



THE IRON HORSE

HOTEL™

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Riders in for a Special Treat at The Iron Horse Hotel™

Location, amenities make it a once-in-a-lifetime stay for motorcycle enthusiasts

MILWAUKEE, WI (May 2010) – Until now, lodging options for motorcycle enthusiasts included no-frills yet friendly motels that catered to riders or higher-end hotels without any amenities for travelers arriving on two wheels. And while a quick Google search for “motorcycle hotels” revealed options in Belgium, France, Austria and the U.K., no domestic luxury hotels geared to the 20 million American riders.

The Iron Horse Hotel in Milwaukee, represents the industry’s first boutique hotel designed with both the business traveler and the discriminating motorcycle enthusiast in mind.

“We are a leisure market segment that travels by our very nature, yet no high-end hotels are offering the special amenities we need,” said hotel owner Tim Dixon of Dixon Development, a rider himself and frequent business traveler. The Iron Horse Hotel is conveniently located in downtown Milwaukee across the river from the new Harley-Davidson Museum.

Because Dixon knows there’s nothing like riding your own bike, guests of The Iron Horse Hotel can ship their bikes in from anywhere in the United States through an agreement with HaulBikes. Motorcycles ship to the hotel in 7-21 days, ready to ride, fluids and battery intact. The hotel also offers on-site motorcycle rentals for those who came without their bike, or want to cruise around for a day on another kind. Rentals are available in either 4- or 24- hour blocks.

Anticipating your arrival

The Iron Horse Hotel offers covered motorcycle parking, rag bins and check-in carts – perfect for transporting saddle bag contents to your room. There’s an on-site bike wash, an on-premise retailer with travel essentials and rider accessories, and maintenance kits with standard tools available on demand. Guests are greeted at check-in with a special bag complete with an Iron Horse Hotel skull cap, sun screen and

lip balm. We'll even pack a lunch for your saddle bag, provide ride routes and suggest bike-friendly spots throughout the area.

After the ride

The Iron Horse Hotel lobby, a stunning display of American Industrial era architecture, is designed to greet guests whether in high heels or dirty boots. Sink into custom leather furniture, durable enough for zippers and buckles. Enjoy a beer, grab a bite to eat or check out the views of downtown and the Harley-Davidson Museum. An outdoor patio offers the perfect gathering place to exchange stories from the day. And there are even rejuvenation spa services.

Customized room amenities

A tile entrance to each of the 100 oversized loft-style rooms features custom hooks for hanging heavy leathers, heavy shelves for helmets and benches made from reclaimed wood from the building for removing and storing boots. A comfy pillow-top bed, an all-tile walk-in shower and wall-mounted flat-screen TVs greet road-weary travelers.

While not a themed hotel, the décor features subtle references to motorcycle culture. Leather accented by nail head trim, evocative of steel rivets. Patterns in the fabric inspired by tattoo art. Snakeskin carpets guide you through the corridors.

Adjoining rooms offer even more space for groups and the top-floor Iron Horse Hotel suites, complete with rooftop views of the city, offer an unforgettable stay. From its location to the jaw-dropping array of amenities, The Iron Horse Hotel offers a truly authentic and memorable experience.

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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