



THE IRON HORSE
HOTEL™

News from The Iron Horse Hotel

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Boutique Hotel brings luxury accommodations to Milwaukee

The Iron Horse Hotel has an incomparable sophisticated style

Milwaukee, WI (February 2009) – With a distinction as the only luxury boutique hotel in the U.S. with amenities for both business travelers and motorcycle enthusiasts, what guests quickly find upon entering The Iron Horse Hotel is that the building is focused on chic, modern design more than motorcycles.

A love of buildings is what drew The Iron Horse owner Tim Dixon to purchase a 100-year-old warehouse. A carpenter by trade, Dixon's vision was to capture the handcrafted architecture and heavy timber construction of the original building, while adding sophisticated lines and design, along with a warm color pallet. As a result, The Iron Horse Hotel is a perfect fusion of industrial-era form and modern-day function.

Much of the original building is still intact, including Hemlock and heart pine posts and beams, exposed Cream City brick walls and fire doors, resulting in a rugged design and loft-style atmosphere.

To transform the interiors into a modern luxury hotel, dramatic finishes and sophisticated forms have been paired with authentic materials to create a strong yet inviting space – encouraging discovery and social gathering throughout the hotel. Vintage items from as far away as London and as close as the hotel's neighborhood antique shops can be found throughout the property, along with custom chandeliers, original artwork and industrial decorative relics.

Meeting the needs of business travelers and motorcycle enthusiasts alike forced design creativity. Many of the concepts arose from focus groups of "road warriors" of both the briefcase and biker persuasions, such as rugged wood floors that are welcoming to both high heels and riding boots, and chic yet durable furniture, able to withstand heavy zippers and buckles yet cool and refined for business attire.

In the end, The Iron Horse Hotel pays homage to the architecture of the American Industrial era while offering the features and luxurious amenities relevant for today's savvy business and leisure traveler.

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-

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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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