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Busan Culture Tourism Homepage
tour.busan.go.kr



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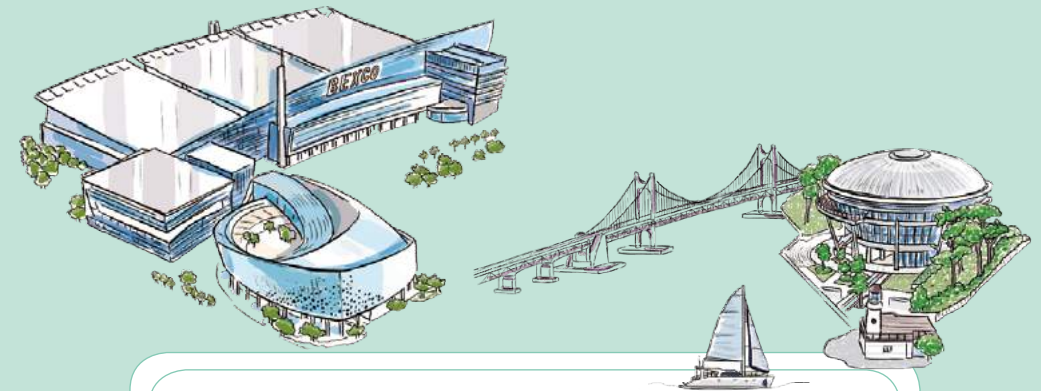
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Busan Tourism
Information call

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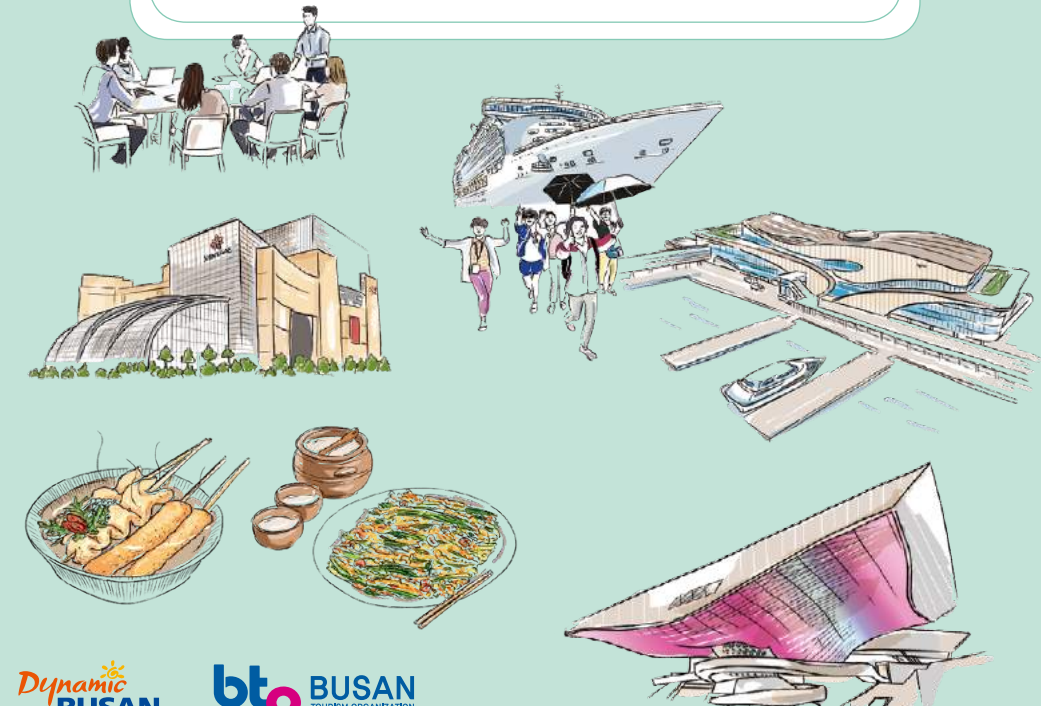
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BUSAN

Incentive Travel Guidebook

Where Business and Pleasure Come Together!



**Dynamic
BUSAN**

bto **BUSAN**
TOURISM ORGANIZATION

Busan

The charm of Busan goes beyond beautiful beaches, a stunning skyline, incredible food, natural scenery, world-class infrastructure, and endless shopping.

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Delicacies of Busan



Busan

Busan Metropolitan City is located in the center of Northeast Asia and on the southeastern coast of Korea.



Total area
769.82 km²



Administrative divisions
16 boroughs and counties
207 eup/myeon/dong
4,569 tong/ri



Economic makeup

Service sector **72.1%**
manufacturing sector **20%**
construction **5.3%**
primary sector **0.9%**
other **1.7%**



Temperatures

+22°C ~ +30°C (August)
-7°C ~ +1°C (January)



Population

Approximately **35** million



Annual number of international tourists

Approximately **2.8** million



Time Zone **GMT+9**

Korean Standard Time (KST)
or Japanese Standard Time (JST)



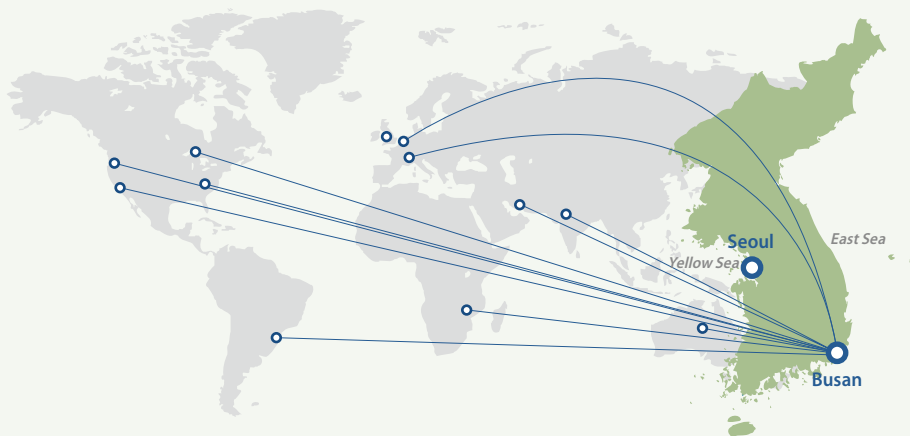
As Korea's most popular coastal city, Busan is full of excitement and joy

- Northeast Asia's perfect mix of natural beauty and modern infrastructure
- Numerous historical sites and trendy shopping areas
- 2nd largest city in Korea with a population of 3.5 million
- Ranked the 10th convention destination in the world and 5th in Asia by the Union of International Associations (2015, UIA)
- 5th-ranked port city in the world
- Joyful festivals and events all year round
- 3rd fastest growing convention city
- Rated one of the "Top 10 safest cities in Asia" by Mercers Quality
- Korea's top summer vacation destination

Accessible from everywhere!

Your City → Busan

1,052 direct flight routes every week, from 41 cities in 12 countries worldwide.



Direct international flights available from

China (276 flights from 14 cities)

Beijing, Shanghai, Hong Kong, Qingdao, Guangzhou, Shenyang, Yanji, Zhangjiajie, Nanjing, Macao, Shijiazhuang, Xian, Yantai, and Hangzhou

Taiwan (102 flights from 2 cities)

Taipei and Kaohsiung

Japan (378 flights from 6 cities)

Tokyo, Osaka, Fukuoka, Okinawa, Sapporo, and Nagoya

Malaysia (8 flights from 1 city) Kuala Lumpur

Thailand (52 flights from 1 city) Bangkok

SEOUL → BUSAN



· From Seoul (Gimpo Airport) **50min**

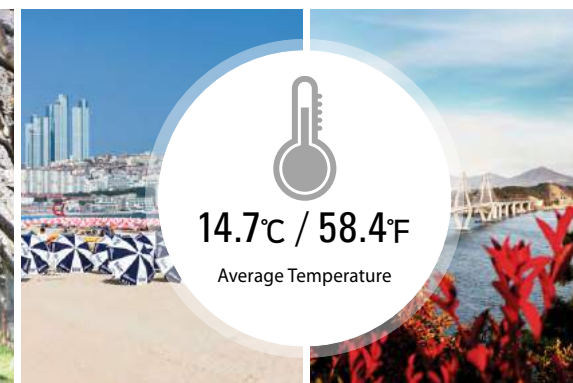


· KTX Train from Seoul **2h 20min**

Climate and monthly weather conditions

The southeastern part of the Korean Peninsula, located on a tip of the larger Eurasian continent most exposed to the East Asian seasonal winds, showcases a paradigmatic temperate climate with four distinct seasons. With an annual average temperature at 14.7 Celsius degrees, Busan is a perfect destination for incentive tourism.

	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
°C	3.2	4.9	8.6	13.6	17.5	20.7	24.1	25.9	22.3	17.6	11.6	5.8
°F	37.76	40.82	47.48	56.48	63.5	69.26	75.38	78.62	72.14	63.68	52.88	42.44



Unique Venues



Nurimaru APEC House

누리마루APEC하우스

The Nurimaru APEC House was originally created to host the 13th Asia-Pacific Economic Cooperation (APEC) Summit in 2005. The name is a combination of two Korean words, *nuri* (literally, "the world"), and *maru* (literally, a "summit" or "zenith"), and denotes "a house where the leaders of the world gather together." Surrounded by a magnificent forest of camellia and pine trees, the three-story structure captures a creative take on the traditional Korean architectural style of jeongja, or wooden pavilion. This unique site is becoming popular for hosting VIP banquets and dinners. The panoramic view of the adjacent sea and the Gwangan-daegyo Bridge make it a popular destination for individual and group tourists alike. The building also offers diverse amenities, including various event rooms and conference halls.

Area
3,368m²
Capacity
800 persons



Busan Cinema Center

영화의전당

The Busan Cinema Center, where the annual Busan International Film Festival starts and which is on the Guinness book of world records for having the longest roof in the world, is a central place of public celebrations and special events. It is also decorated with 42,600 LED light bulbs.

Capacity 5,000 persons



The Bay 101

더베이101

The Bay 101 is one of the hottest destinations in Busan today. It provides a breathtaking view of the surrounding Marine City at night and is equipped with amenities necessary for organizing quality events. It offers access to yachts, semi-submarines, and other marine sports, while the walking-trail behind it offers a leisurely stroll along the neighboring Dongbaek-seom Island.

Capacity 700 persons

120 indoors, 170 on the outdoor rooftop, and 400 on the outdoor garden



Yacht

요트

A unique venue for special events, surrounded by a blessed natural landscape and an azure sea, Yacht enables guests to enjoy private gatherings, complete with presentations, business and buyer meetings, and parties onboard a yacht. Busan gives you the option of holding your events and meetings above the water or below it.

Capacity 26~78 persons



Sea Life Aquarium

SEA LIFE 아쿠아리움

Located at the heart of Haeundae, Sea Life Aquarium will mark the most unforgettable moment in any tour itinerary. The aquarium showcases over 35,000 aquatic life forms of some 400 species found all over the world. For those who want to go “under the sea” Busan Aquarium makes for an exciting alternative. Up to 300 guests can marvel at the undersea world while meeting inside, or at either end of, the 80 meter shark tunnel.

Capacity 300 persons



Unique Venues



Beomeo-sa Temple

범어사

This 1,300-year-old temple is one of the main centers of Korean Buddhism. The beautiful mountain landscape surrounding the temple provides an optimal retreat for any business group, equipped with refreshing features that inspire creativity.

Capacity 500 persons

Team Building Programs



History and Traditional Culture

Hanbok Dress-Up in Gamcheon Culture Village

감천문화마을 한복체험

Participants can rent *hanbok*, the Korean traditional clothing, ranging in diverse styles from the authentic to the modern, along with various fashion accessories, and then tour the entire Gamcheon Culture Village

while wearing them. The items are available for rental for up to two hours. The village also offers various hands-on classes and workshops on making metallurgical works, drawing caricatures, simple carpentry, and ceramic making.

Busan Museum Culture Center

부산박물관 문화체험관

The Apparel Culture Center provides Joseon-period traditional garments for rent, including the robes for kings and court officials, archery uniforms, women's gowns, palatial garments and wedding gowns, free of charge.

Allak Seowon Confucian Academy at Chungnyeol-sa Temple

충렬사 안락서원 교육회관

The Allak Seowon Confucian Academy and its education division provides 15 free-of-charge programs on Korean traditions and customs, including traditional etiquette, folk games, tea ceremony, and traditional vocal art.

Food

Geumjeong Sanseong Village

금정산성마을

The village has long been renowned for the quality of the yeast and *makgeolli* it produces. The Sanseong Makgeolli Making Program, in which participants make traditional undistilled Korean rice wine using yeast and steamed rice, is open to the public all year round.



Eomuk (fish cake) tasting

어묵체험

Samjin Eomuk, the oldest of all fish cake manufacturers in Korea, and Goraesa Eomuk, located in Bujeon Market, invite guests to try making fish cakes of their own. Participants can mold the fish paste dough into the shapes they want, deep-fry them in oil and taste them.



Tteule-jang

뜰에장

This special place of traditional Korean culinary culture, certified by the Busan Metropolitan Government, offers a wide array of Korean food, including fermented pastes, kimchi, rice cakes, and soft bean curds, both for tasting and making. Tteule-jang seats up to 30 persons at once.





Traditional Dance

Dongnaehak Chum (Crane Dance)

동래학춤(이화풍류문화원)

At Yihwa Pungnyu Culture Center, guests can enjoy learning the basics of the famed *dongnaehak chum* ("crane dance") performed while wearing the proper traditional costumes. The program admits up to 30 persons.



Marine Activities

Centum Marina Park

센텀 마리나파크

A wide range of marine activity and sports equipment, including yachts, SOL 10, aquabikes, Hobbie kayaks, bumper cars, windmill boats, and duck boats are available here.

Blue Marine Yacht

블루마린

This yacht program run by The Bay 101 is divided into four tour courses: public, sunset, luxury, and exciting tours. Guests can enjoy barbecue parties and other such activities at the clubhouse on the dock.

Yacht B

요트비

A program that allows guests to hop onboard a yacht and tour the surrounding area according to a regular timetable. Guests can enjoy a variety of activities onboard the yacht, including flying wind lanterns, floating glass bottles containing letters, taking photographs, fishing, foot spa, and lying on hammocks, along with complimentary snacks and beverages.

Gadeok-do Lighthouse Program

가덕도 등대 생활 체험

The dormitory by this old lighthouse on Gadeok Island is open to the public so that guests can reenact the lifestyle of lighthouse guards. The program includes gauging water temperatures, observing the weather, and lighting the lighthouse's beacon.

Nakdong-gang River Eco Tour Ferry

낙동강 생태탐방선

Sail along the Nakdong River, the largest wintering site for migratory birds in Asia, while enjoying the breathtaking view of the sunset, the reed flowers, and flocks of birds.

Samjoo Diamond Bay

삼주다이아몬드베이

Enjoy sailing on a yacht that features listening to favorite tunes.



Temple Stay

Heungbeob-sa Temple Stay

흥법사 템플스테이

The temple stay program here includes Zen meditation in nature, as well as special activities on Korean traditions and customs (themes change every month), such as making rice cakes, *yutnori* (Korean folk game), making kimchi, making kites, and making *hwajeon* (pancakes with flowers).



Beomeo-sa Temple Life

범어사 템플라이프

This program acquaints guests with diverse aspects of life at a Buddhist monastery, including *barugongyang* (eating meals), tea ceremony, and Buddhist exercises. Additional classes on making yeomju (Buddhist rosaries) and paper lotus flowers are also available. Capacity: 40 persons.



Performance

Queen's Banquet

왕비의 잔치

A theater exclusively dedicated to *Queen's Banquet*, a production by the Busan National Gugak (traditional music) Center, is located at the Haeundae Grand Hotel. The plot involves a queen, born after a nationwide ritual for national peace and prosperity, who throws a major banquet for the people. The tickets are sold out for almost every showing, so book yours in advance!



Sightseeing Destinations



Haeundae Beach

Haeundae Beach

해운대해수욕장

An iconic symbol of seaside landscapes and romance in Busan and all of Korea, Haeundae Beach is located quite close to the heart of an urban center and is lined with luxury hotels and trendy restaurants and bars. Also equipped with hot spring and entertainment facilities, Haeundae Beach hosts diverse festivals and bustles with large crowds all year round.



Gwangan-daegyo Bridge

Gwangalli Beach

광안리해수욕장

This stretch of sand backed by restaurants and nightclubs boasts a scenic nightscape, made fantastic by the Gwangan-daegyo Bridge that stretches across the sea. The diverse-themed streets and alleyways around Gwangalli Beach host festivals and performances all year round, while the charming cafes and bars also attract visitors from everywhere.

Dadaepo Beach

다대포해수욕장

Dadaepo Beach is especially popular among family vacationers for its wide and shallow sea. The flaming sunset over Dadaepo is one of the most memorable sights of Busan.

Songdo Beach

송도해수욕장

The first public beach to go into business in Korea, Songdo Beach boasts a magnificent littoral landscape, which has led it to be nicknamed "the Naples of East Asia." The sea nearby features an enormous whale-shaped lighthouse, diverse lighting works, and a fountain that together create a fantastical nightscape.

Songjeong Beach

송정해수욕장

This tranquil spot for relaxation features a lush green pine forest and a crystal-clear sea. The beach draws large crowds with its festivals, dalmaji ("moon-welcoming") events, and surfing opportunities.

Ilgwang Beach

일광해수욕장

The horizon of Ilgwang Beach extends to the neighboring fishing villages. Tourists can also arrive here by train from downtown Busan via Donghae-Nambu Train Line. The beach draws many families and couples.

Imnang Beach

임랑해수욕장

Imnang Beach features a vast field of sand that extends well over one kilometer in length. Numerous old pine trees form a natural screen in the back of the beach. Nearby is Jangansa Temple, one of the four major centers of Buddhism in Gijang District.



Gwangan-daegyo Bridge

Gwangan-daegyo Bridge

광안대교

This long, high and curving bridge is one of the most famous landmarks of Busan. Nicknamed "the diamond bridge," Gwangan-daegyo provides an optimal point from which tourists can view the other famous features of Busan, including Oryukdo Island, Dongbaek-seom Island, and Dalmaji Hill. The bridge also features the world's largest-scale LED light works and music equipment for night shows.



Gwangan-daegyo Bridge

Hwangnyeong-san Observatory

황령산 전망센터

A perfect place for viewing the lavish fireworks of the Busan Fireworks Festival, Hwangnyeong-san Mountain features an observatory on the ground and a food court below the ground. Enjoy a cup of hot tea while taking in the amazing view of downtown Busan at nighttime.



Hwangnyeong-san Observatory

Marine City

마린시티

Often likened to "the Hong Kong of Korea," the Marine City features skyscrapers of inestimable heights, shops of diverse brands and styles, and a beautiful cruise floating on the sea. The lights emitted by all these features keep the horizon bright even at night. The Marine City is also the best place where tourists can enjoy the best views of the adjacent Suyeongman Yacht Stadium.



Marine City



Igidae Park

이기대 도시자연공원

Famous as a perfect spot for viewing the magnificent sea cliffs nearby, Igidae Park draws in tourists who want to admire natural scenery in tranquility and peace.

Haedong Yonggung-sa Temple

해동용궁사

Located at the southern end of Korea's East Coast, Haedong Yonggung-sa Temple is famous for the legend that any woman who touches the belly of the Pu Tai statue at the entry of the temple's 108 Steps will bear a son. Unlike other Buddhist temples that are located deep in the mountains, Haedong Yonggung-sa is situated on a spot that provides a clear view of the indigo-blue East Sea of Korea.



Taejong-dae

태종대

Located at the southernmost tip of the Yeongdo beach, Taejong-dae got its name from the historic fact that King Taejong Muyeol-wang of Silla used to visit here often, admiring its magnificent coastal landscape. On fair-weather days, tourists can even view Tsushima Island.



Gamcheon Culture Village

감천문화마을

Originally created as a ghetto of Korean War refugees in the 1950s, Gamcheon Culture Village features endless rows of houses, all of similar shapes and sizes, on a staircase-like plane on one side of a mountain. The alleyways form a gigantic maze. Nicknamed "the Machu Picchu of Busan," the village draws large numbers of visitors all year round because of its unique scenery.



Beomeo-sa Temple

범어사

Created by Great Monk Uisang under the reign of King Munmu-wang of Silla, the "Dharma-Fish Monastery" was created as one of the three major temples of the Yeongnam Region, along with Haein-sa and Tongdo-sa Temples. The origin legend has it that Master Uisang saw a vision of a golden carp descending from heaven into a golden well on the summit of Mt. Geumjeong-san, inspiring him to site this great temple on its northeastern slopes.

Samnak Riverside Sports Park

삼락생태공원

The huge canola flower field, sprawling over some 57,000 square meters in area, is bright with its characteristic vivid yellow even when seen from afar. The park becomes an ideal photo spot in March and April, with the backdrop of the endless rows of canola blossoms.

Dongbaek-seom Island

동백섬

This is a refreshing green space, shaded by lush camellia and pine tree forests, that is found at the southern end of Haeundae Beach. Enjoy a leisurely stroll along the wooden decked trail that surrounds the island and you will encounter Haeundae Beach, whose beauty reaches its peak at sunset.



Taejong-dae Hot Spring Spa

태종대온천

Located nearby Taejong-dae, famous for its scenic beauty, the Taejong-dae Hot Spring Spa features a broad array of natural hot spa baths and saunas, including the Health Tub, the Loess Sauna, the Wet Germanium Sauna, the Charcoal Sauna, the Pyramid Tub, and the Outdoor Tub, all of which serve to refresh guests and promote their health. The spa can be reached in just three minutes on foot from the gravel walkway of Taejong-dae Park. After relaxing in the spa, you can walk across the yard to enjoy delectable grilled clams amid the sound of the waves.



Shinsegae Spa Land

신세계 스파랜드

Shinsegae Spa Land provides natural hot water, rich in alkaline sodium bicarbonate, drawn from 1,000 meters below the ground. The facility features diverse saunas modeled after those found worldwide, including Finnish, ancient Roman, and Turkish saunas. The spa also includes an outdoor bath for women only, as well as an entertainment zone for relaxation and aesthetic treatments.



Dongnae Hot Spring Spa

동래온천

Dongnae has been famous as a center of natural hot springs since the Silla period. The weak alkaline hot spring water in this area is rich with magnesium and chloride ions that are said to cure neurological, skin, gastrointestinal, and obstetric diseases. The mild hot spring water here is also suited to seniors, young children, and patients in recovery. Cast away your travel fatigue with hot springs in Dongnae. Afterwards, you can tour the destinations nearby, including Mt. Geumjeong-san, Geumgang Park, the Botanical Garden, Beomeo-sa Temple, the Busan Folklore Arts Center, and the Busan Marine Natural History Museum.



Haeundae Spa

해운대온천센터

The one and only hot spring spa on a beach, Haeundae Spa is especially famous for its saline solution baths, ranging in temperature from 40 to 62°C, which are said to dramatically improve the skin condition. These potable solutions also have a diuretic effect, and can help improve rheumatism, blood circulation, and diabetes.

Festivals



Centerpiece of Busan's Culture and Art

Busan International Film Festival (held mid-October every year)

부산국제영화제

The dynamic landscapes and scenes of Busan have long been beloved backdrops and subjects of Korean cineastes irrespective of genres. Every fall Busan welcomes the arrival of its major international film festival, featuring movies and cineastes from all around the world.

Embrace Wave after Wave of Fun and Entertainment

Busan Sea Festival (held mid-August every year)

부산바다축제

The Busan Sea Festival takes place on all the major beaches across Busan, including Haeundae, which boast scenic seascapes. The festival welcomes visitors with a broad array of cultural and artistic events and activities. Home to the largest beach concert in Korea, the Busan Sea Festival awaits visitors from all around the world



Celebration of the Winter in the Heart of Busan

Busan Christmas-tree Festival (held from November to January)

부산트리문화축제

Gwangbok-ro, a major street extending across central downtown Busan, is brightly lit with Christmas lights and brimming with carols toward the end of every year. A gigantic Christmas tree made of light bulbs brightens our spirits when the night falls. Christmas trees of all shapes and sizes are lined up along the streets in this area, welcoming families and couples in love. Various events and activities, including illumination shows, performances, and arts-and-crafts classes, are also available

Keeping the Night Sky Over Busan Bright and Fantastical

Busan Fireworks Festival (held mid-October every year)

부산불꽃축제

When the leaves of trees begin to change colors in Busan, magnificent fireworks are set off over Busan's sparkling sea. The Busan Fireworks Festival marks the height of fall with its lavish fireworks against the backdrop of the Gwangan-daegyo Bridge and an open vast sea.



Artistic Versatility of Sand

Haeundae Sand Festival (held every May)

해운대모래축제

The sand on Haeundae Beach is transformed into the heads of famous historic figures, world-renowned works of architecture, and Hollywood celebrities during the Haeundae Sand Festival. The enormous and elaborate sand artworks standing against the backdrop of the sea create exciting and inspiring scenery

Shopping



Jangyu Lotte Outlet



Lotte Premium Outlet (East Busan)



Shinsegae Department Store at Centum City

Shinsegae Simon Premium Outlet

신세계 사이먼 프리미엄 아울렛

This outlet features approximately 180 of the most popular fashion brands from around the world, such as Armani and Marc Jacobs, as well as some of the most renowned domestic brands, including Kuho and Objet. This may be an outlet where one can purchase out-of-season brand-name goods at affordable prices, but the atmosphere is as luxurious as at any of the major department stores worldwide.

Lotte Premium Outlet (East Busan)

롯데프리미엄 아울렛 동부산점

A multiplex of shopping, culture, and the arts, the entire outlet design was inspired by the romantic scenery of Santorini, Greece. The outlet features a fountain square, a lighthouse observatory, and a rose garden.

Jangyu Lotte Outlet

장유롯데아울렛

An ultimate destination for a shopping spree, this outlet offers not only brand-name shops for clothing, but also venues for fashion accessories and a food court. There is also a multiplex Lotte Cinema in the New Building part of the outlet. The nearby Lotte Water Park bustles with large crowds throughout the summer.

Shinsegae Department Store at Centum City

신세계백화점 센텀시티점

This department store was included in the Guinness Book of World Records as the largest department store in the world in 2009, and has maintained that record ever since. This is a mega-complex of shopping and leisure, complete with a wide range of amenities, including a spa land, an ice rink, a sky park, and even a multiplex cinema (CGV).

Lotte Department Stores

롯데백화점

There are four Lotte Department Stores in Busan today, including the first and the largest in Centum City, as well as the original Busan store, the Dongnae store, and the Gwangbok store. Each Lotte Department Store also houses a multiplex (Lotte Cinema).



Hyundai Department Store

Hyundai Department Store

현대백화점

The one and only Hyundai Department Store in Busan is found on Beomil-ro in Dong-gu. The massive building with nine stories above the ground is equipped with various convenient amenities for customers, including a lounge for breastfeeding mothers and a host of cafes. Neighboring the store are the Busan Jayu Wholesale Market and the Jewelry Mall.

Jagalchi and Gukje Markets

자갈치시장, 국제시장

Jagalchi and Gukje Markets are iconic features of commerce and history in Busan. They bustle with the lively energy and passion of Busan's citizens. Famous for its slogan, "Oiso, boiso, saiso" ("Come, see, and buy"), Jagalchi Market is the largest seafood venue in Korea. Gukje Market, made immortal by a recent theater hit bearing the same title, also draws large crowds with its wide range of merchandise.



Lotte Department Stores



Gukje Markets

Jagalchi Markets

Gwangbok Fashion Town

광복동패션거리

Gwangbok Fashion Town, extending from the starting point of Gwangbok-ro to the entrance to Gukje Market via the Busan Modern History Museum in Daecheong-dong, was the leader of fashion trends in Korea until the 1970s, introducing the latest trends in Japanese fashion. Starting with a department store standing at the entry to Gwangbok-ro, hundreds of fashion shops and cafes throng both sides of the two-lane road.

Lotte, Shinsegae, and Gimhae Airport Duty-Free Shops

롯데면세점 / 신세계면세점 / 김해공항면세점

Stop by these little paradises for travelers at Lotte and Shinsegae Department Stores as well as Gimhae International Airport.

Seomyeon Underground Mall (Daehyeon Free Mall)

서면 지하상가(대현프리몰)

Daehyeon Free Mall Busan, found underground in the central-downtown Seomyeon district, houses some 570 shops in total. This is a perfect place for shopping for women's clothes, cosmetic products, and fashion accessories for young people.

Delicacies of Busan



Doeji-gukbap



Ssiat-hotteok



Busan Milmyeon



Dongnae Pajeon



Busan Eomuk

Ssiat-hotteok

씨앗호떡

Ssiat-hotteok is perhaps the most popular of all street foods in Busan. These oil-fried pancakes with sweet nut mixtures cooked-in are rich in anti-oxidants and vitamins that are good for the skin and health. Nutritious and delectable, these pancakes have a history of well over five decades and make perfect snacks.

Doeji-gukbap

돼지국밥

Doeji-gukbap, made with a deeply flavorful broth obtained after hours of boiling pig bones and pork, represents the soul of Busan and South Gyeongsang Province. Make a

comforting meal by mixing the white broth with a chili pepper mixture, fermented shrimp paste, and crisp chive salad.

Busan Milmyeon

부산밀면

The perfectly chewy *milmyeon* (wheat noodles) provide a great and affordable snack for everyone. Mixed with ice cubes, *Busan milmyeon* becomes all the more delicious in summer.

Dongnae Pajeon

동래파전

Dongnae pajeon, filled with fresh seafood and vegetables, is a nutritious and delicious snack and accompaniment to drinks. This style

of Korean scallion pancakes has been popular for well over a century and has become an iconic symbol of the Dongnae district of Busan.

Busan Eomuk

부산어묵

Eomuk, or fish cakes, refer to ground fish meat seasoned and deep-fried in oil. Busan is famous for its diverse brands and styles of fish cakes. Samjin Eomuk and Goraesa, both fish cake companies based in Busan, have become household names nationwide today. These and other local companies produce a host of diverse fish cakes mixed with cheese, bacon, and non-fish seafood.

Convention Bureau, Busan Tourism Organization (BTO)

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