



THE IRON HORSE

HOTEL™

Contact Company B:

414.750.7298

Brigette Breitenbach, brigette@companyonline.com

Sara Baumann, sara@companyonline.com

Address: 500 West Florida Street
Milwaukee, WI 53204

Telephone: 1.888.543.IRON (4766)
1.414.374.IRON (4766)

Web site: www.theironhorsehotel.com

Location: Located in downtown Milwaukee, The Iron Horse Hotel is the industry's first modern luxury boutique hotel geared toward business and leisure travelers along with the growing segment of motorcycle enthusiasts. The hotel is located blocks from the Midwest Airlines Convention Center and near the new Harley-Davidson Museum. The Iron Horse Hotel offers a blend of upscale business services and, unlike any other premium hotel in the country, special amenities for motorcycle enthusiasts.

Accommodations:

- 100 oversized loft-style guest rooms (avg. size 450 square feet)
- Conjoining rooms

Guest Rooms:

- King or double Queen pillow-top mattresses with luxury linens
- Full-tile, walk-in showers with Kallista® One Raindome and Kohler® hand-held sprayer
- 42" LG® LCD flat screen TV with on-demand movies, entertainment channels and music channels
- Free high-speed wireless and hard-wired Internet
- Universal connectivity panels to TV for operating and charging laptops, iPods®, mobile phones and PDAs
- Chic, custom and comfortable furnishings
- Original artwork

Hotel Features:

- Six floors plus lower levels
- Rustic American restaurant, Smyth, Branded bar, Room service and high-energy two-story atrium lobby lounge
- The Yard outdoor lounge and full bar
- Exposed brick, timber and beams and stunning views of city
- Custom designed lobby furnishings and public areas
- Spacious 24-hour guest-only fitness room
- Treatment rooms for spa services

Design:

By enhancing the distinct features of a 100-year-old timber frame construction warehouse, The Iron Horse Hotel transforms a historic building into a modern luxury hotel relevant for today's savvy business and leisure traveler. Through the use of authentic materials and sophisticated finishes, The Iron Horse Hotel captures the American Industrial era. Subtle references to motorcycle culture, mainstream fashions and pop culture, are articulated in the details.

Business Amenities:

- Entirely wireless hotel and in-room Ethernet
- Dual-line speaker and cordless room phones with voicemail
- 24-hour walk-up business kiosks with printers
- 5th Floor Executive Suite including the War Room and creative breakout space, the Sandbox
- Meeting rooms, private dining and entertainment venues, complete catering
- On-demand copies, faxing and secretarial services
- Full-service restaurant and bar for groups or the solo traveler
- Stunning lobby lounge conducive to meeting and mingling

Motorcycle Amenities:

- Secure, covered motorcycle parking
- Check-in carts and rag bins
- On-site bike wash
- On-premise retail space with travel essentials and rider accessories
- In-room hooks for heavy leathers and storage for boots and helmets
- Rejuvenation spa services and special riding packages

Guest Services:

- Personalized services and preferences along with welcome amenities for Your Desires members
- In-room dining menu
- Overnight shoeshine and laundry
- Valet parking
- Your Desires concierge service
- Onsite complimentary 24-hour state-of-the-art fitness center

- Express and paperless checkout

**Awards and
Associations:**

- Tablet Hotels, official selection
- Tablet10, Top Ten Hotels in the Americas 2010
- Condé Nast Traveler Hot List, official selection 2009
- National Geographic Traveler Place to Stay, official selection 2009
- Best New Hotel Design, Milwaukee Business Journal 2009

Developer: Dixon Development

Management: Desires Hotels
www.desireshotels.com

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