



## CASE STUDY

# Panama Dining Room

Fitzroy, Victoria | Est 2006

[WeddingVenues/Melbourne/PanamaDiningRoomandBar/](https://www.easyweddings.com.au/WeddingVenues/Melbourne/PanamaDiningRoomandBar/)

Panama Dining Room and Bar is a chic, modern venue housed in an unique industrial warehouse setting with undeniable vintage charm. The venue is owned and operated by Luke Stepsys, a 3-hat chef who is passionate about product-driven menus and locally-sourced produce.

200,000

Annual listing views

100x

Estimated 12-month Return on Investment

9%

Storefront enquiry conversion rate

280+

Annual enquiries from Easy Weddings

## Getting Value From Easy Weddings

I generally don't spend a lot on advertising with other platforms, but in the early days, a lot of couples would reference Easy Weddings in meetings, so I knew I had to be there. It's such a popular service for brides and grooms, but for us, it's a part of maintaining quality and consistency for our brand. Our Easy Weddings storefront is a one-stop shop of information about us, so if couples are looking for a venue online, they can find all the information they need.

## Client Summary

Luke has only been advertising with us for two years, but he has been averaging 20 to 30 direct enquiries each month. Panama is a gorgeous venue and its unique architectural features are prominent on their website, so the venue practically sells itself! But it's Luke's hospitality expertise as an award-winning chef and long-standing relationships with farmers, his attention to detail, and his excellent sales process, that helps turn those enquiries into bookings.

### Benefits of Easy Weddings



- ✓ An online platform to showcase the business with a bio and photos, outside of our website.
- ✓ Wedding industry advice from our Business Advisor, Belinda.
- ✓ The reputation that comes with partnering with Australia's most popular wedding website.
- ✓ A one-stop shop that provides visibility to couples in the early stage of their wedding planning.

### Testimonial



"The personalised service from my Account Manager, Belinda, is something I've never experienced in the industry before. She really knows weddings. Her advice and experience over the years has made a profound difference to our business."

*Luke Stepsys*

Owner

### Top Tips



1. If you've got something unique in your venue - highlight it. I bought the venue because I loved the feature windows, so that's a key focus for us.
2. Get the couples through the door for a viewing, to experience the venue in person. Then you need to follow up. People need to be chased - send text messages to confirm the email has been received. Get in front of the list and top of mind because they would have enquired with a bunch of venues.
3. Do NOT hold dates! The percentage of people that date-hold generally don't end up booking.

## CONNECT WITH MORE COUPLES, BOOK MORE WEDDINGS

See what Easy Weddings can do for your business by joining our network of industry leaders. Reach more couples today, by partnering with Australia's largest and most trusted wedding destination.

[easyweddings.com.au](https://www.easyweddings.com.au) | [sales@easyweddings.com.au](mailto:sales@easyweddings.com.au) | 1800 155 122

