PART RURAL.
PART URBAN.
FULL OF POSSIBILITIES.
From Third Coast beach towns to revitalized Rust Belt cities, tranquil country landscapes, and outdoor recreation abound—the South Bend-Elkhart region has something for everybody, every season of the year. Showcasing the Midwest's best features, visitors and locals alike will find that adventure and entertainment are always at your fingertips—and so is the perfect backdrop to lay back and unwind.

Whether you’re looking to sip award-winning wines, crest towering sand dunes, or spend a leisurely day on the water, the area is brimming with diverse culinary offerings, stunning public lands, music, art, festivals, and sporting events. Not to mention, it’s an ideal basecamp for exploring Midwestern destinations like Chicago, Indianapolis, and Detroit.

At the heart of our region, you’ll find safe, family-friendly communities influenced by world-class academic institutions, expanding economies, and forward-thinking individuals. With boundless opportunities to work, live, and explore, one trip is all it takes to see why the South Bend-Elkhart region is the perfect place to call home—for a weekend, or a lifetime.
WHY WE LOVE BERRIEN COUNTY, MICHIGAN

Towering dunes, vineyards, backroads, and rolling farmlands—these are just a few of the beautiful scenes you’ll experience in Berrien County. It’s also filled with friendly Lake Michigan beach towns where you can relax, dine, and explore.

**Fun Fact:** The tallest dune at Warren Dunes State Park towers more than 200 feet above Lake Michigan. The park also features 3 miles of beachfront and 6 miles of hiking trails.

**Hit the Links:** Home to several scenic golf courses, Berrien County caters to golfers of all calibers. Its Harbor Shores Golf Club has even hosted the Senior PGA and is a Jack Nicklaus Signature course.

WHY WE LOVE CASS COUNTY, MICHIGAN

Home to several parks, lakes, and rivers, there are plenty of ways to enjoy the outdoors in Cass County. From stargazing and scenic hiking trails to cross-country skiing, kayaking, fishing, and challenging single-track routes.

**Fun Fact:** Dr. T.K. Lawless County Park in Vandalia is an International Dark Sky Park, making it a prime location to camp out and admire the stars.

**Music, Food, and Fun:** Every August, visitors from around the region head to the Cass County Youth Fair for live entertainment, rides, delicious fair food, and activities for the whole family.
WHY WE LOVE ELKHART COUNTY, INDIANA

From peaceful farmlands to manufacturing giants, Elkhart County offers a little bit of everything—including, funky music fests, riverside recreation, a rich Amish heritage, theatrical performances, and more.

Fun Fact: Elkhart is known as the “RV Capital of the World” for producing nearly 80% of the world’s recreational vehicles.

Get Festive: From the Elkhart Jazz Festival to Nappanee’s Apple Festival, ArtWalk, and the Wellfield Holiday Lights, there’s always something to do.

WHY WE LOVE MARSHALL COUNTY, INDIANA

Marshall County is dotted with charming, historic small towns, freshwater lakes, and the meandering Tippecanoe River. From one-of-a-kind festivals to local eateries, you’ll find unique experiences in every corner of the county.

Fun Fact: Culver’s Lake Maxinkuckee is the second-largest natural lake in the state of Indiana, with depths reaching nearly 90 feet.

50 Years of Blueberries: Plymouth’s annual Blueberry Festival attracts more than 200,000 visitors every year. Guests can taste an assortment of blueberry-themed treats, listen to live music, browse crafts, and race in the Blueberry Stomp.

WHY WE LOVE ST. JOSEPH COUNTY, INDIANA

Whether you’re catching a game at Notre Dame, a play at the Morris Performing Arts Center, or salmon along the “Mighty St. Joe,” St. Joseph County is a great spot for sports fans, foodies, outdoor enthusiasts, art lovers, and everybody in between.

Fun Fact: The St. Joseph River winds through the county and is a tributary of Lake Michigan. It was once used by Native Americans and settlers as a boating route from the lake to the Mississippi River’s watershed.

Home of the Fighting Irish: Notre Dame Stadium can host almost 80,000 football fans on gameday, with thousands more flocking to the area to join in on tailgating and other football weekend festivities.
GETTING AROUND.

The choice is yours when it comes to making your way around the South Bend-Elkhart region. Whether you’re planning your next vacation or commuting to work, there are plenty of safe, affordable transportation options to choose from, no matter your travel needs.

PLANES

South Bend International Airport
When it comes to business travel, vacations, and quick weekend getaways, the South Bend International Airport (SBN) makes heading out of town easy. SBN is served by four major airlines—Allegiant, American, Delta, and United—with service to 13 nonstop destinations and numerous connections domestically and worldwide.

TRAINS

South Shore Line:
Starting at the South Bend International Airport and ending at Millennium Station in downtown Chicago, the South Shore Line is an affordable, convenient way to travel for work or play. The electric train line makes 19 stops along the way throughout Northern Indiana and portions of Illinois.

Amtrak:
The Amtrak train makes quick trips easy with more than 500 destinations across the U.S. and Canada. Start your journey on with Amtrak rail, with routes beginning in either South Bend, Niles, or Elkhart.

AUTOMOBILES

Commute Times:
Living where you work means your daily commute isn’t going to take up the better half of your day. In the South Bend-Elkhart region, the average morning commute sits right around 20 minutes—freeing up more time for you to send that final email or book an early tee time.

Ride Sharing:
When you need a lift, you can use ride-share services like Lyft, Uber, or Rides2U to travel safely and responsibly throughout the area.

TRAVEL FACTS:

AVERAGE COMMUNITY ONLY 20 MINUTES TRAVEL TO DOWNTOWN CHICAGO BY TRAIN IN LESS THAN 1.5 HOURS

BUS & TROLLEY ROUTES

Transpo: Serving St. Joseph County, the Transpo bus system keeps the community moving by connecting residents and visitors to employment, healthcare services, entertainment, education, and more. With routes running throughout the area, getting from point A to point B is easy and cost-effective with Transpo.

Interurban Trolley: The Interurban Trolley of Elkhart County provides five fixed routes and stops between Goshen and Elkhart—plus, the Yellow Line trolley stops in Mishawaka where you can easily connect to St. Joseph County’s Transpo system.

BIKES

Pedal-friendly Routes:
Whether you’re biking to work or getting in a sweat, there are plenty of bike-friendly routes and roadways across the region for cyclists of all kinds—including paved paths, single-track mountain bike trails, gravel country roads, and picturesque strolls through local campuses. The region even dedicates an entire week to biking to work during the annual Michiana Bike to Work Week.

WALKING

Take a stroll:
Walking is a safe option for short treks, especially within neighborhoods, downtown areas, and around local attractions like campuses, lakes, and parks.
EDUCATION.

The South Bend-Elkhart region has an outstanding list of premium educational institutions, ranging from early childhood care to public and private school systems to colleges and universities. These institutions serve the region by creating job opportunities, equipping families with quality academic and childhood services, and preparing students of all ages to make positive impacts on the communities they live and work in.

EARLY EDUCATION
Each county in our region has established an Early Childhood Coalition to ensure an efficient and effective deployment of resources into early childhood services.

K-12
Families can choose from public and private school systems throughout the region in Indiana and Michigan. Many schools in the area are celebrated for their prestigious academic and athletic programs, providing engaging educational and extracurricular experiences for students of all ages.

HIGHER EDUCATION
The South Bend-Elkhart region’s colleges and universities attract students from around the world. More than 40,000 students are enrolled in higher education in our immediate area with another 10,000 enrolled at institutions nearby. From the University of Notre Dame to satellite campuses for both Indiana and Purdue Universities, our region provides incomparable access to a premium selection of higher education institutions.

HIGHER EDUCATION INSTITUTIONS IN THE SOUTH BEND-ELKHART REGION

**BERRIEN COUNTY**
WESTERN MICHIGAN UNIVERSITY - SOUTHWEST
ANDREWS UNIVERSITY
LAKE MICHIGAN COLLEGE
SOUTHWEST MICHIGAN COLLEGE
DAVENPORT UNIVERSITY

**ELKHART COUNTY**
GOSHEN COLLEGE
IVY TECH COMMUNITY COLLEGE

**MARSHALL COUNTY**
MARIAN UNIVERSITY’S ANCILLA COLLEGE

**ST. JOSEPH COUNTY**
BETHEL UNIVERSITY
HOLY CROSS COLLEGE
INDIANA UNIVERSITY SOUTH BEND
IVY TECH COMMUNITY COLLEGE
UNIVERSITY OF NOTRE DAME
PURDUE POLYTECHNIC
SAINT MARY’S COLLEGE

As a student at Saint Mary’s College choosing what to do in my free time is a difficult task in the South Bend - Elkhart area. Whether it is catching a sports game at the University of Notre Dame, visiting Four Winds Field to cheer on the South Bend Cubs on a Thirsty Thursday with friends, or choosing to relax and study at The Local Cup in the Near Northwest Neighborhood there is always something to do.

-LILIANA LOMELI, SAINT MARY’S COLLEGE
From tech-savvy startups to globally recognized manufacturers, the South Bend-Elkhart region is home to a variety of industries that attract premium talent from across the U.S. Whether you’re just kick-starting your career or looking for that next big promotion, our area is constantly expanding its workforce opportunities, propelling our communities forward with a diverse array of businesses, services, and trades.

“With a diverse range of industries at your fingertips, from cutting-edge tech to manufacturing, there’s something for everyone. And the best part? It’s not just about clocking in; it’s about making a tangible impact from day one. Here, your contributions matter.”

BETHANY HARTLEY, CEO, SOUTH BEND-ELKHART REGIONAL PARTNERHSIP

“Skip the Traffic
With an average commute time of nearly 20 minutes, getting to and from your job isn’t a job on its own. Most residents in our region live close to the workplace, giving them more time to do the things they enjoy when they’re not on the clock.

“With a diverse range of industries at your fingertips, from cutting-edge tech to manufacturing, there’s something for everyone. And the best part? It’s not just about clocking in; it’s about making a tangible impact from day one. Here, your contributions matter.”

BETHANY HARTLEY, CEO, SOUTH BEND-ELKHART REGIONAL PARTNERHSIP

“Handcrafted Careers
Our region is known for designing and building a wide range of quality goods: RVs, motorcycles, aerospace components, furniture, boats, military vehicles, and so much more. There’s no limit to our area’s manufacturing abilities.

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RAY FRASER, CEO, VITAL VIEW TECHNOLOGIES

“Business Built by Locals
Our region prides itself on its many locally-owned establishments. From small diners, barbershops, and breweries to world-renowned manufacturers and tech startups—our area is filled with successful entrepreneurs who dared to dream big.

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“SHAREABLE WORKSPACES
With an abundance of cafés, public libraries, and designated co-working spaces, remote and hybrid workers can always find a quiet place to focus with WiFi access, coffee, and everything else you need to take on the day ahead.

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“Diverse Career Opportunities
When it comes to jobs, our region is filled with opportunities. Some of our top industries include advanced manufacturing, healthcare, higher education, technology and life sciences, and social services.

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“Entrepreneur Resources
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REGIONAL BUCKET LIST

BRING THE WHOLE CREW
Say hi to the giraffes at the Potawatomi Zoo, navigate your way through a corn maze at A-Mazing Acres, or snowshoe through wooded trails at Madeline Bertrand County Park. Year-round you’ll find family-friendly activities that are fun for kids and adults alike.

MAKE A PLAY
While the Fighting Irish football team is typically the hottest ticket in town, Southwest Michigan College, Andrews University, Bethel University, and Holy Cross College are a few other schools where you can spectate at a variety of sports throughout the year. In the summer, you can catch the South Bend Cubs Minor League baseball team in action at Four Winds Field—just be sure to stick around after the last inning for the fireworks show.

OUTDOORSY IN ALL THE BEST WAYS
One of the region’s greatest assets is its many striking natural landscapes. Featuring an abundance of freshwater lakes and rivers, wooded trails, sand dunes, and beaches—the entire area is an outdoor enthusiast’s playground. Grab your bike, boat, hiking boots, or fly rod, and prepare to check out how great our great outdoors truly is.

STOKE YOUR CREATIVITY
Celebrate the area’s diverse arts and entertainment scene at one of the many museums and theatres throughout the region. Catch a Broadway performance at the Morris Performing Arts Center or Lerner Theater or explore local works and famed exhibitions at the Krasl Art Center or South Bend Museum of Art.

GRAPES, GRAINS & GROOVY CONCOCTIONS
From wineries and breweries to creative cocktail lounges, our region is packed full of places where you can sit back, relax, and sip on your choice of wines, beers, and mixed drinks—many of which feature locally sourced hops and grapes.

FORK IT OVER.
The South Bend-Elkhart region’s culinary scene will keep your taste buds wanting more. From newcomers like Benton Harbor’s adventurous Houndstooth restaurant to classics like Rocco’s Original Pizza or Redamak’s legendary burgers—eating local is easy when you can find a palate-pleasing meal around every corner.