

DISCOVER TAMPA BAY



More than \$4 billion in new investment will transform the face of downtown for decades to come

Unlock Tampa Bay with the latest news from Florida's most hip, authentic, and 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/media-room](https://www.visitTampaBay.com/media-room).

Unlock Tampa Bay in 2021

Discover Florida's Most transfigured destination: dynamic districts, high-end hotels, exciting experiences

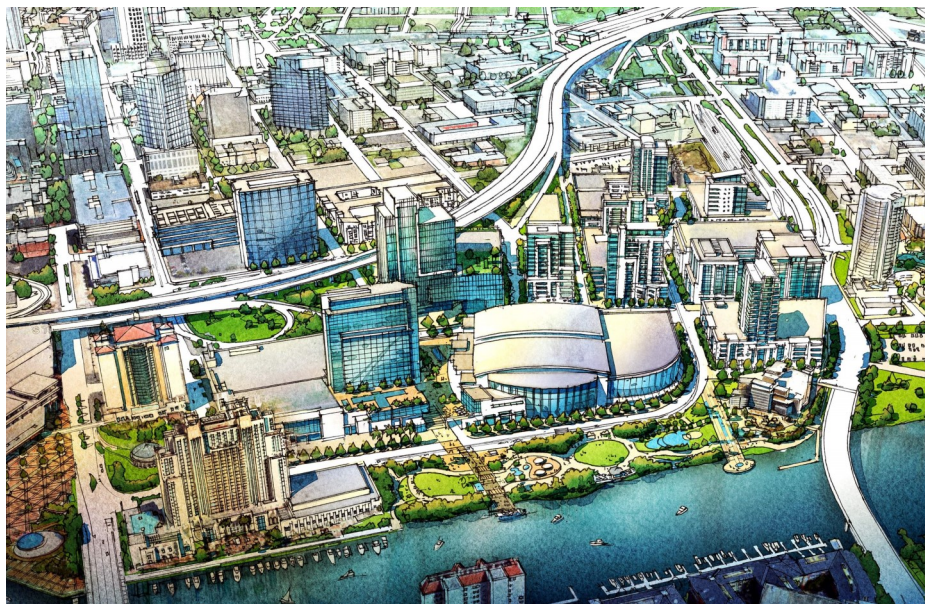
Downtown's Channel District undergoes major new redesign

Tampa Bay Lightning owner Jeff Vinik and Microsoft founder Bill Gates joined forces in 2014 to [bring new vitality](#) to Tampa Bay's downtown Channel District.

The 50 acres of former industrial land near Amalie Arena sat empty for decades. Today, it bustles with business as a wellness-focused district where residents and visitors find plenty to do.

A 450-room convention hotel, complete with 100,000 square feet of new meeting space, has transformed Tampa Bay's convention capacity. A new science museum and medical school have made downtown a hub of learning.

New restaurants, parks, and shopping have made Vinik's corner of downtown a vibrant hub of activity any time of day.



Centered on Amalie Arena, downtown's re-imagined Channel District (above) includes a 450-room convention hotel, medical school and science museum in a wellness-focused district. Channelside Bay Plaza is now a public park (left).

For more information about Tampa Bay, contact Sherri T. Brown (sbrown@visittampabay.com, 813-342-4062) or Tiffany Steele (tsteele@visittampabay.com, 813-342-4079) in the Visit Tampa Bay convention sales office.



Hotels plant Tampa Bay flags

Tampa Bay reputation as a convention town filled with luxurious accommodations grew in recent years with the addition of new brands and new flags.

European favorite [AC Hotel by Marriott](#) (below) led the way, opening in 2017. It was followed quickly by [Kimpton](#), which opened its seventh Florida boutique hotel in 2018.

A new [Hyatt Centric](#) (left) joined downtown's major players in a new mixed-use tower in the heart of the Central Business District. A few blocks away, a new 450-room convention hotel, complete with 100,000 square feet of meeting



Expanding riverfront spaces

The Hillsborough River through downtown has become the city's centerpiece for activities large and small. New parks, including the spacious Riverfront Park, create places for free play, festivals and receptions — all in easy reach of water taxis.

The [Tampa Riverwalk](#) now extends south to a new marina and residential towers near the Florida Aquarium and [redesigned Port Tampa Bay](#) cruise ship terminal. A companion path runs along the river's west bank.



History guides the future in Ybor City

Tampa Bay's historic Latin Quarter continues to add new restaurants and new entertainment venues even as it keeps in touch with its roots at the former Cigar Capital of the World. A new hotel along Seventh Avenue (La Setima) takes its inspiration from the district's distinctive iron balconies and brick streets. Despite the changes, some things stay the same: You can still catch an authentic flamenco show at the Columbia, Florida's oldest restaurant, and smoke a hand-rolled cigar.



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