



Press release

Event Venue Turns Labor Shortage into Competitive Advantage with On-Site Wedding Quotes

Special event venue transforms banquet sales through real-time quote automation—prospects receive personalized proposals while still on property

Hof Bissee, a nature hideaway and premium event venue in Schleswig-Holstein, Germany, has fundamentally changed how it sells weddings and private celebrations. To combat industry-wide labor shortages, Hof Bissee automated its event quoting in July 2025. While initially intended to manage high inquiry volumes with limited staff, the move unlocked an unexpected competitive advantage: on-site quoting that fosters a more collaborative relationship with the client and drastically shortens the sales cycle. Since going live with Eventmachine's quote automation platform, the venue's sales team now configures fully customized events together with prospects during site visits, generating detailed quotes instantly—eliminating the traditional 24-48 hour wait time that causes many venues to lose bookings.

"We had a busy Q4," says Jolante Winkler, Banquet and Event Manager at Hof Bissee. "If we had tried to write this number of offers manually, we would still not be finished today."

The transformation addresses a critical industry challenge: maintaining exceptional service quality despite persistent labor shortages. In a market where slow responses and poor-quality proposals routinely cost venues bookings, Hof Bissee has made instant, error-free quoting its competitive advantage.

Speed and Quality Win in Today's Market

Preparation of complex quotes that previously required 60-90 minutes per inquiry now happens in real-time during site inspections. The sales team configures every detail with prospects: ceremony and reception spaces, catering options, accommodation, decorations, and personalized elements. In a market where manual processes typically deliver quotes in 24-48 hours, Bissee's quote arrives in the couple's inbox before they leave the property.

This speed matters enormously. MIT's Lead Response Management Study found that 78% of sales go to the first responder, making speed the primary competitive differentiator. This plays out directly in the events industry: analysis of over 50,000 MICE bookings across Western Europe shows venues responding within 30 minutes achieve 60% conversion rates, while those taking 24+ hours achieve only 44% conversion—a 36% revenue difference from the same inquiry volume.

"The quality of our quotes has actually improved dramatically," Winkler explains. "When you're calculating manually, you make mistakes. Prices get inconsistent. Options get forgotten. Now every quote is perfect—accurate to the cent, beautifully formatted, and delivered instantly."

From Labor Shortage to Competitive Advantage

"Since we introduced Eventmachine, we have ramped up our business for weddings and private festivities," says Anna Zinke, Operations Manager at Hof Bissee. "We'll add quote automation for our B2B business like meetings and seminars this quarter also."

The decision reflects a strategic shift. Manual quote processes don't just limit volume—they fundamentally constrain growth. While competitors struggle to find qualified event sales staff, automation breaks this



constraint, freeing Hof Bissees team to focus on relationship building and creating exceptional guest experiences while the platform handles all calculations and professional document generation automatically.

For high-value events like weddings, where average quotes can easily reach EUR 30,000 or more, the platform's ability to ensure perfect accuracy while enabling instant response creates substantial competitive advantage. The same inquiry volume now achieves significantly higher conversion through automated instant responses.

Better Quotes, Better Customer Service

Eventmachine addresses three fundamental challenges in event sales: efficiency through automation (reducing complex quote preparation from 60-90 minutes to minutes), quality through eliminating manual errors and inconsistent pricing, and revenue optimization through upselling and dynamic pricing. The platform operates 24/7, allowing prospects to configure events themselves online outside business hours.

"Instant, personalized quoting is what customers require in today's fast world," says Florian Zelfel, CEO of Eventmachine. "Ask a question and get your perfect answer immediately. The market has fundamentally changed—prospects expect the same instant responsiveness they get in every other aspect of their digital lives. Due to high opportunity costs, slow venues face a problem: By the time they respond, the client may have already decided against them."

About Hof Bissee

Hof Bissee is Northern Germany's premier nature hideaway and event destination in Bissee, Schleswig-Holstein. The property features 17 individually designed cabins and rooms, multiple spa facilities, and an on-site restaurant serving regional cuisine. As an event venue, Hof Bissee offers five exceptional locations accommodating 10 to 200+ guests for weddings, corporate events, private celebrations, and meetings. The venue serves as an official registry office location, enabling couples to marry on the property, and provides comprehensive in-house catering, professional decoration services, and experienced event coordination.

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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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