

*Community-driven, locally-focused*

# Busan Port Pop-Up Cruise Market



# 01

## Why a 'pop-up cruise market' ?



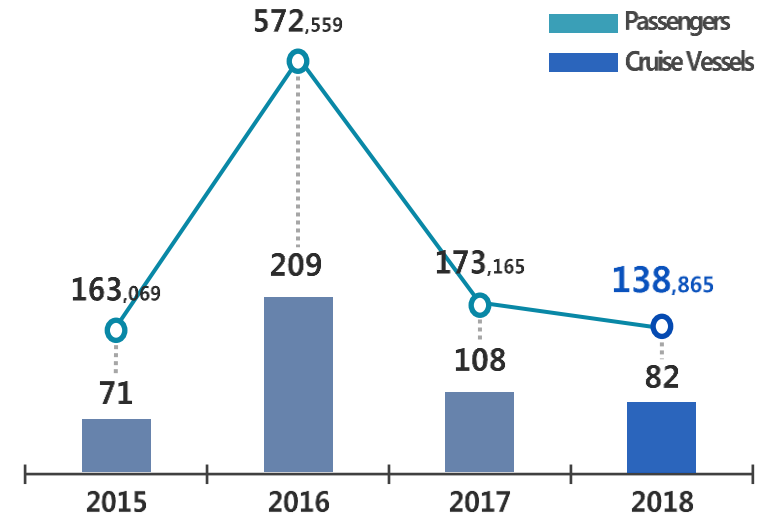
“ The Busan Port Pop-Up Cruise Market is a direct result of feedback from **Bust Port cruise customers** and the needs of **Busan’ s local businesses** ... ”

Satisfaction points out of a maximum of 5

### Busan Port Customer Satisfaction by Area (2018)

	Mullti-language tour/guide information	4.5
	Tour bus facilities (cleanliness etc)	4.3
	Transport (travel time etc)	4.1
	Visa issuance / immigration process	4.1
	Cruise terminal facilities	4.1
	Currency exchange (desk locations, etc)	3.7
	Travel costs (tour costs etc)	3.7
	Tourist spot facilities (bathrooms, nearby police station etc)	3.7
	Shopping	3.6

### Busan Port Vessel and Passenger Statistics



Lowest satisfaction with shopping options

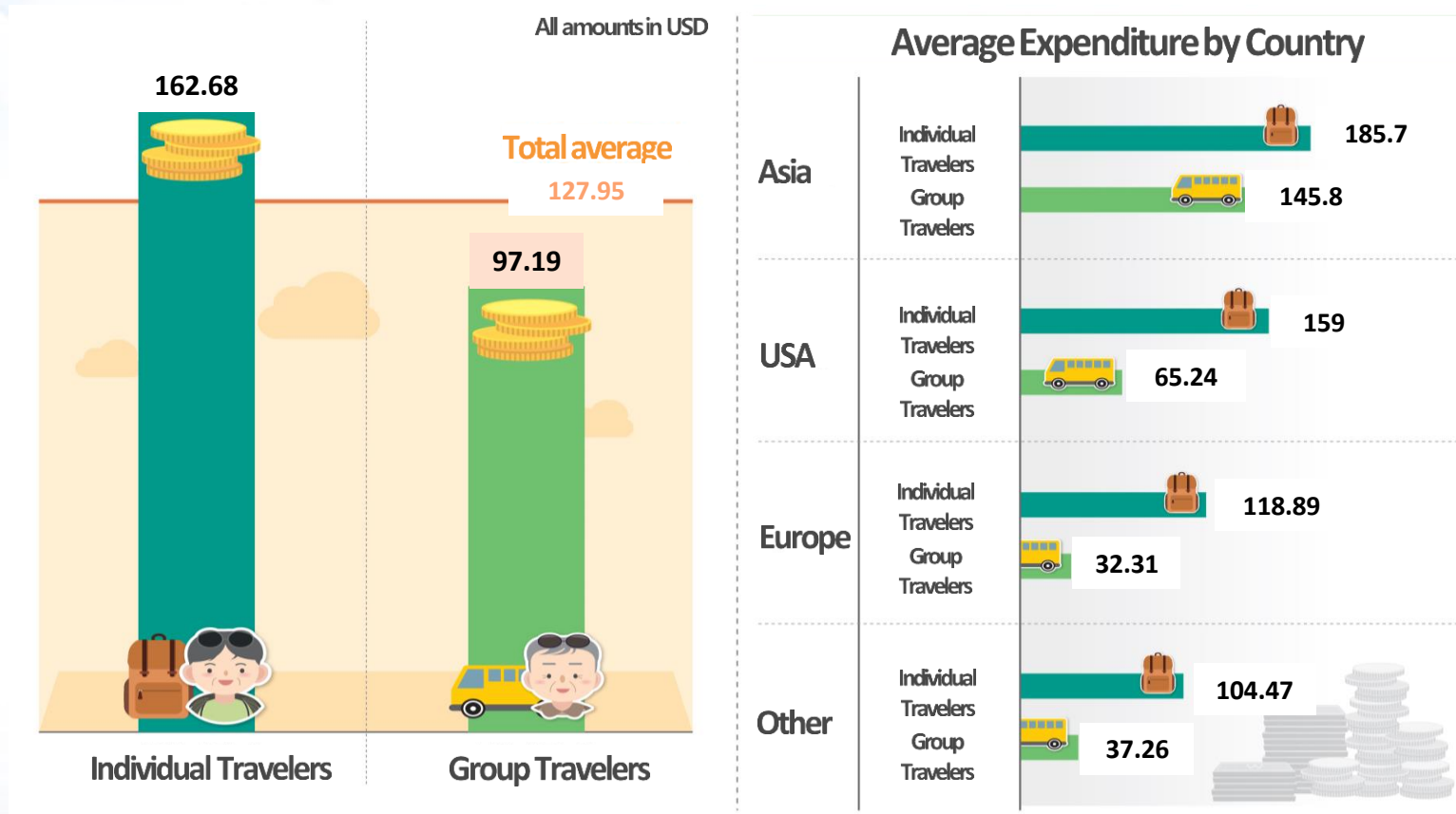


Need for shopping facilities within the terminal for tourists to use while at Busan Port

Decrease in overseas tourists and consumers to Busan

Need for promotion of new markets for local businesses struggling with decrease in visiting tourists

# Average Customer Expenditure at Busan Port by Country and Category



USD1=KRW1,162

Commercial opportunity for sales merchants at Busan Port

\* Average of 3,000 passengers and 1,000 crew per cruise ship



“ How can we provide a **better service**  
to Busan Port customers?  
Can we also help revitalize the **local economy**? ”

Optimize customer  
Satisfaction with  
Busan Port

Support new markets  
and opportunities  
for local businesses

Harness commercial  
opportunity among  
shoppers at Busan Port

Busan Port Pop-Up Cruise Market

# “ Busan Port Pop-Up Cruise Market ”

## is a collaborative project between ...

### Busan Port Authority

Construction of market  
location, overall  
operation



### Busan Tourism Organization

Provision of souvenirs,  
development of program  
content



### Busan Port Facility Management Center

Preparation of market  
site, on-site operation



### Busan Tourism Association

Selection and coordination of  
merchant businesses



### Busan Food Truck Association

Selection and coordination of  
food trucks



### Busan Federation of Handcrafts Cooperatives

Selection and coordination of  
merchant businesses



Selection of sales items reflecting overseas customer interests and buying patterns by country

Opportunities for local businesses and artisans to participate as merchants





## Joint Operation and Management



Busan City Hall



Dongnam Local  
Statistical Office



Busan Port  
Authority



Use of public facilities (Busan Port  
International Passenger Terminal)  
for market operation

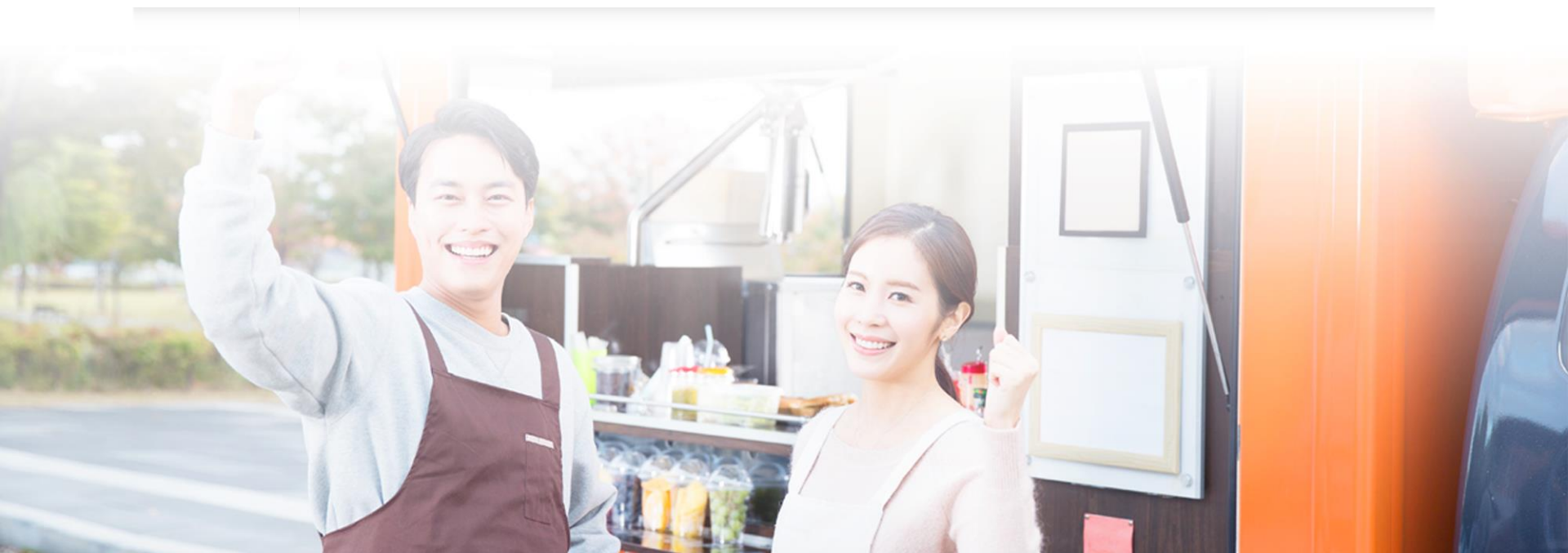


Facility costs supported by  
Busan Port Authority,  
minimizing operational  
costs for participating businesses



# 02

## What were the results of the Busan Port Pop-Up Cruise Market?





# Busan Port Cruise Pop-Up Market Overview



Market Stalls



Food Trucks

Period of operation	First half of the year: April–June 2019	Second half of the year: July–December 2019
Location	Busan Port International Passenger Terminal 2 (330 sqm)	Busan Port International Passenger Terminal 2 (330 sqm)
Participating businesses	3 food trucks, 4 merchants	3 food trucks, 5 merchants
Items for sale	Locally made / themed souvenirs and foods	Locally made / themed souvenirs and foods Items for vessel crew
Main programs	‘Taste of Busan’ event, 6 <sup>th</sup> Hoddeok Sale, events for crew etc	Traditional Korean culture experience



# Busan Pop-Up Cruise Market English Leaflet

## Busan Port Cruise Pop-Up Market

Nestled between ocean and mountains,  
a unique city with delicious cuisine!

We welcome you to dynamic  
and multicultural Busan.

Enjoy our specially prepared range of  
food trucks, traditional crafts,  
and regional goods  
when you call at Busan Port!

### Food Truck

Taste food from  
around the world with  
Belgian snacks from  
'Belgium Travel'  
Local Vietnamese  
food from 'VieTruck'  
Homemade jams from  
'Obro Waffle' and  
Busan's favorite  
toast from  
'Beans King Toast'!



### TrADITIONAL crAFT

Safekeep memories  
of your trip with items  
which encapsulate the  
spirit of both Korea  
and Busan.  
Bring back beautiful  
gifts and products for  
family and friends!



### ReGIONAL Goods

Celebrate one of  
Asia's leading travel  
destinations, Busan!  
Treasure your time  
in Busan forever  
with souvenirs which  
embody the character  
of this wonderful city.





# Pictures of Busan Port Pop-Up Cruise Market





# Introduction of rest area for passengers and crew

Space for passengers and crew to shop, rest, and eat  
Carefully controlled foot traffic avoids problems caused by narrow terminal building

Before introduction of rest area



After introduction of rest area

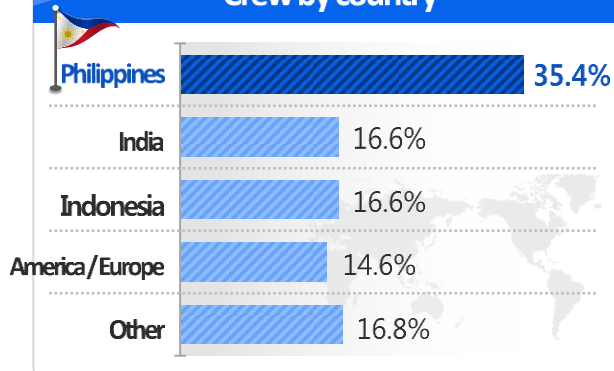


# Increase in vessel crews' preference for Busan Port

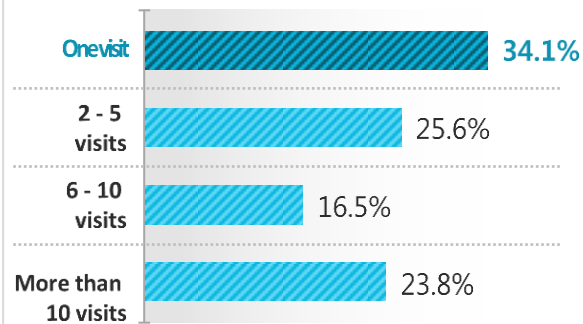
Sales of items of necessity for long-term ship staff, provision of dedicated rest spaces  
= Improved preference for Busan Port

\* 1/3 of ship passengers are crew, with an average of 1,000 crew per vessel

Crew by country



Crew by number of visits to Busan Port





# Increase in cruise-customer satisfaction

**Boost in customer satisfaction by meeting shopping needs**  
**Encouragement of return visits through expansion of cultural experiences**





# Promotion of new markets and increase in jobs for local small businesses

Contribution to the local economy through the promotion of new markets and creation of jobs, for local small businesses struggling with a decrease in overseas tourists

\$215,000/Store



Expected sales of \$215,000 for each participating business

Expected 6 stores in operation  
based on past data( 2019 : 6 stores)

$\$215,000 \times 6 \text{ stores} = 1.3 \text{ million USD}$

20 jobs/Voyage



Expected creation of 2,000 part-time jobs

$20 \text{ jobs} \times 100 \text{ voyages} = 2,000 \text{ jobs}$

\* 4 year average of Busan Port's cruise vessel voyages : 117

USD1=KRW1,162

➔ Increase in annual sales of 1.3 million USD and 2,000 part time jobs for local businesses

# Feedback from small businesses used to improve market

## Feedback on pilot market gathered from local businesses

- Need for expanded opportunities for participation among diverse local businesses and artisans

(Pilot market) Market stalls, food trucks

(Second market) Market stalls, food trucks, items for vessel crew, culture experiences

- Need for development of market facilities

(Second market) Improved design included facilities in case of rain, rest area for crew, culture experiences and performance area



# 03

## What is the future of the Busan Port Cruise Pop-Up Market?





# Busan Port Cruise: A Symbol for Tourism

- Formulation of an official operation plan alongside related agencies and experts : Second half of 2019
- Design and construction of new market facilities : November 2019 – February 2020

## Development of pop-up market facilities

- Provision of optimal environment for local merchant businesses
- Improve satisfaction of passengers using the pop-up market



## Market design using shipping containers

- Creation of symbolic building at Busan Port: Northeast Asia's leading container port



# Busan Port Cruise: A Symbol for Tourism

## New Busan Port Pop-Up Cruise Market Building (2020)

New building for pop-up market created using shipping containers. Expected completion February 2020.



Artist impression of new building



Local, community-driven **business** at **Busan Port!**

**Busan Port** will continue to innovate and revitalize!

