



THE IRON HORSE

HOTEL™

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The Iron Horse Hotel™ Gets Down to Business

Location, amenities appeal to corporate travelers

MILWAUKEE, WI (May 2010) – Don't let the name fool you. Milwaukee's Iron Horse Hotel is serious about its business guests. As the industry's first modern luxury boutique hotel geared toward business travelers and motorcycle enthusiasts alike, The Iron Horse Hotel's owner understands the need for business travelers to unwind and for leisure travelers to stay in touch with the office.

"I'm my own target audience," said Tim Dixon of Dixon Development, "When I travel on business, I stay at a boutique hotel and always plan plenty of downtime into a trip. When I'm on vacation, I've got to stay connected to my office."

In addition to services that business travelers expect, such as free wireless Internet throughout, a functional guest room desk, copying and fax services and 24-hour walk-up business kiosks, The Iron Horse Hotel offers many extras in anticipation of their guests' needs.

Located downtown, the hotel features a high-energy Branded bar and lobby lounge as well as rustic-American restaurant Smyth. To refuel, there's an expansive 24-hour fitness room and two serene spa treatment rooms. Whether you work from the oversized loft-style guest rooms, complete with dual-line speaker phones, or prefer a comfy spot in the lobby, guests can print from anywhere to the hotel's front desk from our wireless Internet.

Social interaction, rather than hiding out in a hotel room, can relieve stress and lead to networking. The Iron Horse Hotel's lobby, with its towering timbers in a two-story open atrium, offers plenty of gathering places to mix and mingle with locals and other travelers, as well as quiet corners for meeting a colleague.

On the flip side, The Iron Horse Hotel expects that their corporate-type biker-enthusiast clientele will need to stay in touch. So for those arriving on two wheels, the hotel offers services that lessen the load in a saddle bag, such as laptops and hourly secretarial services.

While bike-friendly Milwaukee is widely viewed as a mecca for motorcycle enthusiasts and it's common to see the streets lined with every make and model, it's also a business town – home to Manpower, GE Healthcare Technology, Rockwell Automation and Kohl's Corporation.

Dixon remarked, "You'll see plenty of bikes in the parking lot, but The Iron Horse Hotel is serious about being the top business hotel in downtown Milwaukee" –news road warriors of every stripe appreciate hearing.

To learn more about The Iron Horse Hotel or to make a reservation, please visit www.theironhorsehotel.com or call 888-543-IRON.

Named to Condé Nast Traveler's 2009 Hot List, The Iron Horse Hotel™ transforms an Industrial era 100-year old warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Midwest 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 with iPod docking stations, 42" LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include room service, full-service restaurant Smyth, high-energy lobby dining and upscale bar fare at Branded. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a 24-hour walk-up business kiosk; meeting, banquet and catering facilities; and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured covered motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage areas for boots, helmets and heavy riding leathers.

The Iron Horse Hotel is managed by Desires Hotels, a Miami-based hotel management company. From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the heart of Times Square, Desires Hotels is a collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the "Your Desires" program that tailors a unique experience to every guest. Coming soon in 2010 Desires Hotels will be opening Cassa Hotel and Residences in New York City, Hotel Zamora in St. Pete Beach, FL and The Charlee in Medellin, Colombia.

For more information about Desires Hotels, and their locations, call 866-593-4330 or visit www.desireshotels.com.

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