



THE IRON HORSE

HOTEL™

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The Iron Horse Hotel named Boutique Hotel of the Year

Wisconsin's #1 ranked hotel takes top honors at the HD Boutique conference in Miami

MILWAUKEE, WI (September 16, 2010) – In the first-ever award of its kind, The Iron Horse Hotel was named Boutique Hotel of the Year by the Boutique & Lifestyle Lodging Association. Awarded yesterday at the 2010 HD Boutique show in Miami, Milwaukee's most experiential lifestyle hotel was recognized for its excellence in six distinct categories: Design & Architecture, Sustainability, Food & Beverage, Customer Service, Marketing & Sales and Operational Performance.

"We're so excited to receive this award," said The Iron Horse Hotel owner Tim Dixon. "Our hotel has quickly become a diamond in the rough – a property in design much like a NY or LA hotel but delivered with our staff's famous Midwestern hospitality. Despite our September 2008 opening in the worst economic time for the travel industry, our small Milwaukee hotel has managed to compete at the same level as hotels in the major markets."

The Iron Horse Hotel has been recognized with the Four Diamond Award by AAA. Ranked Milwaukee and Wisconsin's #1 hotel on TripAdvisor.com for nearly two years, the hotel has previously been named to Condé Nast Traveler's Hot List, National Geographic Traveler's Stay List and Tablet10, the Top Ten Best Hotels in the Americas. The 100-room hotel has been continuously recognized for its distinctive design concept and its appeal to a unique audience, friendly toward both business travelers and motorcycle enthusiasts. This week alone, the hotel was featured in the New York Post and The TODAY Show, its third appearance on the top-rated morning network program.

For more information on The Iron Horse Hotel, please visit www.theironhorsehotel.com.

Background

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 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 102-room hotel—which includes two 1,000-

square foot, two bedroom suites—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 24-hour room service, a full-service restaurant offering indoor and outdoor terrace dining and lobby lounge service. 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 on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the coral reefs off of Old Port Royal in Roatan, or right in 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 Hotel Zamora in St. Petersburg 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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