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.

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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.

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.

When the Tampa Bay Buccaneers took home the Lombardi Trophy in the historic Super Bowl LV at Raymond James Stadium, Tampa Bay became known as “Champa Bay!” The Bucs are the first team to ever host, play, and win a Super Bowl. The celebration continued when the Tampa Bay Lightning (NHL) won the 2020 & 2021 Stanley Cup. The Tampa Bay Rays (MLB) also won the 2020 American League Championship and the Tampa Bay Rowdies (USL) captured back-to-back USL Eastern Conference Titles in 2020 & 2021.

“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 Marti 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.

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. Stroll to the other end of the Riverwalk to Armature Works and 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. Unlock endless adventure, culture, and history at seven unique attractions for one low price with the NEW Tampa Riverwalk Attraction Pass.

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.

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.