



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.

Lufthansa starts non-stop flights to Tampa Bay



Lufthansa begins flights to Tampa Bay Sept. 25

Willkommen in Tampa Bay! Beginning Sept. 25, German travelers will hear those words as their Lufthansa Airbus A340 touches down at Tampa International Airport on the west coast of Florida.

Lufthansa will create a direct connection to Tampa Bay with four flights a week (five in the summer). Tampa Bay already has strong ties to Germany. More than 60 German companies have offices there. Early estimates are that 60,000 passengers and even more cargo will fly Lufthansa between Tampa Bay and Germany. When German visitors step off their Lufthansa flight at Tampa International Airport, they'll find plenty of adventures waiting to be discovered.

Florida's only destination with CityPASS

For nearly 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

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

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theater and The Edge rooftop bar, Tampa Bay's chic hang-out.

Acres of Africa in Florida



Busch Gardens Tampa offers 300 acres (121 hectares) of treasures to discover. The Serengeti Express steams through an expansive wildlife park that is home to zebras, gazelles, ostriches, and other African wildlife. Riders brave enough to board **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.

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 Cuban revolutionary José Martí.



Streetcars carry visitors to Ybor City

Prost! Tampa Bay loves its beer



Tampa Bay is a hub for 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. Cigar City Brewing, which was rated by USA Today 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 flavors of Florida

Diverse **NEW** offerings put Tampa Bay at the top of the 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

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AIDAvita pays a call on Tampa Bay

Weigh anchor in Tampa Bay

Tampa Bay is a port of call for the German cruise ship AIDAvita each fall and winter through 2017. The city is home port for four other cruise lines during the year: Carnival (year-round), Royal Caribbean, Holland America and Norwegian America (seasonally).

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) where pelicans dive for dinner and dolphin fins break the water's surface.

Visitors can rent paddleboards, kayaks and water bikes to view Tampa Bay's skyline from the sparkling bay. Inland, visitors can canoe and kayak their way among moss-draped cypress trees and migratory birds on the Hillsborough River.



Tampa Riverwalk links attractions like gems on a string



The Jolly Roger pirate flag flies over Gasparilla

Avast! There be pirates here

Each January, the scurvy crew of legendary pirate José Gasparilla 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 – eight weeks of parades, festivals (music, art, and interactive), and sporting events (running and cycling).

About Visit Tampa Bay

Visit Tampa Bay encourages adventurous travelers to unlock its trove of unique treasures. It is a not-for-profit company with more than 700 partners who help promote Tampa Bay as the ideal destination for family vacations, sporting events, corporate meetings, festivals, and conventions.