



THE IRON HORSE

HOTEL™

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The Iron Horse Hotel™ Welcomes Road Warriors of All Stripes

Hotel is industry's first geared for business travelers, motorcycle enthusiasts alike

MILWAUKEE, WI (May 2010) – Located in downtown Milwaukee, The Iron Horse Hotel marks the industry's first modern luxury boutique hotel geared toward business travelers and the growing segment of motorcycle enthusiasts. The Iron Horse Hotel offers a blend of upscale business services and, unlike any other premium hotel in the country, special amenities for riders.

"Today's motorcycle riders are senior executives, CEOs and successful entrepreneurs," said Tim Dixon of Dixon Development. "These are weekday business travelers accustomed to luxury hotels. We'll offer this customer the business services they expect along with features and amenities that address their needs as riders."

In addition to wireless Internet, top-notch business services and well-appointed meeting rooms, The Iron Horse Hotel features 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, just to name a few.

The Iron Horse Hotel speaks to the 20 million Americans that ride each year, according to the Motorcycle Industry Council. "It's a leisure market segment that travels by its very nature, yet no high-end hotels are offering the special amenities they need," said Dixon, a rider himself and frequent business traveler.

Meeting local demand; addressing a national trend

Located blocks away from the convention center, The Iron Horse Hotel addresses the increased demand for rooms in Milwaukee with an occupancy rate of nearly 70 percent. The hotel also addresses the need for rooms generated by the new Harley-Davidson Museum. Located just across the river, the museum is expected to draw thousands of visitors each year.

"This not only brings a much-needed boutique hotel to Milwaukee, it will be a draw itself," said Visit Milwaukee CEO Doug Neilson. "The Iron Horse Hotel will be a lure to the

city, enhancing our reputation as a desirable visitor destination. It's exciting to be launching a new lodging concept right here in Milwaukee."

According to a Motorcycle Industry Council owner survey, the median age of today's rider is 41, more than half are married and attended college, and the median income exceeds that of the average U.S. citizen. This points to the need for addressing the leisure traveler's desire to stay in touch with work while on the road, and for today's business traveler's preference for an exciting experiential stay in a sophisticated boutique hotel.

Reaching a diverse clientele; preserving an historic building

Architecturally, The Iron Horse Hotel will be an incomparable property with interiors that capture the American Industrial era. Distinct features of the 6-story building include exposed beams, brick walls and iron details preserved and enhanced by soft finishes and a warm color palette. As a result, a 100-year-old warehouse is transformed into a modern 100-room boutique hotel relevant for today's savvy business traveler, bike enthusiast and discriminating leisure traveler.

"This is not a themed hotel – it's a hotel that addresses the needs of a diverse clientele," said Dixon. Many of the design concepts and finishes arose from focus groups of both business travelers and motorcycle riders. The hotel's two-story lobby and lounge encourage social interaction while offering solo dining options. Floors are welcoming to high heels and riding boots. Furniture is chic yet durable, able to withstand heavy zippers and buckles yet cool and refined for business attire.

Rooms are designed for business travelers and bikers alike. A tiled entrance is perfect for hanging heavy leathers or a trench coat, along with a bench ideal for removing boots or dropping one's briefcase. Oversized loft rooms make socializing easy and in-room dining a welcome respite from the day. Free wireless Internet, a well-lit desk and comfortable chair are all business, while a sexy shower experience and luxurious king or queen bedding are all about unwinding from either airline or highway miles.

From the stunning lobby overlooking downtown to well-appointed oversize rooms, The Iron Horse Hotel aims to be an authentic urban boutique hotel. "This hotel will cater to a confident, demanding traveler," said Dixon. "Where else are you going to see international and domestic bikers and business travelers converge?"

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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