



THE IRON HORSE

HOTEL™

Address	The Iron Horse Hotel 500 W. Florida St., Milwaukee, Wisconsin 53204
Contact	888.543.IRON (4766) 414.374.IRON (4766)
Website	www.theironhorsehotel.com
Social Media	Facebook/Twitter: @IronHorseHotel Instagram: @TheIronHorseHotel
Location	Located in downtown Milwaukee, The Iron Horse Hotel is the industry's first upscale hotel geared for business travelers and motorcycle enthusiasts alike. The property represents the transformation of a 100-year-old warehouse into a one-of-a-kind Milwaukee hotel. Through creative design and programming, the hotel meets the distinct needs of corporate travelers, leisure guests and motorcycle riders with special services, unparalleled amenities and 100 loft-style guest rooms.
Accommodations	<ul style="list-style-type: none">• 100 oversized loft-style guest rooms (average 450 square feet)• Conjoining rooms available• King and double queen pillow-top mattresses with luxury linens• Full-tile, walk-in showers with Kallista© One Raindome and Kohler© sprayer• 42-inch flatscreen TVs• Complimentary high-speed wireless Internet• Custom leather, metal and wood furnishings• Original artwork throughout
Hotel Features	<ul style="list-style-type: none">• Six floors + lower-level event and catering space• Full-service dining in Smyth, Branded lobby bar and the newly refreshed 450-seat outdoor venue called The Yard• In-room dining• 24-hour fitness• Spa treatment rooms
Meeting Spaces	<ul style="list-style-type: none">• Five distinct meeting spaces: The War Room, Sandbox and The Loft suites; The Gallery event space; and the Library event and meeting space• Stunning lobby lounge conducive to meeting and mingling



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Design

The Iron Horse Hotel is a perfect fusion of industrial-era form and modern-day function. Much of the original building is still intact, including Hemlock and Heart Pine posts and beams, exposed Cream City brick walls and fire doors, resulting in a rugged design and loft-style atmosphere. To transform the interiors into a modern luxury hotel, dramatic finishes and sophisticated forms were paired with authentic materials to create a strong yet inviting space – encouraging discovery and social gathering throughout the hotel. Vintage items from as far as London and as close as the hotel’s neighborhood antique shops can be found throughout the property, along with custom chandeliers, original artwork by Milwaukee artists and industrial decorative relics. Subtle references to motorcycle culture, fashion and pop culture are articulated in the details.

Motorcycle Amenities

- Secure and covered complimentary motorcycle parking
- Custom check-in carts with drawers for motorcycle gear
- On-site bike wash
- On-call bike repairman
- In-room custom hooks for heavy leathers and storage for boots and helmets

Awards and Accolades

- U.S. News & World Report “Best Hotels list of 2018” Silver Badge
- TripAdvisor Excellence Hall of Fame
- *Conde Nast Traveler’s* Gold List Top Hotels in the World & Top 10 Hotels in the Midwest several years running
- Two-time BLLA “Boutique Hotel of the Year” winner
- AAA Four Diamond Hotel

Developer

Fe Equus
feequus.com

Management

Aparium Hotel Group
aparium.com

Media Contact

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