



Busan

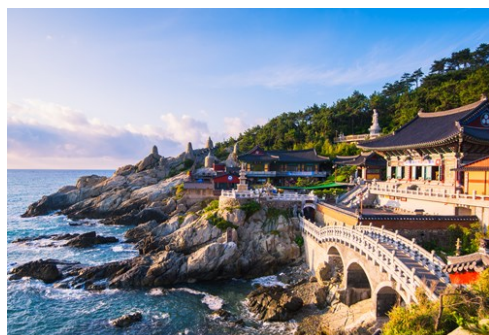
Photo: surachat treekidakorn/Shutterstock.com



ST_Travel/Shutterstock.com



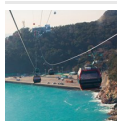
NavyBank/Shutterstock.com



CJ Nattana/Shutterstock.com

Named East Asia Culture City in 2018, Busan has recently risen to prominence internationally, visitors now flocking to South Korea's second city even outside of the busy International Film Festival week each October. There is more to do and see than can fit in a space of a few days: traditional spas, local eats and endless shopping all leave but a little time to take in the rugged Busan coastline on seaside nature hikes.

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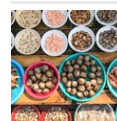
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This spectacular urban Buddhist temple (the head temple of the Jogye Order) ...



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Explore the wood walkways traversing Dongbaekseom Park

THE CITY



sayan uranan/Shutterstock.com

Busan is a sprawling metropolitan area that encompasses several clusters of interest, each with its own set of attractions. The unmissable showpiece is Busan's famous Jagalchi Fish Market, which supplies nearly 50% of all seafood across Korea. There is an abundance of scenic coastal walks, lively nightlife, and a never-ending supply of local eats, from finger food served at street stalls to elaborate meals that necessarily come with a trayfull of various pickles and condiments.

DO & SEE



NavinTar/Shutterstock.com

Our top picks for a short stay in Busan include the expansive Jagalchi Fish Market (plus a meal at one of its seafood shops), exploring Nampo-dong and enjoying a snack off street stalls in BIFF square, plus completing one of the coastal hiking routes followed by a relaxing couple of hours at the spa.

Jagalchi Fish Market



This legendary market will blow the mind of anyone who happens to have even a passing interest in seafood. The sheer variety of sea creatures sold here must be seen to be believed: apart from Korean favourites like crab and eel, there are the myriad types of fish and shellfish (try the 'kalguksu' noodles with clams, or 'bajirak'), plus essentially anything that can be extracted from the deep waters washing over Busan.

Take a stroll around to gawk at the market's curiosities, such as the sea worm ('gaebul'), whose visual similarity to the male reproductive organ has earned it the apt nickname of 'penis fish'. Then, select the seafood that tickles your fancy and have it be cooked right then and there by one of the shops inside the market, many of which have a seating area in the second floor. Get all your seafood from a single vendor if you can, then proceed upstairs to be served your selection accompanied by sauces and side dishes (a few the latter can even be served on the house if you're in luck). Mind that a cooking charge applies, and the price on side dishes is listed per person.

Given the upsurge in tourist numbers, prices at Jagalchi have reportedly gone up in recent years, leaving it for travellers who aren't exactly on a budget. Do not despair: most of what you'll see at the market is also served at nearly any seafood restaurant in town, and at a lower charge in some cases.

Photo: Suchart Boonyavech/Shutterstock.com

Address: 52 Jagalchihaean-ro, Nampo-dong, Jung-gu, Busan

Phone: +82 51 713 8000

Internet: <http://jagalchimarket.bisco.or.kr>

Nampo-dong & BIFF Square



Taking its name from the Busan International Film Festival, BIFF is certainly at its liveliest during this esteemed annual event, but remains a happening place throughout the rest of the year. It's best known for the street food stalls dotting the area and the 400+ metre-long street itself, with a plethora of Korean specialities cooked up by the skilled vendors (look for Gwangbokdong Food Street for the biggest selection). Our top pick among those would have to be the ubiquitous 'hotteok' pancakes stuffed with a sweet mix of crushed seeds and brown sugar.

Nampo-dong is the greater area around the street itself, packed with a dizzying array of restaurants, shops, cafes, movie theatres, and more. Evening is the best time to come.

Photo: ARTYOORAN/Shutterstock.com

Address: 58-1 Gudeok-ro, Nampo-dong, Jung-gu, Busan

Gamcheon Culture Village



2009 saw Gamcheon turn from an area of budget housing for refugees of the Korean War into a premier tourist attraction, all thanks to a collective effort by local students and artists, who transformed the neighbourhood with colourful wall painting and street art.

Today Gamcheon even has a tourist office of its own: stop by on your way in to pick up a detailed map of the village's attractions; collect a stamp

at each and you'll receive a small prize from the tourist office on submission. There is a small museum telling the neighbourhood's story, and a number of shops, cafes and street food stalls.

When wandering the maze of Gamcheon's streets, please respect the privacy of family homes.

Photo: Kim juyeong-Shutterstock.com

Address: 200 Gamnae 1(il)-ro, Gamcheon 2(i)-dong, Saha-gu, Busan

Phone: +82 51 204 1444

Internet: www.gamcheon.or.kr

Beomeo-sa Temple



This spectacular urban Buddhist temple (the head temple of the Jogye Order) is a highlight on any Busan itinerary. A pleasant uphill hike

through quiet nature will take you to temple grounds, with beautiful ornate pavilions, Buddhist statues and worshippers, which include both temporary visitors and monks who reside here permanently. Temple grounds tend to get busy during holidays and weekends.

You can either make a few hours' trip or – for full cultural immersion – book an overnight stay that includes an introduction to monastic life, complete with joining a formal dinner and pre-dawn chanting. Stays must be booked in advance via the website, and there are several different programmes available. If you opt for the full experience, do mind that the (silent!) wake-up hour is at 5am.

Photo: BUSAN DRONE/Shutterstock.com

Address: 250 Beomeosa-ro, Cheongnyongnopo-dong, Geumjeong-gu, Busan

Phone: +82 51 508 3122

Internet: www.beomeo.kr/eng_templestay/idx.php
More Info: https://eng.templestay.com/reserv_search.aspx

Dongbaekseom Park & Haeundae Beach



Explore the wood walkways traversing Dongbaekseom Park and take in the spectacular views of the coastline from several viewing platforms along the way. It's a very pleasant, scenic walk in the shade of pine trees that lends itself well to photos; you'll see Busan's own mermaid statue looking out longingly to the sea soon upon entering.

Busan's most popular public beach, Haeundae, is right next to the park. It gets rather busy during the summers (in August especially so); bring your own sun umbrella if you plan to stay longer.

Photo: CJ Nattanaei/Shutterstock.com
Address: U-dong, Haeundae-gu, Busan

Igidae Coastal Walk



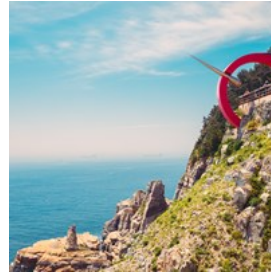
Igidae Coastal Walk makes for a wonderful hike along the shore of the Sea of Japan. The path itself is of moderate difficulty, with some parts featuring pedestrian bridges and others running directly through natural terrain. The entire path is about 4km long and should take about 2 hours to complete in its entirety, but there are access points along the way which you can use to cut through to a nearby bus stop.

The trail can be done both north to south and vice versa, although heading north is reportedly easier and comes with an added bonus of finishing the hike at the scenic Oryukdo Skywalk,

standing on a see-through platform and looking down onto the rocky shore.

Photo: BUSAN DRONE/Shutterstock.com
Address: 105-20 Igidaegongwon-ro, Yongho 3(sam)-dong, Nam-gu, Busan
Phone: +82 51 607 6399

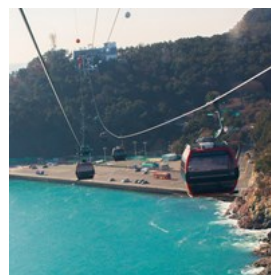
Taejongdae Park



This fabulous walking trail on the southern end of Yeongdo Island, just off the coast of mainland Busan, runs along a rugged coastline of scenic cliffs. Bring sturdy walking shoes if you're planning a hike (it should take anywhere between 1 and 3 hours, depending on your speed and stops), or opt for the tourist train that makes stops at all major attractions and lookout points.

Photo: Sanga Park/Shutterstock.com
Address: 24 Jeonmang-ro, Dongsam-dong, Yeongdo-gu, Busan
Phone: +82 51 405 2004

Song Marine Cable Car



This recently renovated cable car route stretches out across the sea for longer than 1.5km, and features cabins with and without see-through flooring. If you're the daring type, opt for the former and be rewarded with incredible views of the water below.

Photo: Udompan/Shutterstock.com
Address: 171 Songdohaebyeon-ro, Amnam-dong, Seo-gu, Busan
Phone: +82 51 247 9900
Internet: <http://busanaircruise.co.kr/main/main.html>

Jjimjilbang (Spa)



Jjimjilbang culture holds firmly in Korea, with the Busan area alone boasting around 450 spa centres (the largest number compared to any

other region). It's important to note that the absolute majority of spas require that guests of both genders remove all of their clothing prior to accessing any of the baths or hot springs (this includes swimwear).

Heosimcheong Spa is the largest of kind in Asia (and extremely reasonably priced), but there are other options for a slightly more refined experience that's still very affordable (the luxurious Spa Land Centum City, to name one). Some spas (such as Hill Spa, for example) remain open 24/7; these are sometimes used as a place to spend the night in lieu of a hotel room.

For a lighter version of the experience, visit a "foot-only" spa, where anyone can sit down and soak their feet in hot thermal water for a few minutes. Dongnae Spa Outdoor Foot Bath is one address to experience this.

Photo: lydiarei/Shutterstock.com

DINING



Johan Kok/Shutterstock.com

A substantial acquaintance with Busan's culinary offerings can easily take a few weeks, but if you only have a handful of days, try and work in a meal at the Jagalchi Fish Market, a traditional Korean barbecue session, and a snack on street food: fishcake ("eomuk" or "odeng") is a popular choice that holds somewhat of a cult status in Busan, and is followed closely by "hotteok", a stuffed fried pancake sold at multiple stalls across town. If you're feeling especially adventurous, try "sannakji": an octopus dish immortalised by the movie "Oldboy", which consists of chopped up tentacles that still squirm and stick to the plate (and possibly even the insides of your mouth) as you eat them.

Jagalchi Fish Market



This legendary market will blow the mind of anyone who happens to have even a passing interest in seafood. The sheer variety of sea creatures sold here must be seen to be believed: apart from Korean favourites like crab and eel, there are the myriad types of fish and shellfish (try the 'kalguksu' noodles with clams, or 'bajirak'), plus essentially anything that can be extracted from the deep waters washing over Busan.

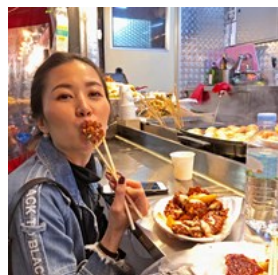
One speciality that Jagalchi would be the best place to try is 'hoe' (pronounced /wɛ/), raw fish served cut in thin slithers almost like sashimi. Dip in sauce and wrap in a lettuce leaf for a flavour punch.

Take a stroll around to gawk at the market's curiosities, such as the sea worm ('gaebul'), whose visual similarity to the male reproductive organ has earned it the apt nickname of 'penis fish'. Then, select the seafood that tickles your fancy and have it be cooked right then and there by one of the shops inside the market, many of which have a seating area in the second floor. Get all your seafood from a single vendor if you can, then proceed upstairs to be served your selection accompanied by sauces and side dishes (a few of the latter can be on the house if you're in luck). Mind that a cooking charge applies, and the price for side dishes is listed per person.

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Photo: Suchart Boonyavech/Shutterstock.com
Address: 52 Jagalchihaean-ro, Nampo-dong, Jung-gu, Busan
Phone: +82 51 713 8000
Internet: <http://jagalchimarket.bisco.or.kr>

Food Street @ Gukje Market



A bustling food street cuts through Busan's busiest market, and has diners take seats at the stalls of their choosing. Street eateries sell all manner of Korean and Busan specialities

imaginable, from 'gimbap' (Korean sushi rolls) to cold noodles, pork soup, and more.

The rest of the market makes for a curious browse-around, even though most of the wares are aimed primarily at local shoppers rather than tourists.

Photo: SAHACHATZ/Shutterstock.com
Address: 25 Gukjesijang 2-gil, Gwangbok-dong, Jung-gu, Busan
Public Transport: Jagalchi Station
Opening hours: 7.00-22.00

Shinsegae Food Hall



The food hall in the basement of Shinsegae (the world's largest, Guinness Book of Records-listed department store) is a smorgasbord of international dining options. You'll be truly spoilt for choice with flavours from across Asia and beyond. One really can't go wrong with 'bibimbap': a bowl of rice and delectable toppings that is sometimes served in a steaming hot cast iron bowl, to be mixed and, thereby, cooked, right before eating.

Photo: Mike Maximize studio/Shutterstock.com
Address: 35 Centumnam-daero, U-dong, Haeundae-gu, Busan
Opening hours: Mon-Thu 11am-8pm, Fri-Sun 11am-8:30pm
Phone: +82 1588 1234
More Info: Shinsegae Department Store, Centum City, basement level

An Ga



If it's the celebrated Korean BBQ you're after, An Ga is probably the place you'll be directed to. They're known primarily for their

marinated pork which is grilled to perfection on the private grills built into each table; diners also enjoy access to an unlimited bar of greens and various condiments. Mind that it's on the pricey side, and only set menus are served at lunchtime (no grill).

Photo: WPixz/Shutterstock.com

Address: 494-1 Jwadongsunhwan-ro, Jung-dong, Haeundae-gu, Busan

Opening hours: Tue-Sat 11:30am-2:30pm, 5-10pm, Sun 5-10pm

Phone: +82 51 742 7852

Boksoondoga F1963



Located at the F1963 cultural centre is Boksoondoga, a fine dining restaurant celebrated for cultivating a revival of "makgeolli", a traditional variety of carbonated Korean rice wine that is fermented with "nuruk" and served unfiltered. Historically, this particular variety of wine was held to be a farmers' drink, but has now gained a following among the younger generations and brought into the realm of "hip" by enthusiasts such as the founding Kim brothers.

The restaurant serves an excellent menu that straddles Korean and western influences. After a meal, explore on and browse through the book store and gallery space of F1963.

Photo: Suzi Pratt/Shutterstock.com

Address: 20 Gurak-ro 123(baegisipsam)beon-, Mangmi 2(i)-dong, Suyeong-gu

Opening hours: Mon-Fri 11:30am-3pm, 5-8:30pm, Sat-Sun 11:30am-3:30pm, 5-8:30pm

Phone: +82 51 757 2963

Internet: www.boksoon.com

Jang Su Sam



This compact hole in the wall serves one thing and one thing only: Korean 'samgye-tang' (ginger chicken soup). Servings come with a whole young

chicken stuffed with rice and flavourful ingredients like garlic and ginseng. The soup is attributed all sorts of curative properties, and is considered to be a traditional warm-weather dish. The owner is exceptionally friendly to foreign visitors, and willingly demonstrates the proper way to eat the soup.

Each serving is accompanied by an assortment of Korean pickles and followed by a glass of a special ginseng drink and instant coffee.

Photo: ajisai13/Shutterstock.com

Address: 7, Suyeongseong-ro 3beon-gil, Suyeong-gu | 1f, Busan

Opening hours: Closed Tue

Phone: +82 51 746 7923

Samjin Amook Main Store



Fishcakes enjoy a long tradition in Busan, and Samjin Amook is Busan's oldest operating fishcake factory. Its main outlet is a fishcake bakery that

features an observable production line, a store where multiple varieties of fishcake are on sale at surprisingly low prices, and even a museum in the top floor. There is a cafe of sorts across from the store, where your "catch" can be cooked into a full noodle dish. Fresh cakes sell out quick, so arrive early for best assortment.

There are several smaller outlets across Busan, Including one in the central station.

Photo: ARTYOORAN/Shutterstock.com

Address: 36, Taejong-ro 99beon-gil, Yeongdo-gu, Busan

Opening hours: Daily 9am-8pm

Phone: +82 51 412 5468

Internet: www.samjinfood.com

Choryang Milmyeon



A classic inexpensive eatery in close proximity to the Busan station. The cold 'milmyeon' noodles might not be for everyone (although we do, of

course, encourage you to try this local speciality), whereas the 'mandu' (meat dumplings) rarely disappoint. Prices are extremely affordable.

Photo: TMON/Shutterstock.com

Address: 225 Jungang-daero, Choryang-dong, Dong-gu, Busan

Phone: +82 51 462 1575

CAFES



little star/Shutterstock.com

There is no shortage of cafes all around Busan. If you are looking for something a little out of the ordinary, you might want to stop by a Sulbing outlet and savour a quintessential Korean dessert of shaved ice with various toppings.

Jeonpo Cafe Street



The Jeonpo Cafe Street (sometimes called the Seomyeon Cafe Street) is where trendy cafes compete for customer attention with expertly

brewed coffee, delectable desserts, and abundant brunch offerings, all in interior spaces one more hip than the next. Whether it's a Korean shaved ice or the finest French pastry you fancy, it can all be found along this stretch. Most cafes open around 11.00.

Photo: mentatdgt/Shutterstock.com

Address: 92 Dongcheolro, Jeonpo-dong, Busanjin-gu, Busan

Brown Hands Design Cafe



Perhaps the most Instagrammable cafe in Busan, Brown Hands Design Cafe occupies the space of a former hospital and effortlessly blends

elements of the old (like bare brick walls, white wall tiles and doorways with frames ripped out) with stylish decor and lighting. They serve hot and cold drinks plus a few sweet snacks.

Photo: fizkes/Shutterstock.com

Address: 16 Jungang-daero 209beon-gil, Choryang-dong, Dong-gu, Busan

Opening hours: Daily 10am-10pm

Phone: +82 51 464 0332

Internet: www.brownhands.co.kr

Email: bh@brownhands.co.kr

Sulbing Seomyeon



A nation-wide chain of cafes known primarily for its 'bingsu' (shaved ice dessert), which is sometimes used interchangeably with the brand name "Sulbing" itself. There are multiple varieties to choose from; toppings range from fresh fruit, such as mango and strawberries, to elaborate concoctions featuring an entire slab of tiramisu on top; the chocolate sulbing is probably the most decadent-looking dessert you'll have seen in a while.

Photo: Nattawis Limruksasin/Shutterstock.com

Address: 26 Jungang-daero 692beon-gil, Bujeon 2(i)-dong, Busanjin-gu, Busan

Opening hours: Daily 11am-10:30pm

Phone: +82 51 809 3300

Internet: www.sulbing.com/main.php

Waveon Coffee (Gijang-gun)



If time permits, take a road trip up to Gijang County to pay a visit to the stunning Waveon Coffee building. Set in a spectacular seafront

location, this architectural gem offers 4 floors of unobstructed sea views, with an open-air terrace at the top. There is a limited coffee/tea menu, plus a selection of several elegant desserts.

Photo: ODONG00/Shutterstock.com

Address: 286 Haemaji-ro, Jangan-eup, Gijang-gun, Busan

Phone: +82 51 727 1660

Internet: <https://waveoncoffee.com>

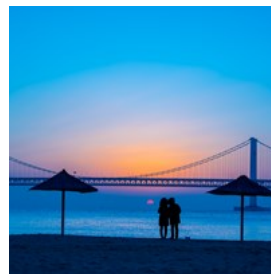
BARS & NIGHTLIFE



Panwasin seemala/Shutterstock.com

Gwangalli is the area to be once the sun has set, Seomyeon and Haeundae also remain fairly busy. It-places shift from one year to the next, although HQ Gwangan seems to have been able to maintain its patron base through the years. Galmegi Brewing and Gorilla Brewing are favourites for craft beer.

Gwangalli Beach & Millak Waterside Park



Nighttime is when this beach truly shines: it starts with the spectacular sunset, followed by an unobstructed view of the

nightly Gwangan Bridge light show (8, 9 and 10pm Fri-Sat and 8 & 10pm Sun-Thu), which is sometimes complemented with firework displays.

There are street performances along the promenade and dozens of inviting eateries. Unsurprisingly, the beach tends to get quite busy after sundown and is especially popular with local youths who particularly favour the area.

If you feel up to a genuine local nightlife experience, pick up some picnic food (sashimi and soju are usually the local combinations of choice) and join the crowds at Millak Waterfront

Park.

Photo: ST_Travel/Shutterstock.com

Galmegi Brewing Gwangan



Galmegi Brewing is a local craft beer brewery with several locations across Busan. Ordering a sampler flight with 4 beers of choice is the best way to go: select from the menu that includes everything from mild IPA and lager to stouts and beers with distinct fruity or vanilla notes. They serve a limited food menu of pizza and snacks. The chain is quite popular with expats.

Photo: MaxyM/Shutterstock.com

Address: 58 Gwangnam-ro, Namcheon-dong, Suyeong-gu, Busan

Opening hours: Sun-Thu 5pm-1am, Fri-Sat 4pm-2am

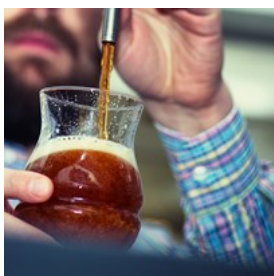
Phone: +82 51 627 4328

Internet: www.galmegibrewing.com

Email: galmegibrewing@gmail.com

More Info: Further locations in Heungdae and Nampo (open till 2am)

Gorilla Brewing Co.



A popular craft brewery with a couple dozen varieties of beer on tap; order by flight or individual glass. The roomy interior follows an industrial theme and can feel somewhat empty outside of peak evening hours, so plan your visit for somewhere around 9pm.

Photo: michelangeloop/Shutterstock.com

Address: 125 Gwangnam-ro, Gwangan 2(i)-dong, Suyeong-gu, Busan

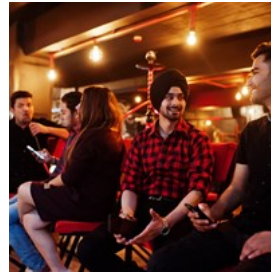
Opening hours: Mon-Thu 6-11pm, Fri-Sat 11:30am-3pm, 5pm-12am, Sun 11:30am-3pm, 5-11pm

Phone: +82 51 714 6258

Internet: www.gorillabrewingcompany.com

Email: contact@gorillabrewingcompany.com

HQ Gwangan 4F



This Gwangalli Beach staple is a bar especially popular with expats: affordable drinks, live music, great vibes, and a spectacular night view of the Gwangan Bridge are a few of its unbeatable USPs.

Photo: AS photo studio/Shutterstock.com

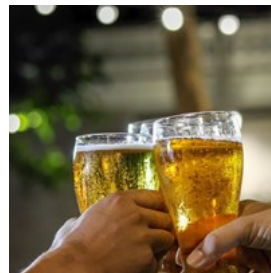
Address: 237 Gwanganhaebyeon-ro, Millak-dong, Suyeong-gu, Busan

Opening hours: Wed 7-11pm, Thu 7pm-2am, Fri-Sat 7pm-3am, Sun 3-11pm

Phone: +82 70 4419 1213

More Info: 4th floor

Haeundae Ogtap Rooftop



A lively rooftop bar with a view of the sea, Haeundae Beach and its surrounding high-rises, which light up beautifully at night. Order a beer and take it all in from the panoramic outdoor terrace; a snack and food menu is also available.

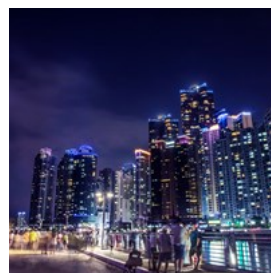
Photo: TuiPhotoEngineer/Shutterstock.com

Address: 28 Dalmaji-gil 62beon-gil, Jung 1(il)-dong, Haeundae-gu, Busan

Opening hours: Mon-Fri 5pm-1am, Sat-Sun 5pm-2am

Phone: +82 10 3864 4444

The Bay 101 Yacht Club



This buzzing waterfront development is a popular venue for an after-sundown excursion, whether it be to enjoy the spectacular cityscape that

unfolds from here or indulge in some expertly cooked dishes of world cuisine (try the beef noodles at Daedo). There are both high- and low-end dining options available, as well as a coffee shop that also sells desserts like ice cream and Korean shaved ice.

Photo: kim chul hyun/Shutterstock.com

Address: 52 Dongbaek-ro, Jung-dong, Haeundae-gu, Busan

Opening hours: Daily 9am-12am

Internet: www.eng.thebay101.com

Email: tothebay101@naver.com

Boksoondoga F1963



Located at the F1963 cultural centre is Boksoondoga, a fine dining restaurant celebrated for cultivating a revival of "makgeolli", a

traditional variety of carbonated Korean rice wine that is fermented with "nuruk" and served unfiltered. Historically, this particular variety of wine was held to be a farmers' drink, but has now gained a following among the younger generations and brought into the realm of "hip" by enthusiasts such as the founding Kim brothers.

The restaurant serves an excellent menu that straddles Korean and western influences. After a meal, explore on and browse through the book store and gallery space of F1963.

Photo: Suzi Pratt/Shutterstock.com

Address: 20 Gurak-ro 123(baegisipsam)beon-, Mangmi 2(i)-dong, Suyeong-gu

Opening hours: Mon-Fri 11:30am-3pm, 5-8:30pm, Sat-Sun 11:30am-3:30pm, 5-8:30pm

Phone: +82 51 757 2963

Internet: www.boksoon.com

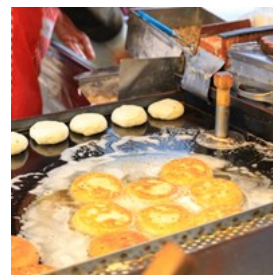
SHOPPING



photoNN/Shutterstock.com

Busan is home to the world's largest shopping complex (at the time of writing in late 2019): Shinsegae Centum City. This retail mammoth is the place to go for everything from international luxury clothing brands to world-famous Korean cosmetics and other products. Busan's most popular spa centre is also located here, and the complex also features an excellent food court with offerings from all across the world.

Nampo-dong & BIFF Square



Taking its name from the Busan International Film Festival, BIFF is certainly at its liveliest during this esteemed annual event, but remains a happening

area throughout the rest of the year. It's best known for the street food stalls lining its 400+ metre-long stretch, with a plethora of Korean specialities cooked up by the skilled vendors. Our top pick among those would have to be the 'hotteok' pancakes stuffed with a sweet mix of crushed seeds and brown sugar. Evening is the best time to come.

Nampo-dong is the greater area around the street itself, packed with a dizzying array of restaurants, shops, cafes, movie theatres, and more.

Photo: ARTYOORAN/Shutterstock.com

Address: 58-1 Gudeok-ro, Nampo-dong, Jung-gu, Busan

Shinsegae Centum City



This Guinness Book of Records-listed shopping complex (it's the largest one in the world as of late 2019) is a shopping paradise for those with a penchant for upper-range to luxury brands. The basement food hall is an attraction in its own right, offering up a complete selection of all and any Asian and international culinary delights imaginable. Busan's best spa complex – Spa Land – is also located here, alongside other entertainment facilities like a skating rink.

Photo: Kiwis/Shutterstock.com

Address: 35 Centumnam-daero, U-dong, Haeundae-gu, Busan
Phone: +82 1588 1234

LOTTE Department Store



Lotte is an iconic Korean department store brand with locations all across the country. This particular one is noteworthy for the spectacular views of Busan harbour from its rooftop, plus a great food court on floor 10. As with every location, there is a vast array of goods here, from Korean cosmetics to esteemed international brands in everything from personal care to kitchenware.

The on-site Lotte Mart hypermarket is a discount chain that stocks a huge variety of local, Asian and international foodstuffs, and can work surprisingly well for souvenir shopping.

Photo: imtmphoto/Shutterstock.com

Address: 2 Jungang-daero, Jungangdong 6(yuk)-ga, Jung-gu, Busan

Opening hours: 10.30-20.30

Internet: www.lotteshopping.com/branchShopGuide/floorGuideSub?cstr=0333

Gukje Market



A sprawling market to shop for anything one can imagine; haggling is often expected and may prove fruitful. The market's main attraction is the food street stretching across it, where Korean street food specialities are represented in abundance.

Photo: Ji su/Shutterstock.com

Address: 25 Gukjesijang 2-gil, Gwangbok-dong, Jung-gu, Busan
Phone: +82 51 245 7389

Samjin Amook Main Store



Fishcakes enjoy a long tradition in Busan, and Samjin Amook is Busan's oldest operating fishcake factory. It's main outlet is a fishcake bakery that features an observable production line, a store where multiple varieties of fishcake are on sale at surprisingly low prices, and even a museum in the top floor. There is a cafe of sorts across from the store, where your "catch" can be cooked into a full noodle dish. Fresh cakes sell out quick, so arrive early for best assortment.

There are several smaller outlets across Busan, Including one in the central station.

Photo: ARTYOORAN/Shutterstock.com

Address: 36, Taejong-ro 99beon-gil, Yeongdo-gu, Busan
Opening hours: 9.00-20.00

Phone: +82 51-412-5468
Internet: www.samjinfood.com

ESSENTIAL INFORMATION



coloursinmylife/Shutterstock.com

Passport / Visa



Citizens of multiple world countries can travel to South Korea for tourism purposes visa-free, for stays from 30 to 180 days (Canada). Citizens of

most countries in Africa and Asia will need to apply for a visa in advance.

Please consult the official website of Korea Tourism for up-to-date details.

Photo: *TukTuk Design/Shutterstock.com*

Internet:

https://english.visitkorea.or.kr/enu/TRV/TV_ENG_2_1.jsp

Best Time to Visit Busan



The Busan International Film Festival is held annually in late September/early October, and sees multiple big names from across Asia

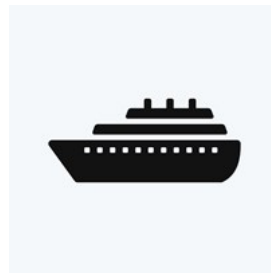
flock to South Korea's second city. Busan is exceptionally active during festival days, which

results in higher volumes of tourists and higher accommodation prices.

There is a distinctive change of seasons in Busan, with cold winters and warm summers. Spring is a popular time to visit (particularly because of the iconic cherry blossoms), but summer (May-August) attracts travellers the most. Due to its seaside location, Busan is also a popular summertime destination for internal tourists, who can be seen setting up sunbathing stations across Haundae beach all through the summer.

Photo: *VectorA/Shutterstock.com*

Busan Cruise Port



There is not much in the way of sightseeing or entertainment at the Busan port arrival point, but the Busan Port International Passenger

Terminal (which is a few minutes walk away) does have a few eateries and shops; ATMs are also available.

There is a free shuttle that runs from the port to the closest metro station (Choryang, line 1, right next to Busan central station), as well as one that goes all the way into the city centre (Nampo-dong), although there have been reports that the latter now charges a fare. They take around 10 and 30 minutes respectively.

From here, it is easy to reach any location throughout Busan via the metro: purchase an all-day unlimited travel card at the station if you plan to use the metro multiple times.

Photo: *icon Stocker/Shutterstock.com*

Address: 206 Chungjang-daero, Choryang 3(sam)-dong,

Dong-gu, Busan
Phone: +82 51 400 1200
Internet: www.busanpa.com

Gimhae International Airport (PUS)



Gimhae International Airport serves the area of Busan with both a national and international terminals. The airport is easily accessible by

several means of public transport: a city bus that runs to Haeundae and a convenient metro system with several interchange stations linking different lines. Nampo, Jagalchi, Seomyeon are all stations along line 1.

Photo: Juan Garces
Internet: www.airport.co.kr

Public Transport



The public transportation system in Busan is extensive and convenient, comprising 4 subway lines, 1 light rail line and a network of public

buses.

To avoid the hassle of buying single tickets, purchase a reloadable "Cashbee" card and top it up as needed at any convenience store. Any remaining card balance can be refunded when you're leaving the city (this does not apply to the cost of the card itself, which is roughly US\$2 at the time of writing).

Note that although buses can be recognised by their number, all text apart from the final destination is in Korean only, and bus drivers will often not speak English.

Photo: Pierre-Luc Auclair

Taxi



show to the driver.

Although most taxis use meters by default, make sure one is turned on when you board a cab.

Note that there is a nighttime surcharge, and that certain types of cabs are considered of "deluxe" class and will charge more (these are often black in colour).

Photo: ArrivalGuides

Post



Mailing things from Korea is generally cheap and efficient. The central post office is not far from the ferry terminal, but the one in Haeundae may be more convenient. Post boxes are usually red in colour.

Photo: Andy Fuchs
Address: 11 Jungdong 1-ro, Busan
Internet:
www.epost.go.kr/main/eng/Enpost_Introduction1.html

Health



Medical care is of very high standard in South Korea, but do bring along any prescription medication you know you may require during the

trip.

There is a good chance of seeing an English-speaking doctor at Pusan National University Hospital:

Photo: Gemma Garner

Address: 179 Gudeok-ro, Amidong 1(il)-ga, Seo-gu, Busan

Phone: +82 51 240 7000

Internet: www.pnuh.or.kr/pnuh/main/main.do?rbsIdx=1

Telephone



82 - South Korea country code
51 - Busan area code
followed by 6-8 digit local number

Photo: Jardson Almeida

Electricity



220V / 60Hz
European-style plugs

Photo: Stirling Tschan

Population

Metropolitan city: 3.3 million (2022)

Metro area: 7 million

Currency

South Korean won

1 USD ~ 1,180 KRW

Internet

www.busan.go.kr

www.visitbusan.net

Newspapers

Haps Korea Magazine — www.hapskorea.com

Emergency numbers

Ambulance & Fire: 119

Emergency medical information: 1339

Police: 112

Tourist information

Korea Travel Hotline

Tel: +82 2 1330 (Korean, English, Japanese, Chinese, Russian, Vietnamese, Thai, Malay)

Website: www.visitkorea.or.kr

Haeundae Tourist Information Center:

264 Haeundaehaebyeon-ro, U 1(il)-dong, Haeundae-gu, Busan

+82 51 749 5700

Mon–Fri 9am–6pm