

# SEOMYEON IN BUSAN

Self-Guided Tour



## HIGHLIGHTS



### SEOMYEON SHOPPING STREET

The busiest downtown area in Busan, filled with fashion stores, restaurants, and cafés. It is a lively place where locals and visitors gather, especially in the evening, to shop, eat, and enjoy the city atmosphere. Street performances and bright neon signs add to the energetic vibe, making it a great place to experience Busan's nightlife.

**Address:** Seomyeon-ro, Busanjin-gu, Busan

### JEONPO CAFE STREET

A trendy neighborhood known for its unique cafés, dessert shops, and stylish interiors. Each café has its own concept and design, ranging from minimalist spaces to artistic and vintage styles. It is a popular spot for café hopping, relaxing, and taking photos, especially among younger visitors.

**Address:** Seomyeon-ro, Busanjin-gu, Busan



### SAMJUNG TOWER

A modern complex offering shopping, dining, and entertainment all in one place. With a wide variety of restaurants, shops, and attractions, it is a convenient indoor destination regardless of the weather. It is also well known as a place where visitors can spend several hours exploring different activities in one building.

**Web:** [www.samjungtower.com](http://www.samjungtower.com)

**Address:** 672 Jungang-daero, Busanjin-gu, Busan

**Hours:** 1100 ~ 2200

**Phone:** 051-520-3700

### RUNNING MAN EXPERIENCE

An interactive attraction based on the popular Korean TV show, where visitors can complete missions and games. Participants move through different themed zones, solving challenges and competing in fun activities. It is a great experience for groups, friends, or families looking for something active and unique.

**Web:** [www.running-man.co.kr](http://www.running-man.co.kr)

**Hours:** 1100 – 2000 (Last entry 1900)

**Address:** 672 Jungang-daero, Busanjin-gu, Busan

**Phone:** 051-520-3636



### LOTTE DEPARTMENT STORE BUSAN MAIN STORE

A large department store offering a wide range of shopping, dining, and facilities. From fashion brands to restaurants and cafés, it provides a comfortable indoor environment where visitors can enjoy multiple experiences in one place. It is also a convenient stop for both shopping and taking a break.

**Web:** [www.lotteshopping.com](http://www.lotteshopping.com)

**Address:** 772 Gaya-daero, Busanjin-gu, Busan

**Hours:** 1030 ~ 2030

**Phone:** 1577-0001

# MUST-TRY FOODS

## GIJANG SONKALGUKWU (Noddle)

- Tel: 051.806.6831
- Hours: 0900 – 2000 (Last Order: 1930)
- 256-6 Bujeon-dong, Busnajin-gu

## LEE JAE MO PIZZA

- Tel: 051.802-1478
- Hours: 1000 – 2100 (Closes on Sun)
- 241-38 Bujeon-dong, Busnajin-gu

## HEEWA BAKE SHOP

- Tel: 051.802-1478
- Hours: 0700 – 1900  
(Closes on Tue&Wed)
- 241-38 Bujeon-dong, Busnajin-gu

## SONGJEONG SAMDAE GUKBAP

(Dwaeji Gukbap – Pork Soup)

- Tel: 0507-1412-5722
- Hours: Open 24/7
- 255-19 Bujeon-dong, Busnajin-gu

## BUJEON MARKET (부전시장)

A local traditional market where visitors can try simple Korean street foods such as tteokbokki, fish cake, pancakes, and fried snacks. It offers a more authentic and less touristy experience compared to larger markets.

- 20 Jungang-daero 755beon-gil, Busanjin-gu

## INTERNATIONAL CUISINE

Seomyeon offers a wide variety of international cuisines, including Italian, Indian, and more. It is a great place for travelers looking for familiar flavors.



## HOTEL

### TOYOKO INN BUSAN SEPMYEON

Tel: 82-51-638-1045  
Address: 39, Seojeon-ro, Busanjin-gu, Busan



### LOTTEL OTEL BUSAN

Tel: 82-51-810-1000  
Address: 772, Gaya-daero, Busanjin-gu, Busan



## TAXI DRIVER TIP

### Attractions

SEOMYEON SHOPPING STREET

JEONPO CAFE STREET

SAMJUNG TOWER

LOTTE DEPARTMENT STORE BUSAN MAIN STORE

BUJEON MARKET

GIJANG SONKALGUKWU

LEE JAE MO PIZZA

HEEWA BAKE SHOP

SONGJEONG 3DAE GUKBAP

서면 쇼핑거리

전포 카페거리

삼정타워

롯데백화점 부산 본점

부전시장

기장손칼국수

이재모 피자

희와제과

송정3대국밥

## SUGGESTED BUSAN ROUTE

Seomyeon is centrally located, with Gwangalli Beach about 15–20 minutes away and Haeundae about 20–30 minutes by subway or taxi.

If you are visiting Busan for a short trip, a common route is:

▶ **Seomyeon** → **Gwangalli** → **Haeundae** → **Nampo/Gukje Market**

Start in Seomyeon for shopping and food, then move toward the beach areas, and finish at the traditional market area.

## PLAN YOUR VISIT

### Why Visit

Seomyeon is the downtown hub of Busan, known for shopping, cafés, and a wide variety of restaurants. It is a great place to experience the city's urban lifestyle and is one of the most convenient areas for exploring Busan.



### How to Spend a Day in Seomyeon

Start your day with café hopping around Jeonpo Café Street, then explore shopping areas and department stores. In the evening, enjoy dinner such as Korean BBQ or local dishes, and experience the lively nightlife atmosphere.

### Best Time to Visit

Seomyeon is lively throughout the day, but it becomes especially vibrant in the evening. Visit in the late afternoon or evening to enjoy shopping, dining, and the city's nightlife.

## **TRANSPORTATION GUIDE (From CHINHAE to BUSAN INTERNATIONAL MARKET)**

  Take an intercity bus from Chinhae Intercity Bus Terminal to Busan Seobu (Sasang) Bus Terminal, then transfer to the subway.

### **Bus**

- Frequency: every 30 minutes
- Fare: about 6,000–7,000 KRW
- Travel Time: about 1 hour
- First / Last Bus: 06:00 – 21:30

### **Subway**

- Sasang Station (Line 2) → Seomyeon Station
- Travel Time: about 20 minutes

### **PRIVATE / RENTAL CAR**

Driving from Chinhae to Seomyeon takes about 40–60 minutes depending on traffic. The distance is about 40–50 km, usually using the Namhae Expressway toward Busan.

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### **Getting Around Busan**

- **Subway** – Easy access via Line 2 (Haeundae Station)
- **Bus** – Covers coastal areas and nearby attractions
- **Taxi** (Kakao T / Uber) – Convenient for beachside travel
- Use **Naver Map** for routes, transfers, and real-time updates.

## **UNITED STATES FORCES, KOREA SOFA CARD**

1. **CARRY THIS CARD AT ALL TIMES.** If you are apprehended by or become involved with Korean law enforcement authorities, SHOW HIM your ID CARD and THIS CARD.
2. **OBEY ROK AND U.S. LAW ENFORCEMENT PERSONNEL INSTRUCTIONS.**
3. If you are involved in an accident:
  - a. Attend injuries, if any. Take steps to prevent any further accident from occurring at the scene.
  - b. Telephone the nearest civil and/or US military police office (See reverse side for telephone numbers to reach US facilities).
  - c. **DO NOT LEAVE THE SCENE** until authorized to do so by the police.
4. If you are detained by Korean authorities:
  - a. Show the Korean authorities the statement of SOFA status below and request that the nearest US military police be notified.
  - b. Cooperate with Korean authorities at all times.
  - c. You may refuse to sign any statement that you cannot read or understand.

### **-REQUEST FOR ASSISTANCE (구원요청)**

Please notify Korean police and US military police. (한국 경찰 및 미군 헌병대에 연락해 주십시오).

Please call an ambulance or doctor. (구급차나 의사를 불러 주십시오.)

Take me to CRF. (해군 작전 사령부 용호동에 데려다 주세요)

Take me to Haeundae Marine-City. (해운대 마린시티에 데려다 주세요)

### **STATEMENT OF SOFA STATUS:**

본 카드 소지자는 주한미군 사령부 소속으로서 한미 행정 협정 규정에 의한 처우를 받는 사람이며 대한민국 경찰당국의 지시에 따르도록 본 카드에 기재되어 있습니다. 한미 행정 협정에는 소지자가 한국당국에 의하여 체포되면 한국 당국은 미군당국에 즉시 통고하도록 규정되어 있습니다.

FOR THE COMMANDER (사령관의 명에 의하여)

GARRIE BARNES

Assistant Adjutant General

USFK FL 1EK, APR 16