Chapter 12

BUSAN

Updated by Chris Tharp













WELCOME TO BUSAN

TOP REASONS TO GO

- ★ Beaches galore: Blessed with miles of sand, Busan is Korea's city by the sea, the perfect place to stretch out and take a dip.
- ★ Ancient Buddhist temples:
 From the mountainside
 perch of Beomeosa to
 the seaside splendor of
 Yonggungsa, the city's
 tranquil temples will transport you to a distant past.
- ★ Sleek skyscrapers: For all of its history, Busan is the very definition of a 21st-century city, with gleaming high-rises dominating much of the skyline and offering eagle-eye views.

★ Amazing seafood:

Whether it's grilled clams, fresh squid, spicy octopus, or Korean-style sashimi, the ocean's bounty spills over into the city's markets and onto restaurant tables.

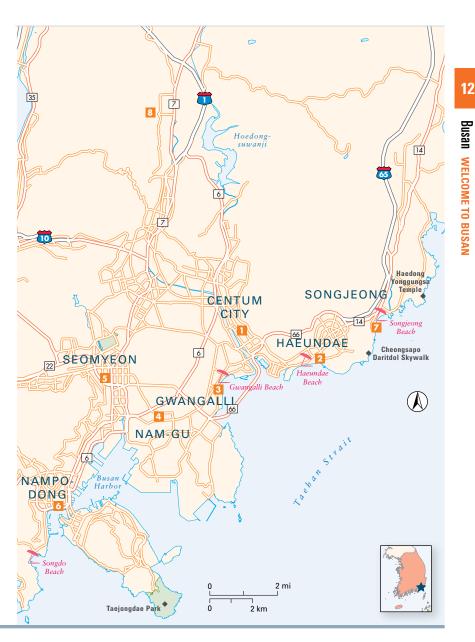
★ Bustling street markets:

Traditional markets make up the soul of Busan, delivering a magical concoction of sights, sounds, colors, and aromas.

★ A hiker's paradise: With mountains smack dab in the middle of town, Busan offers countless opportunities to hit the trails. Hemmed in by the Nakdong River on one side and the East Sea on the other, Busan is a city that snakes in and out of valleys and up the sides of mountains. Flat space is at a premium here, resulting in a stretchedout metropolis broken up into 15 districts known as gu, which are in turn subdivided into neighborhoods called dong.

- Centum City. Spend an afternoon shopping at Shinsegae, the world's largest department store, before taking in the architectural triumph of the Busan Cinema Center.
- 2 Haeundae. Known for Korea's most famous stretch of sand, this is the city's playground and also home of ultramodern high-rise cluster Marine City.
- Gwangalli. This beach strip of restaurants, cafes, and watering holes also affords a terrific view of the Gwangan Diamond Bridge, the city's most iconic landmark.

- 4 Nam-gu. This is where you can find the UN Memorial Cemetery.
- **5** Seomyeon. Busan's central business district is also a hotspot for hotels, great food, and pumping nightlife.
- Nampo-dong. This old harbor district is home to some of the city's best shopping streets, along with Jagalchi, the oldest fish market in Korea and beating heart of Busan.
- Z Songjeong. Kick back on the sand of one of Busan's least-crowded beaches, visit nearby Yonggungsa Temple, or order grilled seafood at the fishing village of Cheongsapo.
- 3 Elsewhere in Busan.
 Outside the main neighborhoods lie Beomeosa
 Temple, a cable car up
 Geumjeongsan mountain,
 an epic spa, and more.



After long lingering in the shadow of the capital, Busan is a city that has finally come into its own. With gorgeous beaches, hot springs, mountain scenery, and timeless temples, Busan offers a deep taste of Korea set in a thriving, modern urban landscape. Koreans have flocked to the city for sea and sun for decades, but now word has gotten out, and the rest of the world is catching on to its myriad charms.

Life in Busan moves at a more leisurely pace than that of frenetic Seoul. It's very much a beach town and the rhythms of the place reflect that. Still, the locals are known throughout Korea for their gruffness and fiery temperament, though underneath the salty demeanor usually beats a big, generous heart.

Christened "Dynamic Busan" by the tourist board, the city has seen a whirlwind of development in recent years, resulting in plenty of shiny glass and steel highrise buildings. The town has one foot firmly in the future, with the world's largest department store, a state-of-theart public transportation system, and the Busan International Film Festival, which every October delivers a dose of star-studded glamour to what was once a rough-and-tumble port town.

Despite all of these modern trappings, it's easy to see the remnants of Busan's history in the city's labyrinth of back alleys and side streets, as well as the serene Beomeosa temple, the vivid

murals of Gamcheon Cultural Village, and the UN Memorial Cemetery—a poignant reminder of South Korea's recent past.

<u>Planning</u>

Getting Here and Around

AIR

Busan is served by Gimhae International Airport, which sits on the flats of the river delta on the western edge of town. While Gimhae receives both international and domestic flights, travelers to South Korea most often enter the country through Seoul's Incheon Airport. From there it's easy to take a connecting flight to Gimhae.

CONTACTS Gimhae International Airport (**PUS**). ⋈ 108 Gonghangjinim-ro, Daejeo-dong, Gangseo-gu 🖹 051/1661–2626 www.airport.co.kr/qimhaeeng.

AIRPORT TRANSFERS

Gimhae International Airport is linked to the city by a metro line (#1,600 for transfers). Passengers can also ride an Airport Limousine Bus (#7,000). These leave every 40 minutes and stop at several major points in town, including Dongnae, Seomyeon, Centum City, Nampo-dong, and Haeundae. There is also a city bus (#307, #1,300) and of course, taxis, which run between #15,000 and #40,000, depending on the time of day and your destination.

CONTACTS Limousine Bus. ⋈ Busan ⊕ 051–972–7747 ⊕ www.busan-airport. com/bus.php.

BOAT

Being a port city, Busan is served by both domestic and international ferry service.

MS Ferry runs three boats a week to Jeju Island from the Busan Port International Passenger Terminal in Choryang-dong. It's a 12-hour ride and costs #100,000 per person, round trip. There is also ferry service to four Japanese cities: Fukuoka, Hitakatsu, Osaka, and Izuhara on nearby Tsushima Island. Routes were suspended during the height of COVID-19, so inquire to make sure the routes are open before making plans.

CONTACTS MS Ferry. ⊠ Busan 🕾 02/1661-9559 ⊕ msferry.haewoon.co.kr.

BUS

While South Korea is blessed with an extensive rail network, buses are also a practical and popular way to travel throughout the country. There are two major terminals in Busan: Nopo (north), Seobu (west), all offering extensive, daily intercity service.

PUBLIC TRANSPORT

Busan has a terrific public transportation system, which includes a comprehensive bus network and a world-class subway. City buses in Busan are blue, with both the route number and destination displayed in English and Korean. Most bus stops are also equipped with GPS digital reader boards that let you know how far out the approaching buses are, though it's rare to wait more than ten minutes. Stops are announced on board in both English and Korean. Buses can be a good way to get around town, but they also get extremely crowded during peak times and many of the drivers are notorious speed demons. The subway. on the other hand, is safe, efficient, and immaculate. Six lines serve the entire city, as well as outlying communities and suburbs. The stations are clean, well-lit, and numerous. The ticket machines offer English alongside Korean, and the signage in every station will always have English translations of Korean words. They also offer free Wi-Fi for all riders. Bus fare is ₩1,300 for adults, while the subway costs ₩1,500. Your best bet is to buy a metro card at any of the stations and just charge it up ₩10,000 or ₩20,000 at a time, since you'll receive a ₩100 discount each trip and will also be able to use it for transfers.

CONTACTS Busan Metro. ⋈ Busan 1544–5005 ⊕ www.humetro.busan.kr/ english/main.do.

TAXI AND RIDESHARE

Taxis are a great way to get around Busan. They're widely available and surprisingly affordable, and while drivers will know all the main neighborhoods and landmarks, it helps to have any addresses written out in Korean, since few speak English. There are two classes of taxis in town: the black cabs are premium taxis and will cost you a bit more than the run-of-the-mill silver cabs, though you usually only find these luxury cars at the airport. While you can easily hail a

taxi from the street or jump in a cab at a taxi stand, your best bet is to have your hotel or even the restaurant you're dining at arrange one for you. While rip-offs are rare, make sure your driver turns on the meter when you get in, as flat rates are only legally allowed when traveling between towns. Basic fare starts at ₩3,800 and all taxis are equipped with GPS navigation, so getting lost is pretty much unheard of. They also all accept credit cards, and tips are never expected. Rideshares such as Uber are unavailable in Busan, though Korea does have its own slightly similar version called Kakao T, which allows you book cabs as well as arrange designated drivers.

CONTACTS Deungdae Call. ⋈ Busan bstranspor03. **Kakao T.** ⋈ Busan ↔ Taxi app available for download in App Store.

TRAIN

South Korea enjoys a massive rail network that crisscrosses the whole of the country. Busan sits at its southeastern terminus. Busan Station is one of the biggest in the nation, with service to Seoul, Daegu, Daejeon, Gwangju and all points in between. From here you can catch the high-speed KTX, the ITX, or if you're not in a hurry, the Mugunghwa slow train.

Tickets may be purchased at the station, or through the Korail app on your smartphone. It's recommended you buy any tickets a few days ahead of time, since trains often sell out, especially on weekends and holidays.

CONTACTS Busan Station. ⋈ Jungang-daero. Chorvana 3(sam)-dona. Dona-au www.letskorail.com.

Beaches

Busan's beaches have long been the city's biggest draw, attracting visitors from all over the country. This is especially true during the summer, when hundreds of thousands of people descend onto the

sand in a guest to beat the heat, resulting in a sea of parasols and crowds of swimmers in the shallows bobbing up and down with each incoming wave. Busan's biggest and most famous beach is Haeundae, followed by Songjeong, Gwangalli, Songdo, and far-flung Dadaepo, nestled at the tip of the Nakdong River Delta. All of these warrant a visit any time of year, though you may find them most beautiful on a crisp winter day when other visitors are few and far between.

Hotels

There are two main types of accommodations in town: hotels and motels.

Busan's major hotels are clustered around the Haeundae and Gwangan beach neighborhoods and Seomyeon in the city center. There's also a hotel information desk at the airport, though advance reservations are advised during the busy months of July and August and during the film festival in October, when prices creep up.

Once considered slightly unsavory, Busan's motels have come a long way in recent years, offering modern, clean, and convenient lodging for much less than the price of a hotel. All come with comfortable beds, cable, free Wi-Fi, and often include large bathrooms with deep tubs. Most do not accept reservations, however

Other options include condo rentals and Airbnb, as well as boutique hotels, which have seen remarkable growth of late.

Hotel reviews have been shortened. For full information, visit Fodors.com.

What It Costs in Won

ŚŚ **DOUBLE ROOM FOR TWO PEOPLE**

under ₩100.000-₩100,000 ₩189.000

₩189 001-₩315.000

\$\$\$

over ₩315,000

\$\$\$\$

Nightlife

Busan is a holiday hot spot, which means people come here to let their hair down. resulting in a cornucopia of choices for drinking, dancing, and late-night adventures. Most bars, pubs, and clubs are concentrated near the beaches of Haeundae and Gwangalli, though Seomyeonthe city's downtown—is also a hopping destination for after-hours thrills. Whether vou enjoy sipping cocktails or craft beer, losing yourself in a thumping dance club, or spending an evening snacking on side dishes and drinking soju at a traditional tent known as a pojangmacha, Busan has nightlife options to match many different ages and tastes.

Restaurants

Busan is a food-lover's paradise, with seemingly endless dining options. From high-end *Hanu* beef barbecue to humble street stalls selling *tteokbokki* (rice cake smothered in sweet spicy sauce) and *odeng* (skewered fish cake), this is a very delicious city, and the sheer amount of eateries in any given neighborhood can be overwhelming. There are restaurants everywhere.

Seafood, of course, is king, with the raw fish centers of Jagalchi Market and Millak in Gwangalli offering the best options for fresh sashimi dispatched and served on the spot.

But there is more to the city's food scene than seafood. Inspired by social media and world travel, a lot of young Koreans have opened smaller restaurants and cafes that feature fun, creative takes on Western classics. And no trip to Busan is complete without a bowl of *dwaeji gukbab* (pork rice soup), the hearty rich soup that's become the city signature dish.

Restaurant reviews have been shortened. For full information, visit Fodors. com.

What It Costs in Won					
\$	\$\$	\$\$\$	\$\$\$\$		
AT DINNER					
under ₩12,500	₩12,500- ₩24,000	₩24,001- ₩38,000	over ₩38,000		

Tours

Busan puts its best face forward from the ocean's perspective, so there are few better ways to take in its grandeur than from onboard a boat. However, bus tours are also a good way for visitors to get an in-depth impression of what makes this city tick.

BOAT TOURS

Haeundae Cruise Boat

BOAT TOURS | This popular boat tour takes you out past Haeundae Beach, Dongbaek Island, the Gwangan Diamond Bridge, Igidae, and Oryukdo Islets. The whole cruise takes about 70 minutes.

■ 33-1 Dalmaji-gil 62beon-gil, Haeundae-gu
■ 02/1688–3353 ■ ₩22,000.

Tiffany 21

BOAT TOURS | This romantic boat tour offers a lunch and dinner cruise. The night cruise combines fine dining with terrific maritime views of the city. ⋈ 168 Marine city 1-ro, U 1(il)-dong © 051/743–2500 ⊕ www. tiffany21.co.kr ⋈ Cruise only: ₩35,000 / Cruise with dinner: ₩99,000 ♥ Closed Tues. M Dongbaek Station (Exit 1).

BUS TOUR

Busan City Tour

Bus Tours | Running every 40 to 50 minutes, this hop-on, hop-off double-decker bus tour follows three different loop routes around the city. Sights on the red line include the UN Memorial Cemetery and Gwangalli Beach; on the green line, Jagalchi and BIFF plaza; and on the blue line, Songjeong Beach and the Busan National Science Museum. There are also night tours and history theme tours. \boxtimes Busan Station, Jungang-daero, Choryang 3(sam)-dong, Dong-gu



Full of high rises, Centum City is Busan's shopping and cinema center.

≅ 051/464–9898 ⊕ www.citytourbusan. com ≅₩15,000 ⊗ Closed Mon. and Tues.

Visitor Information

There are visitor information kiosks at Gimhae Airport, Busan Station, and Haeundae Beach with information in English.

CONTACTS Busan Station Tourist Information Center. № 206 Jungang-daero,
Dong-gu 🕾 051/441–6565. Gimhae
Tourist Information Center. № 95 Guji-ro,
Busan 🕾 055/338–1330. Haeundae Tourist
Information Center. № 264 Haeundaehaebyeon-ro, U 1(iI)-dong, Haeundae-gu

© 051/749–5700.

When to Go

Busan is traditionally where the rest of South Korea comes to cool off during the scorching days of summer. This season kicks off in late July and continues through the end of August. During this time the beaches are busy and hotel rooms are at a premium. While it can be a fun time to visit, it also means big crowds and higher prices.

South Korea has four distinct seasons, with sizzling, humid summers and often brutally cold winters. Busan, however, enjoys one of the mildest climates in the country, making it enjoyable any time of year. That said, the city truly shines in the spring and fall, when the days are warm and nights cool. May and and October are ideal months to visit, though the first week of the latter coincides with the Busan International Film Festival, which means that hotel rooms can be pricey and scarce.

Centum City

With shimmering high-rises, two department stores, a sprawling convention complex, and the design marvel of the Busan Cinema Center, Centum City is where Busan shows off its ultra-modern face. This neighborhood is the centerpiece

for everything clean, new, and spiffy that the city has to offer, at times feeling more like Manhattan or central Shanghai than a thriving district in a once-gritty port town. Located on the subway line just a few minutes from the beaches of Haeundae and Gwangalli, Centum City an ideal place to anchor your stay in Busan, especially if shopping is your thing.



Busan Cinema Center

ARTS CENTER | Opened in 2011 as the official headquarters of the Busan International Film Festival (BIFF), this architectural award-winning complex not only houses editing rooms and scores of state-of-the-art cinemas, but also features the world's longest cantilever roof. Perhaps most impressive is the BIFF Archive, where you can check out any film screened in the festival's history and watch it on your own private viewer.

☑ 120, Suyeonggangbyeon-daero, Haeundae-gu 🖹 051/780-6000 ⊕ dureraum.org
☑ Free M Centum City (exit 12).

Busan Museum of Art

ART MUSEUM | Hosting exhibitions by modern Korean artists rather than big name international draw cards is exactly what makes the BOMA interesting. Recent Korean art and design has a distinct aesthetic and is, in many cases, politically influenced. The BOMA offers visitors insight into recent Korean history and political thought through the eyes of the peninsula's artists. Located close to Centrum City, it is well worth taking an hour or so to visit. ⋈ 58, Apec-Ro, U-dong, Haeundae-gu 1051/744-2602 art.busan.go.kr 17 Free Closed Mon.



The Party Centum

\$\$\$ | INTERNATIONAL | The Centum branch of this popular chain just may be the nicest in town. The Party manages

to elevate the notion of the buffet by guaranteeing a wide range of delectable, freshly prepared dishes with a dash of class. **Known for:** cleanliness; Korean favorites, sushi, pizza, and steak; stylish decor. § Average main: \\$37,000 \simeq 79 Centumjungang-ro, Haeundae-gu \@ 051/711-7770 \@ www.gotheparty.com \@ Centum City (exit 6).

Shinsegae Centum City Food Hall

\$ | INTERNATIONAL | If you're shopping in the area, this is a solid place to sit down and grab a bite. The Food Hall offers a good range of options: there are 10 outlets serving Japanese dishes such as cold soba noodles and donburi and Korean favorites like bibimbap and cold noodles. Known for: open until 10 pm; international fare; convenience. § Average main: ¥12,000 \(\text{M} \) B1 Shinsegae, Centum City Branch, 35, Centum nam-daero, Haeundae-gu \$\frac{10}{2}\$ 051/1588–1234 \$\text{ www. shinsegae.com/english }\(\text{ Centum City (exit 10)}. \)

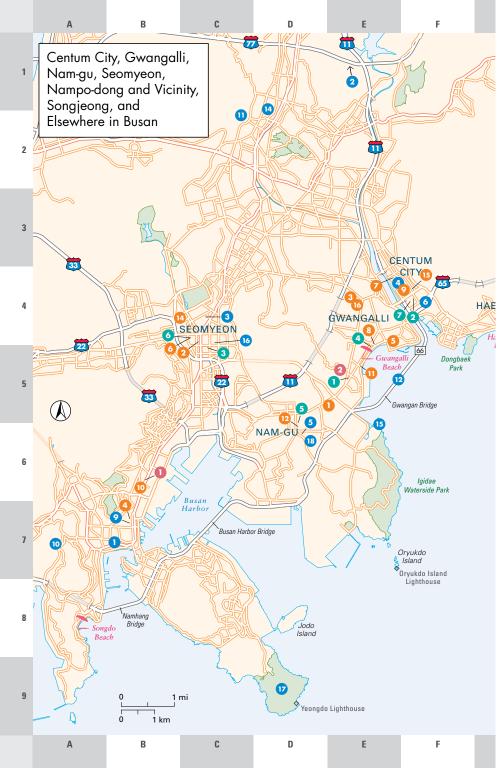
Woojung Dolsot Bibimbap

\$ | KOREAN | This chain specializes in myriad varieties of bibimbap, Korea's healthy mixed-rice dish that has become synonymous with the country's cuisine. For the full experience, make sure to order the dolsot bibimbap, which comes sizzling in a hot stone pot. Known for: quick service; different toppings; dolsot bibimbap. \$\frac{1}{2}\$ Average main: \$\frac{1}{2}\$,000 \$\to 9\$ Centumdong-ro, Haeundae-gu \$\frac{1}{2}\$ 051/740–0032 \$\to\$ Centum City (exit 2).



Haeundae Centum Hotel

\$\$ | HOTEL | The Haeundae Centum is the largest hotel in the area and given its proximity to BEXCO (Busan's major convention center), it's a natural choice for business travelers (and the atmosphere reflects this). Pros: English is spoken; close to Shinsegae and BEXCO; access to in-room cooking and laundry facilities. Cons: generic rooms; corporate



Hotels



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	C:_L_	_
1	Sights	V 17 1
2	BIFF Square B	
3	Beomeosa E Bujeon Market C	
4	Busan Cinema Center E	
5	Busan Museum D	
6	Busan Museum of Art	5
7	Cheongsapo Daritdol	7
8	Skywalk H Cheongsapo Village H	
9	40 Steps B	
10	Gamcheon	
	Cultural Village A	
11	Geumgang Cable CarC	:2
12	Gwangan Diamond Bridge E	5
13	Haedong Yonggungsa Temple	13
14	Heoshimcheong Spa D)1
15	Igidae Coastal Trail E	6
16	Jeonpo Cafe StreetC	4
17	Taejongdae Park D	9
18	UN Memorial Cemetery D)6
	Restaurants	•
1	Deohada	15
2	Gijang Sonkalguksu C	-
3	Gugine	
	Nakji-bokkeum E	
4	Hon Chamchi B	7
5	Millak Raw Fish Town E	4
6	MugunghwaC	4
7	The Party Centum E	4
8	Seorae E	4
9	Shinsegae Centum City Food Hall	4
10	Sinbalwon B	6
11	SOL Taphouse E	5
12	Ssangdoongi Dwaeji Gukbap D)6
13	Turmbräul	13
14	Waeshik II Beonga B	4
15	Woojung Dolsot Bibimbap	4
16	Woosung Samgyetang E	4
	Quick Bites	▼
1	Brown Hands Coffee B	6
2	Present Coffee &	
	Book Store	5

feel; far from the beach. **⑤** Rooms from: ₩120,000 ⋈ 20, Centum 3-ro, U-dong, Haeundae-gu ⓒ 051/720–9000 ⊕ www. ecentumhotel.com ⋈ 543 rooms ⋈ No Meals M Centum City (exit 1).

Premier Hotel Centum

\$\$ | HOTEL | Just a three-minute walk from the subway station, this hotel offers not only a prime location, but also maximum bang for your buck. Pros: close to shopping and subway; convenience store on the first floor; clean, comfortable rooms with city views. Cons: rooms are a bit small; breakfast buffet options are limited; coffee shop doesn't open until 10 am. ⑤ Rooms from: ₩154,000 ⋈ 17 Centum 1-ro, Haeundae-gu ⋈ 051/755–9000 ⋈ premierhotel.co.kr ⋈ 625 rooms ⋈ No Meals ⋈ Centum City (exit 13).



Shinsegae Centum City

DEPARTMENT STORE | In 2009, Shinsegae lifted the title of world's largest department store from Macy's in New York. At 3.16 million square feet, this mammoth store has a year-round ice-skating rink, a natural hot-springs resort, and the usual international brands like GAP and Nike. There are also 60 luxury boutiques, with brands including Hermes, Chanel, and Louis Vuitton. Visit the 9th-floor roof garden for fresh air and impressive city views. ⋈ 35, Centumnam-daero, Haeundae-gu 1051/1588−1234 www. shinsegae.com 1051/1588−1234 www. shinsegae.com 1051/1588−1234 www. shinsegae.com 1051/1588−1234 www. shinsegae.com 1051/1588−1234 www.



★ Spaland Shinsegae, Centum City

SPAS | With 22 different spas and water sourced from two separate natural hot springs, Spaland is a wonderful introduction to Korean spa culture if you're not familiar with it already. The system is simple and all essential information is displayed in English. Upon entering you will be given a locker key and a "bathrobe" similar to a set of pajamas to

wear outside of the baths. For the spas themselves, simply strip off, shower, jump in, and relax. Weekdays are ideal; not only will you save a bit on admission, but it will be much less crowded. ⋈ Shinsegae Centum City 1F-3F, 35 Centumnam-daero, Haeundae-gu ⊕ 051/745–2900 ⊕ www.shinsegae.com/english ⋈ ₩17,000 weekdays, ₩20,000 weekends and holidays ⋈ Centum City (exit 12).

Haeundae

Packed with restaurants, hotels, bars, and Korea's most famous stretch of sand, Haeundae is where the fun goes down. Koreans flock here in the height of the summer, transforming the surroundings into the nation's biggest beach party. It's a raucous good time, with live music, dancing, fried chicken, and cold beer flowing freely. That said, Haeundae is about much more than surf and celebration. The greater district is also home to hundreds of thousands of residents who live and work here full time, though you may notice from the number of gleaming high-rises and flashy cars that this is also the part of town where serious money resides. Whatever time of year you choose to visit, Haeundae is the ideal place to base your stay in Busan. Not only is it home to a treasure trove of sights, but it's also conveniently served by the subway, which allows you to shoot over any other part of the city quickly and easily.



The Bay 101

MARINA/PIER | This trendy yacht club complex features two restaurants, a store, a couple of cafes, and event spaces for rent. It's a great spot to kick back for an afternoon. ⋈ 52, Dongbaek-ro, U-dong, Haeundae-gu 🕾 051/726–8888 ⊕ eng. thebay101.com M Dongbaek (exit 1).



Haeundae Beach is South Korea's most popular stretch of white sand.

Dongbaek Island

ISLAND | With gorgeous views of the ocean and the Gwangan Diamond Bridge, Dongbaek offers a tranquil refuge among the camellias and pine trees and is a great place to stretch your legs on a stroll. The highlight of the island is the Nurimaru APEC House, which hosted world leaders for its big regional conference back in 2005.

116, Dongbaek-ro, U-dong, Haeundae-gu ■ Dongbaek (exit 1).

Haeundae LCT The Sharp

OBSERVATORY | Marvel at sweeping views from the observatory at the top of this 1,352-foot landmark tower, the second-tallest building in Korea. On clear days you can see the distinct rise of Japan's Tsushima Island in the distance.

☑ 1058-2 Jung-1(il)dong, Haeundae-gu

⊕ busanxthesky.com ☑ ₩27,000 № Haeundae (exit 1).

SEA LIFE Busan Aquarium

AQUARIUM | FAMILY | Located in the middle of Haeundae Beach and home to 250 species and some 35,000 varieties of

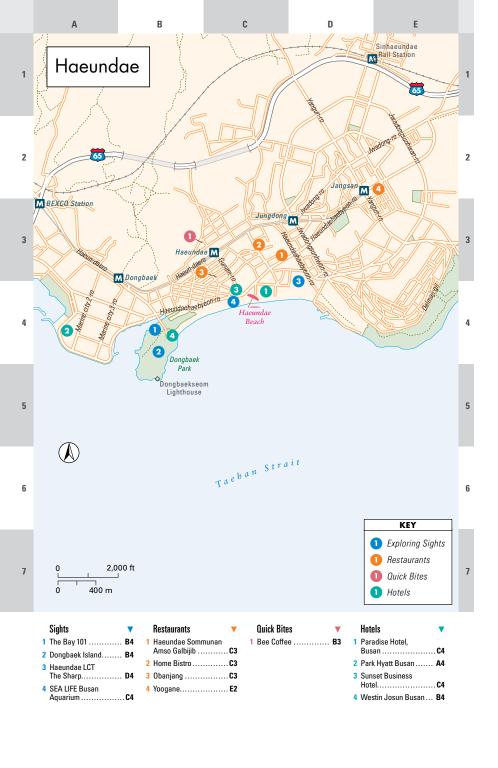
fish, algae, amphibians, and reptiles (the sharks and penguins are perennial favorites), Busan Aquarium is one of city's most popular family attractions and arguably the best aquarium in the country. Though the aquarium is huge and spread out over three floors, it still can get crowded during peak times. The modern displays are designed with an eye toward education and entertainment.

266, Haeundaehaebyeon-ro, Haeundae-gu 51/740−1700 www.busanaquarium.com 15/1740−1700 Haeundae (exit 1).



★ Haeundae Beach

BEACH | This 1.5-km (.9 mile) expanse of white sand is the most popular in the country, which means there are parasols as far as the eye can see during the busiest weeks of the summer. Still, the beach is home to events year-round, including the Polar Bear Swim and the Jeongwol Daeborum Fire Festival in the winter; it also plays partial host to the



it's guaranteed to please carnivores without decimating their wallets. **Known for:** egg and kimchi sides; cool, homey feel; samgeopsal (pork belly) grilled on table tops. **⑤** Average main: ₩12,000 ⋈ 20 Gunam-ro 24beon-gil, U-dong ⓒ 051/747–8085 M Haeundae Station (Exit 4). **Yoogane**

With fresh cuts of both beef and pork,

★ Haeundae Sommunan Amso Galbijib

Busan International Film Festival in Octo-

ber. Whatever the season, this gorgeous inner-city beach is a destination unto

itself and, for most Koreans, is synony-

mous with "Busan." Amenities: food and

toilets. Best for: sunrise; swimming; walk-

ing. ⊠ 264 Haeundaehaebyeon-ro, Jungdong, Haeundae-qu 🕾 051/749–4000

drink; lifequards; fee parking; showers;

\$\$\$\$ | KOREAN BARBECUE | Opened in 1964 and known for its premium cuts of Korean hanwoo beef, this upscale barbecue restaurant is regarded as one of the finest in the city. The traditional u-shaped hanok building it calls home adds to its deep charm. Just make sure to bring a mighty credit card, or plenty of cash. Known for: traditional decor; gamja-guksu (potato noodles); high quality beef. Average main: ₩50,000 ⋈ 32-10 Jungdong 2-ro 10beon-gil, Haeundae-gu 051/746-0033 ℃ Closed Seollal (Lunar New Year's Day) & Chuseok (Korean Thanksgiving Day) holidays.

Home Bistro

\$\$ | VEGETARIAN | Situated on a back street in an old house, this hip, cozy space not only serves up a friendly atmosphere, but also the best vegan food in town. There is also a terrific selection of wine, beer, and cocktails, as well as live music on Saturday nights. Known for: great vegan dishes; beer and wine; nice English-speaking staff. ⑤ Average main: ₩15,000 ⋈ 5 Jungdong 2-ro 26beon-gil, Haeundae-gu வ010/7623–1137 ⊚ facebook.com/HomeBistroandCafe M Haeundae Station (Exit 1).

Obanjang

\$ | KOREAN BARBECUE | Stroll down the up-and-coming cafe street behind the old Haeundae Station to find this popular barbecue joint that will make you feel as if you're sipping soju in a Korean drama.

\$\$ | KOREAN | This chain is the go-to for dalk galbi (marinated boneless chicken), an often spicy stir-fried dish that seems to always hit the spot. Make sure to add rice and cheese to really elevate your meal into next-level goodness. Known for: spicy chicken; cheese fried rice; lively atmosphere. ⑤ Average main: ₩12,500 ⋈ 814 Haeun-daero, Jung-dong, Haeundae-gu ∰ yoogane.co.kr M Jangsan Station (exit 1).

Coffee and Quick Bites

Bee Coffee

\$ | DESSERTS | Situated on the newly developed cafe street behind the old Haeundae Station, this charming coffee-house offers up an array of coffee and tea drinks, along with tasty desserts. Enjoy them on either of the cafe's two floors or its small outdoor balcony. Known for: open in the morning, unlike many other Korean coffeehouses; signature honey bee latte; outdoor seating.

#10,000 ≥ 27-37 Udong 1-ro, 20beon-gil, Haeundae-gu 6051/817-1112 Haeundae (exit 2).



★ Paradise Hotel, Busan

\$\$\$\$ | HOTEL | Thanks to its Haeundae Beach location, the Paradise Hotel has unrivalled sea views and a resort-like vibe, especially during the summer months. Pros: soothing decor; right on the beachside; on-site casino, restaurants, pool, and cafe. Cons: far from city center; not the best value; Internet costs extra. § Rooms from: \\$550,000 \square 296

Haeundaehaebyeon-ro, Jung-dong, Haeundae-gu 🕾 051/742–2121 ⊕ busanparadisehotel.co.kr 🗫 258 rooms 🍽 No Meals M Haeundae (exit 3).

🛨 Park Hyatt Busan

\$\$\$\$ | HOTEL | Located in Busan's Marine City, this gleaming, 33-floor tower with sleek interiors and sea views has brand signatures like crisp, streamlined rooms. rainfall showers, and one-touch mood lighting. Pros: on-site gourmet dining, indoor pool, and spa; stellar service: views for days. Cons: a bit far from the beach; 45 minutes from the airport and 30 minutes from the train station: not in the city center. \$ Rooms from: ₩620,000 \sim 51, Marine City 1-ro, U-dong, Haeundae-qu 🕾 051/990-1234 🏶 hvatt. com/en-US/hotel/south-korea/park-hyattbusan/busph ≈ 269 rooms No Meals M Dongbaek (exit 3).

Sunset Business Hotel

\$\$ | HOTEL | Don't let the name fool you—just a stone's throw from Haeundae Beach and most of the city's luxury accommodations, the Sunset is much more than just a business hotel. Pros: excellent value and location; friendly English-speaking staff; on-site restaurant. Cons: busy area, can be noisy at night; weak coffee at the breakfast buffet; views may be blocked by ongoing construction projects. ⑤ Rooms from: ₩160,000 ⋈ 46, Gunam-ro, Jung-dong, Haeundae-gu ⓑ 051/730-9900 ⊕ www. sunsethotel.co.kr ➪ 72 rooms No Meals M Haeundae (exit 5).

★ Westin Josun Busan

\$\$\$\$ | HOTEL | Located at the end of Haeundae Beach, near the entrance to Dongbaek Island's peaceful Nurimaru Park, this may well be one of the best situated hotels in the city. **Pros:** sea views; on the airport shuttle bus route; great beachside location. **Cons:** building is a bit old; vibe here is more business than pleasure; breakfast is a little pricey. ⑤ Rooms from: ₩300,000 ⋈ 67, Dongbaek-ro, U-dong, Haeundae-gu ⋒ 051/749-7000 ⊕ www. marriott.com ➡ 290 rooms ♥ No Meals
■ Dongbaek (exit 1).



Abnormal Taphouse and Cantina

BREWPUBS | Located on the first floor of the Pale de CZ building on Haeundae Beach, this laid-back bar features 12 craft brews from San Diego's Abnormal Beer Co. as well as West Coast–style tacos. Grab an outdoor table, sip a pint, and watch the evening unfurl. ⋈ 24 Haeundaehaebyeon-ro, Haeundae-gu 🖹 010/7544–8830 ⊕ www.facebook.com/AbnormalTaphouseAndCantinaHaeundae ⊕ Closed Sun. and Mon. Me Haeundae (exit 3).

Attic

cocktail Lounges | Accessed by a small door and narrow staircase leading up into an actual attic, this intimate bar specializes in single malt whiskies and vibrant cocktails, bringing a nice touch of old-school sophistication to the neighborhood. ⋈ 1394-35, Jung-dong, 2nd fl., Haeundae-gu 1051/731-7445 instagram.com/attic_haeundae Haeundae (exit 1).

Cocky Pub

The Wolfhound

PUBS | Busan locals, expats, and visitors come here for a glass of Guinness and typical Irish fare—think fish and chips, bangers and mash, and shepherd's pie. They also have a good selection of

Americana bar food as well. The friendly Canadian owner and his great staff will make you feel right at home. ⋈ 2nd Floor, 1391-30 Jung-dong, Haeundae-gu ⊕ 051/746–7913 ⊕ www.facebook.com/wolfhound.busan M Haeundae (exit 5).

Shopping

Busan Haeundae Traditional Market

MARKET | Situated in an alley right off the main Haeundae drag, this popular street market sells fresh fruit, vegetables, meat, and seafood, along with some traditional Korea items. It's most famous for its restaurants and food stalls featuring clams, squid, eel, and all other manner of sea life, along with Korean fried chicken and mountains of breaded and deep-fried snacks known as twigim.

☑ 22-1, Gunam-ro 41beon-gil, Haeundae-gu ☎ 051/746–3001 ⊕ tour.busan. go.kr ⋒ Haeundae (exit 3).

E-Mart

SUPERMARKET | This 24-hour Korean supermarket chain has branches all over Korea and carries cheap cosmetics and just about anything else that you could possibly want at two in the morning. They claim to stock more than 30,000 products, including handy travel essentials like adapters and suitcases. ⋈ 1747 Jung-dong, Haeundae-gu ⋈ 051/608−1234 www.emart.com Jung-dong (exit 7).

Activities

Haeundae Sky Capsule

TRAIN TOURS | Connecting Mipo Harbor at the far end of the beach with Cheongsapo fishing village, these private elevated rail cars run along a 2-km (1.24-mile) stretch of scenic coastline that, if you'd rather get some exercise, can be walked in the 30 minutes it takes to get from station to station. Or, for a fraction of the cost, you can take the much bigger tourist train that runs the same route. That said, the Sky Capsule is a very romantic

way to take in the views that this pleasant shoreline has to offer. ⋈ 13 Dalmaji-gil 62beon-gil, Haeundae-gu 🕾 051/701–5548 ⊕ www.bluelinepark.com/eng/skyCapsuleCourse.do 🖾 ₩30,000 for two people 🖪 Jung-dong (exit 7).

Gwangalli

Once primarily a residential area that just happened to be next to a great beach, Gwangalli has come up in recent years, stealing some of the thunder from the city's more famous neighborhoods. With sand, surf, and an unrivaled seaside promenade featuring countless eateries, cafes, and bars, it's no wonder that this has become one of Busan's premier destinations for locals and visitors alike.



Gwangan Diamond Bridge

BRIDGE | Busan's most iconic landmark is this suspension bridge, an architectural marvel spanning from Haeundae district to Suyeong district. At 7,420 meters (4.6 miles) long, it's the second longest bridge in South Korea. The best spot to get a glimpse is from Gwangalli Beach just across the water. ⋈ Suyeong-gu ⊕ 051/780–0077 ⊕ gwanganbridge.bisco. or.kr.



Gwangalli Beach

BEACH | Even though it attracts fewer tourists and more locals than the neighboring Haeundae Beach, the sands here are equally beautiful and the views much better, especially with the Gwangan Diamond Bridge spanning the bay. The area is packed with cafés and bars overlooking the water, so it's an excellent place for a sunset or late night stroll. Amenities: food and drink; lifeguards; showers; toilets; water sports. Best for: partiers; sunrise; surfing; swimming; walking;



Gwangalli Beach is packed with waterfront cafés and bars.

windsurfing. ⊠ 219, Gwanganhaebyeon-ro, Suyeong-gu 🕾 051/622–4251 ☑ Free 🏿 Gwangan.



Gugine Nakji-bokkeum

\$ | KOREAN | This perpetually busy restaurant been serving up nakii-bokkum (long-legged octopus) to Busanites for a handful of years now, and has guickly earned a reputation as one of the best ioints in town. Customers can choose between three levels of heat (spicy, medium, or mild), as well as add favorites such as saewoo (shrimp), or for more adventurous eaters, gopchang (pork intestines) to the mix. Known for: selfserve side dish bar: generous portions: convenient location next to subway hub. \$ Average main: ₩9,000 \square 410, Yeonsu-ro, Gwangan-dong, Busan M Suyeong Station (exit 4).

Millak Raw Fish Town

\$\$\$ | SEAFOOD | Looming on the far north end of the beach, this complex is

dedicated to the glory of seafood prepared in its freshest form. The first floor is a cavalcade of tanks manned by strong women who will net the sea creatures you desire and dispatch them on the spot; you're then sent to a restaurant upstairs, where everything is served sliced up on a table, along with classic Korean side dishes and maeuntang, a peppery soup made from the bones and heads. **Known for:** seafood tanks; beer and soju; fresh sashimi. **⑤** Average main: ₩25,000 ⋈ 1, Millaksubyeon-ro, Gwangan-dong, Suyeong-gu ⋒ 051/754–4564 ⋒ Gwangan (exit 3).

Seorae

\$\$ | KOREAN BARBECUE | The Gwangalli branch of this popular barbecue chain sits a stone's throw from the beach and is always hopping. Seorae promises 500g (1.1 pounds) galmaegisal (pork skirt meat) for prices starting at ₩15,000, guaranteeing a steady crowd of young locals. Known for: festive atmosphere; value; great location. ⑤ Average main:

₩15,000 ⊠ Gwangan 2-dong, Suyeong-gu 15 051/755–2692 M Gwangan (exit 5).

SOL Taphouse

\$ | PIZZA | New York-style slices and pies are served with a sweeping view of the beach and the Gwangan Diamond Bridge at SOL. Easily the best pizza in town, it comes with a whole slew of craft beers on tap to boot. **Known for:** great selection of craft beers; terrific ocean view; Margherita and White Pie pizzas.

**Average main: #*12,000

Gwanganhaebyeon-ro, 153, Gwangan-dong, 4th fl., Suyeong-gu 051/757-4278

facebook.com/soltaphouse
Geomyeonsan (exit 1).

Woosung Samgyetang

\$\$ | KOREAN | This Busan institution is one of the best places in town to satisfy your craving for samgyetang (chicken ginseng soup). The broth is so clean tasting that it's almost medicinal, and the whole rice-stuffed chicken in your bowl is fall-off-the-bone tender. Known for: amazing broth; ginseng liquor; chicken ginseng soup.

\$\mathbb{S}\$ Average main: \mathbb{15},000 \subseteq 68, Gwangseo-ro, 10beon-gil, Gwangan dong, Suyeong-gu \mathbb{G} 051/751-2984

\$\mathbb{S}\$ Suyeong (exit 3).

Coffee and Quick Bites

Present Coffee & Book Store

\$ | DESSERTS | Situated on the flank of Geumnyeonsan mountain with commanding views of the city, this three-story coffeehouse has a classic feel, with chill music, brick walls, and scrumptious baked goods. **Known for:** quiet reading nook; coffee and scones; city views. **⑤** Average main: ₩10,000 ⋈ 31, Hwangnyeongsan-ro, Namcheon-dong, Suyeong-gu ⋈ 070/7863–5066 M Geumyeonsan (exit 6).



Benikea Hotel Press

\$ | HOTEL | This smaller hotel has more of a boutique feel to it than Busan's other mid-range options. **Pros:** decent-sized rooms; flat screen TVs; close to subway and nightlife. **Cons:** a bit far from the beach; a dearth of hotel facilities; not on the airport limousine bus route. **⑤** Rooms from: **﴿**70,000 ⋈ 21, Gwangnam-ro, Gwangan-dong, Suyeong-gu ⓒ 051/611–0003 ⋈ 30 rooms **⑥** No Meals ⋈ Namcheon (exit 3).

Hotel Aqua Palace



Bar Di Lan

WINE BARS | Helmed by a couple from New York City, this quiet, elegant bar boasts a deep wine list, as well great cocktails and top-shelf whiskies. They also serve proper European-style dishes, bringing a touch of Lisbon and Rome to the back streets of Busan. ⋈ 31-1, Namcheonbada-ro, Gwangan-dong, Suyeong-gu 🖹 010/3319–8520 ⊕ instagram. com/bar_di.lan M Geomyeonsan (exit 1).

Gorilla Brewing

BREWPUBS | Located in a massive second-story space just a couple of blocks from the beach, Gorilla has the most comprehensive selection of craft beers in the city, featuring their own great brews, along with loads of revolving guest taps. The atmosphere is laid back, the music always chill, and their Western-style barbecue menu never fails to hit the spot. $\boxtimes 25$, Gwangnam-ro,



Bujeon Market is known for its fresh seafood and lively atmosphere.

Gwangan-dong, Suyeong-gu ☎ 051/724–6258 ⊕ gorillabrewingcompany.com

■ Gwangan (exit 5).

★ HQ Gwangan

BARS | Appropriately named, this rollicking Western bar is indeed the headquarters for expat nightlife in Busan, though it also attracts a significant Korean clientele. With quality drinks, live music, amazingly good pub grub, and a million-dollar view of the Gwangan Diamond Bridge, HQ is always a hoot. It's also the best place in town to watch sports, and the staff and owners are as friendly as it gets. ≥ 237, Gwanganhaebyeon-ro, Gwangan-dong, Suyeong-gu

About a 10-minute walk from the subway down to the beach road, then take a left. @ 070/4419-1213 ⊕ facebook.com/hg.bar.5 M Gwangan (exit 3).



Crazy Surfers Gwangalli

STAND UP PADDLEBOARDING | While not known for its big breaks, Gwangalli does

attract a smattering of wave riders, and this school specializes in both surfing and stand up paddleboard (SUP). From May to September they offer a weekend sunset SUP session that goes all the way to the Gwangalli Bridge and back, providing an ideal way to watch the day melt into evening. Lessons are available in English.

☑ Gwangan-ro, 48 Beongil,29, Gwangan-dong, Suyeong-gu 🖹 010/4033–9804

☑ From ₩25,000 ♥ Closed Nov.-Mar.

☑ Gwangan (exit 5).

Nam-gu

While most visitors come here to pay their respects at the UN Memorial Cemetery, there is more to the area than this solemn site. With arts and culture, great restaurants, two major universities, spirited nightlife, as well as some of the most rugged natural splendor the city has to offer, Nam-gu has something for everyone.



Busan Museum

HISTORY MUSEUM | Though it has a reputation for being slightly old-fashioned, the Busan Museum is ground zero for the art, culture, and history of Busan. Casual visitors may not be too interested in the first-floor galleries, but the second floor is fascinating. Here you'll find detailed explanation of the recent history of Busan and Korea, the Korean War, and the relationship between Japan and Korea. The video installations are all in Korean but the rest of the texts are in English. ⋈ 63, UN Pyeonghwa-ro, Namgu 6051/610-7111 museum.busan. qo.kr ≤ Free Daeyeon (exit 3).

Igidae Coastal Trail

TRAIL | Affording some of the most breathtaking vistas in the city, this 2.9 mile-long path winds along through pine forests, rugged beaches, and up and over the kind of rocky outcroppings that define the Korean coast. Though it's just a stone's throw from the sometimes claustrophobic crush of the city, you'll feel as if you've stepped into an unspoiled world. Igidae is the perfect place to move your muscles and and clear your head while taking in views of the Gwangan Diamond Bridge, Dongbaek Island, and the azure stretch of the East Sea. M 105-20 laidaeaonawon-ro, Yongho 3(sam)-dong, Nam-gu, Nam-gu 🖼 Free 🖪 Kyungsung-Pukyong University (exit 1).

★ UN Memorial Cemetery

CEMETERY | A visit here serves as a reminder of Korea's recent past and the continuing state of political affairs on the peninsula. During the Korean war, almost 41,000 UN soldiers lost their lives; and approximately 2,300 people, from eleven nations, are interred here. While all of the fallen from the USA and seven other countries have been repatriated, the flags of the twenty-one nations that participated fly over the cemetery today. ⋈ 93, UN

Pyeonghwa-Ro, Nam-gu 🗃 051/625– 0625 ⊕ www.unmck.or.kr 🔁 Free M Daeyeon (exit 3).



Deohada

\$\$ | KOREAN BARBECUE | This booming barbecue joint near Kyungsung and Pukyong universities offers amazing bang for your buck. The restaurant specializes in thick cuts of water-aged samgyeopsal (pork belly) at low prices. Known for: convenient location close to subway; university crowd; great value.

13,000 ⋈ Yongso-ro, 7, beon-gil, 53-6, Nam-gu 1051/612–8283 M Kyungsung/Pukyong University (exit 1).

Ssangdoongi Dwaeji Gukbap

\$ | KOREAN | Nothing says "Busan" more than its signature dish of dwaeji gukbap (pork rice soup), and Ssangdoongi is one of the most popular places in town. Warm your insides with pure savory goodness at this institution, but be prepared to wait, as there is often a line. Known for: great kimchi; rich broth; fun atmosphere.

Average main: **#8,500 35-1 UN pyeonghwa-ro, Nam-gu** 051/628–7020

Daeyeon (exit 3).



Le Idea Hotel

\$ | HOTEL | Just a five-minute walk from the UN Memorial Cemetery, this hotel offers nice, comfortable rooms for a very good price. Pros: many rooms have decent city views; walk-in shower and bidet; free Wi-Fi. Cons: no extra beds; a bit far from the city center; limited English spoken. \$\mathbb{S} Rooms from: \mathbb{\pi}50,000 \to 35, UN pyeonghwa-ro, Daeyeondong, Nam-gu \mathbb{\pi}051/611-6642 \mathbb{\pi} idea. busan-hotel.com \mathbb{\pi} 52 rooms \mathbb{M} Daeyeon (exit 3).



BIFF Square, the main venue for the Busan International Film Festival, is filled with shopping and food stalls.



Galmegi Brewing KSU

01' 55

LIVE MUSIC | With cold beer, strong cocktails, wood-fired pizza, and a whole wall of classic vinyl, this friendly basement bar has been a center of the Busan music scene since 2006. The Canadian owner books live music several nights a week, running the gamut from rock,

blues, jazz, indie, reggae, to hip-hop, and more.

Daeyon-dong 60-4, Yongsoro 19 St. #26, Nam-gu
Www.facebook. com/liveatOL55
Kyungsung/Pukyong Univeristy (exit 1).



Busan Cultural Center

ARTS CENTERS | FAMILY | Home to three metropolitan orchestras, two choruses, as well as a dance and a theater troupe, this massive, four-venue complex is the undisputed headquarters for region's arts and performance scene. In addition to regular shows from the house companies, the center also hosts touring musical theater and opera performances.

■ UN pyeonghwa-ro 76, beon-gil, Daeyon-dong, Nam-gu ● 051/607-6000 ● bscc.or.kr/eng ● Admission varies by performance ■ Daeyon (exit 5).

Seomyeon

As Busan's bustling core and de facto downtown, Seomyeon plays the role of central business district by day and party hotspot by night. The streets surrounding the Lotte Hotel are famous for their pojangmacha—wheeled carts that turn into raucous drinking tents after the sun goes down—while the maze of alleys near Judie's Taewah Department Store draws young people from all over the city with its promise of music, food, and booze-fueled revelry. The adjacent neighborhoods also offer a cornucopia of pursuits, from the hipster delights of Jeonpo Cafe Street to the seemingly endless sights, sounds, and smells of Bujeon Market, the city's largest traditional center of commerce.



★ Bujeon Market

MARKET | Just a short stroll from central Seomyeon is one of Busan's great treasures: Bujeon Market. This sprawling complex is the largest in the city, a dizzying, full-force blast to the senses that reminds you just how exciting Korea can be. Whether you're in the mood for seafood, kimchi, fresh fruit, chili powder, dried squid, veggies, or live turtles, Bujeon has it all, along with a festive, frenetic atmosphere that's sure to get your blood pumping and mouth watering. You don't even have to buy anything: the market is worth a visit just for the experience alone, though you'd be foolish not to snack at one of the many food stalls. ⋈ 23, Jungang-daero, 783 beon-gil, Bujeon-dong, Busanjin-gu M Bujeon, (exit 1).

Jeonpo Cafe Street

NEIGHBORHOOD | Situated in the quieter Jeonpo neighborhood, this hip district hosts numerous cafes, dessert joints, specialty restaurants, and small bars. Once home to industrial machine shops,

young entrepreneurs began to move in around 2009, taking advantage of the stylish spaces and cheap rents. Since then the area has really taken off, especially after a high-profile mention in *The New York Times*. The main street has since become dominated by corporate brands (think Starbucks), while the funky, little cafes and eateries have largely moved to the fringes of the neighborhood, so don't be afraid to walk a little bit extra in search of that perfect cappuccino, craft beer, or slice of cake.

26, Jeonpo-daero 199 beon-gil, Munhyeon-dong, Busanjin-gu Meon-dong (exit 7).

Restaurants

Gijang Sonkalguksu

\$ | KOREAN | Located off a side street in Seomyeon Market, this is one of the most famous *kalguksu* (knife cut noodles) joints in the city. The broth is savory and clean, and the noodles are all made the old-school way: by hand. **Known for:** value; lively market location; hand-made noodles. § Average main: \(\mathbf{#}5,000 \omega 56, Seomyeon-ro, Bujeon-dong, Busanjin-gu \omega 051/806-6823 \omega Seomyeon (exit 2).

Mugunghwa

\$\$\$\$ | KOREAN | Perched on the 43rd floor of the Lotte Hotel, the Mugunghwa offers lucky diners sweeping views of the city and the distant hills. This elegant restaurant has five private rooms (for four to fifteen diners) in addition to its light, spacious main room. Known for: upscale ambience and views; galbi (grilled short ribs); Korean liquors. ⑤ Average main: ₩40,000 ⋈ Lotte Hotel, 772, Gaya-Daero, Bujeon-dong, 43rd fl., Busanjin-gu ⋒ 051/810-6330 ⊕ www.lottehotel.com/busan-hotel/en/dining/restaurant-mu-qunghwa.html ⋒ Seomyeon (exit 7).

Waeshik II Beonga

\$\$\$ | KOREAN BARBECUE | The Seomyeon branch of this popular beef *galbi* (rib meat) barbecue chain is both elegant



Gamcheon Cultural Village is a warren of alleys, homes, and murals.

and immaculate, complete with a small stream running through the building. The restaurant specializes in fresh cuts of imported beef (American and Australian), making it slightly easier on the wallet than the places that only serve Korean hanwoo. **Known for:** great side dishes; beef ribs at an affordable price; classy ambience. **S** Average main: #30,000 Sincheon dae-ro 222, Danggam-dong, Busanjin-gu 6051/816-0007 first1st. com Buam (exit 4).



Hotel Angel

\$\$ | HOTEL | The Angel is centrally located, a short walk from the Seomyeon subway interchange, and offers great value for the money. Pros: free Wi-Fi; cheap rates; affordable on-site café. Cons: uninspiring décor; area can be noisy; small rooms.

§ Rooms from: ₩156,000 ⋈ 46-7, Jungang-daero, Bujeon-dong, Busanjin-gu № 051/802–8223 ⋈ 56 rooms № No Meals

Lotte Hotel Busan

\$\$\$ | HOTEL | Laying claim as Busan's biggest business resort hotel, this bustling, 43-story structure is indeed an excellent choice for anyone who prizes a central location and handy little extras like cell phone rental. Pros: great location; handy extras like duty free shopping; on-site restaurant and casino. Cons: lobby can get busy; hotel's large size makes it seem impersonal; Internet access costs extra. ⑤ Rooms from: ₩225,000 ⋈ 772, Gaya-Daero, Bujeon-dong, Busanjin-gu ⋈ 051/810-1100 ⊕ www.lottehotel.com/busan-hotel/en.html ⋈ 650 rooms ⋈ No Meals ⋈ Seomyeon (exit 7).



Savoy

BARS | Set up like an old English pub, this dark, chilled-out bar offers nice beers on tap, solid cocktails, and a great selection of jazz and blues on vinyl. The owner clearly understands the power of atmosphere, and the music alone makes Savoy a true gem in a sea of bars where K-pop

(though a fun choice) is usually blasted at deafening volumes.

28, Seojeon-ro, 10 beon-gil, Bujeon-dong, Busanjin-gu

6051/469-4120
Seomyeon (exit 2).

Seomyeon Pojangmacha Street

BARS | Forming a U-shape in the streets behind the Lotte Hotel, Seomyeon Pojangmacha Street is dedicated to the disappearing art of old-school Korean tent drinking. Most always staffed by tough, no-nonsense older women, these covered carts offer a simple bench or stool at a tiny counter, where you can nosh on side dishes whipped up on the spot and wash it all down with cold beer. makgeolli (rice wine), or bottles of soju. The food at a pojangmacha is usually good, so much so that it's often the star of the show. And the camaraderie you form with other patrons while eating and drinking together in such cozy environs is something you'll take with you long after your hangover is gone. ≥ 40, Gaya-daero 772 gil, Bujeon-dong, Busanjin-gu M Seomyeon (exit 7).

Nampo-dong and Vicinity

Nestled against the deep jade waters of the old harbor, this is where Busan really comes alive. Once the city center, Nampo is an intoxicating blend of old and new, a maze of alleys and sidestreets home to fishmongers, luxury boutiques, street vendors, food stalls, phone shops, underground malls, hillside settlements, historic restaurants, hole-in-the-wall bars, and funky cafes. Nampo-dong is where you'll find several of Busan's most important markets, including Jagalchi, the oldest seafood exchange in Korea. In addition, its main shopping strip is the city's most established-destination for big brand stores, such as Nike and Adidas. The Busan International Film Festival also got its start here, and the area is a haven for street food, most famously hotteok, a hotcake with a gooey, melted brown sugar center that's well worth

lining up for. The alleys of Nampo-dong are magical, possessed with an energy that's hard to wrap your head around until you've actually tasted the air, taken in the sounds, and soaked up its splendid verve firsthand. Once you have, you'll never forget it, and may find yourself wishing to return again and again.



BIFF Square

PLAZA/SQUARE | Packed with street food vendors and shopping stalls draped in neon lights, this lively area is also the main venue for the Busan International Film Festival (BIFF). It's sprinkled with first-run movie theaters and, like the Hollywood Walk of Fame, lined with handprints of the most famous Korean actors. ⋈ 58-1 Gudeok-ro, Jung-gu, Nampo-dong Magalchi.

40 Steps

HISTORIC SIGHT | Walking up this flight of 40 stairs is a symbolic act: the climber is reminded of the struggle of refugees displaced by the Korean War. During that time, the area was a transportation hub where refugees would gather to set up camp in makeshift housing and meet up with loved ones from whom they'd been separated after fleeing their hometowns. Today, the area pays tribute to this history with several statues.

40gyedan-gil, Jungang-gu, Jung-gu www.visitbusan.net.

Gamcheon Cultural Village

TOWN | Originally a hillside shanty town, Gamcheon Cultural Village has blossomed into one of the city's premier tourist attractions. In 2009 the tiny houses and warren of alleys and staircases were given a radical makeover, transforming this former slum into a chromatic mishmash of diminutive residences, art spaces, cafes, and vivid murals. While the village is open year-round, please keep in mind that this is a place where real people live and work, so please exercise courtesy and never take photographs of people without their permission. \to 200,



Fresh fish and colorful umbrellas draw visitors to Jagalchi Fish Market.



Sonado Beach

BEACH | Created in in 1913, Songdo was Busan's first official beach. Once a neglected, shabby piece of sand, in recent years the little cove has undergone a remarkable transformation, making it a terrific place to spend an afternoon or evening. While some sunbathe or swim during the furnace blast of the Korean summer, most head to Sonado to stroll along its glass-bottomed skywalk, or better yet, catch ride in the cable car that glides over the waves to the rugged splendor of nearby Amnam Park. Amenities: food and drink; lifeguards; fee parking; showers; toilets. Best for: sunrise; swimming; walking. ≥ 100, Songdohaebyeon-ro, Amnan-dong,

Nampo-dong ⊕ 5-min taxi from Jagalchi Station 🕾 1330 M Jagalchi (exit 2).



Hon Chamchi

\$\$\$\$ | SUSHI | Situated near the famous 40 Steps in the historic Jungan-dong neighborhood, this all-you-can-eat tuna sashimi restaurant is worth the trip for not only the succulent slices of fish, but also the intimate ambience. Make sure to sit at the cozy bar and treat yourself to the deluxe set (#50,000), while sushi Chef Kim transports you with cut after cut of amazing tuna and more. Known for: fresh tuna sashimi; personal service; intimate sushi bar atmosphere. \$\mathbb{A}\text{ Average main: }\mathbb{A}\text{38,000 }\mathbb{D}\text{ Dongwan-gil, 46, Jungan-dong, Jung-gu }\mathbb{O}\text{51/468-9985} \mathbb{M}\text{ Jungang-dong (exit 11).}

Sinbalwon

\$ | CHINESE | While dumplings are easy to find in Busan, no one comes close the sublimity of Sinbalwon, a tiny spot on the Chinatown Street across from Busan

Station. Whether you like them fried golden brown or tenderly steamed, this popular joint delivers the goods and then some. Known for: handmade dumplings; intimate atmosphere; great location. \$ Average main: ₩6,000 ⋈ 62, Daeveong-ro, 243 beongil, Choryang-dong, Dona-au ☎ 051/467-0177 ♥ Closed Tues. M Busan Station (exit 3).

Coffee and Quick Bites

Brown Hands Coffee

\$ | DESSERTS | Occupying the first floor of a renovated hospital building, this cool cafe offers plenty of exposed-brick hipster vibes to go with its excellent coffee and dessert items. Known for: trendy, industrial look; location next to Busan Station; lattes, tea, and cake. \$ Average main: ₩10,000 × 16, Jungang-daero 209 beongil, Choryang-dong, Dong-gu a 051/464-0332 M Busan Station (exit 7).

Shopping

Bupyeong Kkangtong Market

MARKET | Separated from the more famous Gukie complex by just one street, this colossal covered market specializes in imported goods and best of all, loads of great food stalls. To really get into the spirit of things, sit down at a plastic stool and dive into a bowl of auksu (thin noodles) or some of Busan's best bindaeddeok (mung bean pancake). And don't forget wash it all down with a fresh bottle of makgeolli (rice wine). Bupyeong is the site of city's only proper night market as well, running every day until 11:30 pm. ≥ 48, Bupyeong 1-gil, Bupyeong-dong, Jung-gu 🖀 1330 Korean Travel Helpline

bupyeong-market.com M Jagalchi Station (exit 5).

Gukje Market

MARKET | Busan's most sprawling market sells everything from clothes and jewelry to bowls of steaming noodles and bean porridge. It's hard to know where the various market buildings begin and end, and when Gukje Market becomes Bupyeong Kkangtong Market. What is certain is the lively atmosphere and great eats such as dangmyeon (glass noodles) and chungmu aimbap (seaweed rice rolls with spicy radish) served up on Gukie's famous food street. The market was also the setting for the 2014 hit Korean film. Ode to My Father. ≥ 25, Gukiesijang 2-qil, Sinchang-dong, Jung-gu a 051/245-1889 M Jagalchi Station (exit 7).

★ Jagalchi Fish Market

MARKET |"Come! See! Buy!" This is the official motto of Korea's largest fish market, and no trip to Busan would be complete without a stroll down its thrumming concourse, where super fresh seafood of all types is splayed out in all of its scaly. tentacled glory. While the sleek, new raw fish center is distinctive, with glass paneling and a roof designed to look like seagulls, the surrounding streets will give you a better idea of the workings of the market, which are as old-school Busan as it gets. ≥ 52, Jagalchihaean-ro, Nampo-dong, Jung-gu ☎ 051/713–8000 @ www.jagalchimarket.or.kr M Jagalchi Station (exit 10).

Lotte Department Store

DEPARTMENT STORE A newer addition to the busy shopping area of Nampo-dong, Lotte's is the place to find major international chains, such as Zara and Japanese giant Uniglo. Youngpoong Bookstore on the 5th floor has a selection of English-language books for adults and children, but the real highlights are the 360-degree views from the 11th-floor Sky Park and 12th-floor Observation Deck. ≥ 2, Jungang-daero, Nampo-dong, Jungau ≈ 051/678–2130 @ www.lotteshopping.com M Nampo Station (exit 8).

Songjeong

Centered around Busan's northernmost beach, Songjeong is usually a place where people seek out solace on the sand. However, with its own cluster of

small hotels, cafes, restaurants and bars, it's become a terrific alternative to the more crowded environs of Haeundae or Gwangalli. Add the natural splendor of Yonggungsa Temple and the seafood served in the nearby fishing village of Cheongsapo, and Songjeong suddenly becomes a destination in its own right.



Cheongsapo Daritdol Skywalk

OBSERVATORY | One of three ocean observatories in Busan, this 72.5-meter (238-foot) long, 20-meter (66-foot) high platform is equipped with a transparent glass floor, giving visitors the illusion that they're walking on the water. It's an ideal place to catch the sunset, as the observatory provides a panoramic view of Cheongsapo Village, its lighthouse, todo.com/cheongsapo-daritdol-skywalk ■ Jung-dong (exit 7).

Cheongsapo Village

TOWN | This little fishing village between Songjeong and Haeundae Beach is most famous for its restaurants specializing in grilled clams and eel. Once a hardscrabble collection of huts and seaside tents, the hamlet has seen a makeover in recent years and now hosts a few upscale cafes and Western-style eateries. It's just a thirty-minute walk down the coast from Songjeong Beach, making it an ideal side excursion. \subseteq Cheonasapo-ro, Jung-dong, Haeundae-gu ■ Jung-dong (exit 7).

★ Haedong Yonggungsa Temple

TEMPLE | Built in 1376, this exquisite complex sits on the rocks right above the roiling ocean waves. Seaside temples are rare in Korea, and Yonggungsa is arguably the country's finest. Perfectly combining raw nature and architectural splendor, this temple is a must-see, delivering a dose of both exhilaration and serenity to anyone lucky enough to visit.

Try to visit on a weekday if possible, as weekends aet crowded. \approx 86. Yonaaung-gil, Haeundae-gu + 10-min taxi ride from Songjeong Beach or 5-min ride from OSIRIA Station on the Donghae Line or.kr/eng/01/01.php M OSIRIA (Donghae Line, exit 1).



Reaches Reaches

Songjeong Beach

BEACH | While this 1.2-km (.75-mile) expanse of sand sees its share of visitors in the summer, Songjeong tends to be the guieter of Busan's "big three" beaches. The surrounding waters are shallow, making it popular with families with young kids, though a decent break off its northern shore also attracts scores of surfers who bob on the surface in hope of catching that next wave. The neighborhood surrounding the beach is home to a lot of nice hoe (raw fish) restaurants, good cafes, and no shortage of places to stay. Amenities: food and drink; lifequards; parking (fee); showers; toilets; water sports Best for: sunrise; surfing; swimming; walking; windsurfing. $\boxtimes 62$, Songjeonghaebyeon-ro, Songjeong-dong, dae.go.kr M Songjeong (exit 1).



Turmbräu

\$\$ | GERMAN | This delightful little brewery serves German-style beers and Eurofood favorites such as wurst, goulash, and schnitzel, bringing a nice taste of Deutchsland to the beach of Busan.

Known for: schnitzel; sausage; craft beer. \$ Average main: ₩15,000 \square 1244, Haeun-daero, Songjeong-dong, Haeundae-gu 🗃 051/71324-6297 M Songjeong (Donghae Line, exit 1).



The Cheongsapo Daritdol Skywalk juts over the ocean, its transparent floor giving visitors a view of the water below.

Elsewhere in Busan

Busan is a city that covers a lot of real estate, which means there are some terrific attractions that aren't found in the main neighborhoods. This is especially true for the sites on the edge of town, such as the raw cliffside nature of Taejongdae, or the mountainside tranquility of Beomeosa, one of the most important temples in all of Korea.



Beomeosa

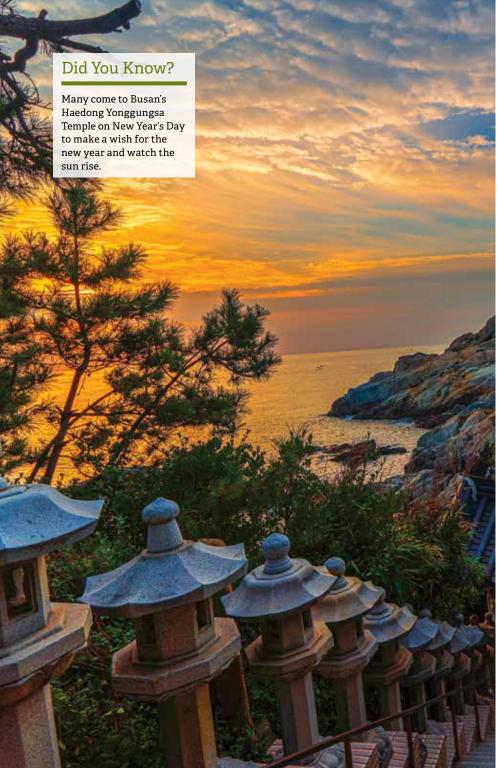
TEMPLE | First constructed in 678 AD, Beomeosa Temple sits on the flank of Geumjeongsan mountain just on the outskirts of Busan, though it feels a world away from the bustling city below. This is one of Korea's most renowned Buddhist temple complexes and is a beautiful example of mid-Joseon Dynasty temple architecture. Beomeosa is a sizable temple so give yourself plenty of time to explore—the main hall houses the

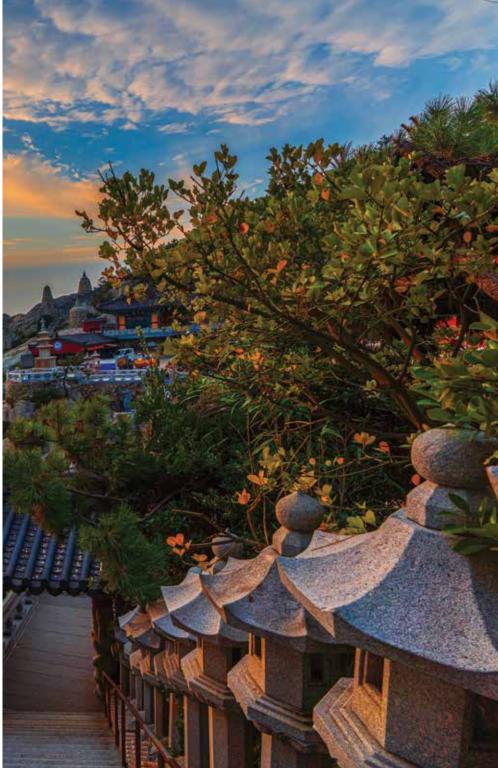
Seokgamoni Buddha and two bodhisattvas; there are seven royal palace wings, three gates, and a bell pavilion with a three-story pagoda and a lantern dating from the Silla Dynasty. A free guided tour is available in English from the small office near the bus stop. Beomeosa also has a temple stay program if you care to spend the night. From Beomeosa station (exit 5) it's a five-minute walk to the bus station where bus 90 will take the rest of the way. ≥ 250, Beomeosa-ro, Cheongyeong-dong, Busan

⊕ Beomeosa Station (exit 5), then a 5-min walk from the station to bus #90. a 051/508-3122 ⊕ www beomeosa co kr № Free

Geumgang Park Cable Car

city PARK | The massif of Geumjeongsan dominates much of the Busan skyline, and a visit to its ancient, fortress-topped ridge should be part of most any itinerary. The best way to access the mountain is from Geumgang Park, where you can ride the cable car and soak up spectacular views of the city during the 15-minute trip to the top. Enjoy your time up on the





ridge by hiking its trails, and once you've worked up your appetite, be sure to stop off at the Sanseong Village for a hearty lunch of heok yeomso bulgogi (marinated black goat meat) or baeksuk (steamed ginseng chicken), along with a filling array of side dishes. Most of the restaurants in the village also provide a shuttle van that will ferry you to back down to the city and drop you off at Oncheonjang Station, completing the loop. \(\times 155. \) Uiangchun-ro, Oncheon-dong, Dongnae-gu ⊕ geumgangpark.bisco.or.kr ☑ One way ₩5,000; return ₩8,000 Not wheelchair accessible M Oncheoniang Station (exit 1).

Heoshimcheong Spa

HOT SPRING | Said to be the largest natural hot spring spa in all of Asia, this mammoth, pavilion-like complex is the granddaddy of soaking in Busan. There are more than 40 different kinds of baths. available, including large open areas, cozy grottos, green tea and waterfall baths, as well outdoor pools. These range in temperature from geyser hot to glacially cold, so if one pool doesn't suit your taste, you're sure to find a perfect fit the next one over. The Heoshimcheong also includes a unisex jjimjilbang (Korean sauna) with heated rooms and relaxation areas, along with a nightclub, hotel, banquet rooms, as well a massive German-style hof where they brew beer their own beer and serve it up with sausages and pretzels. There's also a house band that rocks the roof off the place seven nights a week. \(\sime 23, Geumganggongwon-ro, 20 beon-gil, Oncheon-jang, M Oncheongjang Station (exit 1).

Taejongdae Park

CITY PARK | Escape the bustle of Busan and wander through 200 pine trees and camellias that line the coast at this lovely park. Most visitors come for the spectacular views of the jagged cliffs and the distant Oryuk-do Islets just beyond the 19th-century lighthouse. To get a feel

for the park without breaking a sweat, ride the tram that circles the park or grab any one of the boats for hire that ply the nearby coast. There are also several hiking trails through the pine forests and along the rugged coastline. $\boxtimes 24$, Jeonman-ro, Donsam-dong, Yeongdo-qu and 40 minutes on bus 8, 88-A, or 88-B.



Yong Ggum

BARS | Before its current incarnation as a hip restaurant and bar, the cave that houses Yong Ggum was in fact a bomb shelter. This is the perfect place to try a variety of Korean liquors, including dongdongiu (rice wine). ≥ 19, Beomgok-ro, Beomil-dong, Dong-gu @ 051/646-5924 M Beomil Station (exit 1).



Activities

Lotte Giants Baseball

SPECTATOR SPORTS | Baseball is big in Korea and Busan's local team, the Lotte Giants, are arguably the most beloved in the whole league. The games at Sajik Stadium are part sporting event and a whole lot of party, with songs, chants, cheerleading, plus fried chicken and plenty of beer. You don't even need to be a baseball fan to have a good time at a Lotte Giants game. Whether they win or lose, you're sure to get swept up in the friendly, festive atmosphere. \subseteq Sajik Baseball Stadium, 45 Sajik-ro, Sajik-dong, lotte.co.kr/global/en/business/compDetail.do?compCd=L416 **☐** From ₩8.000 plex Station (exit 9).