



THE IRON HORSE  
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## News from The Iron Horse Hotel

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## The Iron Horse Hotel welcomes road warriors of all stripes

### **Hotel is industry's first geared toward business travelers, motorcycle enthusiasts alike**

Milwaukee, WI –The Iron Horse Hotel is the industry's first modern luxury boutique hotel geared toward business travelers and the growing segment of motorcycle enthusiasts. Located in downtown Milwaukee, 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," says owner Tim Dixon. "These are weekday business travelers accustomed to luxury hotels. We 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 unique meeting and special event spaces, The Iron Horse Hotel features secured covered motorcycle parking, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage areas for boots, helmets and heaving riding leathers.

#### **Meeting local demand; addressing a national trend**

Located blocks away from Milwaukee's largest convention center, The Iron Horse Hotel addresses the increased demand for rooms in a city that averages an occupancy rate of nearly 70 percent. The hotel also addresses the need for rooms generated by the Harley-Davidson Museum and Potawatomi Casino, both of which draw hundreds of thousands of visitors each year.

#### **Reaching a diverse clientele; preserving a historic building**

Architecturally, The Iron Horse Hotel is 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 that are 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. And for those that arrive with four-legged friends, The Iron Horse Hotel is both small and big dog friendly.

"This is not a themed hotel – it's a hotel that addresses the needs of a diverse clientele," says Dixon. 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.



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Guest rooms are designed for business travelers and bikers as well. 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 industrial chic lobby overlooking downtown to oversize rooms featuring custom art by renowned Milwaukee artist, Charles J. Dwyer, The Iron Horse Hotel is an authentic urban boutique hotel.

**Background**

To learn more about The Iron Horse Hotel, visit [www.theironhorsehotel.com](http://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-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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