

## **DESTINATION**

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### **InterContinental Tampa- - The Gateway to Florida's Premier Destination**

TAMPA-- Rising from the heart of a vibrant city, **InterContinental Tampa** brings a new level of contemporary comfort and style to Westshore, Florida's largest business district. From the thrill of major league sports to the authentic charm of Tampa's unique history, InterContinental Tampa is the gateway to exploring one of Florida's most loved destinations. With distinct vibes and cultures emanating from each district of the city, visitors will always have something to explore and experience within Tampa.

While staying at InterContinental Tampa, guests can expect anything but a generic experience. With its "In the Know" concierge program, the hotel provides guests with authentic and enriching local experiences within the diverse city of Tampa. From "insiders only" restaurants and shopping gems, to the best sunset viewing spots and vintage wine shops selling hard-to-find wines, a trip to the concierge will leave guests feeling as if they own the city.

Business travelers, couples and families alike will find much to enjoy strolling down the Tampa Riverwalk to Channelside Bay Plaza - an entertainment, shopping and dining complex with a multi-screen cinema and IMAX theater. The architecture of Channelside pays homage to the 1920's boom-time Florida with its distinctive Spanish-Mediterranean style, sparkling fountains and terra cotta pots overflowing with tropical flowers. While families walk along the waterfront promenade and diners enjoy an eclectic mix of restaurants, performance artists provide entertainment in the central, open-air courtyard. Only steps away from Channelside Bay Plaza is the Florida Aquarium, an architectural wonder of glass that submerges visitors into Florida's underwater worlds and the creatures that inhabit them. Watch staff members while they dive with sharks, rays and barracuda in the half-million gallon Coral Reefs Gallery or pet a favorite sea creature in a shallow pool. As one of Florida's premier aquariums, it attracts the young and old year round.

While home to sea creatures and beautiful scenery, Tampa Bay is also known as a city of champions. From the MLB Tampa Bay Rays, American League Champions in 2008, NHL Tampa Bay Lightning, Stanley Cup champions in 2004 and the NFL Tampa Bay Buccaneers, Super Bowl champions in 2003, Tampa has major league sports for every season. Even the off-season is exciting with the legendary New York Yankees hosting spring training at George Steinbrenner (Legends) Field. With all of the energy and camaraderie these teams bring, Tampa is a true Mecca for pro sports fans.

(more)

In addition to its many appealing attractions and major league sports, Tampa reveals a charming ambiance reflecting a vibrant, ethnic history. The pulse of Tampa's nightlife, Ybor City was born in 1886 when Vincente Martinez Ybor left Cuba with his workers to start a cigar factory in Florida. Just a short drive from InterContinental Tampa, Ybor City, the former "cigar capitol of the world" comes alive as the sun sets with a spicy nightlife. The Cuban influence in Ybor is evidenced by everything from historic buildings and brick-paved streets to artisan galleries and cigar factories. Authentic restaurants like Tampa's renowned palace of Spanish cuisine, the Columbia Restaurant also carry on the Latin style.

For a place to soak in the sunshine or grab a breath of fresh air after an exciting night, Bayshore Boulevard -- the "World's Longest Continuous Sidewalk" -- features more than seven miles of waterfront walking, running, rollerblading and various exercise stations. A popular spot with local families, the wide promenade also provides wonderful views of some of Tampa Bay's most spectacular homes.

Where Bayshore ends, downtown begins offering a new, world-class addition to the city's art scene. The new 66,000 square foot Tampa Museum of Art sits directly on the Hillsborough River and enthralls visitors with blockbuster exhibitions and collections. Now open right next door is the Glazer Children's Museum, a 53,000-square-foot museum designed to inspire children and families by creating learning opportunities around innovative play and discovery. Both museums overlook downtown and the new Curtis Hixon Waterfront Park, featuring a playground, green space and a dog park.

Shopping and dining connoisseurs won't be disappointed with the mix Tampa has to offer. Hyde Park located in South Tampa is host to a variety of boutique shops, restaurants and eclectic coffee houses. Just steps away from InterContinental Tampa is the Westshore Plaza Mall, with a mix of high-end and affordable shopping complemented by a movie theater and restaurants including The Palm, Mitchell's Fish Market, Maggiano's and P.F. Chang's. Serious shoppers will also love to visit International Plaza with upscale offerings and even more delightful restaurants on the adjoining Bay Street.

Guests of InterContinental Tampa will find the city an ideal place to both play and relax. Attractions such as Busch Gardens will leave families in awe as they come face-to-face with elephants and giraffes on an African safari experience or turn-upside down on thrilling roller coasters like the aptly named Sheikra. After a day exploring Busch Gardens, families can cool off at Adventure Island on thrilling waterslides and peaceful lazy rivers. If the wildlife at Busch Gardens isn't enough, Tampa's Lowry Park Zoo, ranked as the number one family friendly zoo by *Child* magazine, plays host to creatures from all over the world. With 56 acres of lush natural habitats, families will have an adventure experiencing the zoo's 1,800 animals.

InterContinental Tampa crowns the transformation of Tampa's Westshore business and shopping district conveniently located next to downtown Tampa and Tampa International Airport. Touting all of the amenities that the InterContinental name commands, the hotel offers wireless high-speed internet in guestrooms and public areas of the hotel, state-of-the-art fitness center, full-service concierge program, as well as rooftop pool with spectacular views of the bay and city. The ideal place for Tampa weddings and meetings, InterContinental Tampa offers 17,000 square feet of flexible meeting and events space. The hotel also offers dining at the renowned Shula's Steak House, an extensive cocktail and appetizer menu at Shula's No Name Lounge, and gourmet Illy coffee products at Caffé. Rooms and suites blend sophisticated urban ambiance with authentic local charm, featuring fresh decor, pillow top mattresses with luxurious linens, functional working areas, and flat-screen plasma TV's with jackpacs for a variety of multi-media hook-ups.

For more information on the InterContinental Tampa, please call (866) 915-1558 or visit [www.intercontampa.com](http://www.intercontampa.com).

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#### **INTERCONTINENTAL TAMPA BACKGROUND:**

**The 323-room hotel is owned by an affiliate of Lowe Enterprises Investments and is managed by the wholly owned Lowe subsidiary Destination Hotels & Resorts.**

InterContinental Hotels Group PLC (IHG) of the United Kingdom [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 3,800 hotels and more than 563,000 guest rooms in nearly 100 countries and territories around the world. IHG owns a portfolio of well recognised and respected hotel brands including InterContinental<sup>®</sup> Hotels & Resorts, Crowne Plaza<sup>®</sup> Hotels & Resorts, Holiday Inn<sup>®</sup> Hotels and Resorts, Holiday Inn Express<sup>®</sup>, Staybridge Suites<sup>®</sup>, Candlewood Suites<sup>®</sup> and Hotel Indigo<sup>®</sup>, and also manages the world's largest hotel loyalty programme, Priority Club Rewards with over 33 million members worldwide.

The company pioneered the travel industry's first collaborative response to environmental issues as founder of the International Hotels and Environment Initiative (IHEI). The IHEI formed the foundations of the Tourism Partnership launched by the International Business Leaders Forum in 2004, of which IHG is still a member today. The environment and local communities remain at the heart of IHG's global corporate responsibility focus.

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