



Seoul

Official Tourist Guide

— 2017~2018 —

SHINSEGAE DUTY FREE GIFT EVENT

Duration 2018.1.1~2018.12.31

Place Myeong-dong Store

For FIT(Foreign Free Independent Travelers)

EVENT 1

*Earn surprise gift by presenting this coupon,
your passport and same-day purchase receipt of \$10 or more*

Pickup location : 12F, Customer service center

EVENT 2

Special discount coupons

Discount upon purchase over \$100



400562000001

₩10,000

Discount upon purchase over \$300



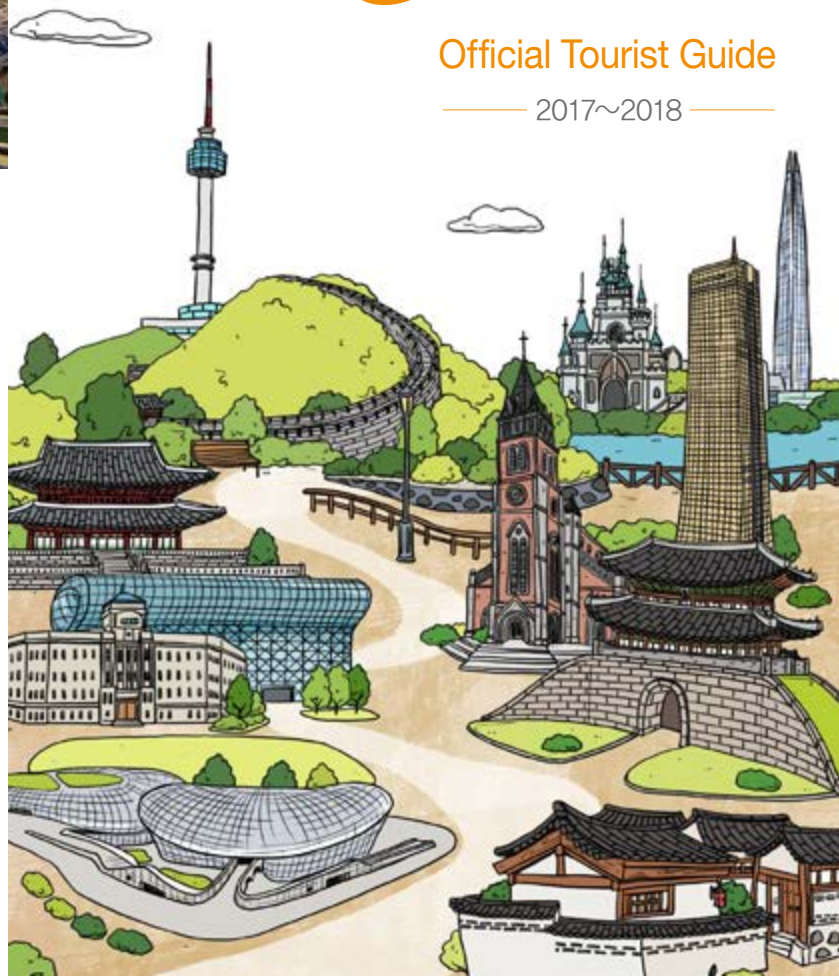
400563000001

₩30,000

ATTENTION

- Applicable to foreign free independent travelers (FIT), customers who join group tour accompanied by tour guide are not eligible.
- Above event and coupons can only be used once per person during the visit.
- Discount coupons can only be used once per transaction and cannot be combined with other discount coupons.
- Discount coupons cannot be used for 30% and above discounted products.
- Some brands and products are excluded, including liquor and tobacco.
- These coupons cannot be refunded or exchanged with cash or re-issued after cancelling the order.
- This event is subject to change or can come to an early termination due to internal circumstances.
- Please visit customer service center for more details.

SHINSEGAE
DUTY FREE



Seoul

A Traveler's Delight

Seoul Tour A to Z

The center of Korea, Seoul offers everything to delight its visitors. From cutting edge technology and trend-setting culture to a remarkable history and traditions, from shopping centers to beautiful nature, Seoul's attractions colorfully come together to engage all five senses.

Seoul is an ancient city where history and traditions live on, and meet the modern world, creating unusual scenery. The city abounds with superb destinations that offer novel experiences as well as leisure.

To those visitors who wish to get to know the real Seoul, this guide will provide an unforgettable tour of the city.

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Photos by Official Tourism Information Site of Seoul (www.visitseoul.net)

Map reference Map of Seoul (gis.seoul.go.kr)

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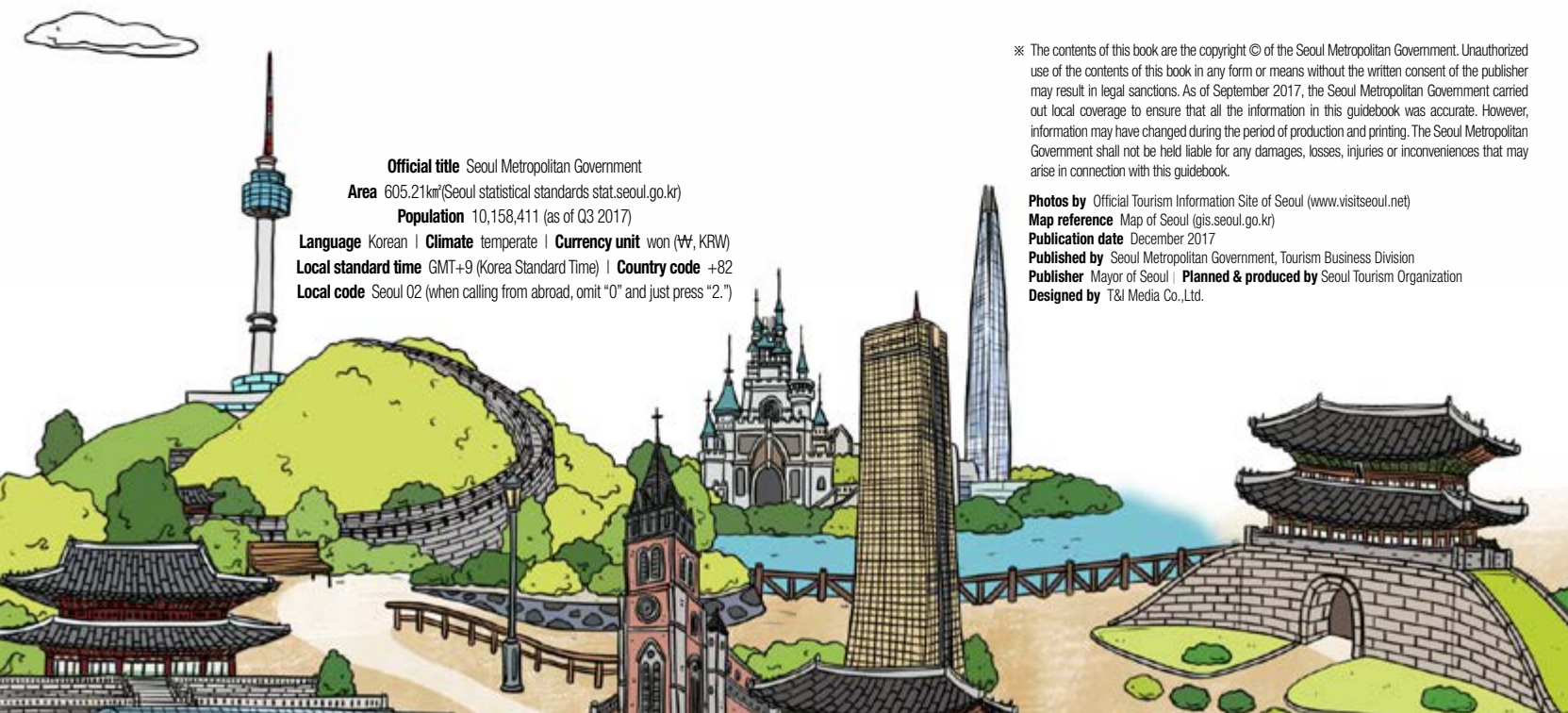
Area 605.21km²(Seoul statistical standards stat.seoul.go.kr)

Population 10,158,411 (as of Q3 2017)

Language Korean | **Climate** temperate | **Currency unit** won (₩, KRW)

Local standard time GMT+9 (Korea Standard Time) | **Country code** +82

Local code Seoul 02 (when calling from abroad, omit "0" and just press "2.")



Traveling relaxes and comforts the soul while reinvigorating one's daily life. We have endeavored to find the charms of the "real Seoul", to guide the countless number of people who travel through the city. We have also sought to produce a practical guide that provides information on destinations that travelers have expressed interest in.



Key to Symbols

UNESCO World Heritage Site	Embassy	Club	Facilities such as restrooms
Accommodation	Hospital	Unmanned Delivery System of Subway Station (Happy Box)	Parking
Museum - Exhibition Center	Bank	Accessible	Elevators
Performance Hall	School	Price	Information and other services for disabled people (Wheelchair rental etc.)
Shopping	University	Business Hours	
Tourist Information Center	Free Wi-Fi Access *	Foreign Language Service	
Workshop	Airport Limousine Bus Stop	Directions	
Restaurant	City Tour Bus Stop	Contact	
Police Station	Casino	Website	
Post Office	Theater		

* Areas with access to Seoul Free Wi-Fi

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1330 Korea Travel Hotline

• Travel information, interpretation, and suggestions & complaints
• 24 hours a day, 365 days of the year.

In Korea 1330 From overseas +82-2-1330

- 1 Korean
- 2 English
- 3 Japanese
- 4 Chinese



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Your Way.



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Discover Seoul the Way You Want!



Visit 21 tourist attractions carefully selected by the Seoul Metropolitan Government that contain the history, culture and hallyu contents of Seoul with the Discover Seoul Pass. The pass can be used for 24 or 48 hours. It also functions as a transportation card for taking buses, subways and taxis after charging.

Free with pass



Discounted with pass



The list of free tourist attractions and discount stores is subject to change.
Download the [Discover Seoul Pass](#) application at App Store or Google Play.

Discover Seoul Pass

DISCOVER
SEOUL
PASS
I·SEOUL·U

The Discover Seoul Pass is the first tourist pass to allow its users to freely customize their own itinerary.

With just one card, tourists can visit 16 tourist attractions within Seoul for ₩39,900 during a span of 24 hours.



Available Tourist Attractions

Historical Attractions

Gyeongbokgung Palace, Changdeokgung Palace, Changgyeonggung Palace, Deoksugung Palace, Jongmyo (Royal Shrine) Seodaemun Prison History Hall

Cultural Attractions

Leeum Samsung Museum of Art, National Museum of Modern and Contemporary Art, Seoul, Museum Kimchikan

Fun & Amusement in Seoul

Namsan Seoul Tower (Observatory), MBC World, K-live, Trickeye & Ice Museum, Grevin Seoul, Figure Museum W, Alive Museum

User benefits

Express Pass

No need to wait in line for tickets at Namsan Seoul Tower Observatory or Gyeongbokgung Palace.

Hallyu Concert Halls

Attend shows at MBC World and K-live without making reservations

Where to Purchase the Discover Seoul Pass

Within Seoul

Myeong-dong Tourist Information Center, KEB Hana Bank Hongik University Station Branch, Hongik University Tourist Information Center, Dongdaemun Tourist Information Center, Seoul City Tour Bus (DDP), Seoul City Tour Bus (Gwanghwamun)

Incheon International Airport

KEB Hana Bank Currency Exchange Office, Arrivals Hall (4 locations), KEB Hana Bank Incheon International Airport B1, CU convenience stores located at the Arrivals Hall (3 locations)

How to Purchase Online

www.seoultravelpass.com (English, Japanese, Chinese (Simplified & Traditional) Supported)
www.konest.com (Japanese) / cn.konest.com (Chinese)

※ For more detailed information on the Discover Seoul Pass, please visit www.discoverseoulpass.com or download the Discover Seoul Pass App for your smartphone.

※ Search for "Discover Seoul Pass" on the App Store or the Google Play Store



— Official Website of Discover Seoul Pass

Website www.discoverseoulpass.com
Facebook www.facebook.com/discoverseoulpass
Weibo www.weibo.com/discoverseoulpass
Inquiries +82-2-3788-1819



Where to buy and more information
discoverseoulpass.com



Website



App store

Seoul Tour A to Z



Getting to Seoul



Airport Limousine

Incheon International Airport

[Boarding location] To Seoul: Bus stops 3B-6B, 10A-13A on the 1st floor of Arrivals

[Ticket offices] First floor of the passenger terminal. Inside - next to Exits 4 and 9. Outside - next to Exits 4, 6, 7, 8, 11, 13 and bus stop 9C

Gimpo International Airport

[Boarding location] Domestic Line: Bus stops 3 to 5 on the 1st floor going to Seoul city center / Bus stops 13 to 15 on the 1st floor going to Incheon Int'l Airport
Int'l Line: Bus stop 6 on the 1st floor going to Seoul city center / Bus stop 7 on the 1st floor going to Incheon Int'l Airport

[Ticket offices] Domestic Flights: Self-purchase vending machines for bus tickets to Seoul located at Gate 1 on the 1st floor of the Gimpo Airport Domestic Terminal Building.

Int'l flights: Self-purchase vending machines for bus tickets to Seoul located outside of Gate 2 & 3 on the 2nd floor of Gimpo International Airport Int'l Terminal Building.

Airport Railroad (A'REX)

Between the direct train that runs nonstop between Incheon International Airport and Seoul Station and the regular train that stops at all 12 airport railway stations, the timetables and fares are different so you need to check in advance.

⌚ 05:20-24:00 (every 10-15 minutes) 📞 Incheon Int'l Airport Railway 1599-7788 🌐 www.arex.or.kr

Public Transportation

A fare discount applies if you make a transfer within 30 minutes of exiting a bus or a subway station in Seoul. (From 9pm-7am, fare discounts are applied to transfers made within one hour.) In order to receive the transfer discount, you need to use a T-money card and tap it on a scanner when exiting a bus or a subway station. Please note that the transfer discount doesn't apply when making transfers for the same buses and subway lines.

Subway



Seoul has nine subway lines - from 1 to 9 - which are connected to the Bundang Line, Shinbundang Line, Suin Line, Airport Railway, Gyeongui-Jungang Line, and Gyeongchun Line, forming a comprehensive underground transit system for the Seoul metropolitan area. Anyone can easily access the system because the routes are demarcated by color and the route and station numbers are all labeled. 📞 Fare starts from ₩1,250

Disposable Subway Card Available from the vending machine at each subway station. The first time you get one, you need to pay a deposit of ₩5,000, and then charge it. But, you can get the deposit back at the card-return machines when you arrive at your destination.

Taxi



There are standard, deluxe, and jumbo taxis in Seoul, as well as taxis specifically for foreign tourists.

📞 Standard taxi: Starts from ₩3,000. Midnight surcharge of 20% applied (midnight to 04:00)

Taxi for foreign visitors For a taxi driver who speaks English, Chinese, or Japanese, you can easily make a reservation by phone or on the website. Please note that a reservation must be made 24 hours prior to pickup time.

📞 Mid-sized: Starts from ₩3,600 📞 1644-2255 🌐 www.intltaxi.co.kr

Bus

Blue bus

For long distances within Seoul.

📞 Basic fare: ₩1,300

Green bus

For transportation between blue bus stops and subway station stops, these buses run parallel to the subways in some areas.

📞 Basic fare: ₩1,300

Yellow bus

Circulates in downtown Seoul.

📞 Basic fare: ₩1,200

Red bus

Inter-city express transit.

📞 Basic fare: ₩2,400

Search bus stops close to the current location

Use the Near You feature in the iTour Seoul app.

※ Read p.14 to learn how to use the iTour Seoul app.



Exploring Beyond Seoul



Express bus

Seoul Express Bus Terminal

Gyeongbu Line (Daejeon, Daegu, Gyeongju, Pohang, Busan)

📞 Express Bus Terminal Station (Subway Line 3, 7 or 9)

🌐 www.exterminal.co.kr

Central City Terminal

Honam Line (Jeonju, Gwangju, Mokpo)

📞 Express Bus Terminal Station (Subway Lines 3, 7, 9)

Sangbong Bus Terminal

📞 Sangbong (Intercity Bus Terminal) Station

(Subway Line 7, Gyeongui-Jungang Line)

Nambu Bus Terminal

📞 Nambu Bus Terminal (Seoul Arts Center) Station (Subway Line 3)

Dong Seoul Terminal

📞 Gangbyeon (Dong Seoul Terminal) Station (Subway Line 2)

※ For questions about routes, please call the tourist center at

📞 1330



Railroad

There are KTX, SRT, ITX (Saemaul) and Mugunghwa. Of these KTX and SRT are the fastest.

Major Train Station

KORAIL KTX, ITX (Saemaul) and Mugunghwa 📞 1544-7788 🌐 www.letskorail.com

- **Seoul Station** 📞 Seoul Station (Subway Line 1 or 4, Airport Railroad (A'REX) and Gyeongui-Jungang Line)

- **Yongsan Station** 📞 Yongsan Station (Subway Line 1, Gyeongui-Jungang Line)

- **Cheongnyangni Station** (Chungang Line) Yangpyeong, Wonju, Jecheon, Andong, Jungdongjin

📞 Cheongnyangri Station (Subway Line 1, Gyeongui-Chungang Line)

SRT 📞 1800-1472 🌐 www.srail.co.kr

- **Suseo Station** 📞 Suseo Station (Subway Line 3, Bundang Line)

Flight

Domestic flights to Jeju, Busan, Gwangju, Ulsan, Pohang, Sacheon and Yeosu from Gimpo Airport

📞 Airport Railway Gimpo Airport Station (Subway Line 5, 9) 📞 1661-2626 🌐 www.airport.co.kr

K-Shuttle

Tour bus packages to major tourist attractions in the provinces for foreigners

How to make reservations Please visit www.k-shuttle.com or call 02-720-1515



Public Holidays

* An asterisk refers to holidays based on the lunar calendar whose dates change each year.

Holiday	2018	2019	Holiday	2018	2019
New Year's Day	January 1st (Mon.)	January 1st (Tue.)	National Liberation Day	August 15th (Wed.)	August 15th (Thu.)
Lunar New Year (Jan. 1 on the lunar calendar)*	February 16th (Fri.)	February 5th (Tue.)	Chuseok (Aug. 15 on the lunar calendar)*	September 24th (Mon.)	September 13th (Fri.)
Independence Movement Day	March 1st (Thu.)	March 1st (Fri.)	National Foundation Day of Korea	October 3rd (Wed.)	October 3rd (Thu.)
Children's Day	May 5th (Sat.)	May 5th (Sun.)	Hangeul Day	October 9th (Tue.)	October 9th (Wed.)
Buddha's Birthday (April 8 on the lunar calendar)*	May 22nd (Tue.)	May 12nd (Sun.)	Christmas	December 25th (Tue.)	December 25th (Wed.)
Memorial Day	June 6th (Wed.)	June 6th (Thu.)			

Seoul Tour A to Z

Transportation Cards



T-money



T-money is a prepaid card that can be used for airport limousines, buses, subways, and taxis in the Seoul metropolitan area and also at major convenience stores, lockers, and payphone booths. In order to receive the transfer discount, you need to tap your T-money card on a scanner when exiting a bus or a subway station.

Where to buy Subway stations in Seoul, convenience stores with T-money signs.

Fare ₩2,500 to purchase the card; charge the card with amounts of ₩1,000 and up

MPASS



A transit card created exclusively for international visitors, the MPASS can be used up to 20 times a day throughout the Seoul Metropolitan Area, including the subway and the intercity buses. As with T-money, you can charge the card with cash and use it to pay for taxis that accept the T-money card, as well as for purchases at convenience stores and other T-money affiliated stores.

Where to buy Incheon Int'l Airport Arrivals Hall, in front of Exits 5, 10; Incheon Int'l Airport Tourist Information Center, Myeong-dong Tourist Information Center

Fare 1-Day Pass: ₩10,000, 2-Day Pass: ₩18,000, 3-Day Pass: ₩25,500, 5-Day Pass: ₩42,500, 7-Day Pass: ₩59,500. Not including the ₩5,000 rental fee (₩4,500 of this is refunded when you return the card.)

※ For more detailed information regarding the MPASS, please visit www.tmoneympass.co.kr

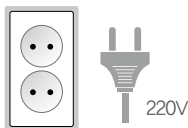
[T-money card refunds]

You can get a refund for any balance remaining on the T-money card at the following locations. If the amount remaining is less than ₩50,000, visit the T-money service desk located inside the nearest subway station. If the amount is less than ₩30,000, obtain a refund at any major convenience store except for GS25, which refunds a maximum of ₩20,000. For any amount greater than ₩50,000, please visit the Korea Smart Card headquarters located in front of Seoul Station.

Currency, Voltage



The Korean currency is the Korean won (KRW - ₩). Currency exchange is available at official foreign exchange booths, banks, airports, department stores, and hotels, based on the current exchange rate. Exchange fees vary by exchange locations. For your convenience please bring a multi adapter as Korea uses 220v outlets.



Accommodation



Visitors have many choices, depending on their budget and travel purposes, from luxurious hotels to affordable youth hostels. Check the Seoul government-operated Visit Seoul website to find information about hotels, guesthouses, youth hostels, campsites, trusted homestay facilities, and "Seoul Stay" businesses. For more information, visit www.visitseoul.net.

[Seoul Stay] Staying in the homes of Seoul residents for a more cultural experience. There are two types of facilities: guesthouses for foreign tourists (urban houses or apartments) and hanok guesthouses (traditional Korean houses), which are designated by each of the 25 district offices, so you can enjoy a night in a guesthouse, homestay house, or traditional Korean house. For more information, visit stay.visitseoul.net.

Weather



Spring

Mar.-May.



Average temperatures: 13 to 14°C (55 to 57°F). Spring is generally mild and sunny; warm outer clothes are recommended for early spring.

Summer

Jun.-Aug.



Average temperatures: 25 to 27°C (77 to 80°F). The weather is hot and humid, so bring light, sweat-absorbing clothes. Be prepared for the monsoon season from mid-June through early July.

Autumn

Sep.-Nov.



Average temperatures: 13 to 14°C (55 to 57°F). Warm days and cool nights, so a light coat is useful.

Winter

Dec.-Feb.



Average temperatures: -6 to -7 °C (21 °F to 19°F). The weather is cold and dry. There are days when it will snow, so you will need a hat or umbrella and warm clothes.

※ Please visit www.visitseoul.net for more detailed information.



Must-visit Festivals

Spring

Hangang Yeouido Spring Flower Festival

A flower festival held each year in Yeouido in time for the cherry blossom season.

[DAY] Period: Sometime in April annually

[VENUE] Venue: Yeouido Yeouiseo-ro area



Summer

Hangang Summer Festival

A month-long riverside culture festival in the Hangang River area.

[DAY] Period: July-August annually **[VENUE]** Venue: 11 Hangang parks



Autumn

Seoul Street Arts Festival

A festival that reinterprets Seoul, a city of vibrant culture and art, and features various activities and exhibitions.

[DAY] Period: End of September-October annually

[VENUE] Venue: Around Seoul



Seoul International Fireworks Festival

A festival where you can see fireworks, designed by international firework experts, embroider the night sky of autumn.

[DAY] Period: End of September-October annually

[VENUE] Venue: Yeouido Hangang Citizen's Park



Silver Grass Festival

A culture and music festival held when the silvery eulalia grass is at the peak of its beauty at World Cup Park.

[DAY] Period: Sometime in October annually **[VENUE]** Venue: World Cup Park



Winter

Seoul Lantern Festival

Seoul's finest night view, this festival brightens up the Cheonggyecheon Stream bridges and the stream itself.

[DAY] Period: Sometime in November annually

[VENUE] Venue: Cheonggyecheon Stream



Seoul Kimchi Festival

A special cultural festival dedicated to kimchi.

[DAY] Period: Sometime in November annually **[VENUE]** Venue: Seoul Plaza

Seoul Tour A to Z

A Quick and Easy Guide to Travel in Seoul



Visit Seoul Homepage www.visitseoul.net



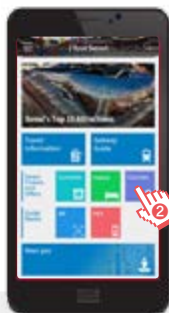
This is the official tourism information website offering real-time tourist information, such as information about tourist attractions and gourmet restaurants, as well as reservation services for walking tours and the Seoul Citizens' Hall "Tong-Tong" tour. You can access the website through your PC, tablet, or smartphone - anytime, anywhere.



Seoul's Official Travel App iTourSeoul



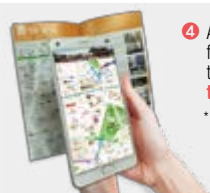
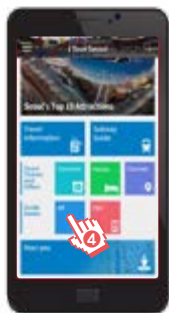
1 Comprehensive information about attractions, restaurants, accommodations, performances, and shopping in the palm of your hand!



2 Make hotel and performance reservations in real-time directly through the iTourSeoul app!



3 Access bus times and easily find your way around Seoul with the Near You feature!



4 All of the detailed information that couldn't fit in the guidebook can be accessed through the Augmented Reality feature!

* You can scan various areas on the map including City Hall, Myeong-dong and Euljiro, Dongdaemun Market, Samcheong-dong and Bukchon, Hongdae and Sangsu Station, using your smartphone.

How to Get the App



Search and download iTourSeoul from major app stores. The app supports Korean, English, Japanese, and both simplified and traditional Chinese.



Smartphone Rental Service

A smartphone rental service is available for non-Korean travelers.

• SKT: www.sktroaming.com • KT: roaming.kt.com • LG: lgroaming.uplus.co.kr

※ Check how to make a reservation at the respective website of each cellphone carrier.

Information about Seoul's free Wi-Fi

Free Wi-Fi service is available to anyone visiting major public spaces such as public institutions, parks, plazas, traditional markets, cultural facilities, main boulevards and more.

Luggage storage for tourists There are storage lockers available at major subway stations and public facilities located at popular tourism spots.

Luggage storage lockers at major subway stations

: 919 in 149 stations / Price: 2,000 won (2 hours), 7,000 (1 day)

※ Current locker numbers at subway stations: Jamsil (31), Myeong-dong (25), Hongdae (23), DDP (21), Seoul Station (20), Jongno, Anguk (20), Terminal (19), City Hall (15), Hoehyeon (13), Gangnam (11)

Storage lockers at public facilities (14 lockers at 2 locations) and storage services

- 6 large lockers in Myeongdong Tourist Information Center / Price 2,000 won (12 hours)
- 8 large lockers in Seoul Global Cultural Center (Myeong-dong) / Price 3,000 won (12 hours)
- Travel Store (Seoul Station), Premium Travel Center (Seoul, Myeong-dong, and Hapjeong stations), Raon Baggage Storage (Hongdae station), Zimfree (Hongdae station) etc. / Price 3,000-10,000 won (1 day, may vary with size)

Tourist Information Centers



Permanent Tourist Information Centers

Tourist information center	Phone	Tourist information center	Phone
Inside Itaewon Station (p.59)	02-3785-0942	Korea Tourism Organization Tourist Information Center	02-729-9496-9
In front of Hamilton Hotel (p.59)	02-749-9221	Seoul Global Cultural Center (p.29)	02-3789-7961-3
Samilgyo (p.39)	02-720-0872	Gangnam Tourist Information Center (p.64)	02-3445-0111
Gwanghwamun (p.37)	02-735-8688	Songpa Tourist Information Center (p.77)	02-421-0970-1
Seoul Citizens' Hall (p.27)	02-739-7755	Naminsa Tourist Information Center (p.41)	02-737-7885
Dongdaemun (p.47)	02-2236-9135	Bukinsa Tourist Information Center (p.41)	02-734-0222
Namdaemun Market (p.31)	02-752-1913	Bukchon Jeongdok Tourist Information Center (p.43)	02-2148-4161
Jamsil (p.77)	02-3431-9472	Samcheong-ro Information Stand (p.43)	02-723-9472
DDP (p.47)	02-2153-0307	Insa-dong P.R Center (p.41)	02-737-7890
Sinchon Subway Station (p.55)	02-363-7833	Gyeongbokgung Palace Tourist Interpretation Center (p.37)	02-738-9171
Hongik University (p.53)	02-323-2240	Itaewon Tourist Interpretation Center	02-794-5579
Incheon Int'l Airport Tourist Information Center	032-743-3270	Seoullo 7017 Information Center (p.33)	02-312-9575
Myeong-dong Tourist Information Center (p.29)	02-778-0333	Seoul Station Tourist Information Center (p.32)	070-4224-4596
Gimpo Int'l Airport Tourist Information Center	02-2660-2486-7	Yongsan Station Tourist Information Center	070-4224-4597

Mobile Tourist Information Centers

Guides wearing red with a ⑦ mark on their uniform are located in Myeong-dong, Namdaemun Market, Sinchon, Dongdaemun, Bukchon, Hongdae, Samcheong-dong, Garosugil, and Gwangjang Market and offer interpretation, introduction to tourism sites, directions, and traveler information on Seoul.

⑦ Namdaemun Market, Samcheong-dong 09:30-18:30 / Myeong-dong 09:30-19:30 / Bukchon (Summer 09:30-18:30, Winter 09:00-18:00) / Sinchon, Sinsa-dong Garosu-gil, Gwangjang Market 10:00-19:00 / Dongdaemun and Hongdae 12:00-20:00

※ For more information, visit the official Seoul city tourism website (www.visitseoul.net) or see the mobile app iTourSeoul.

Tourism Souvenir Shop

- Myeong-dong Tourist Information Center Souvenir Shop: 070-4923-9133
- Cheong Wa Dae Sarangchae Art Shop: 02-723-0336

Useful Phone Numbers



Free phone interpretation service (24 hours by bbb Korea): 1588-5644

Emergency Medical Services: 119
Police: 112

To report unreasonable prices charged to foreign tourists, obtain damage compensation and file complaints: 1800-9008

Provincial Police Agency Lost and Found Information www.lost112.go.kr

Inquiries about Seoul: DASAN Call Center 02-120
For tourist information or to report complaints: 1330 / Immigration Contact Center: 1345

Seoul City Tour Bus TOUR

Navigate the city comfortably with a single ticket. The city tour buses offer several routes and stop at famous tourist attractions. The all-day ticket provides unlimited rides for one day.

Services provided Audio guide system in four languages (Korean, English, Japanese and Chinese), information about the main attractions on LCD monitors, interpreters, and brochures about the routes.



Seoul City Courses
(Single-decker)



Seoul City Courses
(Double-decker)



Traditional Culture Course
(Double-decker)



Around Gangnam City
Tour Course

How to Use

Route	Departure	Ticket Counters	Departure Time First buses / Last buses		Ticket Price	Phone Inquiries
Seoul City Courses	Downtown Palace Course	Next to Koreana Hotel, Gwanghwamun (Gwanghwamun Station, Line 5, Exit 6)	09:00	18:00	Adults ₩15,000 Minors ₩12,000	02-777-6090
	Seoul Panorama Course	Next to Koreana Hotel, Gwanghwamun	09:30	17:00	Adults ₩18,000 Minors ₩12,000	
	Night Course (Double-decker)		19:30		Adults ₩15,000 Minors ₩9,000	
	Around Gangnam City Tour Course	Gangnam Station	10:20	16:45	Adults ₩12,000 Minors ₩10,000	
Traditional Culture Course	Dongdaemun Design Plaza (DDP)	In front of the Dongdaemun Design Plaza. Or pay in cash or credit when you board the bus	09:30	17:10	Adults ₩15,000 Minors ₩10,000	1544-4239
Seoul Modern Highlight Course			09:50	17:30		

※ The Traditional Culture Course and Seoul Modern Highlight Course is open all year round.

※ City courses: Closed on Mondays, but the bus does run on Mondays that are holidays. It runs every day during the summer holiday season (4th week of July – August 15th).

※ Minors: 5-18 years old

※ As the hours of operation are subject to change, please confirm times in advance.

※ For further information, call the number for each course or visit the homepage: www.visitseoul.net

Seoul City Walking Tours



Seoul Metropolitan Government offers 28 different routes for "Seoul City Walking Tours" designed for tourists who want to see Seoul's tourist attractions on foot with expert guides. With prior booking, a cultural interpreter will be your free travel guide as you walk around the city.

☎ dobo.visitseoul.net ☎ 02-6925-0777

※ Individuals should make a reservation online at least three days in advance (for groups, at least five days in advance) before the desired date of visit.

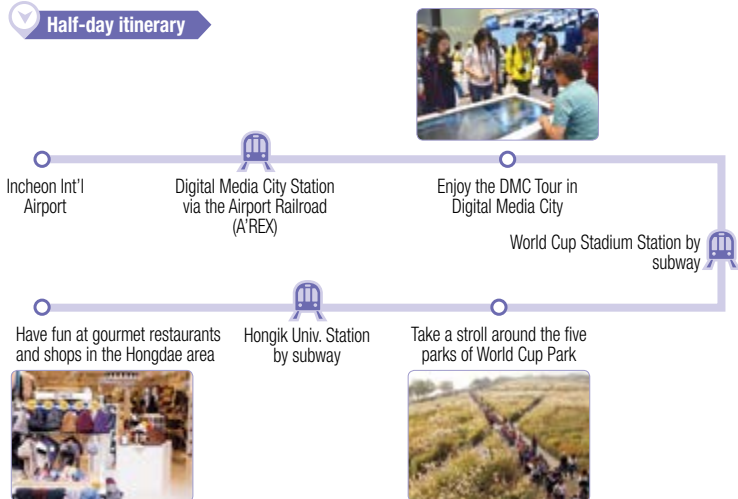
※ Courses run by different institutions are closed on different dates. Verify the dates they are closed when making reservations.

Seoul City Tour Bus Course Overview

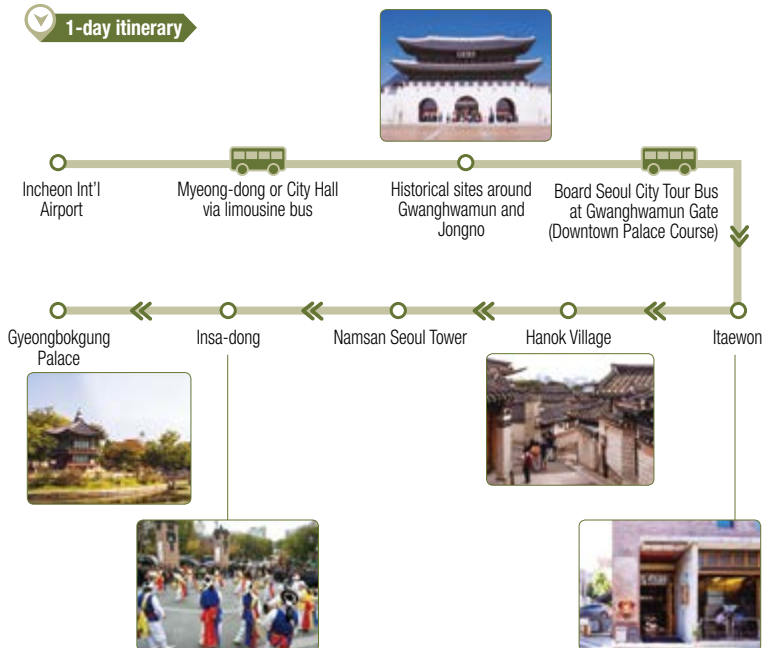


Recommended Itineraries by Duration

Half-day itinerary



1-day itinerary



3-day/2-night itinerary

Day 1



Day 2



Day 3



Delicious Korean Dishes of Seoul

Traditional Korean foods, made with various seasonal ingredients, are increasingly popular as part of a balanced diet around the world. Here are a few of the best Korean dishes available throughout Seoul.



Bibimbab Steamed rice mixed with a variety of ingredients and red pepper paste, this is the most famous Korean dish and it is also very healthy.



Bulgogi Grilled beef marinated in soy sauce.



Kimchi Korea's most popular fermented food, which is served as a side dish at every Korean meal.



Samgyeopsalgui Pork belly roasted over a hot grill is a delicious savory dish.



Fried chicken (Chi-maek) Fried chicken and beer, short for "chicken and maekju (beer)."



Galbi Grilled ribs marinated in sauce.



Samgyetang Stewed chicken with rice, garlic, ginseng, and jujube.



Gimbap Rice and a variety of ingredients wrapped in seaweed.



Haemul-pajeon Seafood and green onion pancake with other vegetables.



Japchae Stir-fried glass noodles with vegetables, mushrooms, and meat.



Dak-galbi Spicy chicken stir-fried with pepper paste.



Budae-jjigae A stew made by boiling ripe kimchi, vegetables, and Western ingredients, such as sausages.

Official Halal-Certified restaurants in Seoul

Makan Restaurant

You can taste real Korean food with traditional menu items such as bulgogi and grilled fish.

✦ 52, Usadan-ro 10-gil, Yongsan-gu, Seoul, Korea

Mr. KEBAB

Lamb, chicken, and mackerel kebabs in various forms.

Operates 24 hours a day

✦ 192, Itaewon-ro, Yongsan-gu, Seoul, Korea

Salam

Single-serving kebabs and course dishes, as well as Turkish coffee and various teas. There is also a Salam bakery nearby where they sell Turkish cookies.

✦ 39, Usadan-ro 10-gil, Yongsan-gu, Seoul, Korea

Eid

Serving Korean dishes like bibimbab and samgyetang, as well as various soups and side dishes.

✦ 67, Usadan-ro 10-gil, Yongsan-gu, Seoul, Korea

Istanbul Delight

Serving ten different halal certified desserts including strawberry cookies, ice cream, traditional Turkish desserts such as Revani, and more.

✦ 40, Usadan-ro 10-gil, Yongsan-gu, Seoul, Korea

Kervan Express GFC

A luxurious restaurant offering up shish kebabs, kuzu pirzola, pide and more - served with sides such as lavash and hummus.

✦ 152, Teheran-ro, Gangnam-gu, Seoul, Korea

Kervan Express Itaewon

Various types of kebabs and pide, as well as sides such as Turkish rice and bread. They also operate a dessert store nearby.

✦ 190, Itaewon-ro, Yongsan-gu, Seoul, Korea

Kervan Turkish Restaurant Starfield Coex Mall Branch

Everything in this restaurant is Turkish, including the chef, staff and even the music! The luxurious restaurant serves many dishes including curries, pide, and Köfte.

✦ COEX mall B1 h105, 524, Bongeunsa-ro, Gangnam-gu, Seoul, Korea

Pasha (2nd store in Itaewon)

Pasha has various Turkish food such as ayan and pasha. There is also the option to eat buffet style.

✦ 189, Itaewon-ro, Yongsan-gu, Seoul, Korea

Must-buy Items in Seoul

Here are some of the most popular items to buy in Korea, from cosmetics which represent the strength of the Korean beauty industry to a wide range of high-quality household goods.



Cosmetics Upmarket designer shops and trendy market stalls sell a wide range of stylish clothes and accessories.



Home Decor Everything from antiques to everyday items.



Fashion Rapidly becoming a global fashion destination, Seoul is home to both high-end brand stores and independent boutiques.



Designer stationery Pick up some stationery adorned with popular Korean characters from mobile messaging apps.



Food Popular Korean foods such as seaweed and kimchi can easily fit in your suitcase, along with snacks, noodles, and various instant foods.



Unique gifts Famous entertainment companies run their own stores for K-pop fans in Myeong-dong, Dongdaemun, Apgujeong, COEX, and Hongdae.



Hanbok (traditional Korean clothing) and crafts Traditional Korean crafts and hanbok can be found in Insa-dong, Samcheong-dong, and Bukchon.



Traditional Korean liquor Soju and makgeolli are Korea's most popular alcoholic beverages. Sold in cans and bottles, these drinks make great souvenirs.



Household items Electric rice cookers, children's products, toothpastes, and nail clippers are some of the most popular items.



Oriental beauty products Seoul is the ideal place to buy Asian beauty products that are made with ginseng or other oriental herbs, such as shampoos and cosmetics.

Must-visit Shopping Streets in Seoul

Myeong-dong and Namdaemun Market

Namdaemun is famed for its wide variety of shops and bustling market place, while Myeong-dong is full of trendy shops and eateries.

✦ Exit 6 or 7 of Myeong-dong Station (Subway Line 4) / Exit 5 or 6 of Hoehyeon Station (Subway Line 4)

Sinsa-dong Garosu-gil

Trendy and where you go to be seen, Garosu-gil is full of the most popular flagship stores in Seoul.

✦ 5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)

Apgujeong and Cheongdam

Traditional, high-end products as well as global brands from all over the world.

✦ Exit 2, 3 or 6 of Apgujeong Rodeo Station (Bundang Line)

Gangnam and Starfield COEX Mall

Gangnam, which has drawn world-wide attention due to the popularity of PSY's "Gangnam Style," and Starfield COEX Mall, which offers a variety of trendy brands in one place, are must-visit shopping areas in Seoul.

✦ Exit 10 or 11 of Gangnam Station (Subway Line 2) / Connected to Samseong Station (Subway Line 2)

Dongdaemun

As Seoul's No. 1 fashion district, Dongdaemun has a variety of brands and designer shops as well as trendy fashion stores.

✦ 5-minute walk from Exit 8 of Dongdaemun Station (Subway Line 1 or 4)

Hongdae

This area is packed with creative independent shops and is very popular among young people who love fashion and the arts.

✦ 5-minute walk from Exit 9 of Hongik Univ. Station (Subway Line 2)

Itaewon and Hannam-dong

Itaewon and Hannam-dong have lots of wildly creative boutiques and designer shops.

✦ Line 6 Itaewon Station

Insa-dong and Samcheong-dong

Insa-dong and Samcheong-dong are the best places to buy traditional Korean products, including various souvenirs and traditional crafts.

✦ Exit 2 or 6 of Anguk Station (Subway Line 3)

Cultural Heritage

While boasting a spectacular skyline and sophisticated modern landscape, Seoul also keeps its history alive with its old royal palaces and various cultural properties. Its rich history of over 600 years will fascinate you in many different ways.

Seoul City Wall Seoul was once called Hanyang. When the Joseon Dynasty was founded, an extensive 18 km-long wall for the fortress that protected the new capital was built. Amazingly, after over 600 years, the wall is well-preserved and maintains its original shape. Nature and the colorful urban landscape of Seoul meet along this wall, as it stretches along the foothills of a mountain range in the center of the city. You must bring ID for admission to Baegak Section. The Mongmyeoksan Mountain (Shilla Hotel), Banyan Tree Club & Spa 09:00-18:00, Naksan Mountain, and Inwangsan Mountain sections are open 24 hours a day. The Inwangsan section is closed on Mondays.

☎ Baegak Section: Mar.-Oct. 09:00-16:00, Nov.-Feb. 10:00-15:00 (off on Mondays) 🚗 10 minutes by taxi from Exit 5 of Gyeongbokgung Station (Subway Line 3) 📞 Malbawi Information Center 02-765-0297, Sukjeongmun Information Center 02-747-2152, Changuimun Information Center 02-730-9924-5 🌐 seoulcitywall.seoul.go.kr



Changdeokgung Palace ☞ Recognized for its ideal blend of traditional Korean geomancy and Confucianism, which was the social and ethical philosophy of the Joseon Dynasty, Changdeokgung Palace was added to the UNESCO World Heritage List in 1997. Buildings were built with a "harmonious" design philosophy in a bid to incorporate the surrounding mountains and geographical features, which gives the palace a sense of balance between architecture and nature. Walking tours of the palace's garden are available with expert guides.

☎ Korean citizens: Ages 25-64 3,000 won / Foreigners: Ages 19-64 3,000 won, ages 7-18 1,500 won ☎ Feb-May, Sep-Oct 09:00-18:00 (last entry 17:00), Jun-Aug 09:00-18:30 (last entry 17:30), Nov-Jan 09:00-17:30 (last entry 16:30) (closed on every Monday) ※Changdeokgung Palace's Secret Garden has its own viewing hours. (Reservations are required to see the garden. Reserve online or at the palace.) 🇬🇧 English guided tours available twice a day, Japanese guided tours available once a day and Chinese guided tours available twice a day 🇰🇷 5-minute walk from Exit 3 of Anguk Station (Subway Line 3) 📞 02-3668-2300 (Select 9 for information) 🌐 www.cdg.go.kr

☎ Adults: ₩1,000 ☎ Seonjeongneung: Feb.-Oct. 06:00-21:00, Nov.-Jan. 06:30-21:00 (closed on Mondays) *Hours of operation vary per tomb ☎ Seonjeongneung: 5-minute walk from Exit 8 of Seolleung Station (Subway Line 2) 📞 02-3700-1814 🌐 royaltombs.cha.go.kr



Joseon Royal Tombs ☞ Joseon Royal Tombs represented a major advancement in the design of tombs in East Asia. Incredibly, a total of 40 tombs have been kept intact over the centuries. Six of them in particular – Seonjeongneung, Hyuninreung, Uireung, Jeongneung, Taegangreung, and Yeonsangunmyo – are located in the center of Seoul and were made a UNESCO World Heritage site in 2009.

Jongmyo Shrine ☞ Added to the UNESCO World Heritage List in 1995, Jongmyo is a shrine containing the ancestral tablets of the kings and queens of the Joseon Dynasty. These ancient buildings offer a glimpse into the intangible history of Korea: ancestral rites, music, dancing, and food. Jongmyo Daeje, one of these ancestral rites, is still performed every May in the same manner as in the distant past.



☎ Korean citizens: Ages 25-64 1,000 won / Foreigners: Ages 19-64 1,000 won, ages 7-18 500 won ☎ Free admission every Saturday, last Wednesday of the month. Feb-May, Sep-Oct 09:00-18:00, Jun-Aug 09:00-18:30, Nov-Jan 09:00-17:30 (closed on Tuesdays) 🇬🇧 Guided tours (with some restrictions) held on weekdays, Sundays, and national holidays in Korean: 8 times a day (Mar.-Sep. 9 times a day); Japanese: 8 times a day (Mar.-Sep. 9 times a day); English: 4 times a day; Chinese: 3 times a day (inquire about available times) 🇰🇷 5-minute walk from Exit 11 of Jongno 3(sam)-ga Station (Subway Line 1), Exit 8 of Jongno 3(sam)-ga Station (Subway Line 3 or 5) 📞 02-765-0195 🌐 jm.cha.go.kr

Hands-on Cultural Programs

Visitors will no doubt be fascinated by traditional Korean culture once they experience it firsthand. A number of hands-on activities can be enjoyed, including trying on hanbok (traditional Korean clothing), handcrafting with elegant hanji (traditional Korean paper), and learning the Korean martial art Taekwondo.

Namsangol Hanok Village Try on a hanbok (traditional Korean clothing) and have your picture taken as if you were ancient Korean nobility. You can also try making traditional Korean handicrafts, like hand mirrors, or have a go at Korean calligraphy. Half-hour programs are provided at the Lee Seung-eop House. Reserve by phone or purchase tickets on-site. From 10:00-16:00 between Wednesday and Sunday, there is a free demonstration of straw crafting by straw artists.



☎ Hanok opening hours Apr-Oct 09:00-21:00, Nov-Mar 09:00-20:00 (closed every Monday) 🎫 Fees can range from ₩4,000 to ₩10,000 🚶 1-minute walk from Exit 3 or 4 of Chungmuro Station (Subway Line 3 or 4) 📞 02-2261-0517 🌐 www.hanokmaeul.or.kr



Bukchon Hanok Village Bukchon is a traditional Korean neighborhood. There are lots of things to do here besides taking pretty pictures. You can sketch folk paintings at the Gahoe Folk Painting Museum, learn how to play traditional Korean musical instruments at Gugak Sarang, a traditional Korean music workshop, or hand-craft a rice paper doll at Dakpaper Art Gallery. Many visitors take the opportunity to spend a night in a hanok. Bukchon Traditional Culture Center and Jongno-gu Office have information on hanok stays.

☎ Gahoe Museum Mar-Nov 10:00-18:00, Dec-Feb 10:00-17:00 (closed on Mondays), Gugak Sarang 11:00-17:00 (Closed on Sundays) Reservations required 🚶 3-minute walk from Exit 3 of Anguk Station (Subway Line 3) 📞 02-2133-1372 (Bukchon Traditional Culture Center)

☎ Thu., Fri.: 19:30, Sat., Sun.: 14:00 (No demonstrations on holidays) 🎫 Adults: ₩20,000, Students: ₩14,000, Pre-school: ₩10,000 🚶 10-minute walk from Exit 12 of Gangnam Station (Subway Line 2) 📞 02-3469-0133 (for inquiry on performance) 🌐 www.kukkiwon.or.kr



Kukkiwon Kukkiwon offers visitors a glimpse into the history of Taekwondo. Various Taekwondo competitions and grade promotion tests are held here, but the Taekwondo performances from certified demonstration groups are undoubtedly the highlight for tourists. After enjoying the spectacular performance, visitors can even try breaking wooden boards themselves and take home photos of their day. Taekwondo demonstrations take place daily from Thursdays to Sundays for one hour.

Korea House Korea House, a place opened in 1957 for entertaining special foreign guests, reopened in 1981 to preserve and promote traditional Korean culture for both Korean citizens and foreigners alike. It is a unique, ideal venue for experiencing traditional royal cuisine, culture, wedding, and performances in one place.



☎ Experiencing traditional royal cuisine 12:00-13:30, Experiencing cultural activities 16:30-19:30 (RSVP required, at least 2 people must book, closed every 3rd Monday, Lunar New Year day and Chuseok day) 🎫 Experiencing traditional royal cuisine: ₩55,000, Experiencing Cultural Activities: ₩70,000. ※Please contact in advance for group reservations. 🚶 3-minute walk from Exit 3 of Chungmuro Station (Subway line 3 or 4) 📞 02-2270-1125 (For inquiries) 🌐 www.koreahouse.or.kr

Meet Seoul's past and present!

City Hall Area / Myeong-dong · Euljiro /
Namdaemun Market · Namsan Mountain
/ Seoulo 7017

City Hall

Located in the center of Seoul, City Hall is known as the heart of not only Seoul but also Korea. As a hub of political and administrative activities, City Hall is one of the most popular tourist attractions for those visiting Seoul. If you want to see the past, present, and future of Korea, this is the perfect place to visit, and it is conveniently located near Gyeongbokgung Palace and Deoksugung Palace.

Exits 1-7 of City Hall Station (Subway Line 1 or 2)

Myeong-dong
and
Namdaemun
Market

Myeong-dong is a renowned shopping area in Seoul, drawing many foreign shoppers from around the world. Namdaemun Market is considered the best traditional market in Seoul and is right next to Myeong-dong.

Myeong-dong: 2-minute walk from Exit 6 of Euljiro 1(il)-ga Station (Subway Line 2) / Exit 6, 7, 8, 9 or 10 of Myeong-dong Station (Subway Line 4)

Namdaemun Market: Exit 5, 6 or 7 of Hoehyeon Station (Subway Line 4)

Namsan
Mountain

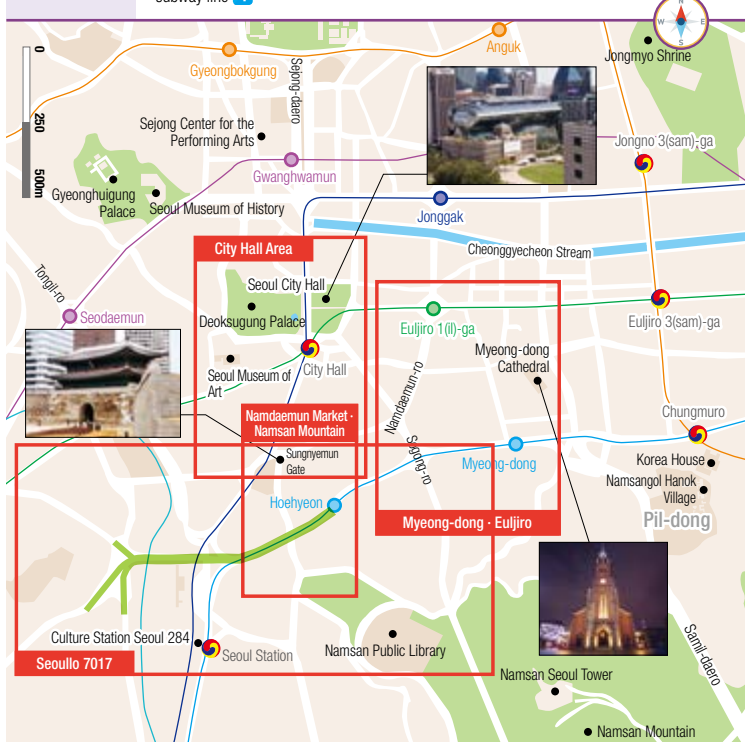
Though Namsan Mountain is at the center of Seoul, its landscape is carefully preserved to allow wildlife to thrive. Here you can see pheasants, squirrels, and many other beautiful birds and plants. Namsan Seoul Tower is located 479 m above sea level, with stunning views of Seoul.

Take the Yellow Bus No. 02, 03, or 05 at Exit 6 of Dongguk University Station (Subway Line 3) Get off at Namsan Seoul Tower and walk 5 minutes

Seoulo 7017

Seoulo 7017 is a new area in the city for busy citizens to relax. The elevated walkway connects to 17 other pedestrian walkways and also provides diverse experiences.

Exit 2 or 15 of Seoul Station (Subway lines 1 4 3 A) / Exit 4 or 5 of Hoehyeon Station, subway line 4



Highlights

Deoksugung Palace Watch the ceremony of the changing of the royal guards (called sumunjang), which takes place three times a day, before setting off on a laid-back stroll on the beautiful street of Doldam-gil by Deoksugung. (p.26)

Seoul City Hall Sky Square, an ecological landmark in Seoul that boasts the world's largest "green wall" at the new Seoul City Hall building, is a place where you can take a break at the gallery or cafe on the 8th and 9th floors, respectively. (p.26)

Myeong-dong Go shopping on the streets of Myeong-dong and learn more about the relationship between Korea and China by walking along Guanqian Street. (p.28)

Namsan Seoul Tower Go up Namsan Seoul Tower in Namsan Park where a beautiful walking path harmonizes with nature, and enjoy the night view of Seoul that can be seen from this vantage point. (p.30)



What to do

Namsangol Hanok Village Visitors to Namsangol Hanok Village can experience various Korean traditions, such as wearing hanbok (traditional clothing) and attending a tea ceremony. (p.28)

The Namsan Seoul Tower Roof Terrace Originally built as a wooden deck for an aerial view of the city, the Roof Terrace is now more popular as a place where visitors hang their "love locks" on the fence. You may want to leave your own lock with your loved one's name on it and let it be part of the endless parade of memories. (p.30)

Namdaemun Market Food Alley Visit the so-called Mokjagolmok (Eatery Alley) and indulge in popular street food such as braised cutlass fish, kalguksu (noodle soup) and hotteok (fried buns), to name just a few. (p.30)

Seoulo Travelers' Cafe The café not only provides information for tourists, but also comes equipped with amenities such as baggage storage, PC use, wi-fi, fax, etc. They offer refreshments and snacks as well, so it is a nice place for visitors to stop by. (p.33)

Local Tips

- Use the Seoul City Tour Bus for convenient transportation to Deoksugung Palace, Myeong-dong, Namdaemun Market, and Seoul Station.
- A recommended place to visit along with the Seoul Museum of History, Gyeonghuigung Palace was once a palace large enough to house a hundred structures within its grounds during the Joseon Dynasty. Some of the structures and the leafy woods behind the palace are in high demand as a location for filming period movies.



Suggested Itinerary

※ Durations may vary depending on the itinerary and mode of transportation.

Seoul Plaza.
(30 mins)

Deoksugung Palace and walking
along the Deoksugung stonewall
walkways. (1 hour 30mins)



Seoul Museum of Art tour. (1 hour)

Take the subway to Seoul Station
(10 mins) Exit 2 or 15 of Seoul
Station subway lines 1, 4, Gyeongui
Line, Airport Railroad.

Enjoy Seoulo 7017. (1 hour)



Exit from Seoulo Namdaemun
Market and enjoy shopping/lunch.
(2 hours)



Ride Namsan Cable Car.
(30 mins)

Namsan Seoul Tower.
(1 hour 20 mins)



Go to Myeong-dong
by the Namsan Shuttle Bus. (20 mins)

Enjoy shopping on
Myeong-dong's streets. (2 hours)





1 Deoksugung Palace 덕수궁



Originally built during the Joseon period, this historic palace played an important role in Korea's modern history. In fact, it served as the backdrop for the Daehanjeong, or Great Korean Empire. The only palace among all the ancient palaces in Seoul to have a Western style garden, fountain, and modern royal palace, it stands as the bridge between the old and modern eras. The changing of the royal guard ceremony that takes place every day at the main gate (called Sumumjano) is one of the must-see sights of Seoul.

🇰🇷 Korean citizens: Ages 25-64 1,000 won / Foreigners: Ages 19-64 1,000 won, ages 7-18 500 won ☎ 09:00-21:00 (last entry 20:00) (closed on Mondays) ※ Permanent event: Changing of the Royal Guard Ceremony 11:00, 14:00, 15:30 📺 Twice daily in English and Japanese. Twice daily in Chinese from Tuesday to Friday, once a day in Chinese on Saturdays. No scheduled Chinese on Sundays (call to inquire), Foreign language guides are not available on holidays ☹ Exit 2 and 12 of City Hall Station (Subway Line 1 and 2) ☎ 02-751-0734 ☞ www.doeksaung.go.kr

1-1 Deoksugung Doldam-gil A stone wall road that has been designated as one of Korea's 100 most beautiful roads. It is an idyllic place for a stroll with its tall trees lining the street and the ancient stone wall.



2 Seoul Plaza 서울광장



Seoul Plaza is in front of Seoul City Hall. Here you can enjoy mini concerts, outdoor exhibitions, flea markets, and many fun events every day. During the winter, an ice skating rink is set up for visitors to enjoy ice skating at a reasonable price.

2-1 Seoul City Hall The new City Hall, Seoul's newest landmark, is an eco-friendly building with the world's largest indoor green wall.

2-2 Seoul Metropolitan Library The former Seoul City Hall, which was constructed in 1926, has been remodeled as the Seoul Metropolitan Library and is open to everyone.

☎ Weekdays 09:00-21:00 (some reference rooms 09:00-18:00), Weekends 09:00-18:00
(Closed on Mondays, holidays) ☎ 02-2133-0300~1
@ lib.seoul.go.kr



3 Jeongdong Theater 정동극장



Experience the essence of traditional Korean performing arts at Jeongdong Theater. Performances are held daily at 16:00 and 20:00 and visitors can also participate in various programs, such as learning to play the janggu, a traditional Korean instrument.

*Varies by performance 📞 Closed on Mondays
🚶 5-minute walk from Exit 1, 2 or 12 of City Hall Station (Subway Line 1 or 2)
☎ 02-751-1500 @ www.leonadong.or.kr

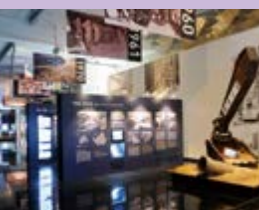


4 Seoul Museum of Art 서울시립미술관



Walk down Deoksugung Doldam-gil to get to the Seoul Museum of Art. This museum holds special and annual exhibitions showcasing the works of Chagall, Matisse, and Picasso. The museum also displays modern artworks by artists from Korea and around the world.

₩ Free admission for regular exhibitions, fees apply for special exhibitions ☎ Weekdays 10:00-20:00, Weekends (Mar.-Oct.) 10:00-19:00, Weekends (Nov.-Feb.) 10:00-18:00 (closed on Mondays and Jan. 1) 🚶 5-minute walk from Exit 1, 10, 11 or 12 of City Hall Station (Subway Line 1 or 2) ☎ 02-2124-8800 @sema.seoul.go.kr



5 Seoul Museum of History 서울역사박물관



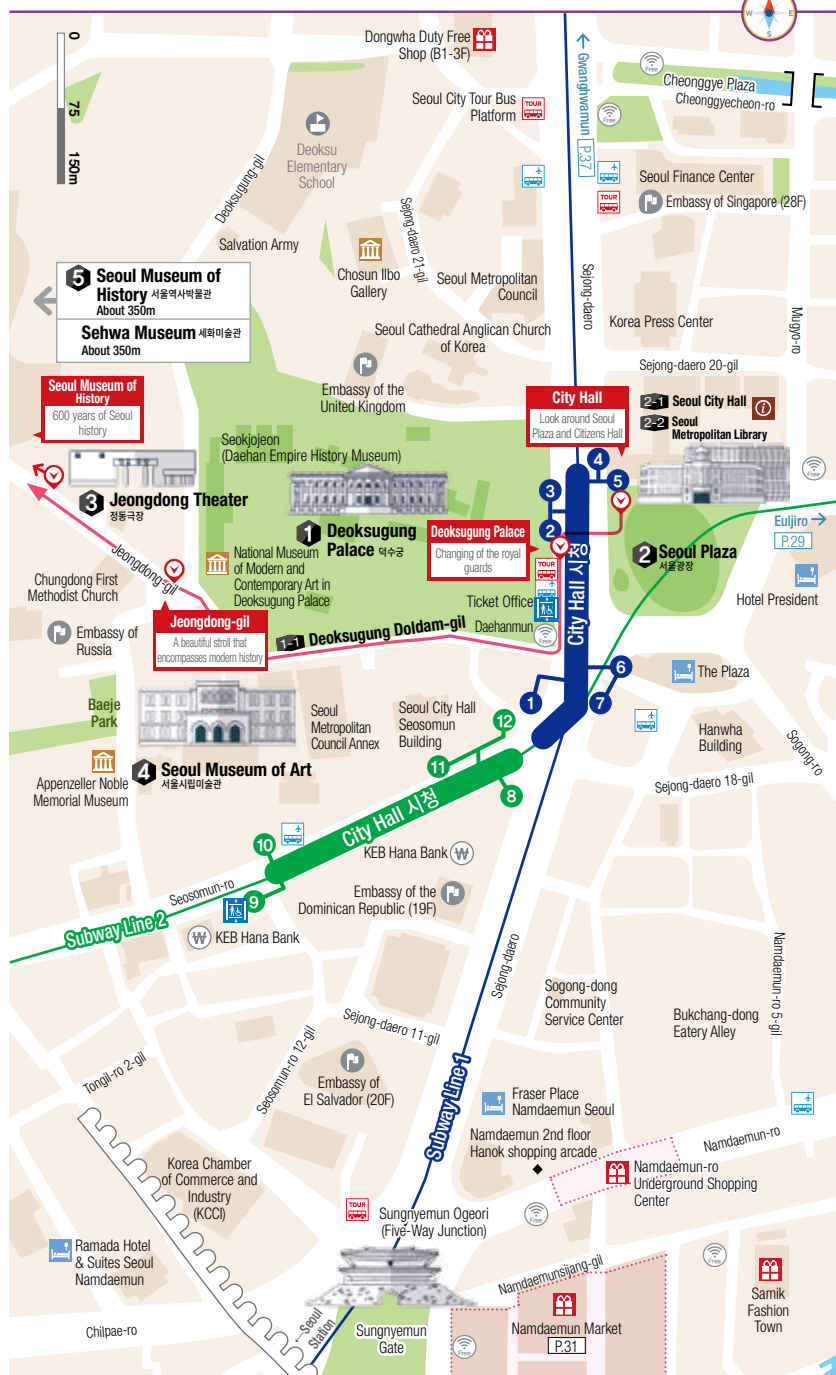
This is a museum where visitors can get a glimpse of the life and culture in the early days of Seoul. The crown jewel of this museum collection is a scale model of the city. Built on a scale of 1:1,500, it provides visitors with a panoramic view of Seoul.

① Free admission for regular exhibitions, fees apply for special exhibitions
 ② Weekdays 09:00-20:00, Weekends Mar.-Oct. 09:00-19:00, Nov.-Feb. Weekends 09:00-18:00 (closed on Mondays, January 1st) 1st floor Amenities (study room, the Historical Archives of Seoul, exhibition halls, auditorium, restaurant, cafeteria) open on Mondays ③ English, Japanese, Chinese portable audio guide rental ④ 7-minute walk from Exit 6, 7 or 8 of Gwanghwangmun Station (Subway Line 5), Exit 4 of Seodaemun Station (Subway Line 5) ⑤ 02-724-0274-6 ⑥ museum.seoul.kr

▼ Plan your trip

- Watch the changing of the royal guard ceremony at Deoksugung Palace and take a stroll.
- Experience the "Tong-Tong" Tour of Seoul City Hall, which is considered an ecological landmark in Seoul.
- View diverse exhibitions at the National Museum of Modern and Contemporary Art in Deoksugung Palace, the Seoul Museum of Art, and the Seoul Museum of History.

 Nearby subway stations | **1** **2** City Hall





1 Myeong-dong 명동거리

Korea's best-known shopping district, where the streets are lined with department stores and shops that sell brand-name cosmetics, clothes, shoes, and accessories.

1-1 Myeongdong Theater The theater, a Baroque-style building constructed in 1934 which was recently renovated, showcases various plays. With its old-fashioned appearance and auditorium design that narrows the distance between the stage and the audience, it is considered a mecca for Korean live theater. 7-minute walk from Exit 6 of Euljiro 1(il)-ga Station (Subway Line 2), Exit 6 of Myeong-dong Station (Subway Line 4) 1644-2003 www.ntck.or.kr

1-2 UNESCO House This is UNESCO's Korean office. Myeong Dong Nanta Theatre and restaurants are also located in this building.

1-3 Guangian Street This street, which is home to the Embassy of China and Overseas Chinese Primary School, offers visitors a chance to experience Chinese culture through Chinese dishes and goods.

2 Myeong-dong Tourist Information Center

명동관광정보센터

Myeong-dong Tourist Information Center, the largest of its kind in the country, provides over 400 different tourist information leaflets. Visitors can get free access to the Internet, make online reservations for accommodation and performances, and experience Chroma key technology. It also features a tourist complaint center and a souvenir shop where Seoul-themed souvenirs are available. The center is located in the annex of the KEB Hana Bank.

09:00-20:00 (closed on Lunar New Year day, Chuseok day), Souvenir shop 10:30-19:30 3-minute walk from Exit 5 of Euljiro 1(il)-ga Station (Subway Line 2) 02-778-0333

2-1 Seoul Global Cultural Center (5F Haechi Hall, M Plaza) This is where foreign residents and tourists can get information, participate in cultural programs, and take advantage of convenient services related to living in Korea. 10:00~19:00 (Closed on New Year's Day, Lunar New Year day, Chuseok day) 3-minute walk from Exit 6 of Myeong-dong Station (Subway Line 4) 02-3789-7961~3

3 Myeong-dong Cathedral 명동대성당

The most iconic cathedral in Korea, it has symbolized Korean Catholicism for 119 years. This majestic wonder is also the first Gothic cathedral in Korea.

8-minute walk from Exit 5 or 8 of Myeong-dong Station (Subway Line 4) www.mdsd.or.kr

4 Department Stores and Shopping Malls

백화점 · 쇼핑몰

Myeong-dong and Euljiro are home to many flagship department stores and shopping malls where you can shop at hundreds of stores specializing in fashion, accessories, and more.

4-1 Shinsegae Department Store As the only department store using its original, old building, Shinsegae sells luxury goods in the main building and has a duty-free shop located in its new wing.

Department Store 10:30-20:00 (Fri-Sun 10:30-20:30), Duty-free 09:00-20:30 (open throughout the year) * Department Store closed once a month Connected to subway line 4 Hoehyeon Station 1588-1234 department.shinsegae.com

4-2 Lotte Town 4-3 Noon Square 4-4 Aland 4-5 Grevin Museum

5 Namsangol Hanok Village 남산골한옥마을

This ancient village from the Joseon period features well-preserved hanoks, (traditional Korean houses), pavilions, and even a pond. After seeing the houses of the Joseon period, you can partake in traditional culture experience program. You can even have a genuine, traditional Korean wedding ceremony at the village (advance reservation required).

Admission: Free Apr.-Oct. 09:00-21:00, Nov.-Mar. 09:00-20:00 (Closed on Mondays) Korean, English, Japanese, and Chinese interpretation is available (call for schedule) 3-minute walk from Exit 3 or 4 of Chungmuro Station (Subway Line 3 or 4) 02-2264-4412 www.hanokmaeul.or.kr

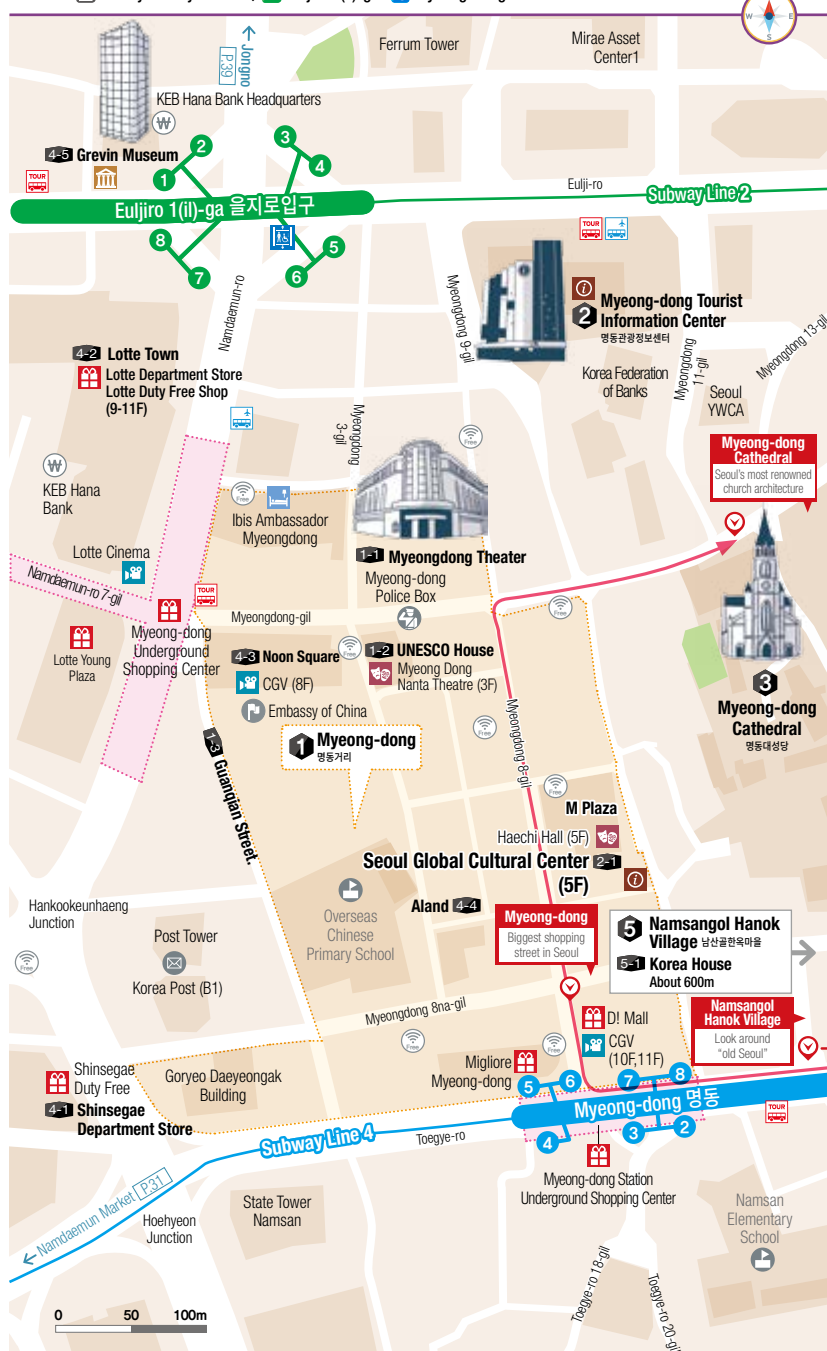
5-1 Korea House A cultural space that introduces traditional Korean culture. Enjoy royal cuisine from the Joseon Dynasty, traditional experiences, performances etc.

Closed every Monday of 3rd week, Lunar New Year day, Chuseok day 3-minute walk from Exit 3 of Chungmuro Station (Subway Line 3 or 4) 02-2266-9101 www.koreahouse.or.kr

Plan your trip

- Shop for Korean cosmetics and accessories at major department stores and duty free shops.
- Enjoy the hidden history of Myeong-dong and see the changes in lifestyle of Chinese expats in Korea following the world tour course within the city.
- Experience the traditions of Korea at Namsangol Hanok Village.

Nearby subway stations | 2 Euljiro 1(il)-ga 4 Myeong-dong



Namdaemun Market · Namsan Mountain 남대문시장 · 남산



1 Namdaemun Market 남대문시장

Namdaemun Market is the largest market in Korea. Countless shops and street stalls line its alleys, selling clothes, household items, and food. Since the market is famous for its low prices and hospitality, almost half of Seoul's foreign tourists pay it a visit.

Ⓢ 00:00-23:00 (varies per store, closed on Sundays)

📍 Exit 5 of Hoehyeon Station (Subway Line 4) 🌐 www.namdaemunmarket.co.kr

1-1 **Sungnyemun Imported Goods Market** This is where shops selling various imported goods, including kitchenware, accessories, and food products, are located.

1-2 **Restaurants in Namdaemun Market** There are a lot of alleys filled with restaurants in Namdaemun Market, where yachae hotteok (vegetable pancakes), wangmandu (giant dumplings), kalguksu (noodle soup) and galchijorim (braised cutlassfish) are especially popular.

2 Sungnyemun Gate 승례문

Listed as National Treasure No. 1 in Korea, Sungnyemun Gate, also called Namdaemun Gate, served as the main southern entrance of the Seoul City Wall. Although destroyed by fire in 2008, the gate was subsequently restored in 2013 using traditional construction methods. As a result, Sungnyemun has come to hold more significance than ever for the Korean people.

Ⓢ Free Ⓢ 09:00-18:00 (Jun.-Aug. 09:00-18:30 Nov.-Feb. 09:00-17:30 closed on Mondays) Ⓢ 8-minute walk from Exit 5 of Hoehyeon Station (Subway Line 4), Exit 4 of Seoul Station (Subway Line 1) ☎ 02-779-8547

2-1 **Namdaemun 2nd floor Hanok shopping arcade** This two story building was built sometime around 1910. The modern shopping architecture has an important historical value because of its hanok-style wooden house and tiled roof.

3 Namsan Park 남산공원

This park is home to many popular tourist attractions, including Namsan Seoul Tower, Palgakjeong Pavilion, Namsan Botanical Gardens, and the National Theater of Korea, not to mention the leafy park itself.

Ⓢ Namsan Cable Car Adults: Round trip 8,500 won, One-way trip 6,000 won, Children: Round trip 5,500 won, One-way trip 3,500 won Ⓢ Namsan Cable Car 10:00-23:00

📍 Exit 1 of Hoehyeon Station (Subway Line 4) → Banpo (towards Namsan no. 3 Tunnel) → Use Namsan Oreumi ※ You can go up to the hill of Namsan comfortably with the slope elevator. Ⓢ Daytime: 02-753-2403, Nighttime: 02-757-1308

🌐 www.cablecar.co.kr

4 Namsan Seoul Tower 남산서울타워

Standing at 236.7 meters tall, Namsan Seoul Tower is Namsan's main tourist attraction where visitors can enjoy a complete view of Seoul. Enjoy the fantastic laser show and beautiful nightscape of Seoul from the observatory on the second and third floors, or in the revolving restaurant.

Ⓢ Observatory entry charge: Adults: ₩10,000, Children: ₩8,000

Ⓢ Observatory business hours: 10:00-23:00 (Sat. 10:00-24:00), Restaurants 11:00-23:00 (Some restaurants: 10:00-22:00)

📍 Board Namsan Circular Bus 2, 3 or 5, or Namsan Cable Car

☎ 02-3455-9277 🌐 www.nseoltower.com

5 Culture Station Seoul 284 문화역서울 284

Having opened in 2011, the Culture Station Seoul is a multipurpose cultural space in the remodeled old Seoul Station, which was built 90 years ago. It holds various exhibitions of Korean contemporary art, screens art films, and hosts musical performances.

Ⓢ Free or paid admission depending on exhibition Ⓢ 10:00-19:00 (Closing days vary by program) 📍 Exit 2 of Seoul Station (Subway Line 1 or 4) ☎ 02-3407-3500

🌐 www.seoul284.org

✓ Plan your trip

- Tour Namdaemun Market, where you can buy everything from traditional arts and crafts to cameras and glasses.
- Explore great restaurants in the eatery alleys of Namdaemun Market.
- View a panorama of Seoul from the Namsan Seoul Tower observatory.

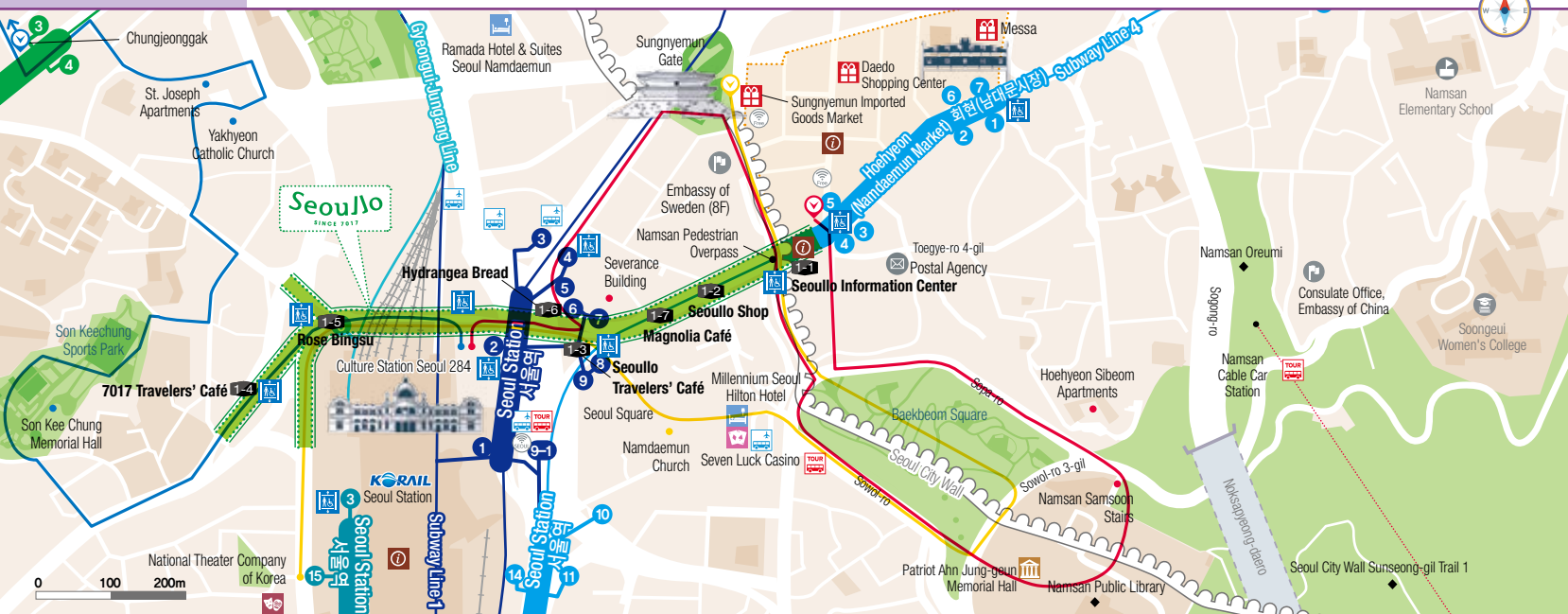




✓ Plan your trip

- Explore the traces left by Seoul in its 46 years of history.
- Watch music and art on stages holding various cultural performances.
- Look around the beautiful scenery and garden in the morning and watch a spectacular view at night.
- Enjoy special food that you can only get at Seoullo 7017.

Nearby subway stations | 1 4 6J A Seoul Station 4 Hoehyeon



1 Seoullo 7017 서울로7017



Once an elevated highway built in 1970, Seoullo 7017 has transformed into pedestrian walkways to provide convenience for 2017 citizens. Seoullo 7017's name is a nod to its origins; 1970 was the year the overpass was first constructed, and 2017 was the year of the highway's rebirth. The number 17 also refers to the number of pedestrian walkways that make up Seoullo. It is a path filled with an assortment of flowers and trees, designed for people who want to enjoy history and culture. Visit the revitalized Seoullo 7017 with a 'Seoul City Walking Tour' and encounter Seoul's hidden story.

♥ 1st Course: From Hanyang to Seoullo

Culture Station Seoul 284 ▶ Seoullo 7017 ▶ Severance Building ▶ Sungnyemun Gate
▶ Seoul Fortress Wall ▶ Baekbeom Square ▶ Ahn Jung Geun Memorial Museum ▶ Namsan Samsong Stairs ▶ Hoehyeon Sibeom Apartments ▶ Namsan Pedestrian Overpass

♥ 2nd Course: Exploration of Modern & Contemporary Architecture at Seoul

Culture Station Seoul 284 ▶ Seoullo 7017 ▶ Back of Seoul Station ▶ Malljae-ro ▶ Son Kee Chung Memorial Hall ▶ Yakhyeon Catholic Church ▶ St. Joseph Apartments ▶ Chungjeonggak ▶ Chungjeongno Station

♥ 3rd Course: Night Tour of Seoullo

Seoul Station Exit 15 ▶ Seoullo 7017 ▶ Namdaemun Church ▶ Seoul Fortress Wall ▶ Baekbeom Square ▶ Namsan Pedestrian Overpass ▶ Sungnyemun Gate

1-1 Seoullo Information Center A memorial space designed to introduce the history and meaning behind Seoullo 7017 as well as provide free information about Seoul sightseeing, including related guidebooks and maps. ☎ 10:00-22:00

1-2 Seoullo Shop In commemoration of Seoullo 7017's opening, this kiosk sells unique official souvenirs such as T-shirts, magnets, diffusers and more by collaborating with local small business owners, craft associations, and regional sewing associations. ☎ 10:00-22:00

1-3 Seoullo Travelers' Café You can get travel information along with coffee and snacks. You can also load your luggage into IoT-based lockers, and book experiential tours through the PCs provided. You can also use the free WIFI and copy, scan and fax facilities.

☎ 10:00-22:00

1-4 7017 Travelers' Café A cafe where you can relax while enjoying coffee, tea, Korean beers and simple snacks. Tourist information and travel books are also available.

☎ 11:30-22:00

1-5 Rose Bingsu Various patbingsu served, such as ice flakes made from milk ice decorated with Korean bean paste and chewy injeolmi rice cakes. There are also drinks like coffee, roasted rice flour drinks, and light porridges such as danpatjuk porridge and pumpkin porridge.

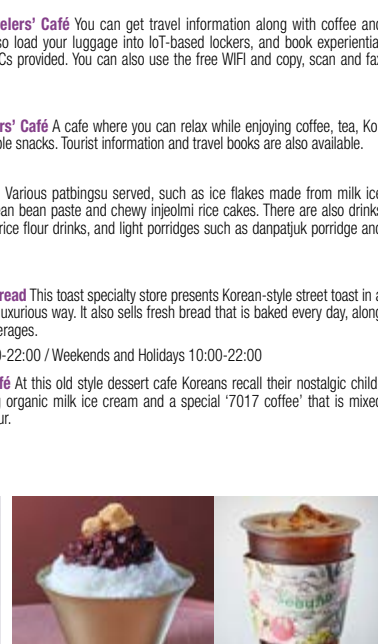
☎ 10:00-22:00

1-6 Hydrangea Bread This toast specialty store presents Korean-style street toast in a healthier and more luxurious way. It also sells fresh bread that is baked every day, along with coffee and beverages.

☎ Weekdays 11:00-22:00 / Weekends and Holidays 10:00-22:00

1-7 Magnolia Café At this old style dessert cafe Koreans recall their nostalgic childhood while enjoying organic milk ice cream and a special '7017 coffee' that is mixed with roasted rice flour.

☎ 10:00-22:00



Area 02

Palace Quarter

Walk through Ancient Palaces that Breathe History

Gwanghwamun / Cheonggyecheon Stream · Jongno / Insa-dong / Samcheong-dong · Bukchon

Gwanghwamun Square

Gwanghwamun Gate is the main gate of Gyeongbokgung Palace and is located at the northern end of Sejong-daero Street. The street, the widest in Korea, is 100 m wide and 600 m long. At the center of Sejong-daero Street, there is Gwanghwamun Square where statues of Admiral Yi Sunsin and King Sejong can be seen. Sejongno Park is located across from the street where you can see calligraphers showcasing their talents at Hangeul Geulja Madang.

Exit 2 of Gwanghwamun Station (Subway Line 5), Exit 5 of Gyeongbokgung Station (Subway Line 3)

Insa-dong Samcheong-dong Bukchon Hanok Village

Insa-dong and Samcheong-dong are where you can see old Seoul. The alleys and main street of Insa-dong are lined with craft workshops, galleries, and traditional tea houses, which are housed in remodeled hanok. Over 900 hanok houses are located in Bukchon Hanok Village.

Insa-dong: 7-minute walk from Exit 6 of Anguk Station (Subway Line 3)

Samcheong-dong: 15-minute walk from Exit 2 of Anguk Station (Subway Line 3)

Bukchon Hanok Village: 10-minute walk from Exit 2 of Anguk Station (Subway Line 3)

Cheonggyecheon Stream

Cheonggyecheon Stream is a 10.84 km-long waterway flowing from the south of Gwanghwamun Square to Dongdaemun, passing under historic structures and through present-day Seoul. Originally a popular laundry spot and playground, it has now become a popular area for Seoul citizens to relax. Take a break from your busy itinerary and read the historical plaques at the 22 bridges spanning the stream.

15-minute walk from Exit 5 of Gwanghwamun Station (Subway Line 5)



Highlights

Gyeongbokgung Palace Gyeongbokgung which is translated as "greatly blessed." The palace is the largest and the most majestic of the five ancient palaces that remain in Seoul today. (p.36)

Cheonggyecheon Stream The restored ecological stream that stretches from Gwanghwamun to Dongdaemun is all the more beautiful when lit up late at night. The Seoul Lantern Festival, which opens in November, is one of the sights you should not miss while visiting Seoul. (p.38)

Insa-dong Shop for beautiful crafts and souvenirs in the craft workshops and galleries, or visit traditional tea shops to try traditional Korean teas. (p.40)



What to do

Temple Life at Jogyesa Temple Experience the life of a Buddhist monk at Jogyesa Temple, where you can participate in meditation, lotus lantern making, and enjoy a meal from an alms bowl. (p.40)

Tongin Market Tongin Market is about a 10-minute walk away from Gyeongbokgung Station. The market is famous for various types of food such as fried teokbokki and take-out restaurants. You can take out the food and move to Suseong-dong Valley by bus to enjoy a light stroll.

Bukchon Eight Views Stroll through Bukchon Hanok Village and explore Bukchon's eight beautiful sights. This is where you will also have an aerial view of Changdeokgung Palace, which is a designated UNESCO World Heritage site. (p.42)

Local Tips

- Don't miss the moonlight tours of Gyeongbokgung Palace and Changdeokgung Palace. Spend an unforgettable evening at beautifully-lit palaces. Advanced reservations are required.
- Insa-dong is usually a heavy-traffic area, but it is vehicle-free on weekends. If you want a stress-free tour of the area, the best time to visit is early on weekend mornings.

Suggested Itinerary

※ Durations may vary depending on the itinerary and mode of transportation.

Gwanghwamun Square.
(50 mins)

Tour Gyeongbokgung Palace and the National Palace Museum of Korea. (2 hours 30 mins)



Tour Insa-dong and have lunch.
(2 hours)



Experience a traditional craft workshop in Samcheong-dong.
(40 mins)



Take a walk around Bukchon Hanok Village. (1 hour)



Take a subway to the Cheonggyecheon Stream (10 mins)
Exit 5 of Gwanghwamun Station.
(Subway Line 5)

Enjoy the night scene of Cheonggyecheon Stream.
(1 hour 30 mins)





1 Gyeongbokgung Palace 경복궁



Gyeongbokgung Palace was the first royal palace built in the Joseon Dynasty and is where the Joseon Dynasty's 500-year history began. The largest of the five grand palaces remaining in Seoul, Gyeongbokgung Palace provides a glimpse into Joseon's royal culture, palace life, and architecture through the Geunjeongjeon, Gyeonghoeru Pavilion, and other structures. You can learn more about the royal culture at the National Palace Museum and about the historical living conditions of Koreans at the National Folk Museum of Korea.

₩ Korean citizens: Ages 25-64 3,000 won / Foreigners: Ages 19-64 3,000 won, ages 7-18 1,500 won ☎ Mar-May, Sep-Oct 09:00-18:00 (last entry 17:00), Jun-Aug 09:00-18:30 (last entry 17:30), Nov-Dec 09:00-17:00 (last entry 16:00) ※ Ongoing events: Opening and Closing of the Royal Palace Gates and Royal Guard Changing Ceremonies (twice daily at 10:00, 14:00); Gwanghwamun Changing of the Guard Ceremony (twice daily at 11:00, 13:00) (Closed and no events on Tuesdays) ② Guided tours: English · Japanese: 3 tours daily; Chinese: 3 tours daily (Please inquire about available times) ③ 5-minute walk from Exit 5 of Gyeongbokgung Station (Subway Line 3) ④ 02-3700-3900

⑤ www.royalpalace.go.kr

1-1 National Palace Museum of Korea

⑥ 02-3701-7500 ⑦ www.gogung.go.kr

1-2 National Folk Museum of Korea

⑥ 02-3704-3114 ⑦ www.nfm.go.kr

2 Gwanghwamun Square 광화문광장



This 555 m-long, 34 m-wide square is in front of Gwanghwamun, the main gate of Gyeongbokgung. Statues of Admiral Yi Sunsin and King Sejong, two of the most respected historical figures in Korea, are situated in Gwanghwamun Square.

⑧ Exit 2 of Gwanghwamun Station (Subway Line 5), Exit 5 of Gyeongbokgung Station (Subway Line 3)

3 Sejong Center for the Performing Arts 세종문화회관



This is one of Korea's biggest theaters that holds not only performances but also exhibitions and cultural experiences. The facilities at the center include an art museum, a small gallery, a chamber music concert hall, a medium-sized theater, and a large theater that can seat over 3,000 people.

⑨ Exit 1 or 8 of Gwanghwamun Station (Subway Line 5)

⑩ 02-399-1114-6 ⑪ www.sejongpac.or.kr

3-1 The Story of King Sejong-The Story of Admiral Yi Sunsin

Exhibitions about the lives and achievements of King Sejong and Admiral Yi Sunsin

₩ Free ⑫ 10:00-20:00 (Closed on Mondays)

⑬ 02-399-1114-6 ⑭ www.sejongstory.or.kr

4 Hangeul Gaon-gil Street 한글가온길



"Gaon" is an old Korean word meaning "center" or "in the middle." The street is home to the headquarters of the Korean Language Society, the site of Hangeul scholar Ju Sigyeong's residence, and Hangeul 10 Madang, as well as a place to learn other interesting stories about Hangeul.

⑮ Exit 8 of Gwanghwamun Station (Subway Line 5)

5 National Museum of Korean Contemporary History



대한민국 역사박물관

A museum of modern and contemporary Korean history spanning from the late 19th century to the establishment of the ROK government and the Seoul Olympics.

₩ Free ⑯ 10:00-18:00 (Wed, Sat 10:00-21:00, Closed on 1st of Jan, Lunar New Year day and Chuseok day) ⑰ Guided tours available in English, Chinese and Japanese at 14:00 from Tue-Fri ⑱ 5-minute walk from Exit 2 of Gwanghwamun Station (Subway Line 5) ⑲ 02-3703-9200 ⑳ www.much.go.kr

6 Cheong Wa Dae Sarangchae 청와대 사랑채



Cheong Wa Dae Sarangchae is where visitors can learn about former presidents' lives and administrations, as well as Korean culture. About first floor, there are attractions such as the Special Exhibition Hall that holds various exhibitions all year round, the Korean Culture Exhibition Hall, and Korean Food Promotion Hall. On the second floor, Cheong Wa Dae Hall provides information about Cheong Wa Dae and Korean presidents, and Haengboknuri Hall introduces visitors to the vision of the Korean government. The gift shop sells Seoul-themed souvenirs.

₩ Free ⑳ 09:00-18:00 (closed on January 1st and Mondays) ㉑ 10:00, 14:00 English, Chinese guided tours, 12:00, 16:00 Japanese guided tours ㉒ 12-minute walk from Exit 4 of Gyeongbokgung Station (Subway Line 3) ㉓ 02-723-0300 ㉔ www.cwdsarangchae.kr

Plan your trip

- Hop on the Seoul City Tour Bus and view Seoul's famous tourist stops along the way.
- Learn more about modern Korean history at the National Museum of Korean Contemporary History.
- Enjoy a walk through nature and skyscrapers from Gwanghwamun Square to Cheonggye Plaza.

Nearby subway stations | 3 Gyeongbokgung 5 Gwanghwamun



Cheonggyecheon Stream • Jongno 청계천 · 종로



1 Jongmyo Shrine 종묘



This is a Confucian shrine where the memorial tablets for the kings and queens of the Joseon Dynasty are kept and memorial services are held. It was designated as a UNESCO World Heritage site in 1995. Jongmyo Jerye, the memorial service held every May since 1464, is one of the oldest ancestral rites held today, and was designated as a Masterpieces of Oral Tradition and Intangible Heritage of Humanity by UNESCO in 2001. A guided tour with some restrictions is available throughout the week. On Saturdays and the last Wednesday of the month, visitors are free to tour the area on their own.

₩ Korean citizens: Ages 25-64 1,000 won / Foreigners: Ages 19-64 1,000 won, ages 7-18 500 won ② Visitors can see shrine without guided tours every Saturday/last Wednesday of every month Feb-May, Sep-Oct. 09:00-18:00, Jun-Aug 09:00-18:30, Nov-Jan 09:00-17:30 (closed on Tuesdays) ③ Weekdays, Sundays, and national holidays (guided tours with some restrictions) Korean: 8 times a day (Mar-Sep, 9 times a day) Japanese: 8 times a day (Mar-Sep, 9 times a day), English: 4 times a day, Chinese: 3 times a day (inquire about available times) ④ 5-minute walk from Exit 11 of Jongno 3(sam)-ga Station (Subway Line 1), Exit 8 of Jongno 3(sam)-ga Station (Subway Line 3 or 5) ⑤ 02-765-0195 ⑥ jm.cha.go.kr

2 Cheonggyecheon Stream 청계천



This is a 10.84 km-long stream flowing from Gwanghwamun to Dongdaemun. In 2005, it was transformed into an ecological park after a restoration project that took three years. Visitors can take a stroll down the walking path along Cheonggyecheon Stream and enjoy the night view of the area and the 22 bridges that shine under fantastic lighting. The Seoul Lantern Festival is held here for two weeks in November featuring thousands of lanterns along the stream.

Wall of Hope A wall made of 20,000 tiles on which the hopes of citizens are written.

Wall of Proposal A screen on which you can propose to your loved one. Anyone can use it with advance reservation. ⑥ propose.sisul.or.kr

Cheonggyecheon Museum This is where you can learn about the Cheonggyecheon Stream restoration process, what Cheonggyecheon Stream was like before the restoration, and how it was transformed after restoration.

⑦ Free ⑧ Weekdays 09:00-19:00, Weekends & national holidays Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (closed on Mondays, January 1st) ⑨ Exit 4 of Jegal-dong Station (Subway Line 1), Exit 5 of Yongdu Station (Subway Line 2) ⑩ 02-2286-3410 ⑪ cgcm.museum.seoul.kr

Seoul Lantern Festival A "hallyu festival" that highlights the cultural heritage of Korea, including its folk culture, kimjang (making kimchi), and royal culture, through lanterns made of beautifully colored hanji, traditional Korean paper. Held every year in November. ⑫ www.seoul lantern.com

3 Tapgol Park 탑골공원



This is the historic site where 33 representatives of the March 1st Movement of 1919 recited the Korean Declaration of Independence from Japan and shouted "all hail independence." In the park, the ten-story stone pagoda from Wongaksa Temple, the country's National Treasure No. 2, and the Wongaksabi Monument, Treasure No. 3, remain as they did in ancient times.

⑬ 09:00-18:00 ⑭ 5-minute walk from Exit 1 or 5 of Jongno 3(sam)-ga Station (Subway Line 1, 3 or 5)

4 Nonverbal Performance Venues 연비발 퍼포먼스 공연장

This stage showcases performances of different genres such as samulnori, jazz, hip-hop, b-boying, acapella, and drawing.

⑮ 1 CineCore Bibap Theater Musical Chef

⑯ 02-766-0815



✓ Plan your trip

- Take a stroll along the walking path at the Cheonggyecheon Stream that stretches from Gwanghwamun to Dongdaemun Market.
- Enjoy the night view at Cheonggyecheon Stream and the 22 bridges that are fantastically illuminated.
- Enjoy various nonverbal performances.

Nearby subway stations | 1 3 5 Jongno 3(sam)-ga 2 3 Euljiro 3(sam)-ga





1 Insa-dong Street 인사동거리

This is a street showcasing traditional Korean culture with antique art and book stores, traditional teahouses, and craft shops. It is Seoul's leading "gallery street" as it has long been home to various art galleries.

🚶 7-minute walk from Exit 6 of Anguk Station (Subway Line 3)

1-1 Insa-dong PR Center

🕒 Weekdays 09:30-18:30, Weekends & national holidays 10:00-18:00 ☎ 02-737-7890

1-2 Gana Insa Art Center

🕒 Free ☎ 10:00-19:00 on Weekdays ☎ 02-736-1020

1-3 Ssamzigil This is a multi-cultural space where visitors can shop for a wide variety of traditional arts and crafts. Various exhibitions and performances are available as well.

🕒 10:30-20:30 (Some stores - 22:00) Closed on Lunar New Year day, Chuseok day ☎ 02-736-0088

🌐 www.ssamzigil.co.kr

[Traditional Handicraft Shops]

Various cute household items and traditional handicrafts are sold in Insa-dong. A wide variety of souvenirs, such as antiques, hanboks, and cellular phone straps, are also available for purchase.

[Traditional Korean Dishes and Traditional Teahouses]

There are a lot of teahouses and hanjeongsik (traditional Korean menu) restaurants with traditional interiors in Insa-dong. Snack carts selling temple food and time-honored snacks, including kkultarae (honey skein) and teok (rice cake) on the streets, add to the unique atmosphere of the area.

2 Unhyeongung Palace 운현궁

This was the private residence of Heungseon Daewongun, the father of Emperor Gojong (1852-1919). Special exhibitions on traditional culture, and events, such as a royal costume experience program, are held each month.

🕒 Free ☎ Apr.-Oct. 09:00-19:00, Nov.-Mar. 09:00-18:00 (closed on Mondays)

📻 MP3 player containing descriptions in English, Japanese and Chinese can be rented (for a small fee) 📍 Exit 4 of Anguk Station (Subway Line 3)

☎ 02-766-9090 🌐 www.unhyeongung.or.kr

3 Jogyesa Temple 조계사

This is one of Korea's most famous Buddhist temples. It offers temple life and temple stay programs for foreigners. Each year on Buddha's birthday, the Yeon Deung Hoe (Lotus Lantern Festival) begins from here and continues around Jongno and Insa-dong.

🕒 Free 🚶 7-minute walk from Exit 6 of Anguk Station (Subway Line 3)

☎ 02-768-8600 🌐 www.jogyesa.kr

3-1 Templestay Information Center Find out about various temple stay programs, as well as traditional culture and temple food experiences.

🕒 09:00-19:00 (closed on official national holidays)

☎ 02-2031-2000

4 Bosingak Belfry 보신각

During the Joseon period, the Bosingak bell was rung to announce the time. This practice is reenacted daily to this day. A bell-tolling ceremony is held on January 1 to mark the new year.

📍 Exit 4 of Jonggak Station (Subway Line 1)

✓ Plan your trip

- Shop for a wide selection of souvenirs, such as antiques, hanboks, and traditional arts and crafts that only Insa-dong can offer.
- Taste traditional Korean teas and dishes at tea shops and restaurants.
- Experience temple life at Jogyesa Temple.

📍 Nearby subway stations | 1 Jonggak 3 Anguk





1 Changdeokgung Palace 창덕궁



Originally built in 1405 as a detached royal villa in the Joseon Dynasty, it is considered the most well-preserved royal residential palace from the Joseon period. With its perfect harmony with nature, it was added to the UNESCO World Heritage List in 1997.

① Korean citizens: Ages 25-64 3,000 won / Foreigners: Ages 19-64 3,000 won, ages 7-18 1,500 won ② Feb-May, Sep-Oct 09:00-18:00 (Last Entry 17:00), Jun-Aug 09:00-18:30 (last entry 17:30), Nov-Jan 09:00-17:30 (last entry 16:30) (closed on Mondays) ※ Changdeokgung Palace's Secret Garden has its own viewing hours. (Reservations are required to see the garden. Reserve online or at the palace.) ③ English guided tours are available twice a day, Japanese guided tours are available once a day and Chinese guided tours are available twice a day ④ 5-minute walk from Exit 3 of Anguk Station (Subway Line 3) ⑤ 02-3668-2300 (Select 9 for information) ⑥ www.cdg.go.kr

2 Changgyeonggung Palace 창경궁



Changgyeonggung is a palace that symbolizes the filial piety of King Sejong, the ninth king of the Joseon Dynasty, who built the palace and dedicated it to the wives of the three preceding kings. Visitors can learn about the palace's history and appreciate the period's outstanding architectural aesthetic throughout the palace, particularly of the main gate, Honghwamun.

① Korean citizens: Ages 25-64 1,000 won / Foreigners: Ages 19-64 1,000 won, ages 7-18 500 won ② Feb-May, Sep-Oct 09:00-18:00 (last entry 17:00), Jun-Aug 09:00-18:30 (last entry 17:30), Nov-Jan 09:00-17:30 (last entry 16:30) (closed on Mondays) ③ English, Japanese, and Chinese guided tours are available twice a day ④ 15-minute walk from Exit 3 or 4 of Hyehwa Station (Subway Line 4) ⑤ 02-762-4868 ⑥ cg.go.kr

3 Samcheong-dong 삼청동거리

Traditional Korean houses and modern buildings exist side-by-side, creating unusual scenes. Contemporary restaurants and wine bars have been established in traditional houses along with galleries, designer shops, specialty shops and themed museums. ④ 15-minute walk from Exit 2 of Anguk Station (Subway Line 3)

3-1 **National Museum of Modern and Contemporary Art, Seoul** This museum showcases a wide range of modern art. It is a cultural complex art center with various facilities such as a digital information hall, multi-project hall, and cinema.

① Combined entry ticket ₩4,000 ② Mon., Tue., Fri., Sun 10:00-18:00 / Wed., Sat. 10:00-21:00 (open at night 6pm-9am free admission) (closed on Jan 1, Lunar New Year, Chuseok) ③ 15-minute walk from Exit 1 of Anguk Station (Subway Line 3) ④ 02-3701-9500 ⑤ www.mnca.go.kr

4 Bukchon Hanok Village 북촌한옥마을

This district between Gyeongbokgung and Changdeokgung Palace is packed with over 900 hanoks, traditional Korean houses. Members of the royal family and aristocrats lived here during the Joseon period. It retains the city's old appearance; thus, it has become a popular filming location for movies and TV dramas. As it is still a residential area, visitors are requested to be respectful of residents.

④ 10-minute walk from Exit 2 of Anguk Station (Subway Line 3) ⑥ hanok.seoul.go.kr

Bukchon Eight Views ① Overview of Changdeokgung Palace ② Wonseo-dong Gongbang-gil ③ Gahoe-dong no.11 area ④ Gahoe-dong no.31 hill ⑤ Gahoe-dong streets (downhill) ⑥ Gahoe-dong streets (uphill) ⑦ Gahoe-dong no. 31 ⑧ Samcheong-dong stone stairs

Hanok Homestay Information Center It promotes hanok tourism by providing information on hanok guesthouses in Seoul. ④ 02-742-9987

4-1 **Bukchon Hanok Guesthouses** 4-2 **The Woorzip Hanok Stay**

4-3 **Baek Inje's House** Well-preserved example of modern hanok that shows the lifestyle of the beginning of the 20th century in Seoul.

① Free ② 09:00-18:00 (Closed every Monday and 1st of Jan) ③ 02-724-0200

5 Samcheongguk 삼청각



Samcheongguk is home to six hanok houses at the foot of Bugaksan Mountain. Here you can taste traditional Korean dishes and teas while watching Korean dance performances in an elegant atmosphere. Visitors are encouraged to stroll along the walking trail of Seoul City Wall, which stretches from Waryong Park all the way to Samcheongguk.

① Free shuttle bus available at Exit 6 of Anguk Station (Subway Line 3) ② 02-765-3700 ③ www.samcheongguk.or.kr

Plan your trip

- Visit the UNESCO World Heritage-listed Changdeokgung Palace and Secret Garden.
- Visit craft workshops, galleries, and cafes in remodeled traditional hanok structures.
- Visit the eight most beautiful sights in Bukchon as selected by the Seoul Metropolitan Government.



Perfect Streets for Shopping and the Arts

Dongdaemun Market /
DaehangnoFashion Malls
at Dongdaemun
Market

Dongdaemun market started as a market near Heunginjimun Gate (Dongdaemun Gate) hundreds of years ago during the Joseon era. It has now become Seoul's most iconic fashion town, thriving with many wholesale and retail shopping malls and clothing stores. This market is a leader fashion trends, not only in Seoul but also in Asia.

5-minute walk from Exit 8 of Dongdaemun Station (Subway Line **1** or **4**)

Dongdaemun
Design Plaza
(DDP)

Opened in 2014, Dongdaemun Design Plaza (DDP) was designed by the world-renowned architect Zaha Hadid and has become the most recognizable structure in Dongdaemun. The glistening exterior of the DDP is made of 45,133 aluminum panels, none of which are the same shape.

3-minute walk from Exit 1 or 2 of Dongdaemun History & Culture Park Station (Subway Line **2**, **4** or **5**)

Daehangno

The walking trail, Sunseong-gil, at Seoul City Wall, a fortress wall that connects the four major gates of the city, is a must-see site in the area. Sunseong-gil begins at Heunginjimun Gate and proceeds to Naksan Park and Hyehwamun Gate and is the best place to get a full view of Seoul today. When you arrive at Naksan Park, you will see Daehangno and other art streets that are lined with over 90 small theaters and galleries. Your journey to the Dongdaemun area will be complete when you visit Ihwa Mural Village, which is famous for its outdoor murals and artworks, and meet some of the young street artists at Marronnier Park.

Exit 1 of Hyehwa Station (Subway Line **4**)



Highlights

Dongdaemun Fashion Town This is a shopping haven with a global reputation, patronized by domestic and overseas clothing wholesalers. The pre-dawn hours are generally busy with wholesalers. Tourists will find it more advantageous to visit during the day or evening hours. (p.46)

Seoul City Wall Sunseong-gil Trail Take a walk along the Seoul City Wall - Sunseong-gil Trail from Dongdaemun to Naksan Park and Hyehwamun Gate. This is the best walking trail to reflect on the history of Seoul and to have a full view of the city. (p.48)

Ihwa Mural Village Ihwa was once a run-down residential area that was transformed into a picturesque neighborhood through the Naksan Public Art Project. Colorful murals painted on walls and handrails bring vitality to the entire village. (p.48)



What to do

Street Performances at Marronnier Park When you are at Marronnier Park, you can immerse yourself in the performances of young street artists. The park is considered the Montmartre of Seoul. You can get a hand-drawn portrait of yourself done by one of the many artists here. (p.48)

Night Views of Heunginjimun Gate When night falls, the sparkling neon signs of the surrounding shopping town creates a beautiful night view of Heunginjimun Gate. Taking a photo after a full day of shopping is a must. (p.46)

Gwangjang Market Eatery Alley One of the most popular street foods in this eatery alley is "Mayak gimhap", which is served and enjoyed with a spicy mustard dipping sauce. Other popular dishes include bindaetteok and yukhoe, a dish of shredded and seasoned raw beef. (p.46)



Local Tips

- Look around at the diverse items from local artists at Dongdaemun Design Plaza (DDP) and also enjoy Dongdaemun Fashion Town, the mecca of shopping. At night, the Heunginjimun landscapes are marvelous.
- Dongdaemun History & Culture Park has historical relics relating to the Seoul City Wall on display, all of which were excavated from the ancient site near Dongdaemun Stadium.

Suggested Itinerary

※ Durations may vary depending on the itinerary and mode of transportation.

Dongdaemun Design Plaza. (DDP)
(40 mins)



Shop at Doota, Migliore,
Pyeonghwa Market and Lotte Fitin.
(2 hours)



Tour Heunginjimun Gate.
(30 mins)



Take a walk from Seoul City Wall
to Naksan Park. (1 hour 30 mins)



Visit the Lock Museum.
(40 mins)



Visit Marronnier Park and
Daehangno and enjoy street
performances. (1 hour 30 mins)





1 Heunginjimun Gate 흥인지문



Treasure No. 1. This gate is one of the eight gates that stood along the Seoul City Wall and is also called Dongdaemun Gate. The fortress walls around the gate were destroyed long ago, but the gate remains the same as it was in the Joseon period, retaining its magnificent beauty.

☞ Exit 6 or 7 of Dongdaemun Station (Subway Line 1 or 4)

2 Dongdaemun Design Plaza (DDP)



동대문디자인플라자(DDP)

A new landmark in Dongdaemun designed by the world-renowned architect Zaha Hadid, Dongdaemun Design Plaza (DDP) features an unbelievable exterior decorated with over 40,000 aluminum panels, none of which are the same. The plaza is home to various exhibition spaces, a design museum, sky lounge, rest area, and a souvenir shop.

☞ 3-minute walk from Exit 1 or 2 of Dongdaemun History & Culture Park Station (Subway Line 2, 4 or 5) ☞ www.ddp.or.kr

3 Pyeonghwa Market 평화시장

A clothing wholesale market with 50 years of history. You can choose from a huge collection of high-quality goods at wholesale prices. Over 2,000 stores here sell underwear, socks, clothing, and more.

☞ 22:00-18:00 next day (closed on Sundays) ☞ Exit 8 of Dongdaemun Station (Subway Line 1 or 4)

4 Dongdaemun Shopping Complex 동대문종합시장

This is also the world's largest fabric and clothing material market. This is where you can buy the latest fabrics in Korea. You can also buy accessories, bedding and hanboks in this market, in addition to fabric materials. If you need a hanbok, this is a place where you can buy a quality one, or even have one custom-made at an affordable price.

☞ 08:00-19:00, closed Sundays (some stores may open 1st, 3rd Sunday of the month)

☞ 5-minute walk from Exit 8 or 9 of Dongdaemun Station (Subway Line 1 or 4)

☞ www.ddm-mall.com

5 Shopping Malls 패션몰

These shopping malls offer a wide variety of fashion apparel and accessories on each floor. Explore and visit these malls, which have their own unique characteristics and items, to find the one that matches your taste in fashion.

☞ 5-minute walk from Exit 8 of Dongdaemun Station (Subway Line 1 or 4)

5-1 **Doota** Mon.-Sat. From 10:30-05:00 of next day / Sun. 10:30-24:00 (closed on national holidays only)



5-2 **Migliore** From 10:30-04:30 of next day (closed on Mondays)



5-3 **Hello apM** From 10:20-04:20 of next day (closed on Tuesdays)



5-4 **Lotte Fitin** 11:00-24:00 open throughout the year (except Chuseok day, Lunar New Year day)



5-5 **Hyundai City Outlets Dongdaemun branch** 11:00-23:00 open throughout the year (except Chuseok day, Lunar New Year day)



6 Gwangjang Market 광장시장



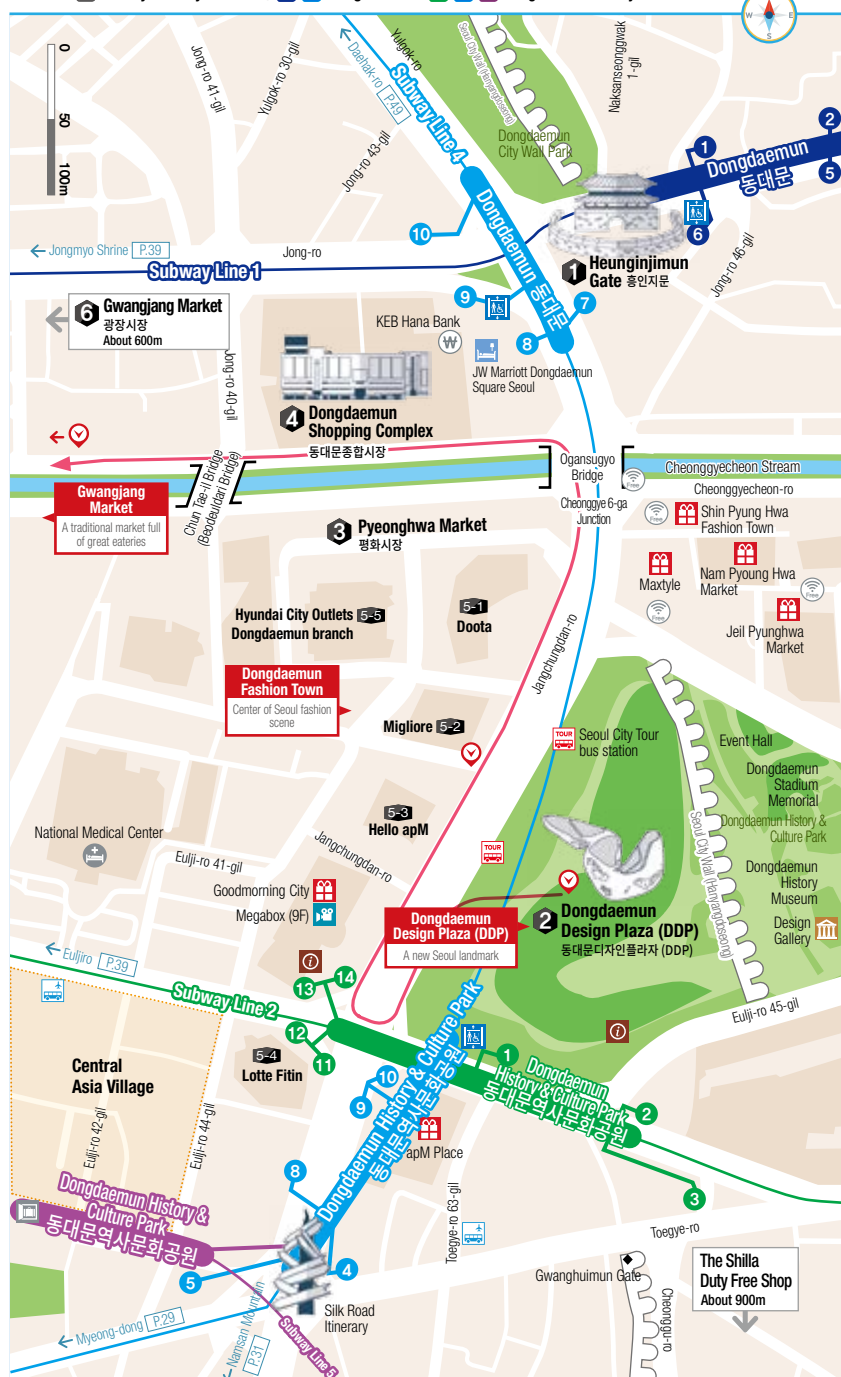
A wholesale market with a long history beginning in 1905, this is a place where you can buy fabric, hanboks, and bedding, among many other things. Some of the hot spots in this market include Guje Market (a second-hand market) and the so-called Mokjaogimok (Eatery Alley) where you can savor generous portions of cheap street foods, such as tteokbokki, gimbal, bindaetteok, and jokbal.

☞ General shopping arcade 09:00-19:00, traditional shopping arcade 10:00-19:00, food alley 09:00-23:00 (some closed on Sundays) ☞ 3-minute walk from Exit 7 or 8 of Jongno 5(o)-ga Station (Subway Line 1)

✓ Plan your trip

- Shop in Dongdaemun Fashion Town late at night.
- Explore the landmarks of Dongdaemun, Dongdaemun History & Culture Park and Dongdaemun Design Plaza (DDP).
- Savor street foods such as tteokbokki, gimbal, and bindaetteok at Gwangjang Market.

☞ Nearby subway stations | 1 4 Dongdaemun 2 4 5 Dongdaemun History & Culture Park





1 Daehangno 대학로거리

Daehangno is the center of performance culture where over 150 small theaters can be found. You can enjoy theater and impromptu performances by young artists on the streets and in small theaters. There are also various galleries, movie theater, and restaurants in between small theaters making this an excellent place to visit, both day and night.

📍 Exit 1 of Hyeonwa Station (Subway Line 4)

[Recommended Theaters] Dongsong Art Center (02-766-3390), Marronnier Theater (02-764-0686)

2 Marronnier Park 마로니에공원

This small park planted with marronnier trees was once part of Seoul National University's campus, but now it has become the center of Daehangno. It also serves as an outdoor stage for street artists and young musicians.

2-1 **ARKO Arts Theater** Marronnier Park's landmark, showing various performances
📍 Exit 2 of Hyeonwa Station (Subway Line 4) ☎ 02-3668-0007

2-2 **Artist House** This Romanesque brick building was built during the 1920s and used as the main building of Seoul National University. Currently, the National ARKO Arts Archive, where you can view art, and the Art Tree Café are located here.

🕒 Arko Artist House Office weekdays 09:00-18:00, Artistree Café weekdays 10:00-19:00, Arko Arts Archive(main building) Mon-Sat 10:00-19:00

📍 5-minute walk from Exit 2 of Hyeonwa Station (Subway Line 4)

☎ 02-760-4597

3 Naksan Park 낙산공원

Named for its shape, which resembles a camel's back, this park offers a spectacular view of Daehangno from its peak. The park is famous as the filming location of popular Korean TV dramas and is a great spot to enjoy a beautiful sunset or night view of the city.

3-1 **Ihwa Mural Village** Ihwa was once a run-down residential area that was transformed into a picturesque neighborhood through the Naksan Public Art Project. The village's many murals and public artworks make it a popular photo shoot location for photographers.

📍 15-minute walk from Exit 2 of Hyeonwa Station (Subway Line 4)

[Seoul City Wall (Hanyangdoseong)]

This is an 18.6 km-long fortress wall built around Seoul at the very beginning of the Joseon Dynasty. You can get a panoramic view of Seoul when you walk on the trail along the wall. You will be pleasantly surprised when you come across many other structures from the same period hidden along the trail. A few of these include hidden guard towers and gates. The walking trail that spans from Dongdaemun to Naksan Park is also part of the fortress wall.

🌐 seoulcitywall.seoul.go.kr

4 Lock Museum 쇠대박물관

A museum of locks and keys, this facility displays over 4,000 locks and keys from Korea and around the world. Visitors can also learn about the history of Korean locks and view historic relics.

🕒 Adults: ₩4,000, Teens: ₩3,000 ☎ 10:00-18:00 (Closed on Sundays, Mondays)

📍 5-minute walk from Exit 2 of Hyeonwa Station (Subway Line 4)

☎ 02-766-6494 🌐 www.lockmuseum.co.kr

✓ Plan your trip

- Enjoy various genres of street performances at Daehangno and Marronnier Park.
- Take a walk along the Seoul City Wall Sunseong-gil trail that takes you from Heunginjimun Gate to Naksan Park and Hyeonwamun Gate.
- Take pictures at Ihwa Maeul, recently refurbished with public art.

📍 Nearby subway stations | 4 Hyeonwa 1 Jongno 5(o)-ga 1 4 Dongdaemun



Area 04 University Quarter

Streets with Cafes, Galleries, and College Life

Around Hongik Univ. · Sangsu Stations Around Sinchon · Ewha Womans Univ. Stations

**Sinchon and
E-Dae
(Ewha Womans
University Area)**

Sinchon is a university district that is full of the romance of college campuses and where you can travel on a budget by visiting its many affordable restaurants and shops. In addition, the street in front of Ewha Womans University has been a hot shopping spot, leading the fashion trends of Seoul and giving birth to the term "E-Dae (Ewha Womans University) Style" in the 1990s before "Gangnam Style" came out.

E-Dae Area: Exit 2 or 3 of Ewha Womans Univ. Station (Subway Line 2)

**Yonsei
University**

The Gothic campus of Yonsei University, adorned with ivy vines, is also located in the Sinchon area. With green trees in spring and summer that change into beautiful colors in autumn, the campus has been a popular location for many Korean films and dramas.

10-minute walk from Exit 2 or 3 of Sinchon Station (Subway Line 2)

Hongdae Area

The area near Hongik University, often called Hongdae, celebrates individuality and is well known as the hub of indie art culture. This is the place where entire streets are filled with unique cafes, free-spirited murals, and young designers' outlets that transform into the stage for a mega festival at night with dancing, music, and young club-goers. The clubs in the Hongdae area are so popular with international tourists that the New York Times once picked the area as one of the top ten sites to visit in Seoul.

5-minute walk from Exit 9 of Hongik Univ. Station (Subway Line 2)



Highlights

Underwood Hall, Stimson Hall, and Appenzeller Hall at Yonsei University These three Gothic-style buildings, standing side-by-side with a beautiful garden in the front, are designated as historic sites. The area is the most popular place for tourists to take pictures. (p.54)

Hongdae Clubs Clubs are a mainstay of Hongdae culture. The clubs in the area are always crowded with young people who dance to all genres of music from modern rock to techno. (p.52)

Gyeongui Line Forest Park As part of the Gyeongui railway line was placed underground, the Forest Park was created above ground in its place as a trail for citizens. Equipped with diverse amenities and abundant greenery, visitors can enjoy the nature and animated city culture. (p.52)

What to do

Hongdae Free Market Don't miss the flea market, known as Free Market, hosted by young artists at Hongik Children's Park every Saturday. Go and experience the market's free spirited energy. (p.52)

Sinchon Pedestrian-Friendly Street The Sinchon and Ewha Womans University area is well known for its streets of food vendors and stalls. Particularly popular with international tourists is dak-galbi, chicken seasoned with a spicy sauce and stir-fried in an iron pan. (p.54)



Local Tips

- Take a bus or subway from Hongik Univ. Station, a major transportation hub, to visit Seonyudo Park and World Cup Park in Sangam-dong.
- It takes only about 10 minutes to walk from Hongik Univ. Station to Yeonnam-dong, which is a haven for Chinese-Korean dishes prepared by Chinese-Korean chefs. You can enjoy native Chinese dishes as well, such as beef noodle soup and lamb kebabs.

Suggested Itinerary

※ Durations may vary depending on the itinerary and mode of transportation.

Enjoy shopping in the fashion streets near Ewha Womans University. (1 hour)



Walk to Yonsei University Campus. (1 hour)



Tour the streets of Sinchon and have lunch. (1 hour 30 mins)



Go to Hongik University Station by subway (15mins)
Exit 3 or 4 of Hongik University Station, subway line 2.

Gyeongui Line Forest Park. (30 mins)



Tour the Hongdae area and enjoy the cafes. (1 hour 30 mins)



Have a great time in Hongdae clubs or karaoke. (1 hour 30 mins)





1 Hongdae 홍대거리

Hongik University is a renowned art college. The streets around Hongdae evolved naturally with the tastes of the trendy youths who gather here. It is filled with clothing shops, accessory shops, clubs, and theaters, so you can enjoy shopping, entertainment, and culture. At night, indie bands often perform in playgrounds or vacant lots.

🚶 5-minute walk from Exit 9 of Hongik Univ. Station (Subway Line 2)

1-1 **Hongdae Free Market** The art market is held at Hongik Children's Park every Saturday.

📅 Mar.-Nov. Saturdays 13:00-18:00

1-2 **Mural Street** See fantastic murals and wall art created by students from the College of Fine Arts at Hongik University.

2 Hongdae Clubs 홍대알클럽

Hongdae is known as the main hub for nightlife. It offers music and dances of different genres such as electronic, hip-hop, K-pop, house, deep-house and jazz. If you find clubs to be uncomfortable, visit live bars where indie bands perform; their atmosphere is relaxed with and there are no dress codes.

🚶 10-minute walk from Exit 9 of Hongik Univ. Station (Subway Line 2), Exit 1 of Sangsu Station (Subway Line 6)

2-1 **Club Hotspot** A street packed with various clubs from dance to live performance clubs.

3 Gyeongui Line Forest Park

연남동 경의선 숲길

The revitalized Gyeongui Line Forest Park is a wonderful place for family outings, to hang out with friends or go on a date. Walking through the traces of the 100-year-old railroad is a wonderful way to experience Seoul history, and you can easily access Seoul hot spots like Hongdae and Yeonnam-dong.

🚶 Exit 3 or 4 of Hongdae Station, subway lines 2 and Airport Railroad line

4 Yanghwajin Foreign Missionary Cemetery

양화진 외국인 선교사 묘원



The cemetery is the final resting place for more than 500 foreign nationals who lived in and loved Korea. Figures from modern Korean history lay in rest here. The cemetery is notable for its use of Western-style headstones and grave styles. Across from the cemetery is the Catholic Jeoldusan Martyrs' Shrine.

🕒 10:00-17:00 (closed on Sundays) 🆓 Free (foreign language interpretation available upon reservation) 🚶 5-minute walk from Exit 7 of Hapjeong Station (Subway Line 2 or 6) ☎ 02-332-9174 🌐 www.yanghwajin.net

5 Seonyudo Park 선유도공원



The park is only 20 minutes away by bus from the streets of Hongdae. This is an ecological park created by reusing the facilities of a closed water purification plant. It is widely known to have been the filming location for the TV drama "Iris." By crossing Seonyugyo Bridge in the park, visitors can reach Hangang Park.

🆓 Free 🕒 06:00-24:00 🚶 Subway line 9 Seonyudo Station Exit 2, 7 minutes on foot / buses 602, 603, 604, 5712, 5714, 7612, 6712, 6716 (bus stop in front of subway line 2 Hongdae Station Exit 2, 8 and in Hapjeong direction)

✓ Plan your trip

- Tour many unique cafes, including cafes for pets, reading comics, and weddings.
- Experience the club culture of Korea, such as dancing, live performances, and DJ shows.
- Trek along Yeonnam-dong's Gyeongui Line Forest Trail.

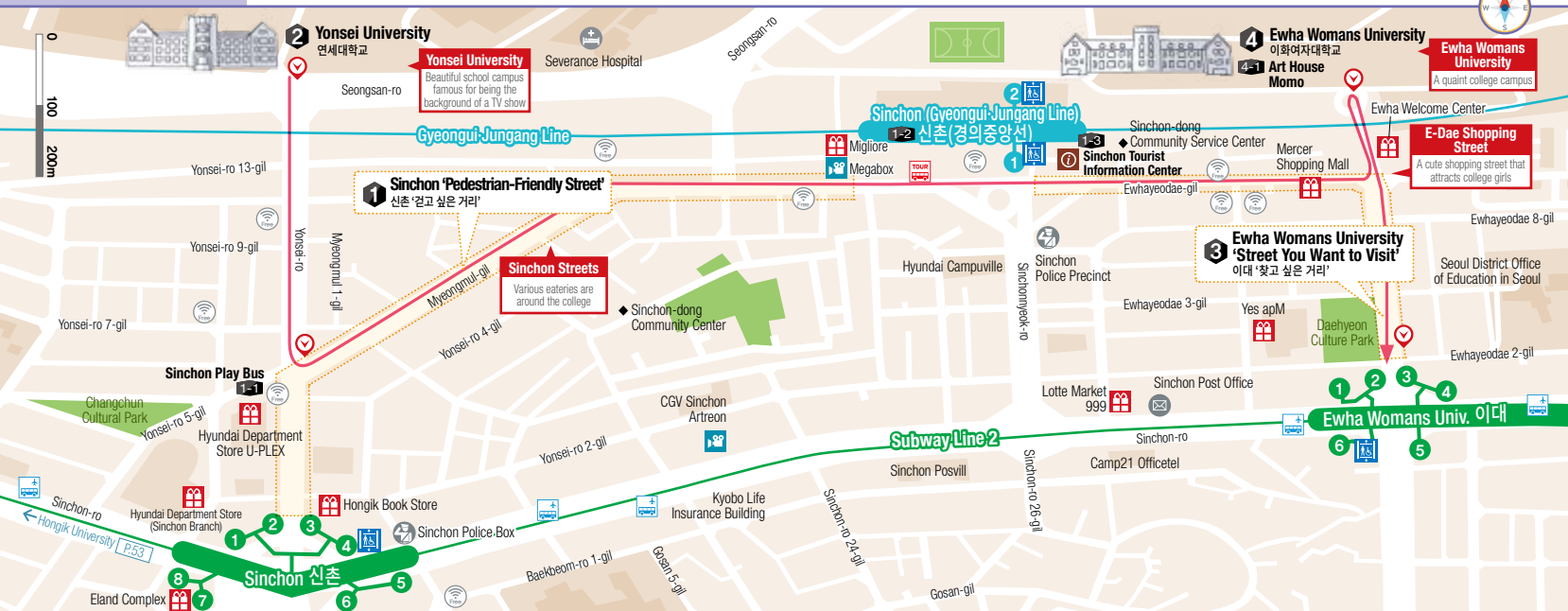




✓ Plan your trip

- Stroll through college campuses and experience the romantic college culture.
- Enjoy shopping for affordably priced, trendy clothes, fashion accessories, and cosmetics.
- Hop on a Gyeongui-Jungang Line train at Sinchon Station for a tour to suburban towns such as Paju and Munsan.

Nearby subway stations | 2 Sinchon, Ewha Womans Univ.



1 Sinchon 'Pedestrian-Friendly Street' 신촌 '걸고 싶은 거리'

This is a cultural street that runs from Sinchon Station to Yonsei University. This street is filled with lots of restaurants, attractions, and entertainment for young people to enjoy. Between the plaza, the cultural cafe, and other places, you can enjoy relaxing breaks while shopping.

1-1 Sinchon Play Bus This bus, converted into a music club, has a stage and DJ booth so that you can enjoy performances here. It also offers tourist information. This is a perfect place to make wonderful memories with your loved ones.

🕒 11:00-21:00 (closed on Mondays, Chuseok holidays and New Year holidays) 🚶 5-minute walk from Exit 2 of Sinchon Station (Subway Line 2)

1-2 Sinchon Station (Gyeongui-Jungang Line) This train station is located between Yonsei University and Ewha Womans University. Be sure to not confuse it with the subway station of the same name. Take a Gyeongui-Jungang Line train that comes about once every hour for a tour of Munsan, Paju, and other parts of the suburbs.

1-3 Sinchon Tourist Information Center (formerly the Sinchon Train Station) The oldest train station in Seoul, which opened in 1920, has served as a tourist information center since 2012. You can find the tourist guides and maps in this station, and get an access to hallyu information with a simple touch from a cutting-edge, tourist information kiosk.

🕒 10:00-19:00 (open throughout the year) 🚶 15-minute walk from Exit 3 or 4 of Sinchon Station (Subway Line 2) ☎ 02-363-7833

2 Yonsei University 연세대학교



Yonsei University was founded in 1885 when Korea's first Western hospital, Gwanghyewon, was reborn as a medical school. Three buildings on the campus that serve as excellent examples of modern university architecture - Stimson Hall, Appenzeller Hall, and Underwood Hall - have been designated as historic sites. The ivy draped campus is a frequent shooting location for movies and television dramas.

🚶 10-minute walk from Exit 2 or 3 of Sinchon Station (Subway Line 2)



3 Ewha Womans University 'Street You Want to Visit' 이대 '찾고 싶은 거리'

Clothes, accessories, beauty parlors, and more can be found in this shopping area, which is popular with young women. Lots of fascinating little shops are clustered along the side streets that branch off from the main street leading from Ewha Womans Univ. Station to the university's main gate.

🚶 Exit 2 or 3 of Ewha Womans Univ. Station (Subway Line 2)

4 Ewha Womans University 이화여자대학교



Founded in 1886 as Korea's first women's college, Ewha Womans University is Korea's largest university for women. The high-tech ECC (Ewha Campus Complex), designed by world-renowned architect Dominique Perrault, is famous for its unique and sophisticated facade.

🚶 5-minute walk from Exit 2 or 3 of Ewha Womans Univ. Station (Subway Line 2)

4-1 Art House Momo The first permanent movie theater in Korea to open inside a university, Art House Momo plays mostly art films.

☎ 02-363-5333

Area 05

Yongsan & Yeouido

Global Districts in Seoul on the Banks of the Hangang River

Yongsan / Itaewon / Yeouido

Yongsan

Yongsan, situated on the Hangang River, was as a key port since ancient times owing to its advantageous geographic location, and thus a base for economic activity. There are many urban parks throughout the district as it was developed as a garden city situated in between Namsan and the Hangang River. It is also home to some of Seoul's most renowned museums, reflecting the city's deep history. In addition to the National Museum of Korea and the National Hangeul Museum, there is the War Memorial of Korea, the only war museum in Korea.

National Museum of Korea, National Hangeul Museum:

Exit 2 of Ichon Station (Subway Line 4 or 6) Gyeongui-Jungang Line

War Memorial of Korea: Exit 11 or 12 of Samgakji Station (Subway Line 4 or 6)

Itaewon

Itaewon is like a small world within Seoul, a microcosm of the entire world. Here you can see everything from an Islamic mosque to exotic dishes whose names you may never have heard of. Take the opportunity to see unique souvenirs from around the world at Itaewon Market and Antique Street.

Itaewon Station (Subway Line 6)

Yeouido

Yeouido is a global financial hub in Seoul with many landmark buildings including the National Assembly Building, 63 Square, IFC Mall, and many more. But the true gem of Yeouido is the Hangang River, not the cluster of buildings. When taking a ferry cruise and sailing on the river, you can view the bridges on the Hangang River that have undergone many changes over the course of Korean history, and other major tourist attractions in Seoul such as the beautiful ecological islet Bamseom.

National Assembly Station / Yeouido Station (Subway Line 9), Yeouido Station, Yeouinaru Station (Subway Line 5)



Highlights

The National Museum of Korea As the largest national museum in Korea, it offers a diversity of programs to experience Korean culture for you to enjoy. (p.58)

Gyeongnidan-gil If you need to take a break from the bustle of Itaewon, Gyeongnidan-gil is just for you. This is a street lined with small restaurants that boast chefs from other countries and internationally trained Korean chefs. (p.59)

63 Building Although it is no longer the tallest building in Seoul, it continues to be an attractive multi-cultural space with its aquarium and Sky Art observatory. (p.60)



What to do

Shopping at Itaewon Market This market contributed to the prosperity of the Itaewon shopping culture back in its heyday with its affordable and trendy designs. It still maintains its reputation in the midst of fast-changing trends and is still praised by many shopping enthusiasts. (p.59)

Hangang Cruise Take a cruise along the Hangang River to view major riverside attractions and also to enjoy the night view of Seoul. The ferry cruise itinerary offers live performances, a dinner buffet, and many other forms of entertainment. (p.60)

Hangang Yeouido Spring Flower Festival Yeouiseo-ro in Yeouido turns into a street full of cherry blossoms for about two weeks beginning in mid-April each year. You will not want to miss the spectacular scene created by the cherry blossom petals that rain down on you with the spring breeze. (p.61)




Local Tips


- A unique atmosphere, from fashion and foods to music and culture, is in full bloom on the main street of Itaewon. Visitors can also experience the real Itaewon by exploring side streets such as Usadan-gil or Gyeongnidan-gil.
- Just one stop away from Yeouido Station is the Noryangjin Fisheries Wholesale Market, which is open 24 hours a day. Treat yourself to inexpensive yet ultra-fresh seafood in this wholesale market. You can buy fresh seafood and walk into any of the many restaurants that offer cooking services and have them prepare your food.

Suggested Itinerary


※ Durations may vary depending on the itinerary and mode of transportation.

 Tour the National Museum of Korea. (2 hours)


 Take the subway line 6 to Noksapyeong Station (15 minutes) and go out Exit 2.

 Tour Gyeongnidan-gil and have lunch. (1 hour 30 mins)



 Shop at Itaewon Market. (40 mins)




 Take Subway Lines 5 or 9 to to Yeouido Station (15 minutes) and go out Exit 3.

 Shop at IFC Mall. (1 hour)



 Tour 63 Building. (2 hours)



 Enjoy a Hangang ferry cruise with a dinner buffet. (1 hour 30 mins)





Nearby subway stations | 4 6 Ichon



1 National Museum of Korea 국립중앙박물관

Korea's leading museum, it would not be an exaggeration to say that the National Museum represents the essence of Korean culture. The museum preserves and presents over 39,000 cultural artifacts and relics across 6 exhibition halls and 50 rooms for both permanent and special exhibitions. There is also a separate museum for children.

₩ Free ☎ Mon-Tue-Thu-Fri 10:00-18:00, Wed-Sat 10:00-21:00, Sun-holiday 10:00-19:00 (closed on Jan 1, Chuseok day, Lunar New Year day) ⑦ English tour: weekdays three times a day, weekends twice a day; Japanese tour: weekdays once a day, weekends twice a day; Chinese tour: weekdays once a day, weekends twice a day; French tour: once a month ⑧ Exit 2 of Gyeongui-Jungang Line Ichon Station (Subway Line 4) ⑨ 02-2077-9000 ⑩ www.museum.go.kr ⑪ 5-minute walk from Exit 2 of Noksapyeong Station (Subway Line 6)

2 National Hangeul Museum 국립한글박물관

Open since 2014, the museum promotes and disseminates the linguistic and cultural value of hangeul, Korea's national alphabet. Visitors can learn about the story behind hangeul through the museum's permanent and special exhibitions, while children can enjoy the Hangeul Playground. For those wishing to learn more about hangeul, the museum also operates the Hangeul Learning Center.

₩ Free ☎ Mon-Fri, Sun/Holidays 10:00-18:00, Sat 10:00-21:00 (closed on Jan 1, Chuseok day, Lunar New Year day), Last Wednesday of the month 10:00-21:00 ⑦ Guided tours: English - Wed. 13:00; Chinese - Thu. 13:00; Japanese - Fri. 13:00 ⑧ Subway Line 4 (Gyeongui-Jungang Line) Ichon Station, Exit 2 ⑨ 02-2124-6200 ⑩ www.hangeul.go.kr

3 The War Memorial of Korea 전쟁기념관

Korea's only museum that exhibits the entire history of the Korean War, it houses 9,000 items related to the war across eight exhibition rooms.

₩ Free ☎ 09:00-18:00 (closed on Mondays) ⑦ Call ahead to reserve free English, Japanese, and Chinese guides ⑧ Exit 11 or 12 of Samgakji Station (Subway Line 4 or 6) ⑨ 02-709-3139 ⑩ www.warmemo.or.kr



Nearby subway stations | 6 Itaewon, Hangangjin, Noksapyeong



1 Itaewon Street 이태원거리

With signs in foreign languages and the English-speaking staff in many shops, restaurants, and cafes, visitors often feel as though Itaewon Street is located in another country. Enjoy brunch menus and a party culture that only Itaewon can offer, and shop for unique products from around the world.

☎ Itaewon Station (Subway Line 6)

2 Gyeongnidan-gil 경리단길

This is a unique street in a residential area lined with restaurants and cafes with food from such countries as Japan, Thailand, Turkey, and Mexico. Exotic dishes, whose flavors are recreated by foreign chefs and Korean cooks who have worked abroad, are highly popular.

☎ 5-minute walk from Exit 2 of Noksapyeong Station (Subway Line 6)

3 Leeum, Samsung Museum of Art 삼성미술관 리움

This art museum was established with the art collection of the Samsung Group's founder. Permanent exhibits include old Korean artwork and works by renowned artists from Korea and abroad, including Andy Warhol and Nam June Paik.

₩ Permanent exhibitions: Adults: ₩10,000, Students: ₩5,000 (Please inquire about admission fees for special exhibitions) ⑨ 10:30-18:00 (closed on Mondays, January 1st, holidays) ⑦ English, Japanese, and Chinese digital audio guides are available to rent for a fee (1,000 won) ⑧ 10-minute walk from Exit 1 of Hangangjin Station (Subway Line 6) ⑨ 02-2014-6901 ⑩ leelum.samsungfoundation.org



✓ Plan your trip

- See the Flower Festival and Fireworks Festival, which are held in spring and autumn.
- Go to the 63 Building's observatory and behold the beautiful night view of Seoul.
- Get involved in the various leisure activities available in Hangang Park, including a ferry cruise and outdoor swimming.

Nearby subway stations | 9 5 Yeouido 5 Yeouinaru 9 National Assembly, Saetgang 1 9 Noryangjin, etc



1 63 Building 63빌딩(한화생명빌딩)



The 63 Building is one of the tallest buildings in Seoul and plays an important role as a cultural complex. It has a variety of attractions such as 63 Art (Observatory + museum) and AquaPlanet 63 (Aquarium). The night view of Seoul from 63 Art, the highest gallery in the world, is outstanding.

₩ 63 Art Adults ₩13,000, Youths ₩12,000, Children and Seniors ₩11,000 / Aqua Planet 63 Adults ₩25,000, Youths ₩23,000, Children and Seniors ₩21,000 10:00-22:00 15-minute walk from Exit 4 of Yeouinaru Station (Subway Line 5) 02-780-6382 www.63.co.kr

1-1 Galleria Duty Free 63 With "modern luxury travel" as its philosophy, it provides a one-stop service encompassing restaurants, entertainment, and even shopping. It is one of the largest complexes in Korea, with a total area of 10,072㎡ including a basement floor and a three-floor annex. It also features great access to the airport, as it takes between 40 and 50 minutes by bus to get to Incheon Int'l Airport, and offers excellent parking facilities for up to 1,100 vehicles.



09:00-20:30 15-minute walk from Exit 4 of Yeouinaru Station (Subway Line 5) 1661-6633

2 Hangang Cruise 한강유람선



Take the cruise to enjoy the sweet breeze and the beautiful view of the Hangang River while sailing by tourist attractions and historic sites such as Bamsaem Islet, Jeoldusan Park, the 63 Square, Namsan Seoul Tower, Jamsil Stadium and others. The course that passes under Banpo Daegyo Bridge at night is particularly popular for the Moonlight Rainbow Fountain show. A themed cruise that includes live performances and a buffet is also available.

₩ Adults/teens 15,000 won, children 10,500 won (price varies with program) Weekdays 10:30-21:00, Weekends 10:30-22:00 Yeouido Pier: Exit 3 of Yeouinaru Station (Subway Line 5), Jamsil Pier: Exit 7 of Jamsilsaenae Station (Subway Line 2), Yanghwa Pier: Exit 4 of Dangsan Station (Subway Line 2 or 9), Tukseom Pier: Exit 3 of Tukseom Resort Station (Subway Line 7) 02-3271-6900 www.elandcruise.com



3 Yeouido Park 여의도공원



With a sprawling plaza surrounded by woods in the center of the city, Yeouido Park is where you can take a walk among the trees, or rent a bike or in-line skates and enjoy a ride through the park. Some of the sights you can find within the park include a statue of King Sejong and models of his inventions.

5-minute walk from Exit 2 or 3 of Yeouido (Subway Line 9 or 5), Exit 3 or 4 of National Assembly Station (Subway Line 9)

4 Yeouido Hangang Park 여의도한강공원



The park is popular as a stage for various urban festivals due to its proximity to Yeouiseo-ro, a road famous for beautiful cherry blossoms. Every April, it serves as the venue for Yeouido's Spring Flower Festival, and in October for the Seoul International Fireworks Festival.

4-1 Yeouido Hangang Park Swimming Pool This place is loved by many in summertime due to the fact you can swim while enjoying a great view of the Hangang River in the center of the city.

₩ Adults: ₩5,000, Teens: ₩4,000, Children: ₩3,000 Jul.-Aug. 09:00-19:00 02-3780-0561

[Other Hangang River swimming pools] Gwangnaru Swimming Pool (02-3780-0501), Tukseom Swimming Pool (02-3780-0521), Mangwon Swimming Pool (02-3780-0601), Jamwon Swimming Pool (02-3780-0531), Jamsil Swimming Pool (02-3780-0511), Nanji Water Leisure Park (02-3151-0256)

4-2 The National Assembly of the Republic of Korea Built in 1975, this is where National Assembly sessions are held. With 24 granite pillars that represent the 24 seasons of the lunar calendar, the building is covered by a dome roof.

Reservations 09:00-18:00 (Saturday 09:00-17:00) (Closed on Sundays, public holidays and on May 31st) Exit 1 or 6 of National Assembly Station (Subway Line 9) 02-788-3664 memorial.assembly.go.kr



All the Latest Trends in Seoul

Apgujeong-dong · Cheongdam-dong /
Sinsa-dong Garosu-gil / Around Gangnam
Station / Around Samseong Station / Seocho

Gangnam

Gangnam, a district that represent the latest trends in Seoul, features high-class hotels and the CALT City Airport Terminal that provides convenient transport links and services. The district is a favorite spot among tourists because of its trendy designer shops, cafes, and galleries. Stretching from the business and commercial zone around Samseong Station and Gangnam Station to the luxury shopping district of Apgujeong-dong and Cheongdam-dong, the area is also home to Seorae Village, famous for its exotic atmosphere. Gangnam also has Garosu-gil, a charming street filled with various attractions including designer shops and outdoor cafes.

Apgujeong Rodeo Street: 5-minute walk from Exit 6 of Apgujeong Rodeo Station (Subway Bundang Line ⑤) / Cheongdam-dong Fashion Area: 10-minute walk from Exit 2 or 3 of Apgujeong Rodeo Station (Subway Bundang Line ⑤) / Sinsa-dong Garosu-gil: 5-minute walk from Exit 8 of Sinsa Station (Subway Line ③)

Banpo
Hangang Park

The Banpodaegyo Bridge Moonlight Rainbow Fountain can be viewed from Banpo Hangang Park. This fountain is the centerpiece of the Hangang Renaissance project, and at night you can see an amazing light and water show, with the night lights of Seoul in the backdrop.

15-minute walk from Exit 8-1 of Express Bus Terminal Station (Subway Line ③ ⑦ or ⑨), Exit 2 of Sinbanpo Station (Subway Line ⑨)



Highlights

Sinsa-dong Garosu-gil One of the most popular hot spots in the Gangnam district, this is where you will find romantic outdoor cafes, boutique shops run by designers, and the latest trends of Seoul sooner than anywhere else. (p.66)

COEX This is where the G-20 Summit Conference was held in 2010. COEX is a multipurpose venue that includes a shopping mall with more than 180 stores and an attractive aquarium. Located near the CALT City Airport Terminal, this is also the best place for last-minute shopping before your departure. (p.70)

Banpodaegyo Bridge Moonlight Rainbow Fountain It is listed as the world's longest bridge fountain in the Guinness Book of World Records. Nearly 190 lighted jets create a festival of light and water designed to carry images of hope and positive energy. (p.72)



What to do

Explore Eateries in Seorae Village Called the "French village" in Seoul, this is a place where you will find many outdoor cafes and restaurants with wonderful atmospheres. This is a good place to enjoy a laid-back brunch during the late morning hours. (p.72)

Galleries around Dosan Park The area around Dosan Park is also known as a street of culture due to its many galleries. Two must-visit galleries in the area are Maison Hermes and Horim Art Center. (p.64)

Performances at the National Gugak Center This is where you can watch first-rate traditional Korean music and dance performances. These include the music for the royal ancestral rites and Cheoyongmu (the Cheoyong Dance), which are registered as Intangible Cultural Heritages by UNESCO. (p.72)

Local Tips

- Moonlight Square in Banpo Hangang Park is a venue for various performances of classical, a cappella, "popera" (pop and opera), and jazz music every Saturday evening for six months from May to October.
- Visit Bongeunsa Temple nearby Samseong Station and try a temple stay for a day or two. You can experience Buddhist culture right in the heart of downtown Seoul.

Suggested Itinerary

※ Durations may vary depending on the itinerary and mode of transportation.

Tour COEX or Bongeunsa Temple.
(1 hour 45 mins)



Take the subway and transfer to Gangnam Station (15 min) Exit 8-12 of Gangnam Station. (Subway Line 2, Subway ShinBundang Line)

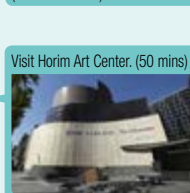
Tour the streets near Gangnam Station and have lunch.
(1 hour 30 mins)



Tour Samsung d'light. (30 mins)

Take the subway and transfer to Sinsa Station (18 mins), Exit 8 of Sinsa Station. (Subway Line 3)

Shop at Garosu-gil.
(1 hour 30 mins)

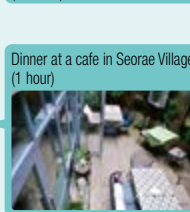


Visit Horim Art Center. (50 mins)

Visit the "multishops" in Cheongdam-dong.
(1 hour 30 mins)

Take a bus to the southern part of Banpodaegyo Bridge. (30 mins)

Watch the Banpodaegyo Bridge Moonlight Rainbow Fountain.
(40 mins)



Dinner at a cafe in Seorae Village.
(1 hour)



✓ Plan your trip

- Shop for luxurious brand-name products that are new or exclusive to Asia.
- Get the latest hairstyles at the trendiest hair salons frequented by Hallyu stars.
- Explore galleries near Dosan Park, such as Horim Art Center and Maison Hermes Gallery.

Nearby subway stations | 3 Apgujeong B Apgujeong Rodeo



1 Apgujeong Rodeo Street 압구정 로데오거리

This street is packed with luxury brand stores. From mega shopping malls that sell luxury goods to designer brand outlets, from used luxury goods shops to luxury goods repair shops, anything related to luxury goods can be found in this area, making it the essential shopping destination for trendsetters.

5-minute walk from Exit 6 of Apgujeong Rodeo Station (Subway Bundang Line)

1-1 Galleria Department Store This high-end department store features two luxury halls: Luxury Hall East for high-class designers and fashion labels, and Luxury Hall West, with unique designs for young shoppers.

Weekdays 10:30-20:00, Fridays and Weekends 10:30-20:30
Connected to Apgujeong Rodeo Station Exit 7 (Subway Bundang Line)
☎ 02-3449-4114 ● dept.galleria.co.kr

2 Cheongdam-dong Fashion Area 청담동 패션지역

This street is filled with studios, showrooms, and shops of leading designers, as well as beauty shops and wedding shops frequented by famous stars, and thus draws keen attention from trendsetters. It is also lined with global luxury brand shops. Some of the hot spots on this street include "multishops" which combine famous brand and designer label shops with cafes, galleries, or restaurants.

10-minute walk from Exit 2 or 3 of Apgujeong Rodeo Station (Subway Bundang Line)

[Recommended Multishops] 10 Corso Como (02-3018-1010), Mue (02-3446-8074), Beaker (02-543-1269), Super Normal (02-511-0991)

※ Call to confirm business hours. Each business has different business hours and holiday schedules.

3 Dosan Park 도산공원

This park was built in commemoration of Ahn Chang-ho, a freedom fighter. There are flagship stores of leading global brands, designer shops, and cafes around the park, and movies and TV dramas are frequently shot around here.

10-minute walk from Exit 3 of Apgujeong Station (Subway Line 3), Exit 5 of Apgujeong Rodeo Station (Subway Bundang Line)

4 Horim Art Center 호림아트센터

Horim Art Center is a beautiful museum with an impressive exterior created with ceramics and comb-pattern earthenware as a motif. It is filled with relics protected as cultural heritage assets that can be viewed by visitors. Visitors can appreciate the beauty of Korean art at the Horim Art Center, the Sinsadong branch of the Horim Museum.

Adults 8,000 won, teens, handicapped, and senior citizens 5,000 won
10:30-18:00 (closed on Sundays, Lunar New Year, Chuseok)
15-minute walk from Exit 3 of Apgujeong Station (Subway Line 3), Exit 5 of Apgujeong Rodeo Station (Subway Bundang Line) ☎ 02-541-3523-5
● www.horimuseum.org

5 K-STAR ROAD 한류 스타거리

From SM Entertainment's building to JYP Entertainment's office, the offices of some of the most famous Korean entertainment companies are located on this street. It is a popular tourist attraction, especially for K-pop fans.

Exit 2 or 3 of Apgujeong Rodeo Station (Subway Bundang Line)





✓ Plan your trip

- Enjoy a laid-back brunch at one of the cafe terraces or restaurants.
- Shop for unique merchandise from designer studios and select shops with various concepts.



1 Sinsa-dong Garosu-gil 신사동 가로수길

This is a two-lane road stretching from Sinsa-dong to Apgujeong-dong, lined with ginkgo trees. Here you can find creative clothing and accessories made by talented young designers. Large shops with multiple foreign brands give shoppers the chance to take in fashion trends from all over the world, and one might even be lucky enough to catch a really special deal in the flea markets that spring up occasionally in the area.

🚶 5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)

2 Nonhyeon Furniture Street 논현 가구거리

This furniture street is located between Nonhyeon Station and Hakdong Station. Over 70 stores are in the area, providing a variety of options for your home, kitchen, and office. Check out the beautiful jewelry boxes and decorations, made with mother of pearl, and other imported furniture. In 1996, Gangnam-gu Office designated the street a "Specialized Street of Furniture Culture."

🚶 Exit 1 or 8 of Nonhyeon Station (Subway Line 7), Exit 5 or 6 of Hakdong Station (Subway Line 7)

3 Serosu-gil 세로수길

There are eight alleys along Garosu-gil. This street became famous due to the variety of charming stores. The number of stores has increased in proportion to the number of visitors. The exotic cafes and delightful restaurants along these streets might even make you feel as if you were in a romantic European city. You can have brunch at one of the restaurants or cafes and enjoy a relaxing afternoon.

🚶 5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)

4 Jamwon Hangang Park 잠원한강공원

Located near popular hot spots, such as Apgujeong-dong and Sinsa-dong in the Gangnam district, Jamwon Hangang Park is where anybody from advanced athletes to beginners can come and enjoy various sports, such as biking, inline skating, and even wakeboarding. This park is also home to the Jamwon Nature Learning Center, a science center where you can observe and learn about silkworms, from which Jamwon gets its name.

🚶 15-minute walk from Exit 5 of Sinsa Station (Subway Line 3)

5 space*c 스페이스 씨

Space C is a cosmetics gallery and museum run by Coreana. Showcasing antiques to modern art pieces, visitors can learn about Korea's traditional cosmetics culture. There are many different programs offered like perfume tests, and the space is especially popular amongst women interested in cosmetics.

- 👤 Adults 4,000 won, students 3,000 won (may vary with program)
- 📅 Apr-Oct 10:00-19:00, Nov-Mar 10:00-18:00 (closed on Sundays and holidays)
- 🚶 Exit 3 of Apgujeong Station subway line 3, 10 minutes on foot
- 📞 02-547-9177 🌐 www.spacec.co.kr

Nearby subway stations | 3 Sinsa





✓ Plan your trip

- Visit the Kukkiwon to learn about the long history of Taekwondo and take a walk in Yeoksam Park.
- Shop for affordably priced clothing and accessories at Gangnam Station Underground Shopping Center.
- Enjoy arts and performances, such as music, plays, and dance at LG Arts Center.



1 Kukkiwon 국기원

A center of Taekwondo that any Taekwondo practitioner has to visit at least once in their lifetime, this facility features a majestic studio where Taekwondo masters from around the world come to train. The collection of over 2,500 articles on display at the Kukkiwon Museum is a testament to the long history of the martial art.

☎ Mon-Fri 9:00-18:00 (Lunch Hours 11:30-13:00) (Closed on weekends and national holidays) 🚶 10-minute walk from Exit 12 of Gangnam Station (Subway Line 2) ☎ 02-567-1058-9 🌐 www.kukkiwon.or.kr

2 Yeoksam Park 역삼공원

Located on a hill above the Gangnam Station four-way junction, Yeoksam Park provides an amazing view of the area's skyscrapers. A popular urban retreat for Seoul citizens, it is located close to the Kukkiwon and the National Library for Children and Young Adults.

🚶 8-minute walk from Exit 12 of Gangnam Station (Subway Line 2), Exit 4 or 5 of Sinnonhyeon Station (Subway Line 9)

3 Gangnam Station Underground Shopping Center

강남역 지하쇼핑센터



Located in the heart of Gangnam, Gangnam Station Underground Shopping Center offers a convenient shopping experience with hundreds of trendy fashion and accessory stores all in one place. The Hub Plaza in the center of the complex is a rest area for citizens which showcases various cultural performances.

☎ Mon-Sat 10:00-22:30, Sun 12:00-22:00 (opening hours may vary by store) 🚶 Connected to Gangnam Station (Subway Line 2) ☎ 02-553-1898

4 Samsung d'light 삼성 딜라이트



Visit Samsung d'light, an exhibition space within the Samsung Electronics headquarters building, to test and use all the latest products made by Samsung Electronics. Visitors can also experience a wide variety of digital media and enjoy a stage performance that is offered once every month.

🆓 Free ☎ 10:00-19:00 (Closed on Sundays, holidays, Labor Day) 🗣 English, Chinese, Japanese, Spanish, French and Russian interpretation services are available (advance reservations required) 🚶 3-minute walk from Exit 8 of Gangnam Station (Subway Line 2) ☎ 02-2255-2277

5 LG Arts Center LG아트센터



Through the world-class special performances entitled 'CoMPAS (Contemporary Music & Performing Arts Season)', visitors will be able to watch high quality programs featuring international maestros to rising artists in theater, dance, classical, jazz, world music and more.

🎫 Ticket prices and schedules vary depending on performance 🚶 Exit 7 of Yeoksam Station (Subway Line 2) ☎ 02-2005-0114 🌐 www.lgart.com

6 Clubs around Gangnam Station 강남역 주변 클럽

Seoul's nightlife begins and ends with the clubs near Gangnam Station. Here you can listen to music all night long. They offer a diverse genre ranging from hip-hop to electronic music. Especially on weekends, the clubs are crowded with people enjoying the lively atmosphere.

🚶 5-minute walk from Exit 10 of Gangnam Station (Subway Line 2)

Nearby subway stations | 2 D Gangnam 9 Sinnonhyeon





✓ Plan your trip

- Shop at Starfield COEX Mall, where visitors have access to the trendiest Korean styles.
- Observe diverse aquatic creatures at the Gangnam COEX Aquarium.
- Experience life in a temple at Bongseunsa Temple for a few hours or overnight.

1 Seonjeongneung Royal Tombs 선정릉

King Sejong, the ninth king of the Joseon Dynasty, rests in peace with Queen Jeonghyeon, as well as King Jungjong, the 11th king of the dynasty, at the Seonjeongneung Royal Tombs. All 42 royal tombs, excluding two dethroned kings, were listed as a UNESCO World Heritage site in 2009.

- ₩ Korean citizens: Ages 25-64 1,000 won / Foreigners: Ages 19-64 1,000 won, ages 7-18 500 won
- ☎ Feb.-Oct. 06:00-21:00, Nov.-Jan. 06:30-21:00 (closed on Mondays)
- 🚶 5-minute walk from Exit 8 of Seolleung Station (Subway Bundang Line-Subway Line 2)
- 📞 02-568-1291 🌐 royaltombs.cha.go.kr

2 COEX 코엑스

This is Korea's largest exhibition venue, with numerous exhibition halls, a convention center, and meeting rooms. There are various additional facilities including a five-star hotel, casino, the largest underground shopping mall in Asia, museums, and an aquarium, making it a key destination for exhibitions, culture, and sightseeing.

- 🚶 Connected to Samseong Station Exit 5 or 6 (Subway Line 2)

2-1 Starfield COEX Mall Reopened in December 2014 after renovation.

🕒 10:30-22:00 (opening hours vary by store)

📞 02-6002-5300 🌐 www.coexmall.com

2-2 Gangnam COEX Aquarium A marine theme park that presents an underwater environment created to closely resemble nature and where visitors can see diverse aquatic animals and plants.

- ₩ Adult: 28,000 won, Teens: 25,000 won, Children: 22,000 won and Seniors: 20,000 won
- 🕒 10:00-20:00, Open throughout the year
- 🚶 Connected to Samseong Station Exits 5, 6 (Subway Line 2); 3-minute walk from Bongseunsa Station Exit 7 (Subway Line 9)
- 📞 02-6002-6200 🌐 www.coexaqua.com

3 Bongseunsa Temple 봉은사

This temple was built in 794 CE. It was the largest temple in Seoul during the Joseon Dynasty, and the splendor of the old days still remains. The temple, where people can experience Buddhist culture in the center of the city, is highly popular with tourists.

- 🚶 Bongseunsa Station Exit 1 (Subway Line 9), 15-minute walk from Samseong Station Exit 6 (Subway Line 2) 📞 02-3218-4800 🌐 www.bongseunsa.org

3-1 Bongseunsa Temple Stay This is a cultural experience program through which participants can experience the daily lives of monks for one or two days. If you wish to participate in the 1-day program, you can take part in the Temple Life Program held every Thursday from 14:00.

🕒 Temple Life: Every Thursday 14:00-16:30

🕒 Temple Stay: 2 days, 1 night (Every Saturday and Sunday)

4 Korea Cultural House 한국문화의 집

A workshop for traditional artisans where you can experience traditional culture. Visitors can watch artisans make handicrafts or try making crafts themselves. In addition, traditional performances are held regularly.

- 🚶 7-minute walk from Exit 4 of Samseong Station (Subway Line 2) 📞 02-3011-1788
- 🌐 www.kous.or.kr

5 CALT City Airport Terminal 도심공항터미널

CALT is an airport terminal conveniently located in downtown Seoul. Check-in and go through the immigration process right at CALT! Then take a limousine bus to Incheon or Gimpo Int'l Airport and proceed directly to the special designated entrance to the airport terminal.

- ₩ Korean Air, Asiana Airlines 05:20-18:30, Jeju Air and foreign airlines 05:10-18:30
- ※ Check-in services are only available with some airlines. Check with your carrier in advance.
- 🚶 5-minute walk from Exit 5 or 6 of Samseong Station (Subway Line 2)
- 📞 02-551-0077 🌐 www.calt.co.kr

Nearby subway stations | 2 Samseong 9 Bongseunsa





1 Banpo Hangang Park 반포한강공원



This park is the site of many Hangang River attractions, including the Banpo-daeygo Bridge Moonlight Rainbow Fountain, the Jamsilgyo Bridge, and Moonlight Square. Around the man-made island Seoraeseom Island, you can enjoy various water sports, such as water skiing and riding motorboats, on the Hangang River.

15-minute walk from Exit 8-1 of Express Bus Terminal Station (Subway Line 3, 7 or 9), Exit 2 of Sinbanpo Station (Subway Line 9)

1-1 Banpo-daeygo Bridge Moonlight Rainbow Fountain You can watch this spectacular fountain show from April to October. The rainbow jets at either end of the bridge together create a 1,140 m stretch of water that gets illuminated by 200 colored lights for a picturesque view. This fountain was listed in the Guinness Book of World Records as the world's longest bridge fountain.

Apr.-Jun., Sep.-Oct. 12:00-21:00 (4 times on weekdays, 5 times on weekends), Jul.-Aug. 12:00-21:30 (5 times on weekdays, 6 times on weekends) The schedule is subject to change 02-3780-0578

2 Seoul Express Bus Terminal 서울고속버스터미널

In 1975, nine companies became partners and in 1976, they started operating the Express Terminal, which was renamed Seoul Express Bus Terminal in 1979. Currently, Gyeongbu Line and Yeongdong Line operates out of this terminal, while the Honam Line operates out of the Central City Terminal located next to the Seoul Express Bus Terminal. This is the gateway to travel to some 70 cities and towns and is commonly called Seoul Express Bus Terminal together with Central City.

Connected to Express Bus Terminal Station (Subway Line 3, 7 or 9)

2-1 Central City This is one of the single-largest buildings in the country and contains a department store, theater, bus terminal, and hotel.

02-6282-0114

2-2 NewCore Outlet NewCore is an outlet with 3 buildings and feels like any department store, except for its outlet-like prices, making it very popular with customers.

Sun-Thu 10:30-21:00 / Fri-Sat 10:30-22:00 02-530-5000

2-3 Kim's Club A large-scale specialty discount grocery chain, the Kim's Club offers a diverse selection of products, most notably its fresh products imported directly from the world's most famous producers. Unsurprisingly the store is very popular with young couples. 08:00-24:00 (Closed every 2nd and 4th Sunday) 02-530-5752

3 Seorae Village 서래마을

A village where about half of Korea's French residents live. Seorae Village has such an exotic environment that you will feel as if you were walking through a street of open cafes somewhere in Paris. You can find wine bars and cafes with good atmosphere, not to mention restaurants that boast famous chefs and great atmospheres.

10-minute walk from Exit 5 of Express Bus Terminal Station (Subway Line 3, 7 or 9)

4 Seoul Arts Center 예술의전당



Enjoy various kinds of performing arts, including concerts with world-famous musicians, opera, musicals, theater, dance, and exhibitions. The SAC World Music Fountain, located between the Opera House and Music Hall, is the largest musical fountain in Korea. It creates a fantastic show from spring to autumn as the shooting water dances to music from around the world.

Exit 5 of Nambu Bus Terminal Station (Subway Line 3), transfer to local bus 02-580-1300 www.sac.or.kr

4-1 Hangaram Art Museum This museum mostly exhibits contemporary works by artists from Korea and abroad. The museum has six exhibition halls, a storage space, an art shop, and a cafe. Mar.-Oct. 11:00-20:00, Nov.-Feb. 11:00-19:00 (closed on last Monday of every month)

4-2 National Gugak Center This center has been preserving and promoting Korea's traditional culture through a continuous series of performances. This is where you can enjoy Korea's performance arts, such as geomungo sarjo (free-style solo), fan dance, and samulnori. It also hosts other performance arts and folk music programs, such as the Saturday Premium Performance and music from the royal ancestral rites, which was designated by UNESCO as a Masterpiece of the Oral and Intangible Heritage of Humanity.

<Saturday Premium Performance> A seats ₩20,000, B seats ₩10,000 (Prices vary depending on performance and seats) <Saturday Premium Performance> 15:00

English-language brochures on performances are available Exit 1 of Bangbae Station (Subway Line 2), Exit 3 of Naebang Station (Subway Line 7), Exit 5 of Nambu Bus Terminal Station (Subway Line 3) transfer to local bus

02-580-3300 www.gugak.go.kr

Plan your trip

- Visit Banpo Hangang Park at night and watch the Moonlight Rainbow Fountain at Banpo-daeygo Bridge.
- Enjoy various art exhibitions and traditional music performances at the Seoul Arts Center and the National Gugak Center.
- Taste savory French dishes prepared by famous chefs at Seorae Village.

Nearby subway stations | 3 7 9 Express Bus Terminal 7 Naebang, Banpo
9 Sinbanpo 2 Seocho



A Green Retreat in Seoul That Is Full of Surprises

Jamsil / Songpa

Jamsil Hangang Park

Jamsil Hangang Park contains several large sports and leisure facilities. Visitors will find swimming pools, inline skating parks, bicycle paths, and basketball courts.

10-minute walk from Exit 6 or 7 of Jamsilsaenae Station (Subway Line 2), Exit 6 or 7 of Jamsil Station (Subway Line 2)

Olympic Park

As the fifth largest sculpture park in the world, Seoul Olympic Park is sure to help you relax and give you a new experience through sculptures and artworks created by world-class modern artists.

Exit 3 of Olympic Park Station (Subway Line 5)

Mongchontoseong Fortress

The park also contains Mongchon Museum of History and Seoul Baekje Museum, which exhibits the life and culture of the ancient Baekje people who created the most glamorous culture and arts in Korean history.

15-minute walk from Exit 1 of Mongchontoseong Station (Subway Line 8)



Highlight

Lotte World Lotte World is divided into an indoor theme park called "Adventure" and an outdoor theme park called "Magic Island." This is where various seasonal festivals are hosted throughout the year. One of the must-see sights in this facility is the world's first multimedia night parade, which was designed by the Cirque du Soleil team and takes place every night. (p.76)

Olympic Park Built to host the Seoul Olympics, the facilities of the park include a water garden that features a music fountain, the historic site Mongchontoseong, SOMA Museum of Art, and over 200 outdoor sculptures. (p.79)

Mongchontoseong Fortress An old earthen fortress, this is a site from the Baekje Dynasty that you can find within Seoul Olympic Park. It is a historically significant place, but today, it is more popular for its walking trail. (p.78)



What to do

Take pictures of the nine must-see sights in Olympic Park When you visit all nine of the best sights for photographs indicated in the tourist information leaflet and take pictures of them all, you are entitled to receive a souvenir postcard. (p.79)

Watch a performance at Seoul Norimadang Indulge in pleasant Korean melodies and dances. Watch the free performances on Sundays from April through October. (p.76)



Local Tips

- Take a walk on the Hanseong Baekje Wangdo-gil, which connects Mongchontoseong and Pungnap-toseong, two historical sites from the early Baekje Period. This is where you will find outstanding cultural heritage from the Baekje Period and also traces of the ancient history of Seoul, which was already the capital city of an ancient kingdom before the birth of Christ.
- If you want to visit Lotte World but you are on a tight schedule, buy the After 4 ticket, which allows you to enter after 4:00 p.m. You can explore the facility until it closes at a much cheaper price.

Suggested Itinerary

※ Durations may vary depending on the itinerary and mode of transportation.

Tour Olympic Park. (40 mins)



Walk on the Hanseong Baekje Wangdo-gil. (30 mins)

Visit Seoul Baekje Museum or SOMA Museum of Art. (1 hour 20 mins)



Take a snapshot at the World Peace Gate. (20 mins)



Take the subway from Mongchontoseong Station to Jamsil Station. (10 mins)

Watch various performances at Seoul Norimadang. (1 hour)

Visit Lotte World for the afternoon. (4 hour 30 mins)





✓ Plan your trip

- Get a full panoramic view of Seoul at the Lotte World Tower Observatory - the highest point in Seoul.
- Go skating at an indoor ice rink that is open all year round.
- Watch outdoor performances of traditional music at Seoul Norimadang at Seokchon Lake.

🚶 Nearby subway stations | 2 9 Sports Complex 2 Jamsilsaenae 2 8 Jamsil



1 Jamsil Hangang Park 잠실한강공원



Jamsil Hangang Park contains several large sports and leisure facilities. Visitors will find swimming pools, inline skating parks, bicycle paths, and basketball courts.

🚶 10-minute walk from Exit 6 or 7 of Jamsilsaenae Station, Exit 6 or 7 of Jamsil Station (Subway Line 2) ☎ 02-3780-0511 🌐 hangang.seoul.go.kr/park_jamsil

2 Seokchon Lake Park 석촌호수공원



The east lake is used as a park where local residents can relax, stroll, and jog along the water, while the west lake features Magic Island, a lively part of Lotte World amusement park.

🚶 15-minute walk from Exit 2 or 3 of Jamsil Station (Subway Line 2) ☎ 02-421-0970-1 🌐 culture.songpa.go.kr

2-1 **Songpa Tourist Information Center** Get information about the international tourist district of Songpa at the Songpa Tourist Information Center. Visitors can experience chroma key technology and access the Internet for free. Located in Seokchon Lake Park behind the Lotte World Tower & Lotte World Mall, the center also has various souvenirs for sale.

2-2 **Lotte World** Lotte World is an amusement park complex that consists of Adventure and Magic Island, a folk museum, an ice rink, a shopping mall, a hotel, a department store, etc. ☎ Mon-Thu 09:30-22:00, Fri-Sun 09:30-23:00 🚶 Connected to Jamsil Station (Subway Line 2) ☎ 1661-2000 🌐 www.lotteworld.com

2-3 **Lotte World Folk Museum** This cultural center is the ideal place to learn about Korea's history and culture in an easy and fun way. ☎ Adults ₩5,000, Teens ₩3,000, Children ₩2,000 ☎ Weekdays 09:30-20:00, Weekends 09:30-21:00 ☎ 1661-2000

2-4 **Seoul Norimadang** An outdoor venue in Seokchon Lake Park that hosts traditional performances. ☎ Sat., Sun. 15:00-16:00 (Apr.-Oct.) Times may vary depending on performance ☎ 02-2147-2811



3 Jamsil Sports Complex 잠실종합운동장



Korea's largest sports complex was the site of the 10th Asian Games in 1986 and the 24th Seoul Olympics in 1988. This stadium was the main Olympic Stadium, with an indoor gymnasium, swimming pool, and many other sports facilities. Many international sporting and cultural events are held here.

🚶 Exit 6 or 7 of Sports Complex Station (Subway Line 2)

3-1 **Jamsil Baseball Stadium** This is Korea's most famous baseball stadium and was opened in 1982. During the professional baseball season (April-September), over 20,000 baseball fans gather here.

☎ No games are held on Mondays, or in inclement weather

4 Lotte World Tower & Lotte World Mall

롯데월드타워&롯데월드몰



At 123 stories tall, Lotte World Tower is the tallest building in the country. On top of being a hotel, it has the largest aquarium in downtown Seoul, department stores, movie theaters, and the highest observation deck in Korea.

🚶 Jamsil Station, Exit 1, 2, 10, 11 (Line 2, Line 8) ☎ 02-3213-5000 🌐 www.lwt.co.kr

5 Jamsil Water Leisure Park 잠실수상레저파크

Guests can enjoy water leisure sports whether with the family such as wakeboarding and banana boats or something more thrilling like jet skis, fly boarding, and more against the backdrop of high-rises for a unique experience. Orientation sessions for training occur daily so those with no experience can join in on the fun.

🚶 Subway Lines 2 or 9 to Sports Complex Station, exit numbers 1 or 8 ☎ 02-421-0073 🌐 www.jamsilpark.com



✓ Plan your trip

- Tour the nine must-see sights in Olympic Park such as the lake and sculptures.
- Take a walk along the Hanseong Baekje Wangdo-gil, which connects Mongchontoseong with Pungnap-toseong.
- Visit the exhibitions inside Olympic Park, at the Seoul Baekje Museum, and the SOMA Museum of Art.

Nearby subway stations | 5 Olympic Park 8 Mongchontoseong 2 8 Jamsil 2 Jamsillaro



1 Mongchontoseong Fortress 몽촌토성

Located inside the Olympic Park, Mongchontoseong is a 2.7 km-long fortress wall that was built in the early Baekje period. You can learn about the architecture of the time, along with Pungnap-toseong, at this historic site from the Hanseong Baekje period. The place attracts many visitors as it is a significant historical site, and features sprawling fields of canola flowers, barley, and grass.

15-minute walk from Exit 1 of Mongchontoseong Station (Subway Line 8)

1-1 Mongchon Museum of History This museum displays the relics excavated during the renovation of the two earthen fortifications, Mongchontoseong and Pungnap-toseong. You can see the vestiges of the Baekje culture here.

Free 09:00-18:00 (closed on Mondays, January 1st) 20-minute walk from Exit 1 of Mongchontoseong Station (Subway Line 8) 02-2152-5900 baekjemuseum.seoul.go.kr/dreamvillage

1-2 Hanseong Baekje Wangdo-gil This walking trail offers visitors the chance to experience nearly five centuries of the history and culture of Songpa, the ancient capital of the Hanseong Baekje Kingdom. The trail begins from Pungnap-toseong, the principal fortress of the early Hanseong Baekje Period, and passes through Mongchontoseong, an earthen fortress built to defend the kingdom, then to the ancient tombs of Seokchondong. The trail is about 10km long and takes approximately 3 hours to complete.

1-3 Seoul Baekje Museum This museum shows the history and culture of old Seoul, which was once the capital of the Baekje Kingdom. Here you can see tens of thousands of relics from the Baekje era.

Free (special exhibitions charge for entry) Weekdays 09:00-21:00, Weekends & national holidays Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (Closed Mondays, Jan 1, and some nat'l holidays (closings are decided by the museum director). If a holiday falls on Monday, the museum will stay open that day. Call in advance to reserve an English or Japanese guide Mongchontoseong Station Exit 1 (Subway Line 8), Olympic Park Station Exit 3 (Subway Line 5) 02-2152-5800 baekjemuseum.seoul.go.kr



2 Olympic Park 올림피크공원

This park, located in the center of Seoul and built to commemorate the 1988 Olympics, displays more than 200 sculptures by Korean and overseas artists on its sprawling lawn. With beautiful scenery that changes each season, it became a popular movie and TV commercial filming location. Olympic Park also serves as the venue for various concerts and sporting events. There are many attractions in the area, such as museums and art galleries, not to mention a walking path along Mongchontoseong.

Free 05:00-22:00 (its outside plaza closes at 24:00) Exit 3 of Olympic Park Station (Subway Line 5) 02-410-1114 www.olympicpark.co.kr

The Nine Must-See Sights in Olympic Park 1 World Peace Gate 2 The Thumb (Sculpture) 3 Mongchon Moat Musical Fountain 4 Dialogue (Sculpture) 5 Mongchontoseong Walking Paths 6 One Tree Hill 7 88 Lake 8 Wild Flower Garden 9 Rose Garden

K-Pop Music Special Exhibition Hall (Olympic Hall) The gallery is located on the 1st floor of the Olympic Hall, which is a dedicated performance hall for K-pop. You can learn about the history of K-pop.

Free 10:00-19:00 (Closed on Mondays, Tuesdays, 1st of January and holidays) 02-3431-9480 www.k-pop.or.kr



3 SOMA Museum of Art 소마미술관

This museum, which features a modern exterior and an outdoor garden, is a wonderful place to unwind and enjoy nature. You can view the late Korean artist Nam June Paik's works in the Video Art Hall.

Adults: ₩3,000, Minors: ₩2,000, Children: ₩1,000 10:00-18:00, Last Wednesday of every month 10:00-21:00 (closed on Mondays, Jan 1, Lunar New Year, Chuseok) Exit 1 of Mongchontoseong Station (Subway Line 8), Exit 3 of Olympic Park Station (Subway Line 5) 02-425-1077 soma.kspo.or.kr



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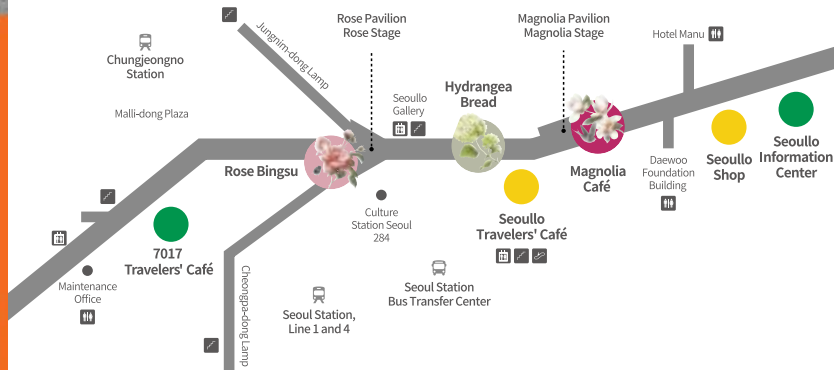
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Photo by Ossip van Duivenboode



Food & Joy



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Located at the upper part of the overpass behind the Rose Stage Café serving snowflake shaved ice topped with sweetened red beans

Magnolia Café

Located at the upper part of the overpass Dessert café with a retro concept

Hydrangea Bread

Located at the upper part of the overpass Food stall selling Korean-style grilled toast

Seoullo Shop

Located at the lower part of the overpass, facing Namdaemun Official souvenir shop of Seoullo 7017

7017 Travelers' Café

Seoullo Lower Section, at Mali-dong Plaza A café and tourist information center that offers guidebooks and maps of Seoul

Seoullo Travelers' Café

Located at the lower part of the overpass on Toegye-ro Traffic Island General tourist information center & café for travelers

Seoullo Information Center

Located at the lower part of the overpass, facing Namdaemun Seoullo 7017 tourist information center



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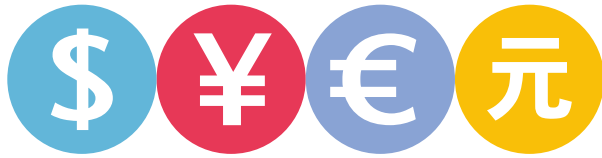
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Hangang Park

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04/23/2017



Changdeokgung Palace

"The Secret Garden is the prize"

06/11/2017



Insadong

"Good variety of shops, quirky fun, eateries galore"

06/11/2017



The War Memorial of Korea

"Fascinating history, great presentation-and free!"

05/13/2017



Namsan Seoul Tower

"Great panoramic views of the city"

06/29/2017



Gyeongbokgung Palace

"The best single site attraction in Seoul"

06/13/2017



Myeong-dong Shopping Street

"Shopping heaven... and also great for food!"

06/27/2017



Bukhansan National Park

"Fabulous mountain views"

02/26/2017



Bukchon

"A village frozen in time..."

06/24/2017



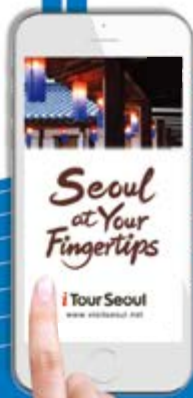
National Museum of Korea

"Architectural and cultural delight in Seoul"

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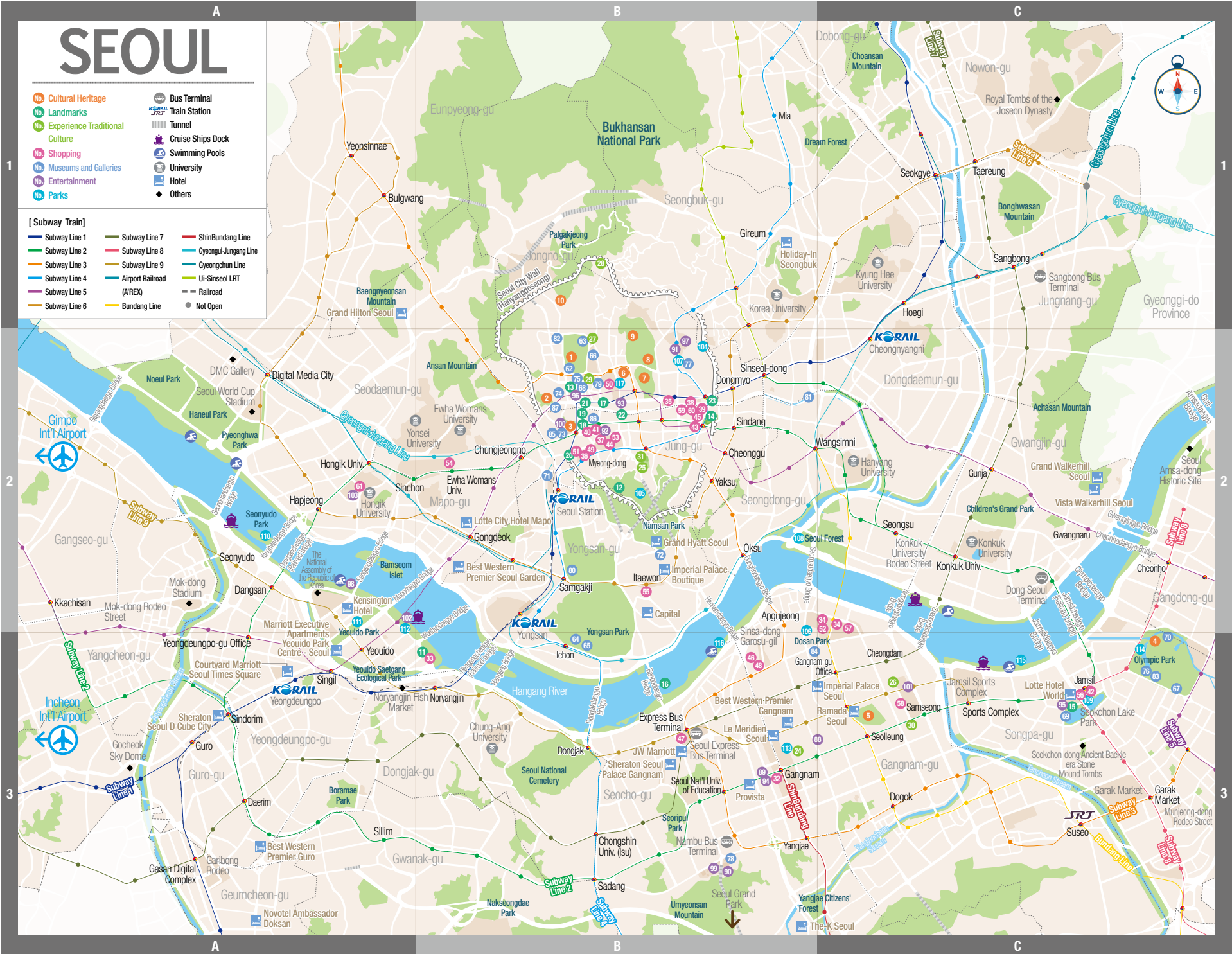
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- Not Open

