Reinventing unused Busan Port space as a leisure destination for citizens
Busan Port Redevelopment Project: Creation of a Waterfront Space for the Citizens of Busan (2008~2022)

Completion of 1st stage of land reclamation
Now utilizing disused space during site development
How can we make use of the unused space while port redevelopment is in progress?
① Creation of Task Force Group
What kind of space do the citizens want?

North Port Redevelopment Project Advisory Committee
40 experts from public & private sector, academia, civic groups

Citizens’ innovation group
12 company CEOs, port union members, college & high school representatives

② Collection of Ideas
What are some innovative ideas for the space?

Proposals from citizens
47 proposals

Proposals for waterfront space
8 proposals

③ Development of Online Platform
How can we create social value?

Establishment and management of homepage for citizens’ feedback, to encourage commercial innovation and creation of social value

www.valueforbusan.com
What are the needs of local citizens?

**Fun Space**

“We need a space that everyone can enjoy!”

Dongjin Kang, Professor, Busan North Port Redevelopment Project Advisory Committee

**Job Creation**

“Youth unemployment is high, can the Busan Port Redevelopment Project not help in some way?”

Seokhyeong Kang, Student Representative, Citizens’ Innovation

**Local Revitalization**

“Business is slow. Local commerce needs a boost.”

Jongjin Kim, President, Chorvanka Traditional Market

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**MISSION**

- **Establishment of open space**
- **Creation of jobs**
- **Promotion of social value**
Reinvention of unused space: swimming pool, campsite, outdoor foot spa

Campsite
Relaxing area from which enjoy the night scenery of Busan Port
Area of 8,900m², 100 person capacity
24 tent spaces, children’s library, play area

Outdoor hot-spring swimming pool
Summer destination for all the family
Area of 7,400m², 2,000 person capacity
11 pools, 5 play areas
food zone, traditional market, convenience store

Outdoor hot-spring foot spa
Rest-stop for passenger terminal visitors and the elderly
Area of 226m², 46 person capacity
2 foot spas, acupressure zone, foot bath
Creation of jobs via co-operative agreements

**District Office**
- Research into local areas and groups in need of assistance
  - MOU signing

**Busan Port Authority**
- Swimming pool management recruitment, jobs for low underprivileged, training
- Creation of space for youth employment
- Food truck project
  - Provision of infrastructure and promotional support

**Busan Economic Production Agency**
- Selection of food truck youth operators
  - MOU signing

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**Jobs for youth and elderly**

**Creation of 128 jobs!**
(Swimming pool management)

- 10~30% more than minimum wage
- ‘NO’ to unfair wages

**Youth-run food trucks**

**Support for 14 youth teams!**
(Swimming pool food trucks)

- Guarantee stable revenue for participating youth businesses
Low rental fees for food trucks ➡️ Affordable food prices

Increase in customer satisfaction

Food truck rental fee

National average: 88 USD / day

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Busan Rock Festival</td>
<td>1,015 USD</td>
</tr>
<tr>
<td>Seoul Night Market</td>
<td>176 USD</td>
</tr>
<tr>
<td>Busan Port Swimming Pool</td>
<td>35 USD</td>
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Food prices

Average: 4.40 USD

<table>
<thead>
<tr>
<th>Food</th>
<th>Price (USD)</th>
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<tbody>
<tr>
<td>Steak</td>
<td>5.30</td>
</tr>
<tr>
<td>Sausage</td>
<td>2.65</td>
</tr>
<tr>
<td>Pizza</td>
<td>4.40</td>
</tr>
<tr>
<td>Coffee</td>
<td>2.20</td>
</tr>
<tr>
<td>Grilled Sushi</td>
<td>4.40 USD</td>
</tr>
<tr>
<td>Soda</td>
<td>0.44</td>
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</tbody>
</table>
Creation of space useable by all

Lowest entry price of all pools in Korea
Variety of discounts available

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<table>
<thead>
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<tbody>
<tr>
<td><strong>Swimming pool entry fee</strong></td>
<td></td>
</tr>
<tr>
<td>Child / youth / adult</td>
<td>1.76~3.53 USD</td>
</tr>
<tr>
<td>*Visitors with disabilities, low income families, toddlers</td>
<td>Free</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>Campsite entry fee</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1 night / 2 days</td>
<td>17.63 USD</td>
</tr>
<tr>
<td>Day pass</td>
<td>7.05 USD</td>
</tr>
<tr>
<td>*Low-income families, multi-child families</td>
<td>Free</td>
</tr>
<tr>
<td>*Busan citizens</td>
<td>30% discount</td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>Foot spa entry fee</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Free</td>
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</tbody>
</table>
Space for low-income families

Special events for low-income families
Help promote swimming pool as community space

(Pool) ‘Green Umbrella’ co-operation agreement
with ChildFund Korea
Event for 3,000 children of low-income families
(‘Sharing Day’ 3,000 guests, ‘Fun–Fun Day’ 20 guests)

(Campsite) Co-operation agreement with BYAC
Event for 150 families with disabled children
Revitalization of Traditional Markets

Collaboration with market merchants sees promotion and sales of local food items at swimming pool

Collaboration with merchants of Choryang Traditional Market

- Merchants of Choryang Traditional Market: Recommendation of outstanding small businesses
- Busan Port Authority: Promotion of local food items within swimming pool

Presentation of ‘appreciation plaque’ from Choryang Traditional Market
Through mutual collaboration with citizens
Empty space transformed into healing space
expected to attract 190,000 visitors per year

Average rate of satisfaction 90.7

Job Creation
128 new jobs created via government bodies & collaborations
(122 youth, 6 elderly)
Support for 14 Youth-run food trucks
Estimated annual sales of 190,830USD
Revitalization of Choryang Traditional Market
Market’s annual sales: 22,087USD

Open Space Creation
Waterfront space visitors estimated at 190,000 annually
65,000 visitors to swimming pool
14,000 visitors to campsite
110,000 visitors to outdoor foot spa

Social Value Promotion
No. of visitors benefiting from free entry
25,407 (39%)
Children under 5, visitors with disabilities, low-income families etc
No. of visitors benefiting from discounted entry
37,976 (58%)
0.88 USD discount for citizens of Busan / half-price entry after 4pm
Events for underprivileged children
3,000 attendees

Swimming pool user satisfaction rate 2018: 90.7
% of repeat visitors: 60%
% of visitors intending to re-visit: 92%
Busan Port Authority: Creating innovation, together with the citizens of Busan!

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