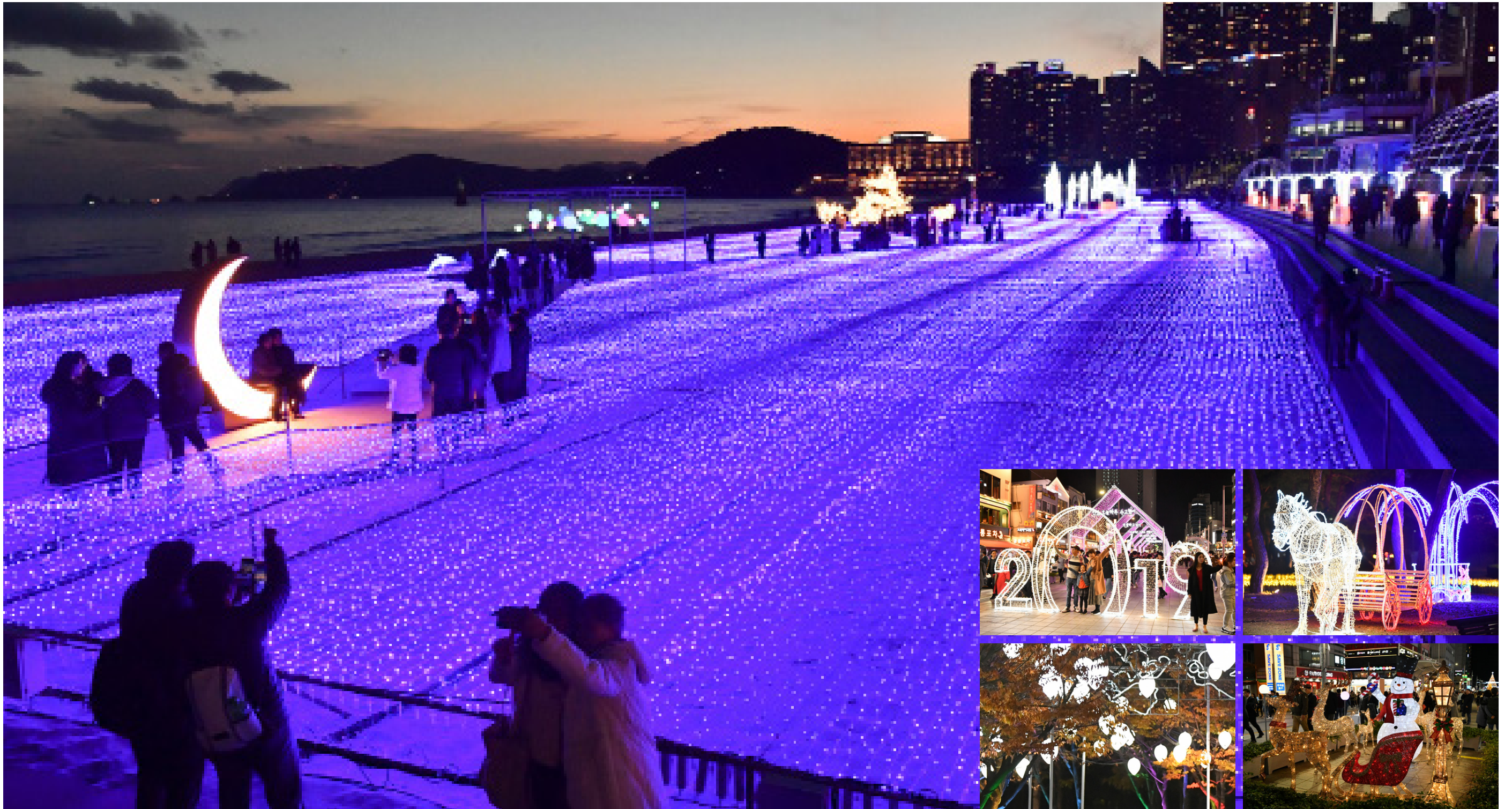


HAERIDAN-GIL BECOMES BEST ALLEY IN KOREA



The Ministry of the Interior and Safety selected Haeridan-gil in Haeundae-gu, which is an exemplary case showing best practice to revitalize alleyways, as 'Best Alley'. Haeridan-gil is an alleyway behind the old Haeundae train station and has become a popular attraction for both Busan citizens and tourists with its characteristic small and unique shops. In 2019, the number of shops increased from 21 to 61, and the alley sees an average of 3,000 visitors per day. Many old and shabby houses have been remodeled and transformed into cafes, restaurants and bookstores. Haeundae-gu is the first in Busan to create a gentrification prevention ordinance and make a mutually beneficial agreement with landlords and tenants to foster the continued development of Haeridan-gil. In addition, Haeundae-gu and merchants are operating the 'Haeundae Starry Night School' to create a stage for humanities and to communicate with residents. The Starry Night School was held in 18 shops and approximately 300 residents participated in 104 courses. On the other hand, Haeridan-gil merchants recently held a Come & Play Festival and showcased more than 50 public design pieces of work such as floor paintings and murals, and also distributed eco bags to tourists who participated in the festival.



BECOME A CELEB AT THE HAEUNDAE LIGHT FESTIVAL

The beginning of the Haeundae Light Festival, which has become a representative winter festival in Busan, was marked with the lighting ceremony which took place on November 16. The festival will be held until January 27 next year. If you enter Haeundae Square on Gunam-ro, Haeundae, you will be met by the sight of the Street of Light which is illuminated by various LED balls. The street has a tunnel of light that tells the story of 2019 and looks forward to a 2020 which is full of hope. After the tunnel, a wish tree, a photo zone, Rudolph and a snowman photo zone await visitors. The highlight of this year's festival is the 'Light Wave' at Haeundae Beach. Blue lights will create wave-like ripples on the beach, resembling the Milky Way. The 'Playground', with LED balls that change color when touched by hand, the 'Light Garden' where LED trees create a soft and glowing atmosphere, the 'Light of Photo Zone', where various photo zones are available, the Castle of Lights 'Aquamond' (from the words 'Aqua' and 'Diamond') – all these are must-see spots which you must visit. During the festival, a national carol contest and a ceremony for 100 Santa Clauses will also be held. LED lights and nighttime landscape lighting have also been installed around the River Suyeong APEC Naru Park to showcase a beautiful feast of lights. The Haeundae River Cruise LED Festival will also be held.

ASEAN-REPUBLIC OF KOREA COMMEMORATIVE SUMMIT HELD SUCCESSFULLY



The ASEAN-Republic of KOREA Commemorative Summit, which was held at BEXCO, Haeundae from November 25-26, 2019, was concluded successfully. The Busan Declaration, which included opposition to protectionism and calls for denuclearization, was adopted. Leaders from 10 ASEAN member states and South Korea's President Moon Jae-in gathered in Busan and vowed to create new milestones for the future of Korea and ASEAN countries. Agreement was made to keep free trade and create a community for mutual prosperity and peace. A promise was also made to use ASEAN-led regional institutions to support the complete denuclearization of the Korean Peninsula and the building of lasting peace.

Good Bye 2019

“올해도 수고했어! 내년엔 더 행복할거야!”

해운대구는 해운대해수욕장에서 이달 31일과 내년 1월 1일 '2020 해운대 카운트다운&해맞이축제'를 연다.

구는 한해를 마무리하는 송년행사와 새해를 맞이하는 신년행사를 연계해 바다를 배경으로 한 해운대 대표 축제 육성에 나선다. 이번 축제는 풍성하고 다양한 체험 및 즐길 거리가 마련돼 올해의 마지막 밤과 새해 첫 아침 해운대를 찾는 관광객들의 마음을 사로잡을 것으로 기대된다.

아듀 2019! 카운트다운 2020!

31일 열리는 카운트다운 행사는 오후 8시 해운대해수욕장 특설무대에서 영화 상영을 시작으로 오후 10시 송년 분위기에 어울리는 특집공연이 이어진다. 오후 11시 30분부터는 카운트다운 행사가 진행된다.

2019년을 보내고 희망찬 새해를 맞이하는 한 해 카운트다운과 동시에 해운대 바다 위에서는 화려한 불꽃과 레이저쇼가 펼쳐질 예정이다.

부대행사로 관광객들이 LED 소망등에 아크릴물감 등으로 새해 소망을 캘리그라피로 적어 매달 수 있는 소망등 달기 행사도 진행된다.

기존 오후 5시 30분부터 자정까지 점등하는 '제6회 해운대 빛 축제' 빛 조형물도 1월 1일 오전 해맞이 행사까지 불을 밝혀 축제 분위기를 한층 돋을 것으로 기대된다.

2020 해운대 해맞이축제

경사년 새해 첫날 오전 6시 '2020 해운대 해맞이축제'가 시작된다. 해운대해수욕장에서 해맞이 기원공연, 새해인사, 해맞이 감상 등 본 행사 프로그램과 부대행사인 새해맞이 북주머니 만들기 체험이 진행된다.

이외에도 관광객들이 기념촬영할 수 있도록 경사년을 상징하는 쉬를 모티브로 한 캐릭터 포토존을 해운대해수욕장과 송정해수욕장 백사장에 설치할 계획이다.

[관광문화과 798-4063]

GOODBYE 2019

Haeundae-gu will host the 2020 Countdown & Sunrise Festival on December 31 and January 1 at Haeundae Beach. The countdown event, which will be held on December 31, will start from 11.30 pm, following a movie screening at 8pm and a special performance at 10 pm. The countdown will take place to a backdrop of colorful fireworks and laser lights. There is also a wish-lighting event where tourists can write down their New Year wishes with acrylic paint on LED lights. The 2020 Haeundae Sunrise Festival will be held at 6am on the first day of the New Year. The event will include a New Year's prayer performance, New Year's greetings, sunrise appreciation and activities such as lucky bag making will also be available.