

The Iron Horse Hotel Continues to Redefine the Milwaukee Boutique Hotel Experience

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The Iron Horse Hotel elevates the Milwaukee hospitality experience with a renewed focus on exceptional stays, vibrant dining, and unforgettable gatherings. Located in the heart of the city, the award-winning boutique hotel blends historic architecture with contemporary design, offering guests an authentic Milwaukee stay.

Set within a beautifully restored 100-year-old warehouse just steps from the Harley-Davidson Museum and near the Wisconsin Center, The Iron Horse Hotel offers guests an experience surrounded by original architecture, industrial-chic details, and thoughtful amenities. From leisure travelers and business guests to motorcycle enthusiasts and locals seeking a memorable night out, the hotel offers a genuine connection to Milwaukee's culture and energy.



At the center of the hotel's vibrant atmosphere is The Yard, the property's indoor-outdoor dining destination offering bold flavors, live-fire cooking, craft cocktails, and seasonal experiences. With live music, community events, and a welcoming social setting, The Yard has become a favorite gathering place for locals and visitors alike, offering everything from relaxed patio afternoons to lively evenings filled with great food, drinks, and entertainment.

The property also offers a distinctive setting for celebrations, corporate gatherings, and private events. With thoughtfully designed spaces, customized menus, dedicated event support, and a commitment to personalized service, the hotel creates memorable experiences that feel authentic, elevated, and uniquely Milwaukee.

For overnight guests, the hotel offers a variety of curated packages and stay experiences designed to complement every type of traveler. Whether planning a motorcycle getaway, a weekend escape with friends, or a relaxing city stay, guests can find an experience tailored to

their interests while enjoying the hotel's signature amenities and service.

Known as one of the first upscale hotels designed with motorcycle riders in mind, The Iron Horse Hotel continues to celebrate Milwaukee's legendary motorcycle culture with thoughtful features including covered motorcycle parking, moto gear storage, and custom in-room hooks for riding gear. Guests can also enjoy pet-friendly accommodations, a 24-hour fitness center, in-house spa, dining and cocktail experiences, and 100 loft-style guestrooms featuring exposed brick, modern finishes, and skyline views.

From weekend escapes and motorcycle adventures to private events and evenings at The Yard, The Iron Horse Hotel invites guests to experience a property where history, creativity, and Milwaukee's unmistakable spirit come together.

For more information or to plan your stay, visit www.theironhorsehotel.com.

ABOUT THE IRON HORSE HOTEL

The Iron Horse Hotel is a Michelin-approved, award-winning luxury boutique hotel located in Milwaukee, Wisconsin. Set within a beautifully restored 100-year-old warehouse near the Wisconsin Center and the Harley-Davidson Museum, the property combines industrial-chic design with modern sophistication and authentic Midwestern hospitality. Recognized with a 19.3/20 Michelin rating and voted "Best Staycation Hotel in Milwaukee," the hotel offers a distinctive experience for both business and leisure travelers.

Known as one of the first upscale hotels designed with motorcycle riders in mind, The Iron Horse Hotel features thoughtful amenities including covered motorcycle parking, custom in-room hooks for riding gear, and dedicated storage for boots and helmets. The hotel's 100 loft-style guestrooms feature exposed brick walls, walk-in showers, and skyline views, creating a refined yet comfortable atmosphere in the heart of the city. Guests can also enjoy dining and cocktails at The Yard, the hotel's indoor-outdoor restaurant concept, or relax at BRANDED Bar with signature drinks and interactive entertainment.

The Iron Horse Hotel has earned numerous accolades throughout its history, including AAA's Four Diamond Award and recognition on Condé Nast Traveler's Gold List of the world's top hotels. Consistently ranked among the best hotels in both the Midwest and the United States, the property has become one of Milwaukee's most iconic hospitality destinations through its unique design, historic character, and commitment to exceptional service.

ABOUT GF HOTEL & RESORTS

GF Hotels & Resorts, through its operating affiliates, is an award-winning, full-service hospitality ownership, management, and advisory company founded in 1988 and based in Center City, Philadelphia.

With over 160 hospitality assets under management, including hotels, resorts, restaurants,

conference centers, and golf courses, historically operating in 46 states, GF Hotels & Resorts specializes in third-party management, loan workout strategies, receiverships, asset management, and advisory services for a variety of individual, private, institutional, and financial clients. Many of GF's core hospitality assets within the portfolio are owned by its principals and provide the strength and balance of ownership and management.

GF believes in the entrepreneurial spirit with a promise of integrity and an overall passion for hospitality. Throughout its 38 years in business, GF has delivered superior results through positive operating and financial performance, implemented impactful capital strategies, dedicated itself to excellence in guest services, and focused on an unwavering commitment to cultivating longstanding relationships. Due to its proven successes, having recently won awards from Hotel Business Magazine, Hotel Management, and Lodging Magazine, GF is known nationally as a distinguished leader throughout the hospitality industry.

Please visit them at www.gfhotels.com or connect with them on LinkedIn.

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