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Floridan Palace Hotel Joins Tapestry Collection by Hilton, Transforming into Hotel Flor Tampa Downtown

The historic Tampa hotel is in final stages of renovations and reopens as a Tapestry Collection Hotel by Hilton Hotel & Resorts with a grand reveal in December

TAMPA, FLA (January 16th, 2024) – The historic Tampa hotel located in the booming North Downtown neighborhood, known for its iconic Hotel Floridan sign, visible for miles, has now reopened as Hotel Flor Tampa Downtown, Tapestry Collection by Hilton. Now opened, the 210-room property has joined the portfolio of over 110 original hotels that offer guests unique style and vibrant personality while encouraging them to connect to their destination and enjoy authentic, off-the-beaten-path experiences.

Located at 905 North Florida Ave, the 19-story hotel first opened in 1926 as the tallest building in Tampa and is a fixture on the National Register of Historic Places. The property with over 14,000 square feet of meeting space is nearing the end of a comprehensive \$25-million renovation to become one of Downtown Tampa's most prominent and upscale hotels.

“This debut is the culmination of many months of hard work and collaboration with city officials to bring Hotel Flor to life,” said Crystal Rivera, general manager, Hotel Flor Tampa Downtown, Tapestry Collection by Hilton. “It is incredibly rewarding to have the unwavering support of the community and our local leadership, and we want to thank them for helping to make this project possible.”

The 210-room property, with over 14,000 square feet of meeting space, is nearing the end of a comprehensive \$25 million renovation and is positioned as one of downtown Tampa's most upscale hotels. Located at 905 N. Florida Avenue in the booming North Downtown neighborhood locally known as NoDo, the 19-story hotel opened in 1926 as the tallest building in Tampa. In keeping with the historic property's new brand and status as a Tapestry Collection

hotel, 1754 Properties has secured Jane Finkel Levin, President of Levin Investment Realty, as retail leasing broker for the project.

Hotel Flor Tampa Downtown will make its official stamp in the neighborhood known to locals as NoDo with an open house set for Thursday, January 25 and Friday, January 26 from 12 p.m. through 5 p.m. The open house will showcase the latest renovations made to the landmark hotel and welcome the community to tour the space.

In keeping with the influential property's new brand and status as a Tapestry Collection hotel, hotel management, 1754 Properties, has secured Jane Finkel Levin, president of Levin Investment Realty, as retail leasing broker for the project.

"The Tapestry Collection by Hilton brand is a natural fit, giving our guests the consistency, reassurance and benefits of Hilton's reservation system, rewards program and globally recognized brand, but also preserving the unique, independent hotel experience so many modern travelers value," said Joe Smith, chief executive officer, 1754 Properties. "As the renovation moves into full swing, we're excited to have Levin Investment Realty working to build a retail presence that supports and reflects the hotel's spirit."

The [guest room](#) facelift at the Hotel Flor Tampa Downtown, Tapestry Collection by Hilton includes modern updates to the bedroom furniture, including new bedding, dressers, side tables, coffee tables and lounge seating. High-end touches can be found throughout the suites with elegant light fixtures and premium flooring and tiles while keeping a nostalgic essence with thoughtfully curated decor pieces.

Included in the remodel are the original hotel's renown Crystal Dining Room, a 1,800-square-foot event space that has served patrons since 1926, and [the Floridan Ballroom](#) which serves as the hotel's grand event space with nearly 10,000 square feet available for receptions, banquets and celebrations. The hotel anticipates fully activating the spaces, such as the [Floridan Bridal Show](#) partnership with Marry Me Tampa Bay.

Hotel Floridan's original Sapphire Lounge also received a new look as The Dan, becoming Tampa Bay's newest restaurant with a modern take on old-school speakeasies. Inspired by the spirit of the Roaring Twenties, guests can feast on Gulf Coast cuisine as jazz music and a sophisticated ambiance transport them back in time. Also located on the property is the grab-and-go Cass Street Coffee, open for breakfast and lunch.

Additional amenities include a fitness center, complimentary Wi-Fi and connecting rooms.

Hotel Flor is part of [Hilton Honors®](#), the award-winning guest loyalty program for Hilton's 22 world-class brands, comprising more than 7,100 properties in 123 countries and territories. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can't be found anywhere else and free standard WiFi. Members also have access to contactless technology exclusively through the industry-leading [Hilton Honors mobile app](#), where Hilton Honors members can check-in, choose their room and access their room using Digital Key.

Follow Hotel Flor Tampa Downtown's transformation on [Facebook](#) and [Instagram](#), and click on the links to view [hotel images](#) and an [interview with General Manager Crystal Rivera](#). Learn more about Tapestry Collection by Hilton by visiting [Stories From Hilton](#).

To make a reservation, visit [Hotel Flor Tampa Downtown. Tapestry Collection by Hilton](#) or call 813-225-1700.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 22 world-class brands comprising nearly 7,300 properties and more than 1.1 million rooms, in 123 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on Fortune's 100 Best Companies to Work For list and been recognized as a global leader on the Dow Jones Sustainability Indices for six consecutive years. Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 165 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Tapestry Collection by Hilton

[Tapestry Collection by Hilton](#) is a portfolio of 100 original hotels that offer guests unique style and vibrant personality, encouraging them to connect to their destination and enjoy refreshingly uncommon, off-the-beaten-path experiences. While each property has a unique story to share, every Tapestry Collection property is united by the reliability that comes with the Hilton name, in addition to the benefits of the award-winning [Hilton Honors](#) program. Experience Tapestry Collection by Hilton by booking at tapestrycollectionbyhilton.com or through the

industry-leading [Hilton Honors app](#). Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Tapestry Collection by Hilton at stories.hilton.com/tapestry, and follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

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