

Sweet Corn Festival Parade & Block Party 2025 Presented by One Community Bank

DATE: Wednesday, August 13, 2025
LOCATION: Sun Prairie, Wisconsin, US

Event Description

Sweet Corn Festival Parade & Block Party 2025 Presented by One Community Bank is a premier festivals event in Sun Prairie. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 42/100

Expected Attendance: 414 people

Event ID: GxLf3FGCeynUS3w8PV

Hotel Demand Indicators

ADR Impact Index: 5.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 166 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
