



**IAPHHAMBURG2015**  
29th WORLD PORTS CONFERENCE

# **Starting to grow : Cruise tourism as a complementary business field in Busan**

**Presented by CHA Min-sik,  
Vice President of Busan Port Authority**



# Cruise Infrastructure of Busan Port



## 1. Yeong-do Int'l Cruise Terminal

Opened in April, 2007

Handled 2,500 Turnaround Pax

Pier reinforcement(2016~18)

Pier reinforcement  
(360m, 80,000 G/T→220,000 G/T)

extension  
+ 75m



Fully accommodate the  
world's largest cruise ships



## AS of April 2015



## Berth Numbers : 14

# Strategic Location of Busan Port



## Emerging Golden Triangle for Cruise Industry



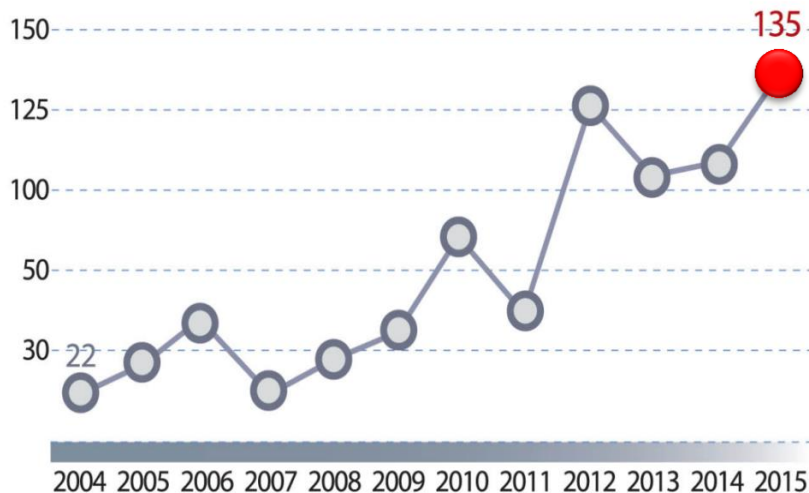


# Cruise Calling No. in Busan Port



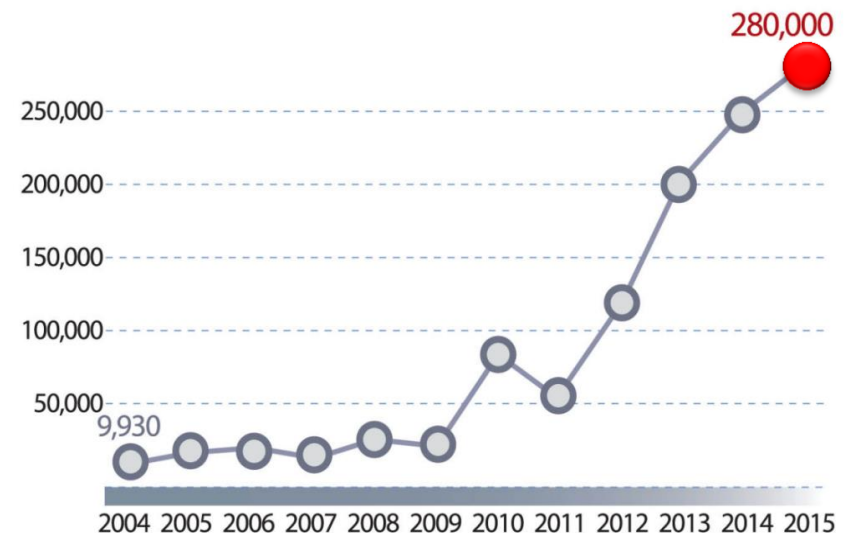
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## Port of Call



**6 times** increase since 2004  
**18.5%** growth, expected in 2015

## No. of Passenger



**28 times** increase since 2004  
**12.5%** growth, expected in 2015

## 1. Incentive : Port Dues & Dockage

- **Discount 30% of port dues & dockage for Cruise lines**

## 2. Active Stance : Busan Port Cruise Network

- **Working Group for optimizing the operation of Busan Port's cruise terminals**
- **PA + Gov. + Customs + CIQ + Cruise lines**

# Cruise Tourism Infrastructure



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**The world's biggest  
department store**



**The world's largest no. of  
parasols in Haeundae Beach**





# Cruise Tourism Infrastructure



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## Busan International Film Festival



## Busan Fireworks Festival





# Cruise Tourism Infrastructure



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**City of UNESCO Heritage,  
Gyeongju**



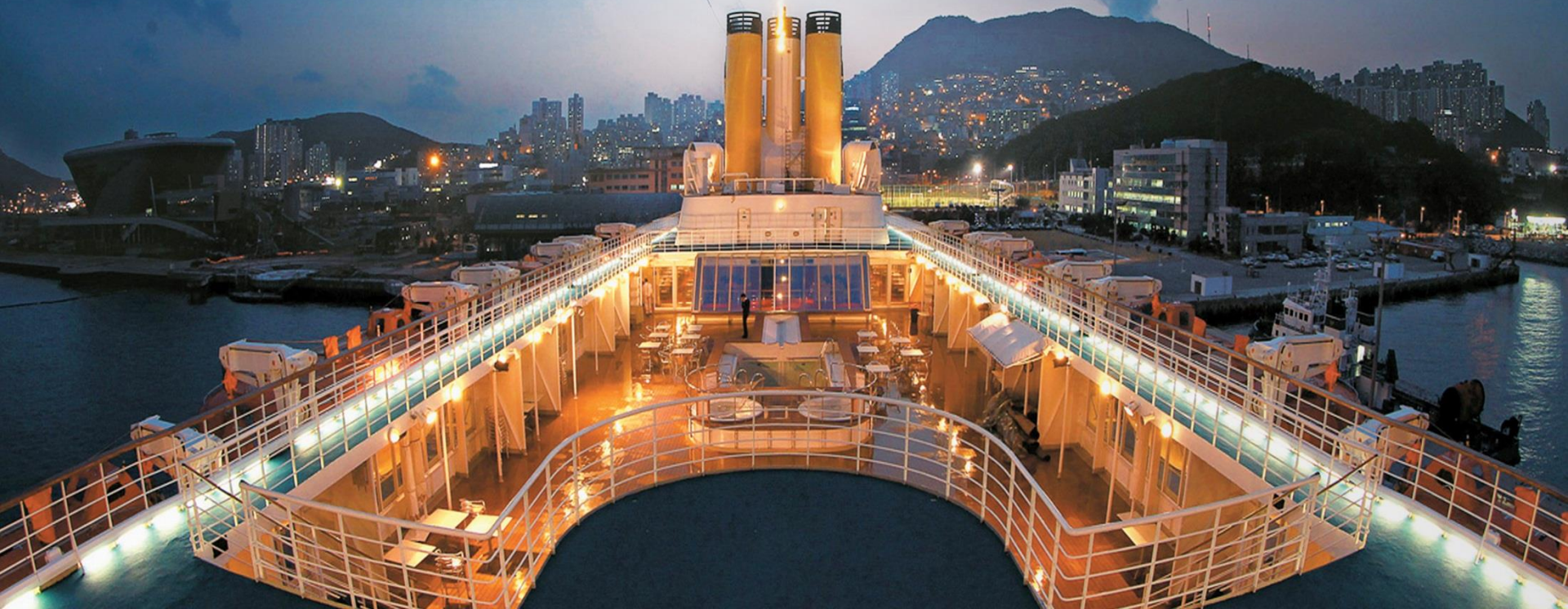
**Beautiful National Park,  
Hallyeohaesang**





# Seatrade Cruise Asia, Busan

June.10(WED)-13(SAT) / BEXCO, BUSAN, KOREA





# Thank You !

For more information,  
please come to **the Ports of Korea** pavilion