



## Press release

### mk | hotels implements AI-driven event planning to automate MICE quoting

In a significant step towards automation in the hospitality industry, mk | hotels has introduced a novel service that harnesses artificial intelligence in combination with Eventmachine's MICE (Meetings, Incentives, Conferences, and Exhibitions) tools to completely automate the event planning and quoting process. This innovative solution aims to streamline sales processes for meetings, making them faster, more efficient, and highly customized for guests.

Guests who call mk | hotels properties in Passau, Remscheid, or Ruesselsheim will now be seamlessly guided by mk's AI chatbot to dedicated web pages, where they can generate fully automated, tailored event quotes instantly. This integration means that instead of the traditionally time-consuming back-and-forth, event organizers and prospective customers receive detailed, accurate quotes within seconds, greatly reducing the workload for sales teams.

The collaboration between mk | hotels and Eventmachine is designed to address a common pain point in the hospitality industry: the often lengthy and manual process of creating event proposals. By utilizing AI in combination with Eventmachine, mk | hotels can now deliver instant, custom-tailored proposals based on each guest's specific requirements, ensuring a highly personalized experience without the typical delays.

Hotel managers and sales teams stand to benefit significantly from this automation. The AI-powered process allows them to focus on more strategic aspects of their roles, as repetitive administrative tasks are minimized. This increased efficiency translates into quicker response times for customers, greater accuracy in quotes, and ultimately, higher conversion rates for mk | hotels.

"We are excited to have implemented Eventmachine's quote automation across our conference hotels," Arno Sonderfeld, CEO of mk | hotels, says. "By leveraging AI, we can provide an exceptional level of service to our guests, ensuring that their event planning journey is not only faster but also perfectly tailored to their needs."

"Eventmachine allows mk | hotels to offer a fully automated process from inquiry to quote, enabling prospects to customize all event details, including room configurations, catering options, and technical requirements, all within our intuitive online configurators." Florian Zelfel, CEO of Eventmachine adds. "This step towards digital transformation not only aligns with mk | hotels' commitment to innovation but also sets a new standard for the use of AI-driven solutions in the hospitality sector."

## About EVENTMACHINE

Eventmachine provides cloud software for online event planning and automated quoting. Eventmachine's MICE tools are seamlessly embedded in the providers' own websites. Hotels and venues save time, prevent errors and maximize MICE revenue.

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## About mk | hotels

mk | hotels operates properties across Germany, the United Kingdom, and Albania, offering a diverse range of accommodation and event services. With a commitment to modern technology and personalized guest experiences, mk | hotels continues to lead the way in providing innovative solutions for hospitality.

Website: [www.mkhotels.de/en](http://www.mkhotels.de/en)



# EVENT MACHINE

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