

The Cost of Delay

Why Speed Wins More Business Than Price



AMSTERDAM

www.globalrevenueforum.com


MeetingPackage

Global
REVENUE FORUM 

As presented during Global Revenue Forum Amsterdam 4th June 2026

Session Summary

About the speaker



Markku Pajarinen is Director of Sales at MeetingPackage, a company specialising in the digitalisation and automation of groups, meetings and events sales.

Their work focuses on helping venues improve response times, increase conversion rates and create more seamless booking experiences for customers.

3 Key Takeaways

1. Speed is becoming one of the most important drivers of conversion in meetings and events sales.
2. Guests increasingly expect immediate responses and transparent booking processes.
3. Automation allows sales teams to focus on high-value interactions while reducing administrative workload.

AMSTERDAM

www.globalrevenueforum.com



THE COST OF DELAY

Many hospitality organisations invest significant time refining proposals, negotiating rates and improving guest experiences. Yet a growing body of evidence suggests that the biggest barrier to conversion may be much simpler: response time.

The session highlighted how guest expectations have evolved. Whether booking a meeting, event or accommodation, customers increasingly expect rapid responses and immediate engagement.

Research shared during the session showed that a significant percentage of enquiries arrive outside traditional office hours.

At the same time, conversion rates decline sharply when response times increase.

The implication is clear. Speed is no longer merely an operational metric. It is a commercial advantage.

Hotels that respond quickly create momentum, build confidence and increase the likelihood of securing the business before competitors have the opportunity to engage.

In an increasingly competitive environment, responsiveness may be one of the most effective ways to improve conversion without reducing price.

AMSTERDAM

www.globalrevenueforum.com



TURNING INSIGHTS INTO ACTION

FOR SALES TEAMS

- Review current response times across all enquiry channels.
- Prioritise speed during the first interaction.
- Focus on maintaining momentum throughout the sales process.

FOR COMMERCIAL LEADERS

- Treat response speed as a strategic KPI.
- Monitor both response times and conversion outcomes.
- Remove internal bottlenecks that delay guest communication.

FOR OPERATIONS AND TECHNOLOGY TEAMS

- Automate repetitive processes where appropriate.
- Ensure enquiries are routed quickly to the right person.
- Use technology to support faster service rather than replace personal interaction.

THE GUEST PERSPECTIVE

Guests often interpret responsiveness as a reflection of how easy it will be to work with an organisation. Fast responses create confidence. Delayed responses create uncertainty.



Source: MeetingPackage

AMSTERDAM

www.globalrevenueforum.com



THE RESPONSE SPEED FRAMEWORK



Guest Enquiry



Rapid Response



Early Engagement



Higher Conversion



Revenue Growth

WHY THIS

FRAMEWORK MATTERS

Every enquiry represents an opportunity.

Organisations that respond quickly create stronger engagement, improve conversion and increase revenue. Speed is not simply about efficiency. It is about competitive advantage.

Technology and AI-driven workflows can help organisations accelerate response times and maintain momentum throughout the booking process.

AMSTERDAM

www.globalrevenueforum.com

Global
REVENUE FORUM



Continue the Conversation

"The fastest responder is often the first choice."

MARKKU PAJARINEN

Director of Sales, MeetingPackage



www.globalrevenueforum.com

WWW.GLOBALREVENUEFORUM.COM