



Sun Prairie Downtown Tourism Market Analysis

Sun Prairie, Wisconsin

The Hunden Strategic Partners (HSP) team, including marketing experts at Winger Marketing, worked with the Sun Prairie Tourism Commission to conduct a Tourism Readiness Analysis and high-level feasibility study for Sun Prairie. The goal of the study was to determine strengths, weaknesses, opportunities and threats regarding Sun Prairie’s existing and potential downtown tourism assets, including various types of attractions, facilities and events that attract overnight visitors from outside the community.

HSP conducted three virtual open houses, allowing dozens of community members to share their knowledge, questions, thoughts and opinions regarding current and future tourism in Sun Prairie. HSP also conducted market research on various tourism assets, such as hospitality, commercial real estate, meetings and conventions, entertainment, sports and recreation and multiple types of attractions in the local and regional market. Further, HSP identified and profiled various aspects of tourism in peer cities across the US to gather ideas for transformative developments and community programming that may enhance Sun Prairie’s destination appeal.

Finally, HSP recommended a short list of assets and programming to prioritize for further study. Within the recommendations, HSP outlined ways for Sun Prairie to capitalize on its current strengths and mitigate weaknesses. The recommendations included an opportunity matrix that identified optimal areas for future development, as well as those weaker areas that the Commission may not need to pursue. Ultimately, HSP provided four recommendation categories as the best possible asset classes for the Commission to target and consider.