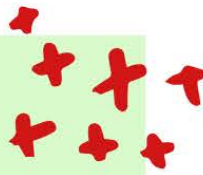


BERNE SWISS DAYS

JULY 24-26, 2025



"WILLKOMMEN" TO SWISS DAYS

If you are new to Swiss Days – we want to wish you a proper swiss "Willkommen." For 50 years Berne has celebrated our Swiss Heritage with great food, craft vendors and merchandise, and fun all around the town. Residents and visitors alike enjoy friendly competitions for all ages and live music at our downtown stage. You will see authentic Swiss costumes, hear the polka music and enjoy the sights of Berne, a little piece of Switzerland. The festival always includes the last Thursday, Friday, and Saturday of each July. "Schonen Tag noch" (have a good day).

THE BERNE CHAMBER

The Berne Chamber of Commerce staff along with a fantastic committee head up the Swiss Days planning. However, it would not be possible without our Chamber members. A portion of the premier member's investment goes towards Swiss Days each year – so a HUGE thank you to them!

We also want to comment that Chamber members save \$58 to rent their space. If you would like to save money on your Swiss Days space and access the other benefits as a Chamber member, please let us know!! Standard annual investment is \$210, and for seasonal businesses it is \$137.



2024 REVIEWS:

"The last few years it seems like there is always something new added, nice to have things changed up a bit, keeps it fresh"

"2024 Swiss Days is going to be hard to beat!"

"(Swiss Days) was a lot bigger than I expected. Great variety of food trucks"

"The highlight of the summer!!"

"One of the best Swiss Days I could remember!"



REFLECTIONS ON 2024

Overall our vendors were incredibly pleased with Swiss Days!!! Thank you for your great feedback, we always love to hear ways we can improve- but it was great to hear there are a lot of things we're doing well!

Overall, people felt like crowds were down, but then in our feedback people said crowds were up! Either way - most important thing is we want to keep growing!

Here are a few accomplishments we were most proud of:

- ✓ Improved restroom facilities
- ✓ Night Entertainment and light night crowds
- ✓ Carnival Rides
- ✓ Swiss Days Passport
- ✓ Swiss Days Merchandise

COMMUNITY FEEDBACK

We conducted a community survey to get their feedback on Swiss Days and find out what areas people would like to see improvements. Here are the top 5 requests:

1. Swiss Food
2. More Shopping Vendors
3. More activities for littles
4. More seating tents
5. Swiss Activities/Culture/Music

GOALS FOR 2025

-  Add new Swiss themed events and activities
-  Create new tournaments such as pickleball, spikeball, or baseball!
-  Increase number of seating areas
-  More things for littles & teens, and keep kids area up in no carnival year
-  Improve vendor parking options
-  Stricter limitations on similar vendors



SOCIAL MEDIA

This year we were much more active on social media (Facebook, Instagram, and Tik Tok), especially during the festival. Our hope is to continue to expand this and make it one of our top priorities. If you missed our videographer at Swiss Days-- get excited we have a new promo video coming soon!!!

NEW FACES AT SWISS DAYS!

2022 marked the 50th Anniversary of Berne Swiss Days. It was also the first full production of Swiss Days since the Coronavirus. It was great to be back, and we went all out for the 50th celebration! We received great feedback about the quality of our vendors. Our community loved the unique selections, the kindness of vendors, and the wonderful products that were offered. We wanted to pass these compliments along to those who deserve them!!

To our returning vendors: Thank you for your continuing support of Swiss Days. We could not do it without you. Every year we learn, grow, and adjust to better serve you. We want Swiss Days to be profitable, but even more importantly an event that you look forward to each year!

To new vendors: We cannot wait to meet you this summer!! We sincerely care about each of our vendors. We love to have a good time here at the Chamber, but we also prioritize timely communication and quality service. Know that from now and through every day of the festival we are here to help you and answer any questions you might have.

KINDEST REGARDS,

Kirstien Herman
Executive Director

Macy McClure
Assistant Executive Director



EARLY BIRD 10% DISCOUNT!!

Return contract and payment by 2/28

REGISTER TODAY

- 1 Complete the registration form**
Scan the QR code or go to swissdaysberne.com
- 2 Return signed contract**
You will receive contract upon completion of registration
- 3 Return payment**
Payments are accepted by mail (check or cash), in person (check, cash, credit), or over the phone (credit).

PRICE BREAKDOWN

Price per 10' x 10' space:

- \$175
- Chamber Member: \$117

Price for Electricity

- 110 V - \$25
- 220 V - \$55

Early Bird Discount - 10% off total
(includes space and electricity)

VENDOR HOURS: Thursday - 5 pm-9pm | Friday & Saturday - 9am - 9pm



CONTACT US

260.589.8080 | tourism@bernein.com | 205 E Main St.

[WWW.SWISSDAYSBERNE.COM](https://www.swissdaysberne.com)

