and Boweties, Latin fusion at Columbia Restaurant and fun logo merchandise supporting the area’s beloved sports teams. We hope you’ll plan to arrive early so you can explore America’s favorite airport and have one last taste of Tampa Bay before boarding your flight.

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DITCH YOUR KEYS
Traveling Tampa Bay car-free → by Terry Ward

With blue skies and Gulf breezes year-round in Tampa Bay, there’s always a reason to step outside and enjoy the fresh air. And with a variety of fun and convenient options for getting around the city without a car, the joy of traveling is truly in the journey.

Will you jump aboard a pirate-themed water taxi to explore the restaurants and cultural attractions along the Tampa Riverwalk? Or do you prefer to hop on a free streetcar for a roll through historic Ybor City? Ditch your keys and let someone else do the driving by taking advantage of the public transportation options Tampa Bay offers.

The Downtowner
A tap of an app (search for Downtowner in the app store) gets you a free, eco-friendly ride in an electric vehicle. This ride share service will pick you up within the urban core and ferry you to your final destination, whether it be downtown, Channelside or even Harbour Island. To request a pick-up, simply type in where you want to go and the app will respond with your wait time. Then you can track the driver as they make their way to you for your ride.

TECO Line Streetcar
Most visitors to Tampa Bay have Ybor City—the cradle of the historic Cuban sandwich and cigar-making history—on their travel bucket list. By riding the free TECO Line Streetcar between Ybor City and downtown hotspots, it’s easy to cover a lot of ground without ever having to worry about driving or parking. This makes visiting top attractions like Sparkman Wharf, The Florida Aquarium and Amalie Arena a breeze!

What’s more, the streetcar operates seven days a week, with extended hours until 2am on Fridays and Saturdays. With 11 stations, a stop is a short walk away and with pickups every 15 minutes you can hop on and off as often as you’d like without ever dropping a dime.

VisitTampaBay.com
Pirate Water Taxi
Arrrgh, you feeling like releas- ing your inner buccaneer? Treat yourself to a journey filled with colorful commentary, historical insights, and pirate references galore as you cruise along the Hillsborough River on the Pirate Water Taxi. The bright yellow, open-air boats make for a roomy and comfy perch to take in the parks and museums along the Tampa Riverwalk. There are a total of 15 convenient stops (with more being added soon!) from the Channel District to downtown, Davis Islands and Tampa Heights. Buy your wristband at the home dock at the Tampa Convention Center or pay onboard, then hop on and off all day—no walking the plank required. Discounted fares are available after 6pm if evening exploring is more your style.

eBoats Tampa
A quick glance at the map proves that water plays a key role in downtown. So it’s no surprise there are fun ways to explore the city by boat. Visitors 25 and older can hire a 21-foot-long electric eBoat for exploring, with room for up to 12 passengers. No boater’s license is required. Rent the boat right at the Tampa Convention Center’s marina, located on the Tampa Riverwalk. Want to head somewhere specific on the water? Visiting the west side of Davis Islands near downtown makes for a fun sunset trip. Or maybe you’d prefer to cruise the Hillsborough upriver to Armature Works, stopping to tie off at restaurants and bars along the way. Knowledgeable local captains are available for hire, too, should you prefer to float along for the ride.

Kraken Cycleboats
It’s time to release the Kraken! Climb aboard to combine exercise and pleasure with a ride on Kraken Cycleboats. With a designated captain onboard, the Cycleboats can easily become party boats—passengers are invited to bring their own food and drinks, as well as music for hooking up to the onboard sound system to get those legs moving to the beat. Your ride can turn into your own on-water spin class, complete with refreshments!
VENUES & EVENTS

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PALATE PLEASERS

Serious foodies have plenty to savor in Tampa Bay  
by Helen Anne Travis
Tampa Bay is the culinary capital of Florida. Each month brings new openings, with clever chefs cooking up everything from Hawaiian fusion to alligator soup. Whether you’re craving global cuisine or gourmet hamburgers, Tampa Bay has you covered.

**Tampa Bay Chefs**
know how to put a fresh spin on your favorite comfort foods. Start the day at Datz, where the shrimp and grits are served with a splash of Indian mokhani sauce and the eggs benedict is topped with slow-braised short ribs.

Another popular breakfast spot is **Oxford Exchange**, named “Most Beautiful Restaurant in Florida” by Architectural Digest. Home of the appropriately named “super simple sandwich”—eggs, cheese, and bacon on toast—the eatery also offers innovative dishes like fried eggs with arugula, truffle oil and lemon. The brunch menu, featuring everything from smoked salmon to steak frites, was named one of Open Table’s best brunches in America.

Tampa Bay is the city that put the Cuban sandwich on the U.S. map. One of the best places to enjoy this delicious mix of pork, ham, salami and pickles is Tampa Bay History Center’s Columbia Café, where the Cubans are served alongside the famous 1905 Salad® and views of the Garrison Channel. **Goody Goody Burgers**, in nearby Hyde Park Village, is famous for its old-school shakes and specialty burgers. **Ella’s Americana Folk Art Café** puts its own twist on the traditional recipe, wrapping the ingredients in dough and serving them with a side of au jus.

Feeling nostalgic? Pop into downtown’s new **GenX Tavern**. Enjoy nachos and buffalo chicken surrounded by ‘80s and ‘90s memorabilia, including original copies of The Babysitters Club and denim jackets covered in plenty of flair. After showing down, try your hand at classic arcade games like PAC-MAN or play other Super Nintendo classics.
Food hall fun

ONE OF THE TRICKIEST parts of traveling with a group is finding a restaurant that suits everyone’s tastes. Fortunately, Tampa Bay’s food halls deliver diversity. Each serves up a variety of cuisines that please even the most selective of crowds.

The first food hall to rock the city’s dining scene was The Hall on Franklin. Set in a former auto shop, this full-service food hall features seven vendors serving a range of dishes, from Hawaiian-inspired poke to handmade waffles to fresh ceviche. Guests choose from exquisite takeaway plates or elevate the experience with tableside service.

A few blocks away, Heights Public Market at Armature Works has transformed the former streetcar depot into a 22,000-square-foot dining hall with 14 diverse vendors. Take your pick from an abundance of tasty options including sushi, barbecue and wood-fired pizza. In addition to the food hall, Armature Works is also home to full-service Steelbach—with its perfectly aged steaks and handmade sausages—plus a full slate of cooking demonstrations.

Tampa Bay’s newest food hall is the open-air Sparkman Wharf, a collection of colorful shipping-containers-turned-food-stalls. Start with a round of craft beer at Fermented Reality Biergarten then order a game-changing burger from Flock and Stock to enjoy in the waterfront dining garden.

VisitTampaBay.com
PALATE PLEASERS

Osteria Bar & Kitchen

Mole Y Abuela

Edison Food + Drink Lab

Cena
Date night elevated

Every night is a special occasion at Tampa Bay’s fine-dining restaurants. Rooster & the Till tops the list of Tampa Bay Times’ best restaurants. With creative dishes like sea bass belly and fried grouper cheeks, it’s easy to see why.

Another favorite is Edison: Food + Drink Lab. Led by James Beard semifinalist chef Jeannie Pierola, the daily menu here is always a surprise. Depending on what’s fresh, you might feast on bone marrow cordon bleu, cocoa-and-chile-crusted duck or black truffle bean soup. At Haven, romantic dinners of charcuterie and small plates are expertly paired with wines from around the world.

Italian chef Fabio Viviani, who stole hearts on season five of Top Chef, is now at the helm of downtown’s new Osteria Bar & Kitchen, which features Italian favorites such as spaghetti primavera and rigatoni bolognese. Also enjoy Italian favorites at Ceno, where chef Michael buttacovelli’s obsession with freshness has earned repeated nods from the city’s top Food critics.

For tapas, sangria, paella and other Spanish-inspired dishes, join the lively crowds at Bulla Gastrobar and Mole y Abuela. Order a few small plates to share.

Treat yourself to a fusion of locally inspired food and spirits at Ulele, where a blend of Native American and multicultural influences results in unforgettable tastes—Florida Pompano anyone?

For New American food that’s steeped in local flavor and presented with dynamic flair, stop by Mise en Place to sample chef Marty Blitz’s celebrated cooking. Consider trying the American Red Snapper or the Aji Panca Crusted Chicken, or take advantage of the extensive cheese course selections, all served with focaccia crostini and wildflower honeycomb.

Frankly, there are so many great places to try in Tampa Bay and the list continues to grow. Maybe the question you should come to town with isn’t “where are we eating,” but rather “how many more nights can we stay?”

“TO BE HONEST, THERE ARE TOO MANY GREAT PLACES TO TRY IN TAMPA BAY.”

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Rich swirls of chocolate, icy cold delights. Cookies fresh from the oven. Intricately decorated cupcakes. Whatever your preferred indulgence, Tampa Bay is the perfect place to treat your sweet tooth.

**Live a little**

The Little Midway has big flavor. From the culinary genius that brought you Bern's Steak House and the Harry Waugh Dessert Room comes a brand-new endeavor—the sweetest little ice cream shop around. Using top-secret recipes that took more than seven years to perfect, this whimsical parlor offers up classic ice cream treats served in freshly made waffle cones, along with some of Bern's’ innovative pastries and sweet treats. S'more brownie to-go?

by Marissa Selby

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**SECONDS ANYONE?**

Be sure to save room for La Segunda Central Bakery. This bakery has been serving Cuban-inspired confections since 1915 and is the largest producer of Cuban bread in the world. Choose from an array of cakes, pies, pastries and cookies. One bite of a flaked-to-perfection guava cheese turnover or the colorful rainbow cake and you'll see why it's been a Tampa Bay favorite for more than 100 years.

---

**PREPPEP FOR Perfection**

For piles of pastries and gourmet cakes that are a must-have for weddings and birthdays, look no further than the Alessi Bakery. This classic has been serving traditional Italian and Cuban baked goods for more than 100 years, since founder Nicolo Alessi immigrated to Tampa Bay from Italy. While Alessi's no longer delivers via horse and wagon, you'll still find delicacies like chocolate-dipped strawberries, mounds of cannoli and jaw-dropping cakes that have caught the eye of locals and celebrities alike.

VisitTampaBay.com
Delicious Decadence

Above the legendary Bern’s Steak House you’ll find the Harry Waugh Dessert Room. This elegant establishment sets the stage for a sweet romance. Guests can pair five-star desserts with an extensive wine and spirits list. Choose from beloved classics like Bern’s Baked Alaska or the Framboise Macadamia Decadence. With nearly 50 dessert choices, there is something for everyone, including an impressive bananas foster served with a perfect flambé.

TOFFEE on TAP
I scream, you scream, we all scream for... toffee? If you’re looking to sample this sugary treat, you’re in luck. The Dessert Spot at Toffee to Go teams with award-winning toffee that has found its way into innovative recipes that are just begging to be sampled. Try the creamy toffee cheesecake or the magic toffee bars. Not a toffee fan? The broad selection of pastries, milkshakes and ice cream has got you covered.

Gourmet Goodies
Wright’s Gourmet House has been serving up classic treats since 1963, so make yourself part of this tasty Tampa Bay tradition. The bakery includes mouthwatering cupcakes, cookies, cakes and pies that tempt even the staunchest health nut. Coconut dreams await with the Hawaiian Princess Cake, while dessert traditionalists will delight in perfect pumpkin pie, decadent layered chocolate cake and made-from-scratch chocolate chip and pecan cookies.

Dough you want to try it?
Cookie dough lovers rejoice—finally a mom-approved, completely delicious way to eat raw cookie dough! Stop by Dough Nation for scoops of cookie dough served in a cup, cone or even mixed into your favorite flavor of ice cream. You can feel doubly good about this dose of dough—proceeds from this non-profit go toward helping people in the community transition from homelessness.
BARS & RESTAURANTS

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Top attractions for kids of all ages

by Jane Adler

HEAR ME ROAR
For roller coaster fans, all roads lead to Busch Gardens’ Tampa Bay. Among the thrills, strap into Florida’s tallest launch coaster, Tigris™. Starting in spring 2020, ride North America’s fastest hybrid coaster, Iron Gwazi™. The park also features one of the biggest zoos in North America. See more than 300 species of animals, from sloths and cheetahs to kangaroos and alligators. Join the guided Serengeti Safari to spot free-roaming animals such as rhinos and zebras. You might even get to feed a giraffe by hand!
CATCH A WAVE

Three...Two...One...Go! Challenge your friends to a race on Adventure Island’s® Riptide. Or take it easy on a float along the Rambling Bayou. Tots, teens and adults will find plenty of thrills here, from splash pads and a lazy river to the Vanish Point drop slide and the new Solar Vortex—America’s first dual tailspin waterslide set to open in spring 2020.

BIG BANG

Get the kids excited about science at MOSI, the Museum of Science & Industry, where it’s cool to be curious. With hundreds of interactive exhibits, kids can program a robot and explore galaxies far far away. The Sky Trail ropes course adds an adrenaline rush.
GO WILD
Head to ZooTampa at Lowry Park for animal encounters sure to thrill every member of the family. The zoo features native Florida animals such as panthers as well as rhinos, elephants and other crowd favorites. Visit the manatee rehabilitation center to see these gentle sea cows nursed back to health or experience the rush of the Roaring Springs ride. Parents of wee ones take note: there are plenty of fun kiddie rides to keep the little ones engaged all day.

UNDER THE SEA
At The Florida Aquarium, see more than 7,000 critters at the country’s No. 3 Best Aquarium according to USA Today. The ocean comes to life in the Heart of the Sea exhibit, with amazing interactive displays that blend entertainment and conservation education. Touch a jellyfish in the aquarium’s new Moon Bay display, or dive in for special tours that let visitors snorkel with fish and sea turtles along a coral reef. Thrill seekers can dive deeper with stingrays and tiger sharks.

FUN HOUSE
Let the kids loose in Glazer Children’s Museum, a learning lab featuring 170 interactive exhibits. Located just off the Tampa Riverwalk, this playhouse encourages kids to dream about becoming veterinarians, artists, farmers, doctors and pirates!

MAKE A SPLASH
In a tropical climate like ours, you can be sure to find ways to cool off in the summer. Curtis Hixon Waterfront Park has two massive fountains that double as splash pads for the kids. Find other popular splash pads at Julian B. Lane Riverfront Park, Water Works Park and The Florida Aquarium.
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It is impossible to visit Tampa Bay without being struck by how intertwined this booming city is with its waterways. The water isn’t just “out there in the bay,” it is everywhere! Whether you are looking for a seafaring adventure or for the perfect water view—Tampa Bay has just the place to make your trip memorable.

**Be the Captain**

There is no better way to see the city than from the water, and in Tampa Bay we want you to captain your own ship. Reserve a two-person watercraft through Riverwalk Boating Company and cruise around the bay at speeds of up to 20 m.p.h.

Also downtown, take a stand-up paddle tour with Urban Kai and practice your balance while seeing the sights. Another way to enjoy the water is aboard The Florida Aquarium’s Bay Spirit II, a 72-foot powered catamaran that travels around the bay during its 75-minute Wild Dolphin Cruise. Once a pod is spotted, you can watch the dolphins from a safe distance as they feed and play in the water.

To burn some calories while on the water, hop into a canoe or kayak and paddle the Hillsborough River with Canoe Escape, about 16 miles from downtown.

Spend a few hours or the entire day on the river exploring the quiet Lower Hillsborough Wilderness.

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Spend a few hours or the entire day on the river exploring the quiet Lower Hillsborough Wilderness.
There is no better way to see the city than from the water.

Preserve, a 16,000-acre park filled with native wildlife, birds and plants. Whichever way you choose to make a splash in Tampa Bay, you’re sure to have a refreshingly good time.

Above
Boats Tampa
Left
Riverwalk Boating Company

Views to dine for
Playing on the water by day works up a fierce appetite. You don’t have to go far to find great restaurants with shimmering water vistas. Try these local favorites, or book a dinner cruise with Yacht Starship for 360-degree water views.

Harbour Island
At American Social, kick back at one of four waterfront bars and order tasty bar eats with an elevated view. At Jackson’s Bistro, enjoy fresh fish and fruity cocktails while watching locals dock their boats. At Café Dufrain, modern American cuisine shines as brightly as the downtown skyline across the channel. Watervie Grille offers up an unmatched Gulf seafood experience. The newly renovated space features massive picture windows that capture the stunning Tampa Bay skyline.

Bayside
Along the Riverwalk, stop at The Sail Plaza and Big Ray’s Fish Camp for a drink and a bite in the heart of downtown. Enjoy Tampa Bay’s most popular tiki bar themed restaurants—Whiskey Joe’s and The Getaway.

Food options at these popular hangouts range from raw bars and fresh grills to tacos and burgers. For fine dining, The Rusty Pelican, located just off the Courtney Campbell Causeway, is a must-try waterfront landmark and favorite date-night spot.
BAY CRAFTED

PERFECTING THE ART OF CRAFT BEER

1. Cigar City Brewing
   [3924 W. Spruce St.]
   Easily the most recognizable name in Tampa Bay’s brewing scene. Cigar City pumps out some of the country’s favorite Florida brews. MUST TRY: Maduro Brown Ale

2. Angry Chair
   [8401 N. Florida Ave.]
   Pushing the limits of typical beer, Angry Chair brews a variety of styles and flavors that can satisfy anyone’s taste buds. SWEET TOOTH: German Chocolate Cupcake

3. Brew Bus Brewing
   [4101 N. Florida Ave.]
   You’ll have a blast whether you hop on the Brew Bus for a tour or spend some time in the tasting room and brewery. FIRST UP: Last Stop IPA

4. Ulele Spring Brewery
   [1810 N. Highland Ave.]
   Visit the beautiful 2,100 square-foot brewery or chill in the beer garden with a fresh brewed lager or ale. REQUIRED DRINKING: Hydration Station Cerveza

5. 7venth Sun
   [6809 N. Nebraska Ave.]
   You can surprise yourself with some of the wild flavor combinations, or dive into one of the more classic styles. Either way, you’ll thoroughly enjoy your stay. LOCAL FAV: Mangrove Double IPA

6. Coppertail Brewing Co.
   [2601 E. 2nd Ave.]
   Choose a beer to sample from the 20 tap bar or take a tour to see how the Florida inspired unfiltered beer is made. SOMETHING NEW: Unholy American Trippel Ale

7. Rock Brothers Brewing
   [1901 N. 15th St.]
   Expect a sensory experience in this brewery and concert hall where craft beer and indie bands always hit the right notes. LOCAL FLAVOR: Nare Sugar Brown

8. The Independent Bar
   [5016 N. Florida Ave.]
   The bar that began Tampa Bay’s craft beer obsession. Choose from 200 bottles and 14 taps that rotate daily in this neighborhood bar that pours rare beers from around the world. FOR THE BRAVE: Piraat

9. C. 1949
   [6905 N. Orleans Ave.]
   This beer bar rotates nearly 40 local craft beers on tap and invites the kids and dogs to join the fun in the outdoor beer garden. PICKER UP: Pulp Friction

10. Two Henrys Brewing
    [5210 W. Thonotosassa Rd.]
    Inspired by two of Florida’s greatest pioneers, Henry M. Flagler and Henry B. Plant, this brewery offers signature classics alongside rotating seasonal beers. SEASONAL: Winter Snowbird Amber Ale

11. Yuengling Brewery
    [11111 N. 30th St.]
    Find out what gives each Yuengling beer its distinctive flavor on a brewery tour highlighting the rich history that began in 1829. CLASSIC: Yuengling Lager

12. Fermented Reality Biergarten
    [615 Channelside Dr.]
    Enjoy a craft beer brewed here, or one all the way from Estonia. This biergarten offers over 30 selections to pair with waterfront views. GERMAN TRADITION: Schofferhofer Grapefruit

BEETRER BEER
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explorewestshore.com
A Jolt
For a cup of specialty coffee in a speakeasy atmosphere, head to one of four Blind Tiger Cafés around town. Each brew pays homage to the historic richness of the community and is crafted with Tampa Bay coffee connoisseurs in mind. Locally roasted beans also star at Kawha Coffee, popular neighborhood gathering spots that attract a loyal following.

Dive into Ybor City culture at Tabanero

Visit local businesses eager to share their born-and-bred heritage

by Jenn Thai

Cigars with a delicious café con leche and a pocket full of hand-rolled cigars. The shop has been rolling a wide range of stogies the same way for 130 years. The cigar factory also offers personal tours and an inside look into how cigars are made, from the process of preparing the tobacco to rolling the leaves. Be sure to check out Tampa Sweetheart Cigars, a cornerstone of Ybor City since 1886.
**A Treasure**

For a deep dive into Tampa Bay culture, monthly markets offer the perfect dose of all things local. Held the first Sunday of each month, **Fresh Market** at Hyde Park Village is a local favorite for fresh produce and handmade goods. **Ybor City Saturday Market** offers a weekly mix of local art, jewelry and gifts. And **Indie Flea** in Tampa Heights features upcycled goods and artisanal foods.

Visit other local favorites at **Seventh Avenue Apothecary**, a candle shop unlike any other you’ve seen or smelled. At **Hazel+Dot**, a boutique in South Tampa, find many gifts made by creators right here in Tampa Bay.

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**A Bite**

Craving a little local flavor? Look no further than the stretch of North Florida Avenue in Seminole Heights, where **Rooster & the Till** and **Ichicoro Ramen** reside.

Ichicoro Ramen’s menu stretches far beyond just noodles, and their stunning dining room is sure to wow you. Well-loved and lauded by locals, Rooster & the Till always recommends reservations. After all, **Tampa Bay Times** named it **Best Restaurant in Tampa Bay in 2018 and 2019**!

New kid on the block, **Bodega** invites casual diners to join the queue for fresh Latin street food and juices. Washing down a Cuban sandwich and jicama slaw with a fresh citrus blend is about as local as it gets.

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1. Indie Flea  
2. Rooster & the Till  
3. Seventh Avenue Apothecary  
4. Ichicoro Ramen
EAT.

WESTSHORE PLAZA

Retail
Macy's
Dick's Sporting Goods
JC Penney
Old Navy
H&M

Dining & Entertainment
Mitchell's Fish Market
Seasons 52
Grimaldi's Pizzeria
Maggiano's Little Italy
Irish 31
P.F. Chang's
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Vacations are the perfect time to step out of your comfort zone and explore interests that don’t get to shine as often as you would like. On your trip to Tampa Bay, skip the tried and true. You have the opportunity to unlock the exciting and new! So go on—it’s time to unlock your inner...

Explorer

Sure we have GPS, but that doesn’t mean that we’ve stopped wanting to explore! Pack your adventure gear and unlock your inner explorer. Rent a kayak or canoe from Canoe Escape and paddle your way down the Hillsborough River. Get a rush of adrenaline by taking to the mountain biking trails at Alafia River State Park or head to Empower Adventures for a zipline and high-ropes adventure that will send you soaring across the Mobbly Bayou Wilderness Preserve. Looking for something more relaxing? Visit Lettuce Lake Park to discover 240 acres of picturesque nature, picnic areas, playgrounds and observation towers. Take advantage of numerous boat rental outfits to set sail for adventure. Or set out for a hike and a picnic in the scenic Hillsborough River State Park. Be sure to take along a camera and be prepared—you might just make Tampa Bay’s biggest discovery yet!

Clockwise from top left: Empower Adventures, Canoe Escape, Lettuce Lake Park, Hillsborough River State Park.
Animal Lover

IT'S TIME TO GET IN TOUCH with your wild side! Head to ZooTampa at Lowry Park for an unforgettable adventure at this nationally acclaimed zoo. From up-close encounters with elephants and penguins to watching orangutans swing and hippos swim, you'll be blown away by the conservation and care that ZooTampa provides for animals from across the globe. Next, it's time to hop aboard the Serengeti Safari at Busch Gardens® Tampa Bay for a trip across the plains of Africa. You'll see a whole safari of free-roaming animals such as zebras, giraffes and even an ostrich or two. If you're a feline fanatic, visit Big Cat Rescue for a life-changing tour that allows you to get up-close and personal with tigers, lions, cougars, bobcats and more. Finally, connect with the sea at The Florida Aquarium, where you can visit the more than 7,000 animals and plants that call the aquarium home. To really make a splash, sign up for an in-house SCUBA dive or snorkel experience. Want to earn additional bragging rights? Consider trying a (totally safe) shark swim!

upper left: Serengeti Safari at Busch Gardens® Tampa Bay
upper right: ZooTampa at Lowry Park
bottom: The Florida Aquarium
Sports Fan

With hockey, golf, baseball, football and soccer, Tampa Bay is the perfect place to unlock your inner sports fan! Hear the thunderous roars at an NHL Tampa Bay Lightning game, enjoy America’s favorite pastime with the Tampa Bay Rays, or pencil in a few birdies at an award-winning golf course. Once you’re ready to slip back into spectator mode, don red and white to cheer on the NFL’s Tampa Bay Buccaneers or get ready to kick it with the Tampa Bay Rowdies, Tampa Bay’s professional soccer team.
Fitness Buff

While you’re stretching out of your comfort zone, why not use this vacation to stretch your muscles as well? Tampa Bay offers scenic (and free!) group fitness classes. Tap into your inner zen with an unforgettable hour of yoga on the lawn at Armature Works. Want to work up more of a sweat? Head to Curtis Hixon Waterfront Park to participate in their evening fitness classes! With a different class most nights of the week, exercise enthusiasts can participate in everything from Zumba to Barre, all under the watchful guidance of professional instructors. Don’t want to lose a second of sightseeing? Book a session with Go! Running Tours for your choice of scenic workouts with varying lengths that takes you all over Tampa Bay. Care to pave your own path? Go to Bayshore Boulevard for a 4.5-mile path that runs alongside Tampa Bay with views of the downtown skyline. Afterwards, take a moment to catch your breath and watch the sun set over the water. Self-care has never been so picturesque!

top: Bayshore Boulevard
lower left: Yoga at Curtis Hixon Waterfront Park
lower right: Go! Running Tours
Party Animal

Get ready to stay up late, because it is time to unlock your inner party animal! Start your night off by hopping on a Brew Bus Tour. You'll get to sample Tampa Bay's award-winning beer scene with expert guides safely chauffeuring you from one brewery to the next. Not a hops fan? Head to the deliciously classic and fabulously swanky CW's Gin Joint for elite crafted cocktails and gourmet bites. Once you're ready to kick it up a notch, it's time to make your way to Ybor City or SoHo, Tampa Bay's premier entertainment districts. There you'll find walkable streets of clubs, bars and live music that will keep the party going all night—and even into the wee hours of the morning! 🍸

Clockwise from top left: Brew Bus Tours, CW's Gin Joint, Ybor City
TAMPA BAY’S RICH HISTORY and love for the arts come alive at these top spots for art, theater and music. There’s no better way to get a feel for a city than by experiencing its visual and performing arts.

The Big Screen
One of the most ornate 1920s-era movie theaters remaining in the United States, the Tampa Theatre is a masterpiece of Mediterranean revival architecture. Moviegoers enjoy first-run films and cinema classics under a faux starry sky, evoking a romantic, moonlit courtyard. Live performances on the original Mighty Wurlitzer organ that towers below the stage before screenings make you feel like you’re stepping back in time to the silent era. Be sure to arrive a few minutes early to stop at the concessions stand—the cheese trays, signature cocktails and wallet-friendly happy hour at the theater’s new bar are not to be missed.

Golden Era
Railroad magnate Henry B. Plant opened his breathtaking Moorish revival-style hotel, now a National Historic Landmark, in 1891. Today, the Henry B. Plant Museum is part of the University of Tampa, and visitors can take a self-guided audiotour. Strolling through period furnishings and artwork from the Gilded Age, guests learn about life in the late Victorian period, local history and the Cuban Independence campaign during the Spanish-American War. Check the website for monthly arts events, and in December, sip
warm cider with the locals at the charming annual Victorian Christmas Stroll.

**Past, Meet Present**

Three floors of photos, artifacts, maps, memorabilia and replicas detail the history of more than 12,000 years of Native Americans, explorers, pirates, wars, agriculture, architecture and the cigar industry. The Tampa Bay History Center offers a number of hands-on opportunities for fun and exploration. Bring your crew to check out the new Treasure Seekers pirate exhibit to see ancient relics recovered from the Florida waters, and be sure to keep a wary eye out—rotating exhibits ensure that there’s always something new, so be sure to check for walking tours and other special events. The History Center also stands as the only cartographic center in the southeastern United States. With thousands of maps, charts, cartographic materials—this is a must-visit exhibit for any navigation enthusiast.

**Artful Living**

The Tampa Museum of Art has won multiple design awards and houses one of the largest collections of Greek and Roman antiquities in the Southeast. Its modern and contemporary art includes sculpture, painting and photography alongside avant-garde installations and video. The museum calendar for 2020 features an immersive installation by North Carolina sculptor Thomas Sayre and work by renowned women photographers, including Cindy Sherman, Diane Arbus and Dorothea Lange.

**That’s Entertainment**

World-class stars in theater, music, dance and literature have graced the five stages of David A. Straz Jr. Center for the Performing Arts since it opened in 1987. Tap your feet along with a jazz combo or Broadway hit musical such as Mean Girls and Miss Saigon, dress to the nines to attend an opera or ballet, or hear popular writers such as David Sedaris and Roxane Gay discuss their work. Discerning theatergoers can also enjoy a cocktail alfresco at the pop-up bar on the Tampa Riverwalk before their show.

**Capture a Moment**

If a picture is worth a thousand words, the Florida Museum of Photographic Arts is a library of photographic classics, dedicated to preserving and displaying pieces of photographic art. Visitors will find contemporary and classic pieces in their rotating exhibits. View a portrait of the legendary Ansel Adams, examine Burk Uzzle’s classic Woodstock scenes or ponder over entries to the International Photography Competition. You may find that even the building itself is worth taking a picture of—this six-story cube was selected as one of Florida’s top 100 buildings by the American Institute of Architects.
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Set Sail for Victory
Hoist the anchor and set sail on one of America’s four remaining fully operational WWII merchant ships on the American Victory Ship Mariners Museum. This floating piece of history offers a glimpse at the lives of maritime troops and the quarters they lived in, including the ship’s hospital, galley and captain’s quarters. Take a self-guided tour, or call ahead to request a guide. For a truly special event, book passage on the Relive History Cruise, a semiannual excursion that sails through the Channel with games, entertainment, music and more.

Seeing Stars
You’ll certainly be “Puttin’ on the Ritz” at the RITZ Ybor. Built in 1911, this entertainment and concert venue underwent a massive renovation to secure its status as the place to hold special events. Located in historic Ybor City, it has hosted big-name acts including Lady Gaga, Owl City, Ben Harper and more. Be sure to check their website for upcoming acts—you never know who you might see.

Catch a Concert
Standing as Tampa Bay’s largest concert venue, MidFlorida Amphitheatre plays host to a wide range of artists. How wide? Well, The Lumineers and Ozzy Osbourne both have shows scheduled for May. Tampa Bay’s Amalie Arena can do it all—from monster truck rallies and Tampa Bay Lightning games, to some of the hottest concerts in town. No matter when you visit Tampa Bay, there’s a good chance there’s a show for you at Amalie Arena.
LUXURIOUS accommodations, fine dining, upscale retail therapy—it’s time to treat yourself! After all, you’re on vacation—it’s the perfect time to indulge! Whether your tastes run to designer luxury or you prefer handcrafted and artsy, read on to find the most opulent treats Tampa Bay has to offer.

Posh Pampering

Chic and trendy, Hyde Park and SoHo neighborhoods are the perfect spots to enjoy some stylish spoiling. Elevage, located in the Epicurean Hotel, is dedicated to elevating classic dishes to bring you familiar flavors in a modern presentation. Treat yourself to a culinary-themed spa treatment at the hotel’s Spa Evangeline. Get yourself wrapped in chocolate and scrubbed with cabernet for a decadent delight, or choose from fresh fruit scrubs, couples massages, detox wraps or even a warm honey “dip” that will leave your skin soft and glowing. For another dose of pampering, head to the Rock Spa & Salon, where you will be buffed, polished and smoothed from head to toe. Their
If you’re all about drama, excitement and being seen, there are several spots in Tampa Bay you will love. Live the literal high life when you dine at Armani’s, an upscale northern Italian restaurant located on the 14th floor of Grand Hyatt Tampa Bay. Offering both indoor and outdoor seating, the panoramic views of Old Tampa Bay make for an unparalleled ambiance. And the food, proclaimed by Zagat as “extraordinary,” is a must-try.

You can’t go wrong with a visit to the landmark Bern’s Steak House. Since the 1950s, Bern’s has hosted the rich and famous in addition to serving as the celebration restaurant of choice for generations of Tampans. Ask for a tour of the kitchen and the world-class wine cellar, or head upstairs for a delectable dessert at the Harry Waugh Dessert Room.

For balmy tropical breezes and romantic water views, consider an intimate dinner at Oystercatchers, located on the grounds of Grand Hyatt Tampa Bay. Enjoy the best seafood the ocean has to offer, with fresh catches expertly prepared with a contemporary flair. Caviar, anyone?

If you want a taste of old world glamour, Columbia Restaurant is the place to be. This much acclaimed family-owned restaurant has been in business for 115 years and is routinely recognized as one of the best Spanish restaurants in the nation. Sip on a mojito made tableside to see what all the (well deserved) fuss is about.
Tampa Bay's growth and prosperity have brought the revitalization of several historic neighborhoods. Eclectic boutiques, art galleries and innovative dining concepts are the hallmarks of these up and coming areas.

See for yourself in the Seminole Heights neighborhood, where trendy new restaurants and retail stores are opening all the time. Hip dining options include several popular farm to table restaurants such as Rooster & the Till and Ella’s Americana Folk Art Café. Swing by Ichinori Ramen for a taste of award-winning ramen then top it off with a nightcap at Mandarin Heights. Self described as a “cocktail laboratory,” this trendy spot releases a new menu every Tuesday and works with guests to customize the drink of their dreams.

Ybor City is the historic district that once made Tampa Bay the Cigar Capital of the World. That passion remains—Ybor City and 7th Avenue are still known for abundant cigar stores and lounges, the perfect spots for aficionados to indulge their passion. Tour Tabanero Cigars for a glimpse of the artistry involved in handrolled cigars. Stop by J.C. Newman Cigar Co. to discover the secrets of America’s oldest family-owned cigar factory. Try the “American,” a stogie made from U.S. ingredients that dates back more than 100 years.
Is it Need-a-vacation-itis?
If so, you need to know the signs.

If you're experiencing irritability, a sudden loss of smile, and sweating the small stuff, then a trip to Bradenton, Anna Maria Island, Longboat Key is the cure you've been looking for. Lounge on serene island beaches, dine on Gulf-fresh seafood at award-winning restaurants, and discover a variety of fun activities throughout the area.

**INDICATION AND USAGE** Bradenton, Anna Maria Island, Longboat Key is approved for the treatment of moderate to severe Need-a-vacation-itis in adults and families. Not recommended for people who are grouchy or plan to become grouchy.

**the cure is here** Visit VacationRemedy.com to diagnose your symptoms.

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WHISKEY CAKE

Classic Luxury

Whether your appetite for the finer things with a visit to Haven, a small plates, wine and cocktail restaurant. Feast on an extensive collection of artisanal cheeses, homemade charcuterie and whimsical small plates that are designed to be shared and sampled with friends. Perhaps if your friends are feeling generous you might ask to sample their drink as well—Haven offers an extensive wine and whiskey list along with a wide variety of signature cocktails.

Looking for a more robust meal? Consider the sophisticated and intimate Mise en Place. This New American restaurant features the creative talents of chef/owner Marty Blitz. Indulge your taste buds with the “Get Blitzed” tasting menu, a five-course dinner and wine pairing that showcases a weekly selection of Marty’s favorite dishes.

Tampa Bay’s food scene has continued to boom with chef-driven concepts and world-class dining experiences such as Steelbach, a Southern-inspired grill restaurant helmed by chef Nathan Hardin. This farm-to-table eatery serves impeccably seasoned steaks and chops cooked over an open flame, while other upscale menu offerings include a rosemary-rubbed rack of lamb and tomato-crusted scallops.

Look to International Plaza & Bay Street for more evidence of Tampa Bay’s extravagant side. This two-story, air-conditioned mecca of luxury retail shopping features more than 200 of the most iconic brands in the world. Neiman Marcus, Louis Vuitton, Tiffany & Co.—they’re all here, along with sumptuous dining options.

Of course, sometimes we have champagne tastes but a beer budget. If this is your situation, check out Tampa Premium Outlets. Just a half hour north of downtown, this open-air mall hosts 110 shops with outlet versions of Armani Exchange, Coach, Calvin Klein, Polo Ralph Lauren, and Tommy Hilfiger, to name a few.
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Your Guide to Shots That Pop

Tampa Bay is covered in Instagram-worthy spots, and you are sure to discover a few fresh ones of your own. To ensure your visit garners as much attention as possible, hit the spots that your followers will love to "Like." We've done the research, run the algorithms, scanned the landscape and come up with a list of Tampa Bay hotspots that will take your vacation pictures to the next level.

**Armature Works**
You may have a tough time choosing which shots you'll want to take—there's just too many great options. But you'll definitely want to jump into the floral frame to snap the iconic shot, or head up to M.Bird for a shot of you enjoying a rooftop cocktail.

**City of Tampa Postcard Mural**
Sending your loved ones a postcard is a time-honored tradition. Take advantage of the colorful backdrop to let all your followers know that you're on vacation and loving it.

**Sparkman Wharf**
Sparkman Wharf has quickly become a Tampa Bay fixture on Instagram. The whole area is filled with Insta-worthy shots, but you'll want to be sure to let your followers know exactly where you are by posing in front of the Coordinates Wall or the big red TAMPA.

**Busch Gardens® Tampa Bay**
There are selfies, and then there is the Safari Selfie at Busch Gardens. Given how close the animals come to visitors, it's just about impossible to leave the Serengeti Safari without a truly wild pic for your page.

**Tampa Riverwalk**
Posting two shots in the same location is usually a faux pas, but that is definitely not the case on the Riverwalk. By day it stands as a sunny walkway dotted with fitness enthusiasts and casual visitors, but by night it transforms into a glowing light show begging for a cityscape or silhouette shot.
Tampa Theatre Marquee

Proof that you just can't beat the classics. We recommend snagging a shot before you head in for the show just to make sure that you capture the ideal balance between the shimmering lights and soft Florida dusk.

Mandarin Heights

Keep your followers guessing with the iconic bathtub shot at Mandarin Heights. Grab a cocktail and slide into the (empty) bathtub below the flamingo portrait for a quick shot that will surely snag a few curious comments. Pro Tip: Wear your nicest or flashiest shoes—it will make the shot.

WINE EXCHANGE
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Style like a European street café, this Tampa jewel since 1990 offers a full liquor bar along with at least 40 wines by the glass & many more by the bottle. Creative cuisine & a talented staff make the wine exchange a must on your short list while visiting Tampa. Enjoy the free WiFi, along with a pet friendly climate controlled patio.

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**Bayshore Boulevard**

It's up to you if you want to snap a sunset pic, take a casual stroll shot or throw on your workout gear for an action shot, but one thing is for sure, a photo along Bayshore Boulevard stops people mid-scroll.

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**Unlock Tampa Bay Icon**

The Unlock Tampa Bay Visitors Center not only boasts must-snag souvenirs for your loved ones back home, but also has a massive Tampa Bay Icon perched out front. So do your shopping and let everyone know they have some goodies coming their way.
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WESTSHORE/AIRPORT

Rocky Point Golf Course
Par 71 :: Yardage 6,328 :: Rating/Slope 70.5/128
Don’t be fooled by the low total yardage number; this course demands your attention. With water hazards coming into play on 11 holes, it is poised to challenge even the longest of hitters.

NORTH TAMPA BAY

Babe Zaharias Golf Course
Par 70 :: Yardage 6,020 :: Rating/Slope 69.0/115
Once owned by its legendary namesake, Babe Zaharias Golf Course stands as a perfect challenge for those who may not hit the ball as far as they used to. The layout meanders through the tree-lined Forest Hills neighborhood, with water hazards strategically placed to keep players honest.

The Claw at USF
Par 71 :: Yardage 6,863 :: Rating/Slope 74.2/132
Moss-draped oaks and towering pines line this newly renovated course that hosts not only the University of South Florida’s golf teams but also alligators, deer and other wild inhabitants. Get ready to test your shot-making abilities; this course has bested NCAA athletes.
Rogers Park Golf Course
Par 72 :: Yardage 6,802 :: Rating/Slope 72.2/121
Built in 1952, this course was created by African American caddies during the days of segregation so that they could have a place to play golf. Having received several massive upgrades and expansions since then, Rogers Park is now on the National Register of Historic Places.

Palmer at Saddlebrook Golf & Tennis Resort
Par 71 :: Yardage 6,273 :: Rating/Slope 72.5/136
Designed by the legendary Arnold Palmer, this course boasts more elevation changes and undulating fairways than the Saddlebrook Course. Come ready to bring every shot you have in your bag, and try not to be distracted by the swaying palm trees and glistening white sand bunkers.

Westchase Golf Club
Par 72 :: Yardage 6,699 :: Rating/Slope 72.0/138
The Westchase Golf Club has established itself as one of Tampa Bay's best upscale golf facilities, and you'll see why on the 5 signature Hole Number 3. The front nine curves through the Florida pines, while the back nine dips into the wetlands; you'll want to bring a camera for this round.

Saddlebrook Course at Saddlebrook Golf & Tennis Resort
Par 70 :: Yardage 6,480 :: Rating/Slope 72.3/142
This is the tighter but flatter of the two courses. Arnold Palmer framed beautifully laid-out doglegs with water hazards and sand bunkers, creating an unforgettable experience that screams Florida golf.

Copperhead at Innisbrook Resort and Golf Club
Par 71 :: Yardage 7,209 :: Rating/Slope 75.9/142
This championship course hosts the PGA Tour every spring and has been called "the best course we play on tour" by 12-time PGA Tour event winner Paul Azinger. You'll be struck by its dramatic beauty from tee to green, try your best to focus on your next shot.

RESERVATION SERVICES
Need some help planning your golf trip to Tampa Bay? Visit GolfPacTravel.com to have GolfPac, Inc. help you build your ideal vacation package and book your tee times.
Island at Innisbrook Resort and Golf Club
Par 72 :: Yardage 7,194 ::
Rating/Slope 75.1/144
With a layout that rewards the bold and punishes the wayward, you will quickly realize why the Island Course has become a regular fixture on the U.S. Open qualifiers and NCAA Championship circuit. The course features striking designs that highlight the raw beauty of Florida golf.

EAST HILLSBOROUGH

Topgolf Tampa
If you haven’t taken the family out for a trip to Topgolf, now is your chance. Featuring game set-ups that feel more like an arcade than a driving range, this place is a total blast—even for the non-golfers in your group. 🌟
Tampa Bay is no stranger to hosting major events. This community continues to deliver on the biggest of stages, having hosted NCAA Championships like the Men’s Frozen Four, Women’s Final Four and Men’s Basketball 1st and 2nd Rounds, the College Football Playoff National Championship and multiple Super Bowls (with a fifth on the way in 2021).

The spotlight will once again shine bright when WrestleMania comes to Tampa Bay for the first time in April of 2020! World Wrestling Entertainment’s signature event, WrestleMania, will take over Tampa Bay, a community rich in wrestling tradition dating back to the early twentieth century, with visitors expected from all 50 states and more than 30 countries.

Tampa Bay Buccaneers
Fire the cannon! The National Football League’s Tampa Bay Buccaneers set sail to victory with their fan-favorite pirate ship and must-see fireworks show leading the way.
Raymond James Stadium capacity: 65,890
Season: September–December

Tampa Bay Lightning
The National Hockey League’s 2004 Stanley Cup Champions, the Tampa Bay Lightning, defend home ice in the heart of downtown Tampa.
Amalie Arena capacity: 20,500
Season: October–April

Tampa Bay Rays
Major League Baseball’s Tampa Bay Rays take the field across the bay in "The Trop", a domed stadium that keeps the elements out of play.
Tropicana Field capacity: 25,023
Season: April–September

Tampa Bay Major Event Resume
2009 NFL Super Bowl XLIII
2009 SEC Men’s Basketball Tournament
2009 ACC Football Championship
2009 NCAA DII Men’s and Women’s Soccer Championship
2009 NCAA Women’s Volleyball Championship
2011 NCAA Men’s Basketball 2nd and 3rd Rounds
2012 NCAA Men’s Frozen Four
2015 NCAA Women’s Final Four
2015 NCAA DII Women’s Volleyball Championship
2016 NCAA Men’s Frozen Four
2016 NCAA DII Men’s & Women’s Cross Country Championship
(continued)
EXPERIENCE THE NFL LIVE!

Tampa Bay Buccaneers games have it all—from the exciting thrills of NFL football, to the unique experiences at Raymond James Stadium! Your Tampa Bay tour isn’t complete without it!

LIVE NFL ACTION

See the world’s greatest athletes take the field and compete at football’s highest level.

There’s nothing like watching the touchdowns, tackles and celebrations live and in person!

RAYMOND JAMES STADIUM

Every visit to Raymond James Stadium is a party! The iconic pirate ship fires the cannons while you enjoy the game from your seat, and you’ll always have a perfect view of the action with 9,600 square feet of video boards there to help you see everything.

BUCS BEACH

Life is a beach in Tampa Bay, and Buccaneers games are no exception! Visit Bucs Beach (located outside of Raymond James Stadium) before the game for sun, sand, signature cocktails, live music and more!

GET YOUR TICKETS!

Visit Buccaneers.com/tickets or call 866.582.BUCS (2827) to purchase tickets and add a Bucs game to your Tampa Bay itinerary!

Groups of 10 or more get special ticket rates, so take advantage and bring your whole krewe.
This March, the Tampa Bay History Center will feature “Sunshine State Showdown: Pro Wrestling in Tampa Bay”, an exhibit that encapsulates the evolution of professional wrestling over the last 100 years, as well as Tampa Bay’s training facilities, Tampa-area wrestlers and the made-for-TV regional and national wrestling franchises of the last sixty years.

Team Tampa Bay is all about community. Solid bonds exist between our professional franchises, local universities, and tourism agencies. The existing relationship between the Tampa Bay Sports Commission and Visit Tampa Bay is one of the strongest in the tourism industry. At Team Tampa Bay’s Game Day, Every Day, whether it’s a major event like WrestleMania or the Super Bowl or a youth national championship, Team Tampa Bay is driven to create first-class events and first-rate experiences.

In Tampa Bay, it all starts with the places to play and our destination possesses an eclectic mix of top-notch options. We have some of the best professional sports venues in the country and are also fortunate to have an incredible array of special event venues that accommodate all types of programming. At the forefront is our waterfront downtown Tampa Convention Center, which has served as the media center for the Super Bowl, multiple fan fests, as well as the host site of major youth volleyball, gymnastics and cheer and dance events. Our portfolio includes a wide variety of tournament complexes capable of hosting all types of outdoor sports. Leading the charge is our new tournament SportsPlex of Tampa Bay, a 15-field, fully lit multipurpose complex capable of hosting soccer, field hockey, lacrosse, football and ultimate frisbee events. When you combine our Team Tampa Bay approach with our incredible venues and all that the destination offers, this community is poised to bolster its resume of marquee events!
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2020 EVENTS

(JANUARY)

Outback Bowl Annual New Year’s Day bowl between college football powers from the Big Ten and Southeastern conferences.

Tampa Bay Black Heritage Festival This 10-day celebration commemorates the contributions African Americans have made to society with music, cuisine and crafts.

Children’s Gasparilla Extravaganza & Parade A family parade is followed by one of the country’s largest fireworks shows.

(FEBRUARY)

Florida State Fair Food, music, carnival games and rides at one of the largest midways in the U.S.

Busch Gardens Food & Wine Festival During multiple spring weekends, join fellow foodies at Busch Gardens.

Krew of the Knights of Sant’ Yago Illuminated Knight Parade Channel District and Ybor City come ablaze with floats loaded with beads and pirates.

Bay Area Renaissance Festival Travel back in time to the 16th century with merchants, live armored jousting, 12 stages of entertainment and lots of food and fun for the whole family.

Publix Gasparilla Distance Classic One of the top 25 races in the world, this event consists of multiple distances as well as wheelchair courses.

(MARCH)

Fiesta Day Ybor City showcases cultural exhibits, concerts, arts, crafts and food along 7th Avenue.

Florida Strawberry Festival The 11-day festival in Plant City is famous for its strawberry shortcake, tasty fair food and country music.

Tampa Bay Beer Week Celebrate Tampa Bay beer culture with craft brewers from across the country.

Gasparilla Festival of the Arts One of America’s top fine arts shows turns Curtis Hixon Waterfront Park into an art museum. Celebrating 50 years in 2020.

Gasparilla Music Festival Musical acts rock several stages at Curtis Hixon Waterfront Park for a weekend takeover of music, food and fun.

Rough Riders St. Patrick’s Day Parade Ybor City welcomes crowds dressed in green, where beads fly free.

Gasparilla International Film Festival GIFF is one of Florida’s largest and fastest-growing independent film festivals.

International Cuban Sandwich Festival Celebrating the “official sandwich” of Tampa Bay in Ybor City.

Through October | Tampa Bay Rowdies

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2020 EVENTS

(April)

Tampa Bay International Dragon Boat Races Local and international teams compete to be Tampa Bay’s #1 dragon boat team with various events and activities surrounding the races.

Through September | Tampa Bay Rays

(May)

SeaGrapes Fine Wine & Food Festival Sample wine and food from premier Tampa Bay restaurants at The Florida Aquarium.

Tampa Bay Margarita Festival Celebrate all that margaritas have to offer with live music, activities and fireworks.

(June)

St. Pete Pride The largest LGBTQ Pride event in Florida draws more than 200,000 people downtown for a weekend-long street festival and parade.

Summer Nights Experience all that Busch Gardens® Tampa Bay has to offer in the evening as it lights up the night sky with fireworks, music, rides and an acrobatic show.

(July)

JULY 4 FIREWORKS CELEBRATION Fireworks, music, food and entertainment along the Tampa Riverwalk.

(August)

Through December | Tampa Bay Buccaneers

(October)

Howl-O-Scream Busch Gardens® Tampa Bay transforms into a macabre maze of haunted houses and scare zones.

Creatures of the Night Howl! and hang out with ZooTampa at Lowry Park animals to celebrate Halloween.

(November)

Conga Caliente Tampa Bay’s premier festival celebrates all Hispanic arts and cultures from around the world.

Tampa’s Downtown on Ice This holiday event features an outdoor ice-skating rink in Curtis Hixon Waterfront Park.

(December)

Christmas in the Wild Holiday celebration at ZooTampa at Lowry Park features millions of twinkling lights.

Busch Gardens® Tampa Bay Christmas Town Enjoy a holiday wonderland of wintery surprises and all things Christmas.

Victorian Christmas Stroll The Henry B. Plant Museum brings Victorian holiday traditions to life.

New Year’s Eve Fireworks A free and dazzling New Year’s Eve fireworks display lights up the sky at midnight.

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Getting Here

Tampa International Airport
With direct flights from hundreds of major destinations across the country, in addition to nonstop international flights from Zurich, Toronto, Frankfurt, Amsterdam, Panama City and London, getting to Tampa Bay is a breeze.

Tampa International Airport (TPA) consistently wins praise for its efficiency and convenient design. The structure itself won the prestigious American Architecture Award, and international media sources sing its praises as well.

Not one to sit on its laurels, TPA is in the midst of a two-billion-dollar expansion and upgrade, ensuring it continues to be a stellar first impression for visitors.

St. Pete–Clearwater International Airport
St. Petersburg–Clearwater International Airport (PIE) offers non-stop service to 50 destinations throughout the Northeast, Midwest, South and Canada.

Interstates
I-275, I-4 and I-75 connect Tampa Bay to the rest of the state and the country, with easy access to Orlando, Sarasota, Ft. Myers and the entire east coast of Florida.

Rail
Take Amtrak into downtown Tampa's Union Station, which offers nationwide connections. Trains route passengers daily between Tampa Bay and cities in the Northeast and continue through to Miami.

Forecast: Sunny

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Source: weather.com

VISITORS CENTERS

Unlock Tampa Bay Visitors Center
One Tampa Bay Visitors Center
201 Franklin St., Ste. 102
(813) 223-2752
Mon.-Sat. 10am-5:30pm, Sun. 12-5pm

Ybor City Visitor Information Center
1600 E. 8th Ave., B104
(813) 241-8838
Mon.-Sat. 10am-5pm, Sun. 12-5pm

Plant City Union Station Depot
102 N. Palmetto St., (813) 714-6909
Tue.-Fri. 12-4pm, Sat. 10am-4pm

Greater Plant City Chamber of Commerce
105 N. Evers St., (813) 754-3707
Mon.-Fri. 8am-5pm

Cruising

IN TAMPA BAY, the port of departure is a destination in itself. Tampa has become a favorite port for a growing number of cruise passengers who want to enhance the experience of their Caribbean itineraries.

For those looking to ride the smooth waves of the western Caribbean, cruising out of Tampa Bay is second to none. Carnival, Norwegian and Royal Caribbean cruises depart from Tampa Bay on three-, five-, seven- and 14-night cruises. Celebrity, Holland America and MSC Cruises will add even more options in 2020-2021. Visit porttb.com/cruise for more info.

Arrive Early

Within walking distance of the cruise terminals is one of the top aquariums in the country, The Florida Aquarium is home to sting rays, barracudas, sea turtles and sharks.

Go for a bike ride or walk along the Tampa Riverwalk to take in the sunshine and beautiful views of the water. Along the way you can visit Glazer Children's Museum for more fun for the whole family. Located adjacent to the Children's Museum is Curtis Hixon Waterfront Park. While there, visit Riverwalk Café for a quick snack and the Columbia Café at the Tampa Bay History Center for lunch before heading back to the cruise terminal.

Add a Day

Tampa Bay's big attractions should never be rushed. Add a day to your itinerary for Busch Gardens® Tampa Bay, and put on family thrills with awesome roller coasters, or join in on the fun at ZooTampa at Lowry Park where you can experience behind-the-scenes views of elephants, monkeys and more.
FLORIDA'S MOST
WAYS TO PLAY
From kayaking to Riverwalk strolls, Tampa Bay has hundreds of ways to enjoy the water.

VisitTampaBay.com
HIGH-SPEED THRILLS & SPILLS

Feel the adrenaline rush and water-soaked excitement at Busch Gardens® and Adventure Island®. As Florida’s Thrill Ride Leader, the unique blend of thrill rides and water-drenched fun offers excitement for the whole family.

YOUR BEST TICKET DEAL AWAITS AT
BuschGardensTampa.com

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