



## Press release

### "Not Even My Boss Believed It": Conference Hotel Delivers MICE Quotes in Under Two Minutes

**Conference hotel achieves breakthrough response speed with quote automation, capturing first responder advantage in competitive MICE market**

When Hotel am Schlosspark Gotha implemented automated quote generation, banquet manager Sebastian Klug encountered an unexpected problem: his new boss simply didn't believe him. "Not even my new boss believed that our quote was delivered to the guest in one to two minutes," Klug explains. "But with Eventmachine, that's our current speed."

The skepticism is understandable. While Hotel am Schlosspark Gotha now delivers customized quotes for meetings, seminars, and conferences in under two minutes, recent industry data (MICE Benchmark Report, MICE DESK, 2025) reveals a stark contrast: 36% of hotels fail to respond to MICE inquiries at all, while another 11% respond only to decline. Of the 46% that do send offers, quality and speed vary dramatically. Only 8% of German hotels deliver both speed and quality, providing qualified, complete quotes within 24 hours.

This speed advantage translates directly into bookings. The MIT Lead Response Management Study, which tracked over 15,000 business leads across multiple industries, found that 78% of customers select the first business to respond to web-submitted inquiries. While this research examined B2B sales broadly rather than hospitality specifically, the principle applies directly to MICE bookings: speed isn't just an operational efficiency metric—it's the primary competitive differentiator.

#### The Power of First Responders

The hospitality industry has long accepted that quote preparation takes time. Traditional manual processes—calculating pricing, coordinating with F&B teams, checking availability across multiple systems, and formatting proposals—typically require 24 to 48 hours. Many hotels consider a same-day response an achievement.

But this timeline has become a competitive liability. The VenueSuite MICE Benchmark 2025, which analyzed over 50,000 direct online MICE bookings across Western Europe, found that hotels responding within 30 minutes achieve 60% conversion rates. Properties with typical 24-hour response times achieve only 44% conversion—a 36% difference in revenue from the same inquiry volume. The MIT Lead Response Management Study reveals an even more critical threshold: responding within 5 minutes versus 30 minutes increases qualification odds by 21 times—most slow responders have lost the sale before even responding.

For conference hotels, which handle around EUR 50k to EUR 100k quotes per month, this speed differential represents tens of thousands of euros in annual revenue impact.

#### The Automation Advantage

"Eventmachine's quote automation is basically the only way to provide customers with instant AND fully personalized event quotes," says Peter Warren, CTO of Eventmachine. "Properties can no longer choose between speed and customization—event planners expect both, immediately."



The Eventmachine platform enables hotels to generate comprehensive, customized proposals that would traditionally require 45 minutes of staff time—pricing calculations, room setup options, catering selections, availability checks, and technical requirements—in under two minutes. The automation doesn't just accelerate existing processes; it eliminates the bottlenecks that prevent hotels from being first responders.

## Beyond Speed: The Economics of Response Time

The competitive implications extend beyond individual bookings. Slow-responding properties face a concerning economic reality: the staff time invested in quote preparation is simply wasted, since slow responses are unlikely to generate business.

When hotels spend 45 minutes preparing quotes that achieve 44% conversion, while competitors deliver superior conversion rates in two minutes, the true cost isn't just the staff hours—it's the inquiries lost to faster competitors during that preparation time. Properties caught in manual processes may generate MICE revenue, but the opportunity costs start eating away the value of the work itself, particularly when competitor automation captures the most valuable inquiries first.

For Hotel am Schlosspark Gotha, the transformation has been remarkable. What once seemed impossible to the banquet manager's new boss—delivering customized quotes in one to two minutes—has become standard operating procedure. In a market where 78% of bookings go to first responders, the hotel has positioned itself to win.

## About Hotel am Schlosspark Gotha

Hotel am Schlosspark Gotha is a 4-star superior conference hotel located in the heart of Thuringia. The property features 94 elegantly appointed rooms and suites, two restaurants, and a comprehensive wellness area. The hotel's MICE facilities include a 145 m<sup>2</sup> banquet hall and nine fully equipped conference rooms housed in the historic Augustenburger Palais, offering 500 m<sup>2</sup> of total event space with capacity for up to 70 participants. Combining modern technology with Thuringian hospitality, Hotel am Schlosspark Gotha serves business travelers, conference organizers, and leisure guests seeking culture and relaxation.

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## About EVENTMACHINE

Eventmachine provides cloud software for online event planning and automated quoting. Designed to automate and simplify sales processes, Eventmachine's MICE tools help hotels and venues save time, prevent errors and maximize revenue. Seamlessly integrated into hotels' and venues' websites and tech stacks, its solution offers instant, error-free event quotes and support efficient event execution.

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