HAEVENUE
Haeundae Conference Complex

14F, 11 Jayupyeonghwa-ro, Busanjin-gu, Busan,
Republic of Korea 47366
TEL. +82-51-780-2111
FAX. +82-51-780-2119

HAEVENUE



BUSAN

HAEUNDAE CONFERENCE COMPLEX GUIDEBOOK

HAEVENUE



BUSAN METROPOLITAN CITY

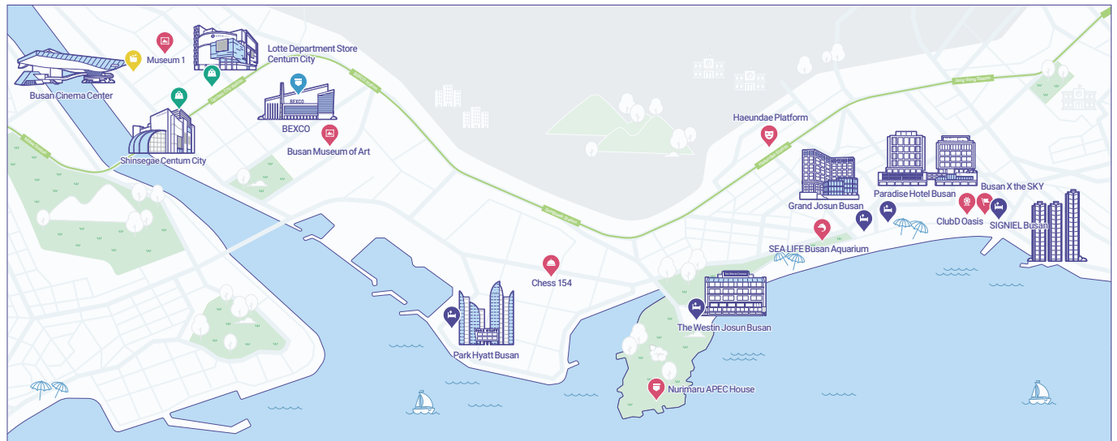
BUSAN TOURISM ORGANIZATION

INTRO

HAEVENUE is Busan's principal coastal MICE district, encompassing 2.39 million m² and integrating Centum City, Nurimaru APEC House, and Haeundae Beach into a unified convention zone. Anchored by the world-class convention center BEXCO and surrounded by luxury hotels, cultural venues, shopping landmarks, and eight distinctive unique venues, it forms Korea's most sophisticated and cohesive MICE cluster.

Located closest to the shoreline, HAEVENUE unites Haeundae's vibrant streets, diverse facilities, and rich tourism assets into a dedicated MICE environment. The name blends venue with the nuance of heaven, conveying a destination associated with clarity, comfort, and an elevated sense of place.

Discover everything about HAEVENUE— Busan's signature international conference district designed to empower successful global events.



HAEVENUE at a Glance

Convention Center
- BEXCO

Hotels
- Park Hyatt Busan
- The Westin Josun Busan
- Grand Josun Busan
- Paradise Hotel Busan
- SIGNIEL Busan

Performance Venue
- Busan Cinema Center

Shopping
- Shinsegae Centum City
- Lotte Department Store Centum City

Unique Venues
- Nurimaru APEC House
- Museum 1
- Chess 154
- Busan X the SKY
- SEA LIFE Busan Aquarium
- ClubD Oasis
- Haeundae Platform
- Busan Museum of Art

CONTENTS

04 **Convention Venues**

Convention Center
06 BEXCO

Hotels
08 Park Hyatt Busan
09 The Westin Josun Busan
10 Grand Josun Busan
11 Paradise Hotel Busan
12 SIGNIEL Busan

Performance Venue
13 Busan Cinema Center

Shopping
14 Shinsegae Centum City
15 Lotte Department Store Centum City

16 **Unique Venues**

18 Nurimaru APEC House
Museum 1
Chess 154
19 Busan X the SKY
SEA LIFE Busan Aquarium
ClubD Oasis
20 Haeundae Platform
Busan Museum of Art

21 **MICE Contents**

22 Tourism & Activities
24 Team Building Programs
26 Restaurants
28 Souvenir Shops
29 MICE Support Programs
30 Transportation & Accessibility

Haeundae Conference Complex
HAEVENUE

CONVENTION VENUES

Convention Center 06

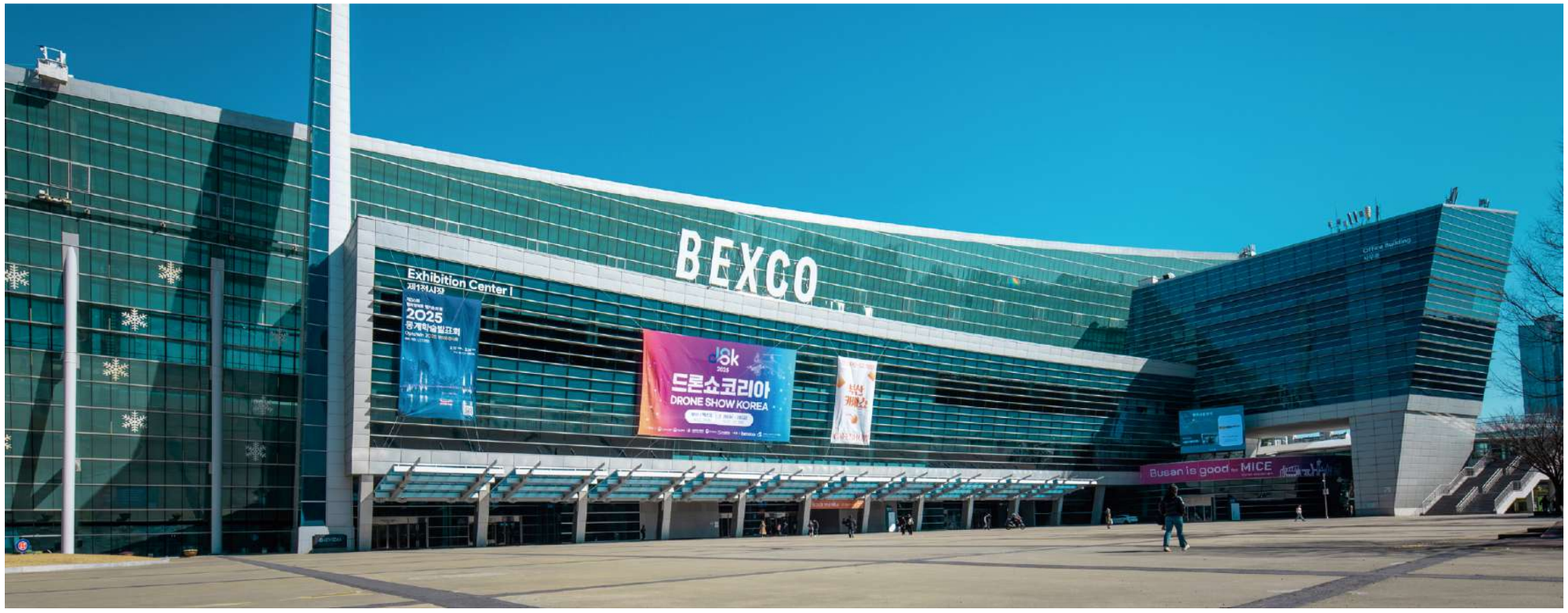
Hotels 08

Performance Venue 13

Shopping 14



Convention Venues



BEXCO

Located in Busan, Korea's global maritime city, BEXCO is the nation's premier convention and exhibition center. With decades of proven expertise in hosting world-class mega-events, BEXCO delivers operational excellence and unmatched reliability. Recognized as a leading international hub, it provides a powerful MICE platform where visions become reality—driving business success, inspiring collaboration, and connecting the world.

55, APEC-Ro, Haeundae-Gu, Busan, Republic of Korea
+82-51-740-7300
www.bexco.co.kr/eng/Main.do

01_ Exhibition Halls





Venue	Location	Area	Capacity (by seating style)			
			Theater	Classroom	Banquet	Booths
Exhibition Hall 1	1F	26,508m²	18,000	7,500	6,000	1,200
Exhibition Hall 1 Meeting Rooms	2F	1,000m²	864	448	400	-
	3F	877m²	756	392	350	-
Exhibition Hall 2	1F/3F	9,936m²	6,000	3,000	2,400	365
Exhibition Hall 2 Meeting Rooms	1F	756m²	648	336	300	-
	3F	203m²	-	-	-	-
		756m²	648	336	300	-

02_ Convention Halls





Venue	Location	Area	Capacity (by seating style)			
			Theater	Classroom	Banquet	Reception
Convention Hall	1F	1,440m²	1,500	720	700	900
	2F	1,440m²	1,500	720	700	900
Grand Ballroom	3F	2,082m²	2,400	1,000	1,200	2,000

03_ Auditorium





Area	Capacity	Capacity (by seating style)		
		Fixed Seats	Retractable Seats	Free Seats
4,766m² (GFA 29,728m²)	4,002	2,645	552	805

04_ Hybrid Event Infrustructure





BEXCO provides a fully integrated hybrid event system that supports digital broadcasting, virtual participation, and online–offline convergence.

- Hybrid Studio: Features video consultation rooms of various sizes, professional filming facilities, and live-streaming systems. It supports both the MICE industry and local companies in global meetings and digital marketing.
- Busan MICE Studio & Video Consultation Rooms: Enable real-time international business meetings.
- Busan MICE Information Desk: Provides customized services, including event details and tourism guidance for domestic and international participants.

Convention Venues



Park Hyatt Busan

Park Hyatt Busan offers an elevated luxury experience overlooking the marina and Gwangan Bridge—one of Busan's most iconic views.
With refined design, personalized service, and versatile event spaces, the hotel is a top choice among global business travelers. Its dedicated banquet team and advanced facilities support executive meetings, seminars, and weddings with seamless professionalism.

51, Marine City 1-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-990-1234

www.hyatt.com/loyalty/en-US

Grand Ballroom (m²)	Banquet	Reception
438	240	350
Theater	**Classroom**	**Meeting Rooms**
350	180	12



Room Type	Number of Rooms
1 King Bed	69
Deluxe	69
King Bed with Ocean View	50
Twin Beds with Ocean View	12
Suite	69
Total 269 rooms	



The Westin Josun Busan

Ideally positioned between Haeundae Beach and Dongbaek Park, The Westin Josun Busan is one of the city's leading five-star hotels. Known as an "urban resort," it offers breathtaking ocean views where business and leisure blend seamlessly. Just 40 minutes from Gimhae International Airport and 10 minutes from BEXCO, the hotel provides exceptional accessibility for international delegates. Ocean-view dining, pool, fitness, and spa facilities enhance the overall guest experience.

67 Dongbaek-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-749-7000

www.josunhotel.com/intro.do?locale=en

Grand Ballroom (m²)	Banquet	Reception
744.8	420	300
Theater	**Classroom**	**Meeting Rooms**
600	400	8



Room Type	Number of Rooms
Deluxe	125
Executive	157
Suite	12
Total 294 rooms	

Convention Venues



Grand Josun Busan

As the new luxury brand of Josun Hotels & Resorts, Grand Josun Busan delivers a modern luxury ambience where classic elegance meets contemporary comfort.
White-tone guest rooms paired with sweeping views of Haeundae Beach create a sophisticated retreat, while the hotel's premium dining and ballroom facilities are well-suited for corporate events and brand launches. The Grand Ballroom—set against the Haeundae shoreline—offers a majestic setting for official banquets and large-scale gatherings.

292 Haeundaehaebyeon-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-922-5000

gjb.josunhotel.com/main.do

Grand Ballroom (m²)	Banquet	Reception
370.5	130	-
Theater	**Classroom**	**Meeting Rooms**
250	150	5



Room Type	Number of Rooms
Superior	32
Deluxe	217
Premier	22
Executive	14
Total 285 rooms	



Paradise Hotel Busan

A landmark of Haeundae, Paradise Hotel Busan is a luxury resort that combines healing and entertainment. With 532 guest rooms and extensive MICE-ready facilities, it is the perfect venue for international conferences, brand events, and VIP receptions. Signature highlights include ocean-view balconies and an outdoor hot spring spa overlooking Haeundae Beach. Guided by the motto "The Harmony of Luxury and Leisure", Paradise Hotel Busan offers an exceptional blend of premium business and relaxation.

296 Haeundaehaebyeon-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-742-2121

www.busanparadisehotel.co.kr/front/?language=EN

Grand Ballroom (m²)	Banquet	Reception
653	380	500
Theater	**Classroom**	**Meeting Rooms**
600	416	13



Room Type	Number of Rooms
Deluxe	560
Premium Deluxe	32
Suite	40
Total 632 rooms	

Convention Venues



SIGNIEL Busan

Located in Haeundae's landmark LCT Tower (Floors 3–19), Signiel Busan offers 260 luxury guest rooms. As the second property after Signiel Seoul, it represents the pinnacle of Korean luxury hospitality. Designed by world-renowned HBA, the hotel combines refined aesthetics with signature sophistication, setting a new standard of luxury and delivering an unforgettable stay in Busan.



30 Dalmaji-gil, Haeundae-gu, Busan, Republic of Korea

+82-51-922-1000

www.lottehotel.com/global/en/brands/about/signiel

Grand Ballroom (m²)	Banquet	Reception
1,176.9	600	-
Theater	**Classroom**	**Meeting Rooms**
990	600	7

Room Type	Number of Rooms
Grand Deluxe	105
Premier	36
SIGNIEL Premier	78
Suite	41
Total 260 rooms	



VISIT BUSAN

Busan Cinema Center

The Busan Cinema Center is the city's signature multimedia cultural complex where film, performance, and exhibitions converge. It is home to the prestigious Busan International Film Festival, Asia's leading film festival, and hosts a wide range of international events. With facilities designed to operate regardless of weather conditions, the center is ideal for diverse MICE events. Its unique stage environment—blending film, art, and technology—makes it a symbolic venue for brand showcases, award ceremonies, and global gatherings, enhancing the city's international profile.

120, Suyeonggangbyeon-daero, Haeundae-gu, Busan, Republic of Korea

+82-51-780-6000

www.dureraum.org/bccen/main/main.do?rbsIdx=1

Venue Type	Screen Size	Capacity
Outdoor Theater	24*12.9	**4,000**
Haneul Theater	-	**841**
Cinema 1	18.2*7.7	**413**
Cinema 2	11.7*7.1	**212**
Cinematheque	11.7*7.1	**212**



Shinsegae Centum City

Recognized as the world's largest department store, Shinsegae Centum City is a core cultural and lifestyle hub in Haeundae. Beyond shopping, it offers dining, art, and leisure experiences, featuring galleries, cultural halls, and Cine de Chef.
As a "cultural experience complex," it serves as a versatile venue for brand exhibitions, receptions, and private events, seamlessly connecting with international MICE activities.

35 Centumnam-daero, Haeundae-gu, Busan, Republic of Korea
+82-51-1588-1234
en.shinsegae.cn/index.do



Lotte Department Store Centum City

Lotte Centum City offers a refined blend of shopping, culture, and relaxation. Featuring global brands and premium services, it delivers a sophisticated retail experience.
The complex also includes Lotte Cinema and the Lotte Culture Center, providing film screenings and cultural programs that enrich everyday life.
The venue is ideal for both business delegates and leisure travelers seeking accessible cultural engagement during their stay.

59 Centumnam-daero, Haeundae-gu, Busan, Republic of Korea
+82-51-1577-0001
global.lotteshopping.com/eng/main

UNIQUE VENUES

01_ Nurimaru APEC House 18
02_ Museum 1 18
03_ Chess 154 18
04_ Busan X the SKY 19
05_ SEA LIFE Busan Aquarium 19
06_ ClubD Oasis 19
07_ Haeundae Platform 20
08_ Busan Museum of Art 20



Unique Venues

01_ Nurimaru APEC House

116 Dongbaek-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-743-1974

www.busan.go.kr/nurimaru/english.jsp

Located on scenic Dongbaek Island overlooking Busan's coastline, Nurimaru APEC House hosted the 2005 APEC Summit and remains one of the city's most iconic venues. Equipped with advanced conference systems, premium services, and traditional Korean aesthetics, it has been praised by world leaders as a premier meeting space.
The name Nurimaru combines the Korean words "Nuri" (world) and "Maru" (summit), meaning "the house where world leaders gather." The three-story building reinterprets the traditional Korean pavilion (jeongja) in a modern style, with terraces inspired by the daecheongmaru offering panoramic views of Oryukdo Islets, Gwangan Bridge, and Dalmaji Hill.
Nurimaru APEC House stands as a prestigious international conference venue where natural beauty and modern sophistication meet.



Venue	Area	Capacity (by seating style)			
		Theater	Classroom	Banquet	Reception
Conference Room	361m²	240	120	120	200
Outdoor Piloti	1,035m²		-		300
2005 APEC Summit Hall	1,390m²		-		



02_ Museum 1

20 Centumseo-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-731-3302

english.visitkorea.or.kr/svc/whereToGo/locIntrdn/rgnContentsView.do?vcontsId=112708

Located in Busan's Centum City, Museum 1 is Korea's first museum dedicated to media art and one of the most compelling indoor cultural venues in the region for exhibitions, conventions, art showcases, performances, banquets, and receptions.
With over 80 million LEDs installed across floors, ceilings, and walls, it offers an immersive environment of spectacular media content. Visitors can experience around 100 works by 21 leading contemporary artists from Korea and abroad, spanning video, installation, photography, painting, sculpture, and ceramics, making it a top attraction for delegates seeking culture-driven programs.

Venue	Area (m²)	Capacity
Main Hall	1,428m²	200
Hall	768m²	100

03_ Chess 154

154 Haeundaehaebyeon-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-742-0154

www.visitbusan.net/en/index.do?menuCd=DOM_000000302003001000&uc_seq=2263&lang_cd=en

Located along Haeundae Beach, Chess 154 is a premium cultural lounge where live jazz and fine dining come together. The venue features chess-inspired interior motifs—such as sculptural pieces and a striking black-and-white floor pattern—creating a distinctive atmosphere that stands out for private gatherings and cultural events.
Guests can enjoy live jazz performances, a wide selection of beverages, and signature dishes crafted by renowned chefs. As a cultural complex, Chess 154 offers a unique blend of music, gastronomy, and art, making it an exceptional venue for refined leisure and private events.



04_ Busan X the SKY

30 Dalmaji-gil, Haeundae-gu, Busan, Republic of Korea

+82-51-731-0099

www.busanxthesky.com

Situated at the top of the 411.6m LCT Landmark Tower, Busan X the SKY is Korea's largest and most iconic observatory, offering an exceptional venue for premium private events.
With panoramic views stretching across Haeundae Beach, Gwangan Bridge, and the coastline, the space provides a memorable backdrop for not only a top tourist attraction but also a distinctive space for corporate events and private gatherings.
The observatory features cafés, photo zones, souvenir shops, and Korea's fastest elevators—which ascend 100 floors in under one minute—ensuring both convenience and spectacle for guests.



Space	Area	Capacity
SKY99 Main Hall	347m²	54
X the Lounge	98m²	34
VIP Room	89m²	26
SKY Letter Space	239m²	50



05_ SEA LIFE Busan Aquarium

266 Haeundaehaebyeon-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-740-1700

www.visitsealife.com/busan/en/

Set along the shores of Haeundae Beach, SEA LIFE Busan Aquarium is one of Korea's premier marine attractions. Featuring eight themed exhibition halls with diverse marine species, it offers unforgettable experiences such as the shark glass-bottom boat, interactive VR zones, and an immersive underwater tunnel. With its unique oceanfront setting, the aquarium is not only a must-visit destination but also an exceptional venue for special events, banquets, and receptions. Its prime beachfront location makes it the perfect place to combine business, leisure, and seaside tourism.

Venue	Capacity	
	Banquet	Reception
Coral Aquarium	60	100
Sea Theater	80	150

06_ ClubD Oasis

LCT Tower, 30 Dalmaji-gil, Haeundae-gu, Busan, Republic of Korea

+82-51-1566-8007

clubdoasis.com/en

ClubD Oasis is a premium oceanfront spa and waterpark complex located within the LCT Tower in Haeundae.
The venue offers outdoor infinity pools, therapeutic spas, saunas, jjimjilbang and relaxation lounges, creating a resort-like atmosphere to the city, offering both play and relaxation in one destination.



Venue	Area
Wave Pool	720m²
Infinity Pool	426m²
Outdoor Foot Spa	75.2m²
VIP Wellness Suite	31m²

Unique Venues

07_ Haeundae Platform

621 Haeundae-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-746-9995

www.instagram.com/haeundae_platform



Haeundae Platform, remodeled from the former Haeundae Train Station, Haeundae Platform is a cultural complex designed for exhibitions, pop-ups, media art, and campaigns—serving as a hub where community and culture meet. The venue preserves the historic charm of its exterior while offering versatile interiors such as a multi-purpose exhibition hall and lounge. With excellent accessibility and openness, it welcomes both locals and tourists, and its flexible layout makes it an attractive choice for events of all scales, drawing the interest of artists and planners.

Venue	Area
Multi-purpose Exhibition Hall	167.44m²
Exhibition Space	64m²
Lounge	116m²



08_ Busan Museum of Art

58 APEC-ro, Haeundae-gu, Busan, Republic of Korea

+82-51-744-2602

art.busan.go.kr/eng/index.nm

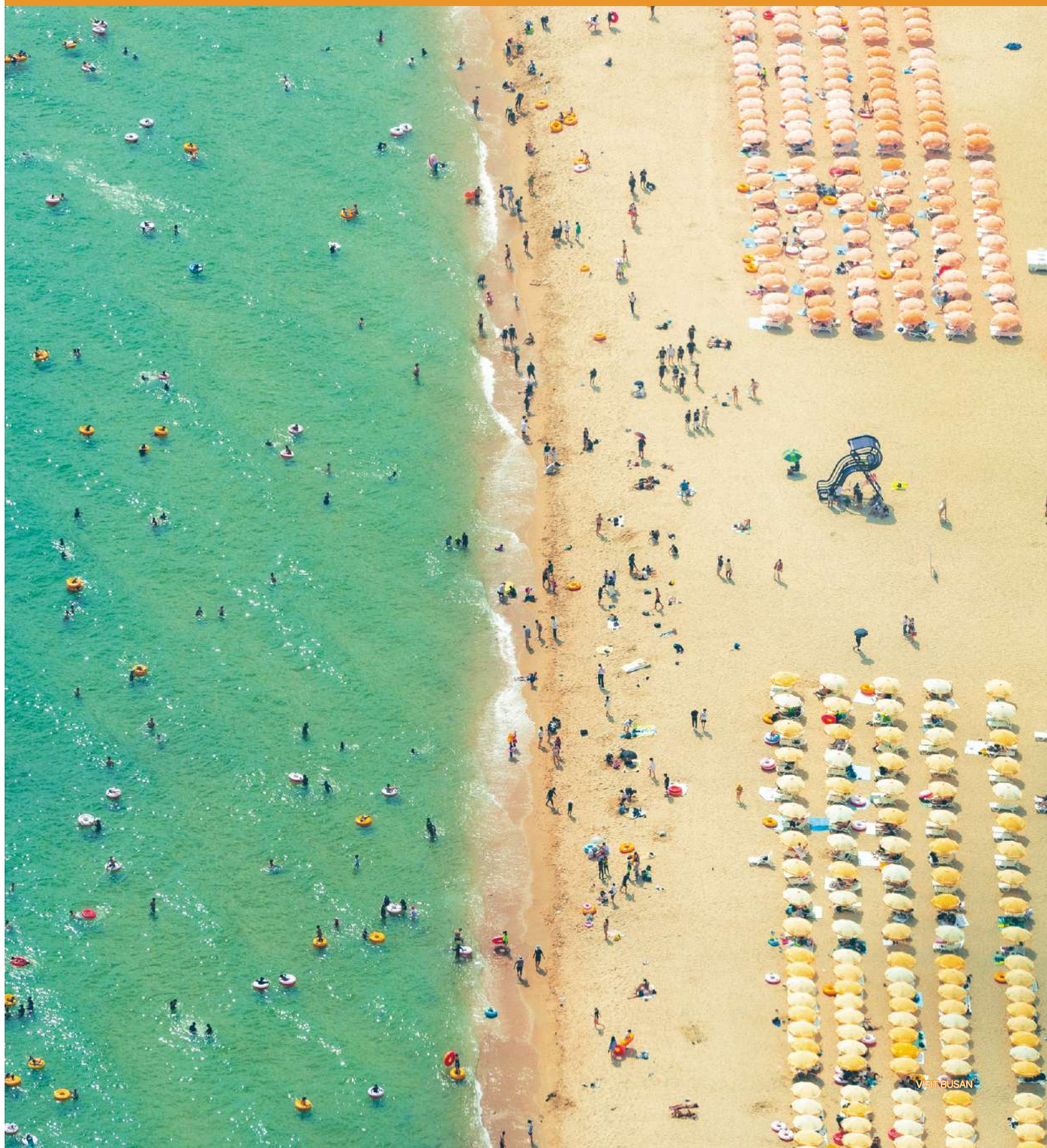
The Busan Museum of Art is the city's leading public art museum, showcasing diverse works by Korean and international artists with a focus on contemporary art. It also plays a vital role in supporting the creative activities of local artists, making it a cornerstone of Busan's cultural scene.
The museum is a five-minute walk from BEXCO (Busan Museum of Art Station) and offers excellent accessibility.
As an open cultural venue where citizens and tourists can experience art in daily life, it is widely loved by visitors.
With versatile exhibition halls and supporting facilities, it is well-suited for art talks, networking events, official banquets, and receptions, offering a serene atmosphere that elevates MICE programs.
By combining art and business, the museum provides a distinguished setting that enhances corporate image and creates memorable experiences.

Venue	Area	Capacity
Auditorium	213m²	160

HAEUNDAE
CONFERENCE
COMPLEX

MICE CONTENTS

Tourism & Activities 22
Team Building Programs 24
Restaurants 26
Souvenir Shops 28
MICE Support Programs 29
Transportation & Accessibility 30



MICE Contents

01_ Haeundae Beach

1015 Jung-dong, Haeundae-gu, Busan, Republic of Korea
+82-51-749-5700

Haeundae Beach is Korea's most well-known beach, offering a wide sandy shoreline for swimming, walking, and year-round festivals. In summer, visitors can enjoy surfing, jet skiing, banana boating, and various marine sports.

Open Season June~September (may vary with climate)





02_ Dongbaek Island

710-1 U-dong, Haeundae-gu, Busan, Republic of Korea
+82-51-749-7621

Located west of Haeundae Beach, Dongbaek Island features a scenic coastal walking trail with views of the sea and access to the Nurimaru APEC House.

Trail Length 930m (15~40 minutes)

03_ The Bay 101 Yacht Club

Ticket Office, 52 Dongbaek-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-1833-4212
www.thebay101yacht.com

The Bay 101 is a famous night-view spot offering yacht tours of the Haeundae and Gwangalli coastline.
Visitors can choose recommended scenic routes or private yacht tours customized for events.

Duration 55 minutes | Hours 9:00~22:00
Price From 15,000 KRW / Sunset tours from 30,000 KRW



04_ Haeundae Blueline Park (Beach Train & Sky Capsule)

116 Cheongsapo-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-701-5548
www.bluelinepark.com

Blueline Park offers a stunning coastal train traveling from Mipo to Cheongsapo and Songjeong, showcasing East Busan's scenic shoreline. For a more unique adventure, ride the Sky Capsule, gliding 7–10m above the shoreline on a 2km track from Mipo to Cheongsapo.

Duration Beach Train round trip (approx. 50 minutes)
Sky Capsule one way (approx. 30 minutes)
Hours Nov~Apr: 09:30~18:30, May~Jun / Sep~Oct: 09:30~19:30, Jul~Aug: 09:30~20:30
Price Beach Train: 8,000 KRW per ride
Sky Capsule: 40,000 KRW for 2 persons





05_ Busan X the SKY

30 Dalmaji-gil, Haeundae-gu, Busan, Republic of Korea
+82-51-731-0099
www.busanxthesky.com

Busan X the SKY is an observatory on floors 98–100 of the LCT Tower, offering panoramic views of Haeundae.

- Shocking Bridge: Walk across a transparent glass floor with Haeundae Beach beneath your feet.
- Sky Garden & Letter: An outdoor garden and a digital message station, allowing guests to send messages from Busan's highest viewpoint.

Duration Approx. 1 hour | Hours 10:00~21:00
Price 27,000 KRW

06_ Spa Land (Shinsegae Centum City)

35 Centumnam-daero, Haeundae-gu, Busan, Republic of Korea
+82-51-1588-1234
www.shinsegae.com

Spa Land is an urban hot-spring spa located on the 1st floor of Shinsegae Centum City, a city-resort style hot spring overlooking the Suyeong River and park. Guests can enjoy both traditional Korean baths and Japanese urban-style baths, with natural hot spring water rich in two therapeutic minerals. The facility features 18 themed pools and a variety of saunas and jjimjilbangs.

Duration Approx. 2 hours | Hours 9:00~22:00
Price 25,000 KRW



MICE Contents

01_ Surfholic

50 Songjeonghaebyeon-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-701-4851
www.surfholic.co.kr

Small Groups
(1~30 participants)

Challenge the wind and waves! Surfing begins with finding balance on the water. Songjeong Beach offers shallow waters and soft sand, making it safe and fun for beginners.



Capacity 30 people (10 per group)
Duration Approx. 120 minutes
Price 65,000 KRW (lesson + board & wetsuit rental)

02_ Yacht Tale (Yachttale)

84 Haeundaehaebyeon-ro, Unit 4-01A, Haeundae-gu, Busan, Republic of Korea
+82-51-1599-1789
www.yachttale.com

Small Groups
(1~30 participants)

Departing from The Bay 101 or Suyeong Bay Yacht Stadium, enjoy a one-hour yacht tour along Haeundae and Gwangalli. Day tours include Polaroid photos, while night tours feature fireworks.



Capacity 75 people (25 per yacht)
Duration Approx. 60 minutes
Price From 15,000 KRW (day) / From 25,000 KRW (night)

03_ La Cucina Academy

55 Centumjungang-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-950-6038
lacucina.kit.ac.kr

Small Groups
(1~30 participants)

Busan's first full-scale culinary academy offering one-day programs such as Korean soul food, brunch, and party dishes. Programs can be customized to group size and themes. Programs can be tailored to group size and theme. *Reservation required 14 days in advance.*



Capacity 100 people (16 per group)
Duration Approx. 180 minutes
Price 100,000 KRW per person

04_ Korean Cooking Class – Bapsang in Busan

Unit 2406, Hanil Ordeux, 37 Marine City 3-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-918-0370
www.kcookingclass.com

Small Groups
(1~30 participants)

Participants cook Korean or temple cuisine, enjoy tastings sessions, and experience traditional tea ceremonies.



Capacity 8~20 people
Duration Approx. 180 minutes
Price 110,000 KRW per person

05_ Haearm – Marine City Busan

Unit 402, 63 Gwangil-ro, Suyeong-gu, Busan, Republic of Korea
+82-51-726-8882
www.haearm.com

Medium & Large Groups
(30~100+ participants)

A leading provider of marine leisure programs, offering one-day and overnight packages that integrate Busan's tourism content. Tailored programs are available for domestic and international groups.



Capacity 20~1,000 people
Duration One-day / Overnight
Price From 300,000 KRW per person (varies by program)

06_ Ahopsan Forest

37-1 Midong-gil, Cheolma-myeon, Gijang-gun, Busan, Republic of Korea
+82-51-721-9183
www.ahopsan.com

Medium & Large Groups
(30~100+ participants)

Ahopsan Forest is Korea's largest natural bamboo forest, preserved as a natural ecosystem and famous as a filming location for dramas and movies.



Capacity No limit
Duration No limit
Price Free for general access

07_ Lotte World Adventure Busan

42 Dongbusan-gwangwang-ro, Gijang-eup, Gijang-gun, Busan, Republic of Korea
+82-51-1661-2000
adventurebusan.lotteworld.com

Medium & Large Groups
(30~100+ participants)

A 48,000-pyeong outdoor theme park in Osiria Tourism Complex themed as a "fairy-tale kingdom." It features six zones, Korea's first-ever attractions of their kind, large-scale parades, and performances blending storytelling and entertainment.



Capacity Up to 8,000 people
Duration No limit
Price 49,000 KRW (Day Pass) / 38,000 KRW (Afternoon Pass)

TEAM BUILDING PROGRAM

MICE Contents

Michelin Guide Busan 2025 Selections



Mori
Japanese Cuisine

+82-51-731-9889
2F, Unit 2-4, 24 Haeundaehaebyeon-ro 298beon-gil, Haeundae-gu, Busan, Republic of Korea

Signature Menu Seasonal omakase-style course
Price From 100,000 KRW per person

Mori is a Japanese restaurant in Haeundae specializes in seasonal seafood and fresh ingredients. Its signature one-person course menu highlights delicate plating and subtle seasoning that preserves the natural flavors. Guests at the counter can watch the chef's cooking process for a unique dining experience.



Piatto
Italian Cuisine

+82-51-744-5309
2F, 432 Jwadong Sunhwan-ro, near Dalmaji-gil, Haeundae-gu , Busan, Republic of Korea

Signature Menu Fresh pasta tasting course
Price From 200,000 KRW per person

Piatto, located near Dalmaji Hill, offers refined Italian dishes featuring duck breast, Korean beef sirloin, risotto, and various fresh pastas.
Most ingredients—fresh pasta, prosciutto, kombucha-based vinegar, and syrups—are made in-house, creating Piotto's distinctive natural flavors. Reservations are required.



Nagahama Mangetsu
Ramen

+82-51-731-0886
1F, Daeyoung Building, 57 Udong 1-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Nagahama Ramen, Ramen & Gyoza Set
Price From 11,000 KRW

A popular ramen specialty shop near Haeundae Station known for rich broth and chewy noodles.
Guests can customize noodle firmness and add fresh garlic or spicy sauce to adjust flavors.



Budamyeonok
Pyongyang Cold Noodles

+82-51-746-8872
2F, 36 Jungdong 1-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Pure Buckwheat Naengmyeon, Beef Suyuk (small plate)
Price From 12,000 KRW

Budamyeonok serves authentic Pyongyang-style cold noodles made with 100% pure buckwheat. The broth combines beef stock and vegetable infusion for a savory yet mild flavor, complemented by toppings like radish, young cabbage, and cucumber are served separately for personal preference.



Haemok
Japanese Donburi

+82-51-746-3730
8 Gunam-ro 24beon-gil, Haeundae-gu, Busan, Republic of Korea

Signature Menu Hitsumabushi, Kaisendon
Price From 39,000 KRW

Haemok offers casual Japanese cuisine including donburi, sashimi, tempura, and tataki. Its signature dish, Hitsumabushi (grilled eel rice bowl), combines smoky eel with savory sauce and perfectly cooked rice.

Executive Concierge Recommendations

Premium Hotels' Recommended Restaurants



Geumsu Bokguk
Pufferfish Cuisine

+82-51-742-3600
23 Jungdong 1-ro 43beon-gil, Haeundae-gu, Busan, Republic of Korea

Signature Menu Silver Puffer Soup, Milpuffer Soup
Price From 15,000 KRW

A 50-year-old heritage restaurant known as the originator of Busan-style pufferfish soup.
Fresh ingredients, in-house sauces, and precise preparation define its signature flavors.



Dimtao
Dim Sum

+82-51-741-3638
25 Udong 1-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Xiaolongbao, Shrimp Dumplings
Price From 8,000 KRW

Dimtao specializes in Guangdong-style dim sum, originally meaning "to touch the heart."
The menu features light, refined small dishes rather than heavy meals.



Haeundae Amsogalbijip
Korean Beef Barbecue

+82-51-746-3333
333 Haeundaehaebyeon-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Fresh Short Ribs, Marinated Ribs, Bulgogi
Price From 60,000 KRW per person

A legendary restaurant since 1964, now operated by the third generation, Amsogalbijip is famous for premium female beef ribs and bulgogi. Once housed in a century-old hanok, it now operates in a modern building while preserving its heritage.



Le Dore
Contemporary Cuisine

+82-51-747-8522
2F, 37 Marine City 3-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Seasonal contemporary tasting course
Price From 200,000 KRW per person

A fine-dining restaurant in Marine City offering contemporary Korean cuisine inspired by French techniques and seasonal Busan ingredients.



Haeundae Gaya Milmyeon
Wheat Noodles

+82-51-747-9405
27 Jwadong Sunhwan-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Mul Milmyeon, Bibim Milmyeon
Price From 8,000 KRW

A beloved local restaurant serving traditional Busan-style Gaya milmyeon with chewy noodles and rich, chilled broth, a Busan specialty. A popular summer destination with consistently long queues.



Italian Shop (Itaeri Sangjeom)
Italian Cuisine

+82-51-746-8589
1F, 29 Dongbaek-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Margherita Pizza, Calzone Cream Cheese Salad
Price From 20,000 KRW

A casual Italian restaurant near Dongbaek Island known for wood-fired pizza and pasta. With stylish interiors and a romantic atmosphere, it's a popular choice for dates. Guests enjoy its warm ambience and coastal surroundings at accessible price points.



Haeundae Obok Dwaeji Gukbap
Pork and Rice Soup

+82-51-731-1488
1F, 15 Gunam-ro, Haeundae-gu, Busan, Republic of Korea

Signature Menu Pork Rice Soup, Sundae Soup
Price From 10,000 KRW

A signature Busan dish, Obok Dwaeji Gukbap is known for hearty pork soup with tender meat and rich broth. Open 24 hours, it's beloved by locals and tourists.

MICE Contents

Souvenir Shops



Haeundae Souvenir Shop

1F, 264 Haeundaehaebyeon-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-731-1204
www.instagram.com/busan._.souvenir

Located directly across from Haeundae Beach, this shop offers postcards, magnets, stationery, eco bags, and a wide range of charming Busan-themed merchandise.

Hours 10:00~21:00



Busan Super (Cheongsapo Branch)

2F, 120 Cheongsapo-ro, Haeundae-gu, Busan, Republic of Korea
+82-51-780-2111
www.visitbusan.net/v/7hwB

Situated along the Cheongsapo coastline, this shop offers curated souvenirs paired with scenic ocean views—perfect for picking up unique souvenirs of Busan.

Hours 10:00~18:00



X The Gift

98F, 30 Dalmaji-gil, Haeundae-gu, Busan, Republic of Korea
+82-51-731-0099
www.busanxthesky.com

Located on the 98th floor of the LCT Observatory, X The Gift offers exclusive souvenirs—snow globes, postcards, and items created specifically for Busan X the Sky.

Hours 10:00~21:00



Pretty Whale Shop

1F, 15-1 Udong 1-ro 38beon-gil, Haeundae-gu, Busan, Republic of Korea
+82-70-8657-2300
www.instagram.com/pretty_whale.shop

A seaside-inspired gift shop in Haeundae, featuring souvenirs crafted from seashells and other coastal materials—ideal for memorable keepsakes.

Hours 10:00~21:00



MICE Support Programs

01 _ International Conference Support Program

Busan offers a three-step support system for hosting international MICE events.
Bidding, Promotion, and Hosting—for domestic and international MICE events held in Busan.

Eligibility

Minimum 2 days, 100+ participants, including 50+ international attendees.

Step 1

Bidding Support

When undertaking bidding activities for events not yet confirmed to be held in Busan

Key Support Items

- Proposal production
- Promotional/printed materials
- Souvenir production
- Shipping costs
- Booth operations
- Busan Night event support
- Airfare for bidding delegates
- Site inspections
- Promotional video production
- Official website development

Step 2

Promotion Support

When conducting overseas promotional activities for events confirmed to be held in Busan

Key Support Items

- Promotional/printed materials
- Souvenir production
- Shipping costs
- Booth operations
- Busan Night event support
- Overseas HQ site inspections
- Promotional video production
- Official website development

Step 3

Hosting Support

When hosting the event in Busan

Key Support Items

- Promotional/printed materials
- Souvenir production
- Cultural and artistic performances
- Official dinners/receptions
- Venue rental within Busan
- Participant sightseeing support
- Shuttle bus operations

02 _ Corporate Meetings & Incentive Support Program

Support is available for incentive travel and corporate meetings held in Busan.

Eligibility

Minimum 2 days, 50+ international participants.

Support Items: Cultural performances, official banquets, venue rental, attraction admission fees, souvenir production.

Meetings
Incentives Travel
Conventions
Exhibitions/Events

Convention Bureau (QR)

Transportation & Accessibility

BUSAN HAEUNDAE



Q3 2025



01_ Flight Operations

Busan's strategic location in Northeast Asia provides excellent international accessibility for conference participants.



Direct Route

12 Countries

37 Cities

Gimhae International Airport Direct Routes

Countries Served **12**

Cities Served **37**

Incheon International Airport Direct Routes

Countries Served **55**

Cities Served **179**

02_ Domestic Access to Haeundae MICE District

Busan offers convenient transfers to the Haeundae International Conference Complex from Seoul and other major domestic hubs.

Flights

Incheon → Busan
50 minutes

Gimpo → Busan
50 minutes

Public Transport

Gimhae Int'l Airport → BEXCO
40 minutes

Busan Station → BEXCO
30 minutes

Trains

SRT | Suseo → Busan
2 h **30** m

KTX | Seoul → Busan
2 h **18** m

03_ Gimhae International Airport Direct Routes

Vietnam	Da Nang Hanoi Ho Chi Minh City Nha Trang Phu Quoc
Japan	Fukuoka Matsuyama Nagoya Okinawa Osaka Sapporo Tokyo
Indonesia	Bali
Philippines	Bohol Cebu Clark Manila
Thailand	Bangkok Chiang Mai
Laos	Vientiane
Singapore	Singapore
Mongolia	Ulaanbaatar
Malaysia	Kota Kinabalu
Taiwan	Kaohsiung Taipei
Hong Kong	Hong Kong
China	Beijing Macau Qingdao Sanya Shanghai Shenyang Shijiazhuang Xi'an Yanji Zhangjiajie Huangshan

