



THE IRON HORSE
HOTEL™

News from The Iron Horse Hotel

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The Iron Horse Hotel named Boutique Hotel of the Year

Wisconsin's #1 ranked hotel takes top honors at the HD Boutique conference in Miami

Milwaukee, WI (September 16, 2010) – In the first-ever award of its kind, The Iron Horse Hotel was named Boutique Hotel of the Year by Boutique & Lifestyle Lodging Association. Awarded yesterday at the 2010 HD Boutique show in Miami, Milwaukee's most experiential lifestyle hotel was recognized for its excellence in six distinct categories: Design & Architecture, Sustainability, Food & Beverage, Customer Service, Marketing & Sales and Operational Performance.

"We're so excited to receive this award," says The Iron Horse Hotel's owner Tim Dixon. "Our hotel has quickly become a diamond in the rough – a property in design much like a New York or L.A. hotel but delivered with our staff's famous Midwestern hospitality. Despite our September 2008 opening in the worst economic time for the travel industry, our small Milwaukee hotel has managed to compete at the same levels as hotels in major markets."

The Iron Horse Hotel has been recognized with the Four Diamond Award from AAA. Ranked Milwaukee and Wisconsin's #1 hotel on TripAdvisor.com for nearly two years, the hotel has previously been named to Conde Nast Traveler's Hot List, National Geographic Traveler's Stay List and Tablet10, the Top Ten Best Hotels in the Americas. The 100-room hotel has been continuously recognized for its distinctive design concept and its appeal to a unique audience, friendly toward both business travelers and motorcycle enthusiasts.

Background

To learn more about The Iron Horse Hotel, visit www.theironhorsehotel.com.

The Iron Horse Hotel is the transformation of a 100-year-old Industrial Era warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Frontier airlines Convention Center and steps from the new Harley-Davidson museum, The Iron Horse Hotel is the first in the industry to appeal to both sophisticated business travelers and the growing segment of motorcycle enthusiasts. The 100-room hotel offers complimentary wireless Internet, complete connectivity panels, 42" LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include: Smyth, full-service dining at one of Milwaukee's top restaurants; Branded, a full-service bar with a traditional Milwaukee bar experience; the Yard, boasting seasonal outdoor terrace dining at late-night drinks; breakfast dining in The Library; and in-room dining. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a walk-up business kiosk, meeting, banquet and catering facilities and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage for boots, helmets and heavy riding leathers. Miami-based Trust Hospitality manages the Iron Horse Hotel.

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