

Seoul
Attraction

Never ending story

Seoul

OFFICIAL TOURIST GUIDE



CONTENTS

City Center

The Center of Seoul where the Past Meets the Present

- 08 City Hall Area
- 10 Myeong-dong · Euljiro
- 12 Namdaemun Market-Namsan

Palace Quarter

A Walk to the Ancient Palace that Breathes History

- 16 Gwanghwamun
- 18 Cheonggyecheon · Jongno
- 20 Insa-dong
- 22 Samcheong-dong · Bukchon

Dongdaemun & Around

Street of Passion for Shopping and Arts

- 26 Dongdaemun Market
- 28 Daehangno

University Quarter

Streets of Cafes, Galleries, and College Life

- 32 Hongik Univ. · Sangsu Area
- 34 Sinchon · Ewha Womans Univ. Area

Yongsan & Yeouido

Global District Within Seoul on the Riverside of Hangang

- 38 Itaewon
- 40 Yeouido

Gangnam

The Mecca of the Latest Fashion Trend




























- 44 Apgujeong-dong · Cheongdam-dong
- 46 Sinsa-dong Garosu-gil Area
- 48 Gangnam Station Area
- 50 Samseong Station Area
- 52 Seocho

Jamsil

A Green Retreat in Seoul, Full of Surprises

- 56 Jamsil
- 58 Songpa
- 60 Gourmet in Seoul
- 61 Shopping in Seoul
- 62 Seoul Travel Information
- 66 Seoul City Tour Bus
- 68 Seoul City Walking Tours
- 70 Seoul Tourist Map

Key to Symbols

-  UNESCO World Heritage
-  Accommodation
-  Museum / Gallery
-  Performance Hall
-  Shopping
-  Tourist Information Center
-  Craft Studio
-  Restaurant
-  Police Station
-  Post Office
-  Embassy
-  Hospital
-  Bank
-  School
-  University
-  Seoul Free Wi-Fi*
-  Airport Limousine
-  City Tour Bus
-  Casino
-  Theater
-  Club
- *Seoul Free Wi-Fi Available Area
-  Charge
-  Hours
-  Foreign Assistance
-  Location
-  Contact
-  Website

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Never ending story Seoul

Embracing both tradition and the present, nature and the latest technology, Seoul is now reaching beyond Asia to become reborn as a global city. This book presents the never-ending stories of a dynamic city through its seven most distinguished districts. Seoul, where experiences beyond your wildest dreams await.



City Center

Palace Quarter

Dongdaemun & Around

University Quarter

Yongsan & Yeouido

Gangnam

Jamsil



www.VisitSeoul.net
Seoul Tourism Website

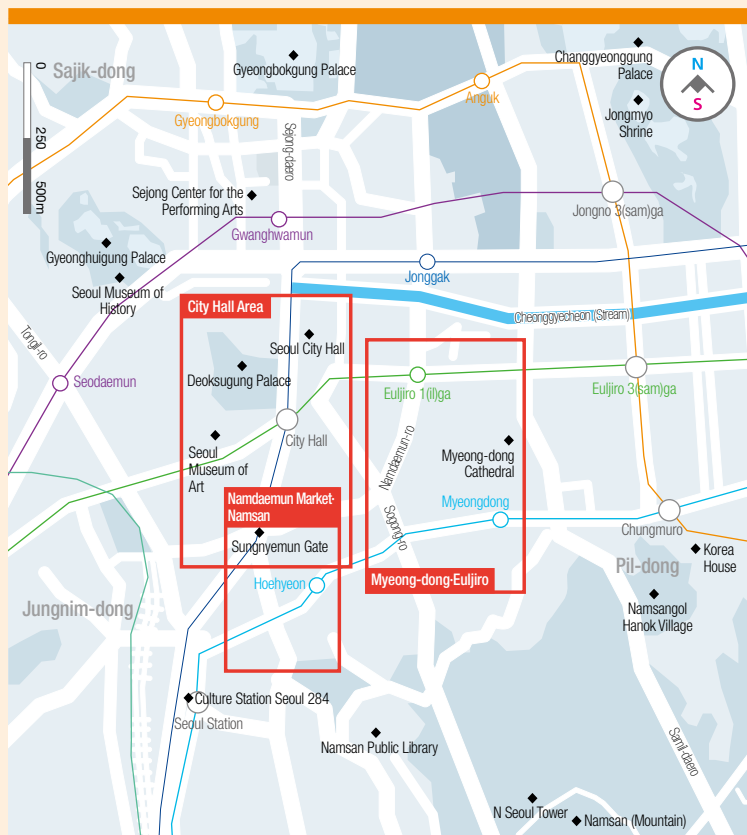
 **DASAN 120**
Seoul Call Center

Travel information about Seoul: Call 120 and then press 9 when you hear a recorded message in Korean. (You can choose from the following languages: English, Chinese, Japanese, Vietnamese and Mongolian.)

Official title Seoul Special City | **Area** 605.33 km² | **Population** 10,143,645 (Dec. 2013) | **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".)

The Center of Seoul where the Past Meets the Present

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



The city hall area is the undisputable heart of Seoul where you can see either a wide stretch of green grass, or modern skyscrapers standing in harmony with palaces that are hundreds of years old. Of all tourist magnets in the area, where the past blends with the present in harmony, Deoksugung Palace has particular significance as the background of Korea's modern and contemporary history.

Deoksugung is the only palace among the five ancient palaces in Seoul that shows a modern architectural style. It attracts tourists with the majestic sight of Seokjojeon, which is Korea's first modern stone building, and Jeongwanheon (Pavilion), where King Gojong, the 26th king of the Joseon Period, is reported to have enjoyed his coffee. After touring the Deoksugung area, take a walk along the Doldam-gil that takes you to the Seoul Museum of Art. This road is often called the most beautiful walking path in Seoul with the ginkgo trees lining both sides.

The city hall area is within ten minutes of other popular tourist attractions, such as Myeong-dong and Namdaemun Market, which is a six hundred year old market where you can enjoy bargaining with merchants. Myeong-dong, on the other hand, is the modern shopping district where you can find top-quality cosmetics. When the sun goes down, it is time to enjoy the lights that illuminate the nightlife of Seoul. The best place to have the entire night scene of Seoul in a single, sweeping vista is N Seoul Tower in Namsan (mountain). Go up to the observatory at N Seoul Tower, and watch the city of Seoul sparkling in the darkness of the night. This will surely be one of the most special moments in your visit to Seoul.

What to do

Namsangol Hanok Village Visitors to Namsangol Hanok Village can experience diverse Korean traditions such hanbok (traditional outfit) and tea ceremony. (p.11)

The N 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 'locks of love' 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.13)

Namdaemun Market Mokjagolmok Visit the so-called Mokjagolmok (Eatery Alley) and indulge in popular street food such as braised cutlass fish, Kalguksu, and Hotteok, to name just a few. (p.13)

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 massive enough to house a hundred structures within its facility during the Joseon Period. Some of the structures and the leafy woods behind the palace are in high demand as a location for filming historic movies.

Highlights

Deoksugung Palace Watch the changing ceremony of royal guards called Sumunjang that takes place three times every day, before setting out for a laid-back stroll on the Doldam-gil by Deoksugung. (p.9)

Seoul City Hall Sky Square, an ecology landmark of 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 a gallery or cafe on the 8th and 9th floors. (p.9)

Myeong-dong Indulge yourself in shopping for the trends of Seoul on the street of Myeong-dong that is lined with department stores, duty free shops and designer and brand shops that sell clothes and cosmetics. (p.11)

N Seoul Tower Go up the N Seoul Tower in Namsan Park where a beautiful walking path harmonizes with nature, and observe the night scene of Seoul that can be seen from this vantage point. (p.13)

Suggested Itinerary

Seoul Plaza (30mins) – Deoksugung Palace (1hour 30mins) – Deoksugung Doldam-gil (10mins) – Seoul Museum of Art or Seoul Museum of History (1hour) – Take a subway to Namdaemun Market (20mins) – Shop and eat lunch in Namdaemun Market (2hours) – Take a ride on the Namsan Cable Car (30mins) – Visit N Seoul Tower (1hour 20mins) – Take the Namsan Shuttle Bus to Myeong-dong (20mins) – Shop in Myeong-dong (2hours)

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

Nearby subway station **1 2** City Hall



Plan your Trip

- Watch the changing of the royal guards ceremony at Deoksugung Palace and take a walk
- Tour the Seoul City Hall building that is considered the ecology landmark of Seoul
- View diverse exhibitions at the National Museum of Contemporary Art in Deoksugung Palace, Seoul Museum of Art, and Seoul Museum of History

1 Deoksugung Palace 덕수궁

An age-old historic palace originally built during the Joseon period, it is echoed in Korea's modern and contemporary history. In fact, it served as a historic backdrop during the Daehanjeuk (the Great Korean Empire) days. The only palace among all ancient palaces in Seoul to have a western-style garden, fountain, and a modern royal palace, it stands as the bridge between the middle and modern ages. The changing of the royal guards ceremony called Sumunjang that takes place at the main gate is one of the must-see sights of Seoul.

Adults ₩1,000 Minors ₩500 09:00-21:00 (Closed on Mondays) Regular events : Royal guard changing ceremonies 11:00 14:00 15:30 Weekdays English and Japanese-guided tour twice a day, Chinese-guided tour once a day, Weekends English, Japanese, Chinese-guided service, Each service once a day Line 1 City Hall Station. Exit 2 02-771-9951 <http://www.deoksugung.go.kr>

1-1 Doldam-gil Stone-wall road encircling Deoksugung. A beautiful place for a stroll with tall trees lining the street and an ancient stone wall.

2 Seoul Plaza 서울광장

This is a lawn plaza in front of Seoul City Hall. Here, various events including mini concerts, outdoor exhibitions and flea markets are held every weekend. During winter, a skating rink is set up for visitors to enjoy ice skating at a reasonable price.

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

2-2 Seoul Metropolitan Library The former Seoul City Hall building constructed in 1926 has been remodeled into Seoul Metropolitan Library which is open to everyone.

Weekdays 09:00-21:00 (Some reference room 09:00-18:00), Weekend 09:00-18:00 (Closed on Mondays) 02-2133-0300-1 <http://lib.seoul.go.kr>

3 Chongdong Theater 정동극장

If you want to experience the best of traditional Korean performing arts, you should visit this theater. Along with MISO, a regular traditional performance held every day at 16:00 and 20:00, the theater offers hands-on experience programs such as one on how to play the janggu (a traditional percussion instrument).

R seats ₩50,000 S seats ₩40,000 MISO performance 16:00, 20:00 (Closed on Mondays)

Line 5 Seodaemun Station. Exit 5. Line 1, 2. City Hall Station. Exit 1, 12. 10minute walk

02-751-1500 <http://www.jeongdong.or.kr>

4 Seoul Museum of Art 서울시립미술관

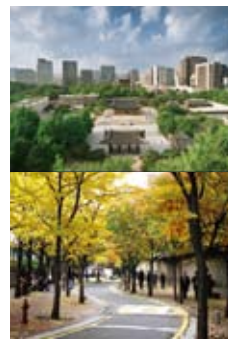
Walk along the Doldam-gil near Deoksugung Palace, and you will arrive at this museum where you can view works by Korean artists and world-famous masters such as Chagall, Matisse and Picasso in exhibitions throughout the year.

Free (Admission fee applied for special exhibitions only) Weekdays 10:00-20:00, Mar.-Oct. Weekends 10:00-19:00 Nov.-Feb. Weekends 10:00-18:00 (Closed on Mondays) Line 1, 2 City Hall Station. Exit 10, 11, 12. 5minute walk 02-2124-8800 <http://sema.seoul.go.kr>

5 Seoul Museum of History 서울역사박물관

This is a museum where visitors can get a glimpse of life and culture in the early days of Seoul. The jewel in the crown 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.

Free (Admission fee applied for special exhibitions only) Weekdays 09:00-20:00, Weekends Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (Closed on Mondays) English, Japanese, Chinese audio guide available for rental Line 5 Gwanghwamun Station. Exit 7. Line 5. Seodaemun Station. Exit 4 02-724-0274-6 <http://www.museum.seoul.kr>



Myeong-dong · Euljiro

명동 · 을지로

● Nearby subway station
 ■ Euljiro 1(il)ga
 ■ Myeongdong



Plan your Trip

- Shop for brand name products at major department stores and duty free shops
- Shop for unique accessories and a variety of Korean-made make-up on the streets of Myeong-dong
- Experience traditions of Korea at Namsangol Hanok village

1 Myeong-dong Street 명동거리

Korea's most widely known shopping town, the streets are lined with department stores and shops that sell famous brand name make-up, clothes, and shoes.

1-1 Myeongdong Theater The theater, made by remodeling a baroque-style building constructed in 1934, is a theater dedicated to plays. With its archaic appearance and auditorium design that closes the distance between the stage and the audience, it is considered the mecca of Korean live theater. ● Line 2 Euljiro 1(il)ga Station. Exit 6, Line 4 Myeongdong Station. Exit 6. 7minute walk ☎ 1644-2003 🌐 <http://www.mdttheater.or.kr>

1-2 UNESCO House This is UNESCO's Korean office building. NANTA Theater Myeong-dong and restaurants are also located in this building.

1-3 Guanqian Street A street where you can encounter Chinese culture through Chinese dishes and household items.

2 Myeong-dong Tourist Information Center 명동관광정보센터

Get free access to the Internet, make online reservations for lodging and performances, and experience chroma key technology in this center where you also have a choice of over 400 tourist information leaflets. The center also operates a tourist complaints center along with the tourist police.

● 09:00-22:00 ● Line 2 Euljiro 1(il)ga Station. Exit 5. 3minute walk ☎ 02-778-0333

2-1 Seoul Global Culture & Tourism Center This is the place where you can get information about tourist attractions in Seoul, use the Internet for free and experience Korean culture.

● 10:30-20:00 ● Line 4 Myeongdong Station. Exit 6. 3minute walk ☎ 02-3789-7961-3

3 Myeong-dong Cathedral 명동성당

The most iconic cathedral in Korea, it has been symbolizing the Catholics of Korea for 110 years. It is also the first Gothic style cathedral in Korea, a majestic wonder.

● Line 4 Myeongdong Station. Exit 8. 8minute walk

4 Dept. Stores and Shopping Malls 백화점 · 쇼핑몰

The Myeong-dong and Euljiro area is home to many flagship department stores and shopping malls where you will have access to hundreds of stores specializing in fashion, accessories, and more.

4-1 Lotte Town It is a large scale shopping district that houses Young Plaza, duty free shops, luxury brand shop Avenue, and the main Lotte Department store, one of the five largest department stores in the world. ● Department Store/Avenue 10:30-20:00, Young Plaza 11:30-21:30, Duty Free Shop 09:30-21:00 (Everyday) ※ Dept. stores, Avenue, and Young Plaza is closed one day each month ● Line 2 connects to the Euljiro 1(il)ga Station ☎ 02-771-2500 🌐 <http://www.lotteshopping.com>

4-2 Shinsegae Dept. Store **4-3 M Plaza** **4-4 NOON Square** **4-5 Migliore** **4-6 Aland**

5 Namsangol Hanok Village 남산골한옥마을

This is a village that showcase an ancient village from the Joseon Period with well-preserved hanoks (traditional Korean houses), pavilions and even a pond. After viewing the residential culture of the Joseon Period, you have an opportunity to participate in traditional culture experience programs that are available every day, one example of which is the traditional style wedding ceremony.

5-1 Korea House After enjoying various performances, you have an opportunity to make kimchi, or savor the traditional royal cuisine. ☎ 02-2266-9101-3 🌐 <http://www.koreahouse.or.kr>



Namdaemun Market · Namsan

남대문시장 · 남산

Nearby subway station Hoehyeon



Plan your Trip

- Tour the Namdaemun Market where you can buy everything from traditional arts and crafts to cameras and glasses
- Explore great restaurants in the food alley of Namdaemun Market
- View the panoramic sight of Seoul city at the N Seoul Tower observatory

1 Namdaemun Market 남대문시장

The largest market in Korea. Countless shops and street stalls line its alleys, selling clothes, household items and food. As the place is famous for its reasonable prices and the generous hospitality characterizing traditional markets, almost half of foreign tourists who visit Seoul are known to stop by the market.

- 🕒 05:00-17:00 (Some until 20:00) (Closed on Sundays) 🚇 Line 4 Hoehyeon Station, Exit 3, 5
- 1-1 **Sungnyemun Imported Goods Market** This is where shops selling various imported goods including kitchenware, accessories and food products are gathered.
- 1-2 **Food alleys** There are a lot of food alleys in Namdaemun Market, where Wangmandu (giant-size dumplings), Kalguksu (noodle soup) and Galchijorim (braised cutlassfish) are especially popular.

2 Sungnyemun Gate 승례문

Sungnyemun, the number one national treasure of Korea, was originally built as the southern gate of Seoul Fortress, from which came its other name, Namdaemun, or the great southern gate. It was burned down a few years ago, but was faithfully restored in 2013, following traditional architectural details.

- 🆓 Free 📞 02-779-8547 🚇 Line 4 Hoehyeon Station, Exit 5. Line 1. Seoul Station, Exit 4. 8minute walk

3 Namsan Park 남산공원

This park gives you an access to many popular tourist attractions, just a few of which include N Seoul Tower, Palgakjeong Pavilion, Botanical Garden and National Theater of Korea, not to mention of the leafy park itself

- 🚠 Namsan Cable Car : Adults Round-trip ₩8,500 One-way ₩6,000 Youths Round-trip ₩5,500 One-way ₩3,500 🕒 Namsan Cable Car : 10:00-23:00 🚇 Line 4 Hoehyeon Station, Exit 1 → Banpo-ro (Towards Namsan Tunnel 3) → Namsan Oreumi *Namsan Oreumi : An inclined escalator that enables visitors to go halfway up the mountain conveniently 📞 02-753-2403 🌐 <http://www.cablecar.co.kr>

4 N Seoul Tower N서울타워

Standing 236.7 meters of height, this is the 10th tallest tower of the world. Enjoy the fantastic laser show and beautiful night scene of Seoul at the observatory on the third floor or at the revolving restaurant

- 🚠 Observatory Adults ₩9,000 Seniors & Youths ₩7,000 Children ₩5,000 🕒 Observatory 10:00-23:00 (Sat. 10:00-24:00) Restaurants 11:00-23:00 (Some restaurants: 10:00-22:00) 🚇 Namsan yellow buses No.2, 3, 5 that circle the mountain or the Namsan Cable Car 📞 02-3455-9277 🌐 <http://www.nseoutower.co.kr>

5 Culture Station Seoul 284 문화역서울 284

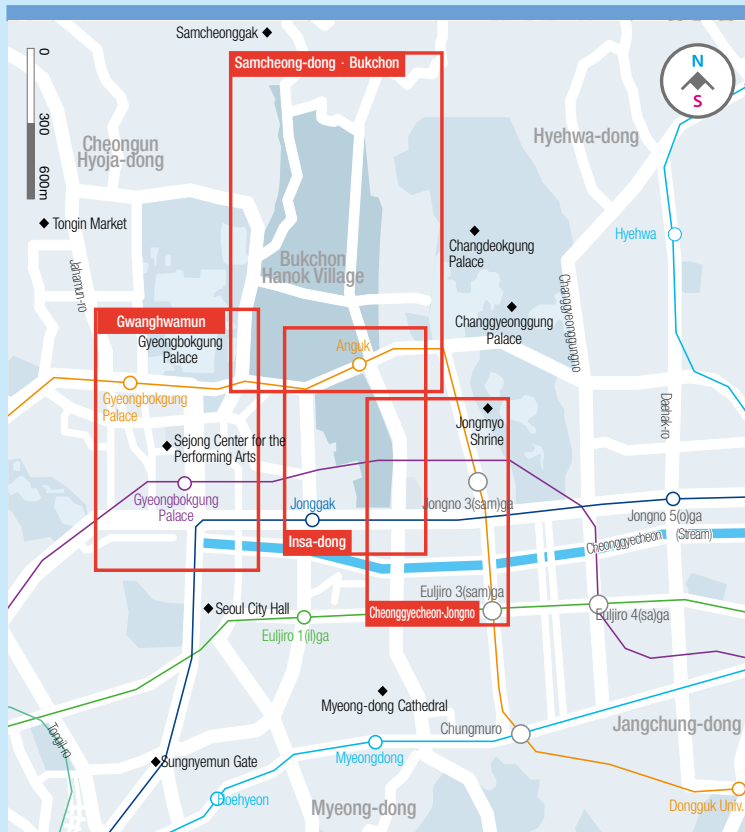
This multi-purpose cultural space has been remodeled from the old Seoul Station built 90 years ago. This facility is a popular venue for contemporary art exhibitions, as well as movie screenings and live band performances.

- 🆓 Free 🕒 10:00-19:00 (Closed on Mondays) 🚇 Line 1, 4 Seoul Station, Exit 2 📞 02-3407-3500 🌐 <http://www.seoul284.org>



A Walk to the Ancient Palace that Breathes History

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



Travel 600 years back through time to ancient palaces and structures, such as: Gyeongbokgung Palace where the 500 year history of Joseon Dynasty began; Jongmyo where you can watch traditional Confucius rituals; and Changdeokgung Palace, which is loved by everybody for its beautiful landscape. All these ancient scenes that breathe Korean history are waiting for visitors at the center of the city.

Gwanghwamun, whose literal meaning is "a gate from which humane politics reach out in all directions", is fronted by Sejong-daero, the widest road in Korea that is 100 meters wide and 600 meters long.

On Gwanghwamun Square, you can find the statue of King Sejong the Great, who invented the Korean writing system Hangeul, and farther down from there, the statue of the great admiral Yi Sun-shin, who protected Joseon from the offshore invaders. To the side you can find Sejongno Park where a total of 11,172 permutations of the Korean alphabet are compiled into a public artwork, testifying to the greatness of Hangeul. At Insa-dong and Samcheong-dong, you will see alleys and streets lined with arts and crafts workshops, galleries, and tea houses, the majority of which have been remodeled from traditional hanok structures. However, over 900 hanok houses still remain in their original shapes at Bukchon Hanok village, reminiscent of the past days of the city.

Now, move forward on your journey from the past to the present, and head to Cheonggyecheon (Stream), a recently reconstructed ecology stream. Originally a popular spot either for doing laundry or just playing around, it has now become a popular hang-out among Seoul citizens. Take a break from your busy itinerary, and listen to the stories associated with the 22 bridges built over the stream, which flows 10.84km from Gwanghwamun Gate to Dongdaemun under these historic structures and into present day Seoul.

What to do

Jogyesa Temple Stay Experience the life of a Buddhist monk at Jogyesa where you can participate in meditation, lotus lantern making and an alms bowl meal. (p.21)

Bukchon Eight Views Stroll through the Bukchon Hanok Village and explore Bukchon's eight beautiful vistas. This is where you can also have an aerial view of Changdeokgung Palace, a palace designated as part of UNESCO World Heritage. (p.23)

Tongin Market Tongin Market is less than ten minutes from Gyeongbokgung Palace. The market is famous for oil fried Tteokbokki, lunchbox cafe and other simple dishes. You may buy some food for a snack, hop on a bus to go to the Suseong-dong, and enjoy your food while taking a walk in the valley.

Local Tips

- Remember to visit Gyeongbokgung and Changdeokgung when the two palaces are open to the public at night in spring and autumn. This night tour of the palaces requires an advanced reservation.
- 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, a weekend is the best time to visit.

Highlights

Gyeongbokgung Gyeongbokgung, whose literal meaning is "wish for your blessing and prosperity", is the largest and the most majestic of all five ancient palaces that remain in Seoul today. (p.17)

Cheonggyecheon The restored ecology stream that stretches from Gwanghwamun to Dongdaemun is all the more beautiful under the lighting late at night. The Seoul Lantern Festival that opens in November is one of the sights you should not miss while visiting Seoul. (p.19)

Insa-dong Street Stroll around the streets of Insa-dong either to shop for beautiful crafts and souvenirs at the craft workshops and galleries, or to walk into a traditional tea house and experience traditional Korean teas. (p.21)

Suggested Itinerary

Gwanghwamun Square (50mins)-Walk to Gyeongbokgung Palace (10mins)-Tour Gyeongbokgung Palace and National Palace Museum of Korea (2hour 30mins)-Walk to Insa-dong (10mins)-Tour Insa-dong and have lunch (2hours)-Experience a traditional craft workshop at Samcheong-dong (40mins)-Take a walk around the Bukchon Hanok Village (1hour)-Take a subway to Cheonggyecheon (Stream) (10mins)-Enjoy the night scene of Cheonggyecheon (Stream) (1hour 30mins)

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

🚇 Nearby subway station 3 Gyeongbokgung 5 Gwanghwamun



Plan your Trip

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

1 Gyeongbokgung Palace 경복궁

The first palace ever built during the Joseon Period, this is where the five hundred year history of the Joseon Dynasty began. You can get the glimpse into the royal palace and styles, as well as the architectural heritage. There are two museums: National Palace Museum of Korea where articles relating to the royal families are on display, and the National Folklore Museum where you can learn the history of Koreans livelihood.

👤 Adults ₩3,000 Youths ₩1,500 🗓 Mar.-Oct. 09:00-18:00 or 18:30, Nov.-Dec. 09:00-12:00 (Closed on Tues.) ※Permanent event: Royal guards changing ceremony (10:00 13:00 15:00) Gwanghwamun watch guards ceremony (11:00 14:00 16:00) 🗣 English, Japanese and Chinese guided tours 3 times a day 🚶 Line 3 Gyeongbokgung Station, Exit 5. 5minute walk 📞 02-3700-3900 🌐 <http://www.royalpalace.go.kr>
 1-1 National Palace Museum of Korea 📞 02-3701-7500 🌐 <http://www.gogugun.go.kr>
 1-2 The National Folk Museum of Korea 📞 02-3704-3114 🌐 <http://www.nfm.go.kr>

2 Gwanghwamun Square 광화문광장

An expansive plaza built facing Gwanghwamun, the main gate of Gyeongbokgung, it stretches 550m in length and 34m in width. Statues of the two most respected historical figures in Korea - King Sejong the Great and Admiral Yi Sun-shin - stand in the square.

🚶 Line 5 Gwanghwamun Station, Exit 2, Line 3 Gyeongbokgung Station, Exit 5.

3 Sejong Center for the Performing Arts 세종문화회관

This is a performance theater representing Korea and also a cultural complex for exhibitions and cultural experiences. The facilities of the center include art museum, small-scale gallery, chamber music concert hall, medium theater and a large theater whose capacity is over 3,000.

🚶 Line 5 Gwanghwamun Station, Exit 1, 8 📞 02-399-1114 🌐 <http://www.sejongpac.or.kr>

3-1 The Story of King Sejong / The Story of Admiral Yi Sun-shin Exhibitions on the lives and achievements of King Sejong the Great and Admiral Yi Sun-shin 🆓 Free 🕒 10:30-22:30 (Closed on Mondays) 📞 02-399-1176 🌐 <http://www.sejongstory.or.kr>

4 Hangeul Gaon-gil (Street) 한글가운길

"Gaon" is a pure Korean word that means the "center". The Gaon-gil is the center of Korea's Hangeul heritage where you can find the Korean Language Society, the site of Ju Si-gyeong's residence, Hangeul 10 Madang, and many Hangeul-related stories. 🚶 Line 5, Gwanghwamun Station, Exit 1.

5 National Museum of Contemporary Korean History 대한민국 역사박물관

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

🆓 Free 🕒 09:00-18:00 (Closed on Mondays) 🚶 Line 5 Gwanghwamun Station, Exit 2. 5minute walk 📞 02-3703-9200 🌐 <http://www.much.go.kr>

6 Cheongwadae Sarangchae 청와대 사랑채

A historical memorial museum where visitors can learn about the former presidents and Seoul, this facility includes: the Korea Hall featuring the history of Korea; Seoul Hall about Seoul, and the Presidents Hall where visitors can interactively experience the presidential office and Cheongsadae, the presidential residence.

🆓 Free 🕒 09:00-18:00 (Closed on Mondays) 🗣 English and Chinese tours at 10:30 12:00, Japanese tours at 14:00 16:00 🚶 Line 3 Gyeongbokgung Station, Exit 4. 12minute walk 📞 02-723-0300 🌐 <http://www.cwdsarangchae.kr>



Cheonggyecheon · Jongno

청계천 · 종로

Nearby subway station 1 3 5 Jongno 3(sam)ga 2 3 Euljiro 3(sam)ga



Plan your Trip

- Take a stroll along the walking path of Cheonggyecheon (Stream) that spans from Gwanghwamun to Dongdaemun Market
- Enjoy the night scene of Cheonggyecheon and the 22 bridges that shine under fantastic lightings
- Enjoy diverse genres of non-verbal performances

1 Jongmyo Shrine 종묘

This is a Confucian shrine where memorial tablets for kings and queens of the Joseon Dynasty are kept and memorial services are offered. It is the world's largest remaining single wooden structure built in the 14th century and was listed as a UNESCO World Cultural Heritage site in 1995. Jongmyojerye, the memorial service offered every May since 1464, is one of the oldest ancestral rites maintained today, and was designated as one of the 'Masterpieces of the Oral Tradition and Intangible Heritage of Humanity' by UNESCO in 2001. A guided tour with some restrictions is available throughout the week, except for Saturdays when visitors can tour the area on their own.

₩ Adults ₩1,000 Minors ₩500 ♣ Saturdays (Self-guided tour) Mar-Sep. 09:00-18:00, Oct-Feb. 09:00-17:30 (Closed on Tues.) ♣ Weekdays, Sundays, and Nat'l holidays (Foreign language guided tours with some restrictions) Japanese : 8 times a day (Mar-Sep. 9 times a day), English : 4 times a day, Chinese : Twice a day (Inquire about the available time) 🚶 Line 1, 3, 5 Jongno 3(sam)ga Station. Exit 8, 5minute walk ☎ 02-765-0195 🌐 <http://jm.cha.go.kr>

2 Cheonggyecheon (Stream) 청계천

This is a 10.84km-long stream flowing from Gwanghwamun Gate to Dongdaemun. It was originally a natural stream, but was covered with asphalt and used as roads. Then, in 2005, it was once again changed into an ecological stream after a restoration that took three years. Take a stroll down the walking path along Cheonggyecheon and enjoy the night scene of Cheonggyecheon and the 22 bridges that shine under fantastic lightings.

Gwangtonggyo A bridge built during the Joseon Dynasty and excavated during the restoration process and recreated.

Jeongjobanchado A mural that reproduces Jeongjobanchado, a painting of the royal parade of King Jeongjo created by famous artists of Joseon, with 5,120 tiles.

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

Wall of Proposal A screen through which you can propose to your loved one. Anyone can use it through advance reservation. <http://propose.sisul.or.kr>

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

₩ Free ♣ Weekdays 09:00-19:00 Weekends & Nat'l Holidays Mar-Oct. 09:00-19:00, Nov-Feb. 09:00-18:00 (Closed on Mondays) 🚶 Line 1 Jegidong Station. Exit 4, Line 2 Yongdu (Dongdaemun-gu Office) Station. Exit 5 ☎ 02-2286-3410 🌐 <http://www.cogm.go.kr>

3 Tapgol Park 탑골공원

This is a key historic site where 33 representatives of the March 1st Movement of 1919 recited the Korean Declaration of Independence from Japan and shouted for independence. In the park, the Ten Storied Stone Pagoda of Wongksa Temple Site, the country's National Treasure No.2, and the Monument of Wongksa, Treasure No.3, remain as they did in ancient times.

₩ 09:00-18:00 🚶 Line 1, 3, 5 Jongno 3(sam)ga Station. Exit 1, 5, 5minute walk

4 Non-verbal Performance Venues 난버벌 퍼포먼스 공연장

Enjoy diverse genres of performances such as Samulnori, Jazz, hip-hop, break dance, a cappella concert, and drawing exhibitions at specifically dedicated venues. Visitors are sure to have a great time while wholeheartedly experiencing the passion of the performers and the inspiration and fun that they bring.

4-1 Sachoom Theater ☎ 02-3676-7616-7 4-2 Bibap Theater ☎ 02-766-0815



Nearby subway station 1 Jonggak 3 Anguk



Plan your Trip

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

1 Insa-dong Street 인사동거리

This is a street of Korean traditional culture with antique art and book shops, traditional teahouses and craft shops. It is one of Seoul's leading gallery streets and has been the location of many art galleries since olden times.

☞ Line 3 Anguk Station. Exit 6. 7minute walk

1-1 Insa-dong Information Center ☞ Weekdays 09:30-18:30 Weekends & Nat'l Holidays 10:00-18:00

1-2 Gana Insa Art Center ☞ Free ☞ 10:00-19:00 ☞ 02-736-1020

1-3 Ssamzie-gil This is a multi-cultural space where visitors can shop a wide variety of traditional arts and crafts. Various exhibitions and performances are available as well. ☞ 10:30-20:30 (Some-22:00) ☞ <http://www.ssamziegil.co.kr>

[Traditional Handicraft Shops]

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

[Traditional Korean Dishes and Traditional Teahouses]

There are a lot of teahouses in original Korean-style houses and hanjeongsik (Korean traditional set menus) restaurants with traditional interiors in Insa-dong. Snack carts selling temple food and time-honored snacks including Kkultarae (honey skein) and Tteok (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, father of Emperor Gojong (1852-1919). Special exhibitions on traditional culture and events such as the royal costume experience program are held each month.

☞ Adults ₩700 Minors ₩300 ☞ Apr.-Oct. 09:00-19:00 Nov.-Mar. 09:00-18:00 (Closed on Mondays) ☞ MP3 audio guides are available in English, Japanese, and Chinese for a small fee. ☞ Line 3 Anguk Station. Exit 4 ☞ 02-766-9090 ☞ <http://unhyeongung.or.kr>

3 Jogyesa Temple 조계사

This is a temple representing Korean Buddhism. It offers a temple life program for foreigners. On Buddha's Birthday, the Lotus Lantern Festival is held in the Jongno and Insa-dong areas with Jogyesa Temple as the starting point of the parade.

☞ Free ☞ Line 3 Anguk Station. Exit 6. 7minute walk ☞ 02-768-8600 ☞ <http://www.jogyesa.kr>

3-1 Temple Stay Information Center

Find out about diverse Temple Stay programs, as well as traditional culture and Buddhist temple food experiences. ☞ 09:00-20:00 ☞ 02-2031-2000

4 Bosingak Belfry 보신각

During the Joseon Period, the hours of the day were announced here by tolling the bell. This practice from the past is reenacted daily, even to this day. A bell-tolling ceremony is held on January 1st to mark the new year.

☞ **Bell-tolling ceremony** 11:40-12:20 (Closed on Mondays) ☞ Line 1 Jonggak Station. Exit 4



Nearby subway station Anguk



Plan your Trip

- Visit the UNESCO World Heritage-listed Changdeokgung Palace and Huwon
- Visit craft workshops, galleries, and cafes remodeled from traditional hanok structures
- Visit the eight most beautiful viewpoints of Bukchon selected by the Seoul Metropolitan Government

1 Changdeokgung Palace 창덕궁

Originally built in 1405 as a detached villa within Gyeongbokgung palace, it is considered the most well-preserved royal residential palace of all from the Joseon Period. With its perfect harmony between nature and human touch, it made it to the UNESCO World Heritage List in 1997.

Adults ₩3,000 Children ₩1,500 Feb.-May, Sep.-Oct. 09:00-18:00, Jun.-Aug. 09:00-18:30, Nov.-Jan. 09:00-17:30 (Closed on Mondays) * Changdeokgung Huwon tour has separate tour hours. (Make reservation online or at the palace) English guided tour available twice a day, Japanese and Chinese guided tours available once a day Line 3 Anguk Station, Exit 2, 10minute walk

02-762-8261, 9513 <http://www.cdg.go.kr>



2 Changgyeonggung Palace 창경궁

Changgyeonggung is a palace that symbolizes the filial piety of King Seongjong, the ninth king of the Joseon Period, who built the palace and dedicated it to the three wives of preceding kings. Visitors can learn about the history and appreciate the outstanding sense of architectural aesthetics of the time throughout the palace, particularly in the main gate, Honghwamun.

Adults ₩1,000 Children ₩500 English, Japanese and Chinese guided tours available twice a day Line 4 Hyeonhwajong Station, Exit 3, 4, 15minute walk



3 Samcheong-dong Street 삼청동거리

Traditional Korean houses and modern buildings exist side-by-side, creating an unusual scenery. Contemporary restaurants and wine bars have been established in traditional houses along with galleries, designer shops, specialty shops and themed museums.

Line 3 Anguk Station, Exit 3, 15minute walk

3-1 The National Museum of Contemporary Art Seoul Hall

This is where a wide variety of contemporary artworks by artists both from inside and outside of Korea are on display for visitors. The exhibition space is hosted inside a 17 meter high building. Admission fee is only applied to special exhibitions. Tues. Thurs. Fri. Sun. 10:00-18:00 Wed. Sat. 10:00-21:00 Line 3 Anguk Station, Exit 1, 15minute walk 02-3701-9500



4 Bukchon Hanok Village 북촌한옥마을

This district between Gyeongbokgung Palace and Changdeokgung Palace is packed with over 900 Korean traditional houses. Members of the royal family and noblemen lived here during the Joseon Period. As it retains the city's old appearance, it is a popular filming location for movies and TV dramas.

Line 3 Anguk Station, Exit 2, 10minute walk

Bukchon's Eight Views Panoramic view of Changdeokgung (Palace) Wonsae-dong Gongbang-gil 11 Gahoe-dong area Hillside area at 31 Gahoe-dong Downward alley in Gahoe-dong Upward alley in Gahoe-dong 31 Gahoe-dong Stone steps in Samcheong-dong

Bukchon Korean Traditional House

4-1 Bukchon Korean Traditional House 4-2 Hanok Guesthouse 'Urijip'

Bukchon Traditional Craft Studios Craft studios engaged in hanji (Korean traditional paper), kite, embroidery, knot and lacquer crafts



5 Samcheonggak 삼청각

Six traditional Korean houses located in the forest of Bugaksan (Mountain) where visitors can watch traditional performances and enjoy tea in a quiet and peaceful atmosphere. Visitors are encouraged to stroll along the walking trail of Seoul City Wall, that stretches from Waryong Park all the way to Samcheonggak restaurant.

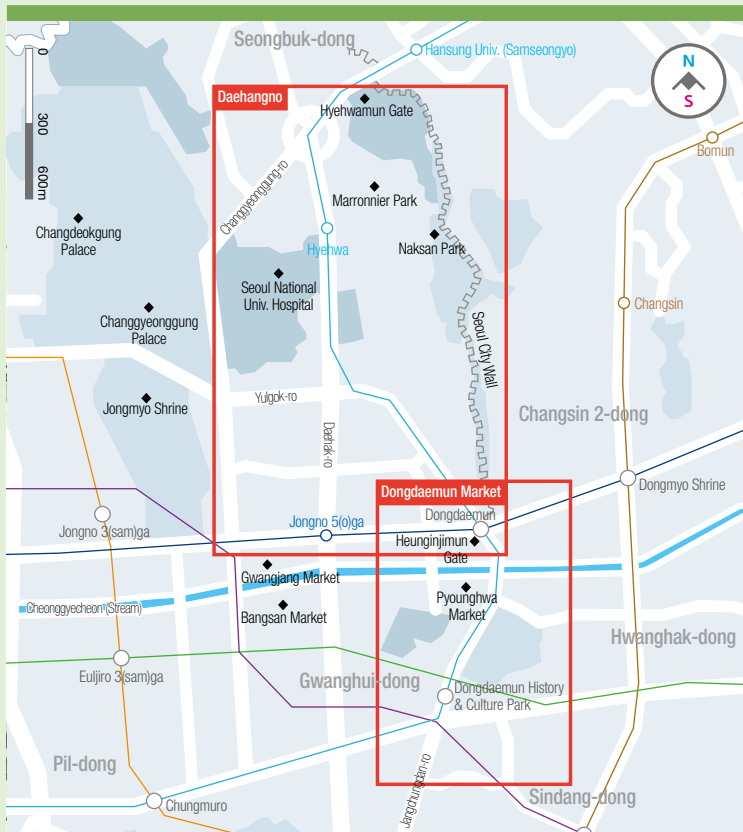
Line 3 Anguk Station, Exit 1, 6. Take a free shuttle bus. 02-765-3700 <http://www.samcheonggak.or.kr>



Dongdaemun & Around

Street of Passion for Shopping and Arts

Dongdaemun Market / Daehangno



The downtown area near Heunginjimun (one of the four great gates in Seoul, also called Dongdaemun) were just busy streets during the Joseon Period, but today, they have turned into a hub of fashion that attracts crowds of shoppers from everywhere to numerous retail and wholesale businesses. This area was also the second in Asia to welcome streetcars (1899), and the first to host a movie theater. Now, the Dongdaemun area reaches beyond Seoul and sets fashion trends for the world.

In 2014, Dongdaemun area was reborn with Dongdaemun Design Plaza (DDP), a new addition designed by the world-renowned architect Zaha Hadid. The glistening exterior of DDP is made of 45,133 aluminum panels, none of which are the same. This hard-to-believe facility and the nearby Dongdaemun History & Culture Park attract crowds of visitors every day, testifying to the vibrant past and the future of Dongdaemun area.

The Gwanghui-dong area where the market is located is also known as “the Silk Road of Seoul” because the area is a magnet for merchants from nearby countries such as Russia, Uzbekistan, and Mongolia. Visitors are sure to find traces of Dongdaemun area’s past and present in many corners of the area, a few of which include the mural that you will see while walking along Cheonggyecheon (Stream), a mural that describes how a cloth item is completed in three days and how the fashion town Dongdaemun area is a place that never sleeps.

If time allows, stroll along the walking trail of Seoul City Wall, a fortress wall that connects all four major ancient gates of the city. The walking trail begins at Heunginjimun Gate and proceeds to Naksan Park and Hyehwamun Gate. This is the best place to see traces of the ancient city fortress, and to have an aerial view of today’s Seoul city. When you arrive at Naksan Park, you will see Daehangno and the streets of arts that are lined with over 90 small theaters and galleries. Your journey to Dongdaemun area is complete when you visit and take pictures of Ihwa Maeul that has recently been reborn as a mural town, and meet some of the young street artists at Marronnier Park.

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.27)

Seoul City Wall Take a walk along the Seoul City Wall Walking 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 aerial view of the city. (p.29)

Ihwa Maeul This is a neighborhood that has transformed itself into a picturesque landscape through the Naksan Public Art Project. Colorful murals painted on walls, stairways, and handrails bring vitality to the entire village of Naksan. (p.29)

Suggested Itinerary

Dongdaemun History & Culture Park (40mins)- Shop at DOOTA, Migliore, Pyounghwa Market, and Lotte Fitin – Tour Heunginjimun Gate (30mins) – Take a walk on Seoul City Wall to Naksan Park (1hour 30mins)- View the public arts at Ihwa Maeul (30mins)- Visit Lock Museum (40mins)- Visit Marronnier Park and Daehangno and enjoy street performances (1hour 30mins)

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

What to do

Street Performances at Marronnier Park Nicknamed the “Montmartre of Seoul,” Marronnier Park is where you can enjoy street performances by young artists, including street painters who offer portrait painting services. (p.29)

Night Scene of Heunginjimun Gate As night falls, you can watch how Heunginjimun becomes the central figure of a beautiful night scene along with the brilliant neon lights from the nearby shopping town. Taking a keepsake photo after a full day of shopping is a must. (p.27)

Gwangjang Market Mokjagolmok One of the most popular street foods in this food court alley is “Addictive Gimbap” that is served and enjoyed with a spicy mustard dipping sauce. Other popular dishes include Bindaetteok and Yukhoe, a shredded seasoned raw beef dish.

Local Tips

- Seoul City Wall Walking Trail begins at Dongdaemun, goes past Hyehwamun Gate, and takes you to Seongbuk-dong, where you can visit Gilsangsa, a temple in the midst of a busy city neighborhood, or Suyeonsanbang, a traditional Korean tea house.
- Dongdaemun History & Culture Park has historic relics associated with Seoul City Wall, all of which were excavated from the ancient site at Dongdaemun Stadium.

Dongdaemun Market

동대문시장

Nearby subway station 1 4 Dongdaemun 2 4 5 Dongdaemun History & Culture Park



Plan your Trip

- Night-out to shop at the Dongdaemun fashion town
- Explore the landmarks of Dongdaemun, the Dongdaemun History & Culture Park and Design Plaza
- Savor street food such as Tteokbokki, Gimbab, and Bindaetteok at Gwangjang Market

1 Heunginjimun Gate 흥인지문

National Treasure No. 1, this eastern gate among the eight gates of Seoul is also called Dongdaemun (Great East Gate). The Fortress walls were destroyed long ago, but the gate remains the same as in the Joseon Period retaining its magnificent beauty.

☞ Line 1, 4 Dongdaemun Station. Exit 6, 7

**2 Dongdaemun Design Plaza** 동대문디자인플라자

A new landmark of Dongdaemun designed by the world-renowned architect Zaha Hadid, Dongdaemun Design Plaza features an unbelievable exterior decorated with over 40,000 aluminum sheets none of which are the same. The Plaza is home to a design museum, fashion design information center, sky lounge, and many more spaces for exhibitions and rest.

☞ Line 2, 4, 5 Dongdaemun History & Culture Park Station. Exit 1. 3 minute walk.

**3 Pyoungхва Market** 평화시장

A clothing wholesale market with a 50-year history, this is where over 2,000 stores are offering wholesale-price clothes for men and women, and even underwear and socks.

☞ 22:00-18:00 the following day (Excluding Saturday nights) ☞ Line 1, 4 Dongdaemun Station. Exit 8

**4 Dongdaemun Shopping Complex** 동대문종합시장

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

☞ 08:00-19:00 ☞ Line 1, 4 Dongdaemun Station. Exit 8, 9. 5 minute walk

**5 Apparel Malls** 패션몰

These apparel shopping malls offer a wide variety of fashion apparels and accessories for shopping on each floor. Explore these malls to find just the one that correspond to your taste in fashion.

☞ Line 1, 4 Dongdaemun Station. Exit 8. 5minute walk
5-1 Doota ☞ 10:30- 05:00 a.m (Closed on Sunday 23:00-Monday 19:00)
5-2 Migliore ☞ 10:30-05:30 a.m (Closed on Mondays)
5-3 hello apM ☞ 10:30- 05:00 a.m (Closed on Tuesdays)
5-4 Lotte Fitin ☞ 11:00-24:00 (Open all year round)

**6 Gwangjang Market** 광장시장

A wholesale market with a long history beginning from 1905, this is a place where you can buy fabrics, hanboks, and beddings, among many others. Some of the hotspots within this market include Guje Market (second-hands market) and the so-called Mokjagolmok (Eatery Alley) where you can savor generously portioned cheap street food such as Tteokbokki, Gimbab, Bindaetteok, and Jokbal.

☞ 09:00-18:00 Guje Market : Mon.-Sat:10:00-19:00, Sun.11:00-19:00 Mokjagolmok 09:00-23:00 (Some businesses closed on Sundays) ☞ Line 1 Jongno 5(o)ga Station. Exit 8. 5minute walk.



Nearby subway station 4 Hyeihwa



Plan your Trip

- Enjoy various genres of street performances at Daehangno and Marronnier Park
- Take a walk along the Seoul Fortress Walls that takes you from Heunginjimun Gate to Naksan Park and Hyehwamun Gate
- Take keepsake pictures at Ihwa Maeul, recently refurbished with public arts

1 Daehangno Street 대학로 거리

The center of performance culture where over 150 small theaters are found, this is where you can enjoy theater plays and impromptu performances by young artists on the streets and in small theaters. There are also restaurants, bars and movie theaters.

☉ Line 4 Hyeihwa Station, Exit 1

[Recommended Theaters] Dongsung Art Center (02-766-3390), Daehangno Musical Center (02-2135-1507), Marronnier Theater (02-764-0686)

2 Marronnier Park 마로니에 공원

The small park planted with Marronnier trees was once part of the Seoul Nat'l Univ. campus, but now it is a park at the center of Daehangno. It also serves as an outdoor stage for street artists and young musicians.

2-1 Arko Arts Theater A landmark of Marronnier Park where a wide variety of performances are offered, this brownstone theater was built by the renowned architect Kim Su-geun.

☉ Line 4 Hyeihwa Station, Exit 2 ☎ 02-3668-0007

2-2 House for Artists This Romanesque style brick stone building was built during the 1920s and used as the main building of Seoul Nat'l Univ. Today, the facility includes Korea's National Archives of the Arts and Slow Garden which is a cafe restaurant.

☎ Korea's National Archives of the Arts : 10:00-19:00 (Closed on Sundays), Slow Garden: 10:00-22:00. ☉ Line 4 Hyeihwa Station, Exit 2. 5minute walk ☎ 02-760-4715

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 some popular Korean TV dramas such as Shining Inheritance and Rooftop Prince. A great spot to enjoy a beautiful sunrise or night scene, the park is also home to Naksan Gallery, which shows the history of the park and Biudang, a historic site.

3-1 Ihwa Maeul A village of murals founded on the uphill from Daehangno to Naksan Park. After the alleys turned into a gallery of murals through the Naksan Public Art Project, the village became a popular subject among photographers. ☉ Line 4 Hyeihwa Station, Exit 2. 15minute walk

[Seoul City Wall]

An 18.6 km long fortress wall built around Seoul at the very beginning of the Joseon Dynasty, you can get the panoramic view of Seoul when you walk on the walking 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 which include the hidden guard towers and gates. The walking trail that spans from Dongdaemun to Naksan Park is also a part of the fortress wall.

☎ <http://seoulcitywall.seoul.go.kr>

4 Lock Museum 쇠대박물관

A museum of locks and keys, this facility displays over 4,000 lock and key related articles from Korea and around the world. Visitors can also learn about the Korean history of locks and view historic relics. The facility includes a cafe, art shop and gallery where metal craftworks are on display. Built by the architect Seung Hyo-sang, the building itself is a sight to behold.

☎ Adults ₩4,000 Youths ₩3,000 ☎ 10:00-18:00 (Closed on Mondays) ☉ Line 4 Hyeihwa Station, Exit 2. 5minute walk ☎ 02-766-6494



Streets of Cafes, Galleries, and College Life

Hongdae & Sangsu Station Area

Sinchon & Ewha Womans Univ. Station Area



The area near Sinchon that houses Yonsei Univ. and Ewha Womans Univ. is the most widely known college town in the city. The Gothic-style campus of Yonsei Univ. has been a popular location for many Korean Wave movies and dramas with its ivy vines climbing the campus buildings and trees that change through the seasons.

Sinchon and the area surrounding Ewha Womans Univ. is just the spot to visit if you are traveling on a budget, and on a quest to find affordably priced restaurants and shops. The streets that face Ewha Womans Univ. in particular have been such a shopping haven that during the 1990s, the area was setting the trends in Seoul and gave birth to the term “Ewha Style” long before “Gangnam Style” came about.

While the Ewha Univ. and Sinchon area represent the campus life of Seoul, the area near Hongik Univ.—often called the Hongdae area – is famous as the hub of indie art culture. This is the place where entire streets transform into a stage for a mega-scale festival at night with dances, music, and young clubbers, surrounded by free-spirited murals, young designers' flagship shops, and cafes. Clubs in the Hongdae area are so famous among international tourists that the New York Times once picked the area as one of the Ten Must-Do's in Seoul. Recently, the culture of the area has been expanding to reach as far as Sangsu-dong cafe street transforming itself all over again as the streets of youth that embrace diversity.

What to do

Hongdae Free Market Don't miss the flea markets offered by young artists at Hongik Children's Park each Saturday and surround yourself with their free spirit and sensibility. (p.33)

Sinchon Streets for Foodies The Sinchon and Ewha Womans Univ. area is famous for its streets of food vendors and stalls. Particularly popular among international tourists is “Dak Galbi” (Spicy Chicken), which is chicken seasoned with a spicy sauce and stir-fried in an iron pan. (p.35)

Trickeye Museum Located at the entrance to Hongdae Univ., this museum is where you can see what happens when you trick the eye. Also included in the same facility is the Ice Museum where you can personally carve an ice sculpture. (p.33)

Local Tips

- Take a bus or subway from Hongik Univ. to visit Sunyudo Park and World Cup Park in Sangam-dong.
- It takes only about ten minutes walking from Hongdae 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 kebab.

Highlights

Underwood Hall, Stimson Hall, and Appenzeller Hall of Yonsei Univ. These three Gothic-style buildings, standing side by side with a beautiful garden along the front, are designated as historic sites. The area is the most popular photo setting among tourists. (p.34)

Hongdae' Clubs Clubs are the icon 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.33)

Sangsu-dong Cafe Street This is the newly emerging hotspot in Hongdae that makes the street of cafes in Sangsu-dong pale by comparison. Feel the liberal spirit that only Hongdae culture can offer when you walk into boutique shops run by young designers and nationality-transcending eateries. (p.33)

Suggested Itinerary

Tour the Ewha campus and shop in the fashion streets (1hour 30mins)- Walk to Yonsei Univ.(10mins)-Tour the Yonsei campus (1hour)-Tour the streets of Sinchon and have lunch (1hour 30mins)-Take subway to Hongik Univ. Station (15mins)-Visit Trickeye Museum (40mins)-Tour the streets of Hongdae and enjoy the cafes (1hour 30mins)- Have a great time at Hongdae clubs or Karaoke studios (1hour 30mins)

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

Hongik Univ. · Sangsu Station Area

홍대 · 상수역 주변

🚇 Nearby subway station 2 🏠 Hongik Univ. 6 🚉 Sangsu



Plan your Trip

- Tour the many unique cafes, such as cafes for pets, cartoons, and weddings
- Experience the club culture of Korea, such as dancing, live performance and DJ shows
- Visit Hongik Children's Park on Saturdays for shopping at free markets and band performances

1 Hongdae Street 홍대거리

Hongik Univ. is famous for its College of Fine Arts, and this is one of the reasons why a street for young people with their unique tastes was created in this area. It is filled with clothes shops, accessory shops, clubs and theaters, so you can enjoy shopping, entertainment and culture. At night, performances of amateur bands are often held in the playgrounds or vacant lots.

- 🚇 Line 2 Hongik Univ. Station. Exit 9. 5 minute walk
- 1-1 **Hongdae Free Market** An art market held at Hongik Children's Park each Saturday. Mar.-Nov. Saturdays 13:00-18:00
- 1-2 **Picasso Street** Lined with distinctive shops designed for university students and young people, and is a popular filming location for TV dramas.
- 1-3 **Wall Painting Street** A street where you can see wall paintings by students at the College of Fine Arts in Hongik Univ.



2 Sangsu-dong Cafe Street 상수동카페거리

The street is filled with trendy cafes decorated based on different individual concepts. There are a wide variety of cafes, including coffee bars where coffee beans are roasted on the spot and dessert cafes that serve tasty sweet desserts.

- 🚇 Line 6 Sangsu Station. Exit 1, 2



3 Hongdae' Clubs 홍대 앞 클럽

The Hongdae area is widely known as the mecca of club culture in Seoul. There are various clubs such as dance clubs where you can get into the rhythms of exciting music and dance as well as live performance clubs that offer music of different genres from jazz to indie band music. Most of these clubs can be visited in casual clothes such as jeans and sneakers.

- 🚇 Line 2 Hongik Univ. Station. Exit 9, Line 6 Sangsu Station. Exit 1. 10 minute walk
- 3-1 **Club Street** A street packed with various clubs from dance to live performance clubs.



4 Trickeye Museum 트릭아이미술관

As the name indicates, this is where you can experience and enjoy how one dimensional pictures turn into three dimensional pictures through tricking the eye. Ice Museum is another attraction where you can experience an igloo, and ice slide.

- 🚇 Adults ₩15,000 Minors ₩12,000 🚇 Line 2 Hongik Univ. Station. Exit 9. 5 minute walk.
- 📞 02-3144-6300 🌐 <http://www.trickeye.com>



5 Seonyudo Park 선유도공원

A 20 minutes bus ride from Hongdae streets to arrive at Seonyudo Park and take a stroll around it. The park is an ecological park created by reusing the facilities of a closed water purification plant, and is widely known to have been used as a filming location for the TV drama Iris. By crossing Seonyugyo (Bridge) in the park, visitors can reach Mangwon Hangang Park.

- 🚇 Free 🕒 08:00-24:00 🚇 Bus no. 603, 5714, 7612 (Get on buses going to Hapjeong at Hongik Univ. Station Exit 2, 8)



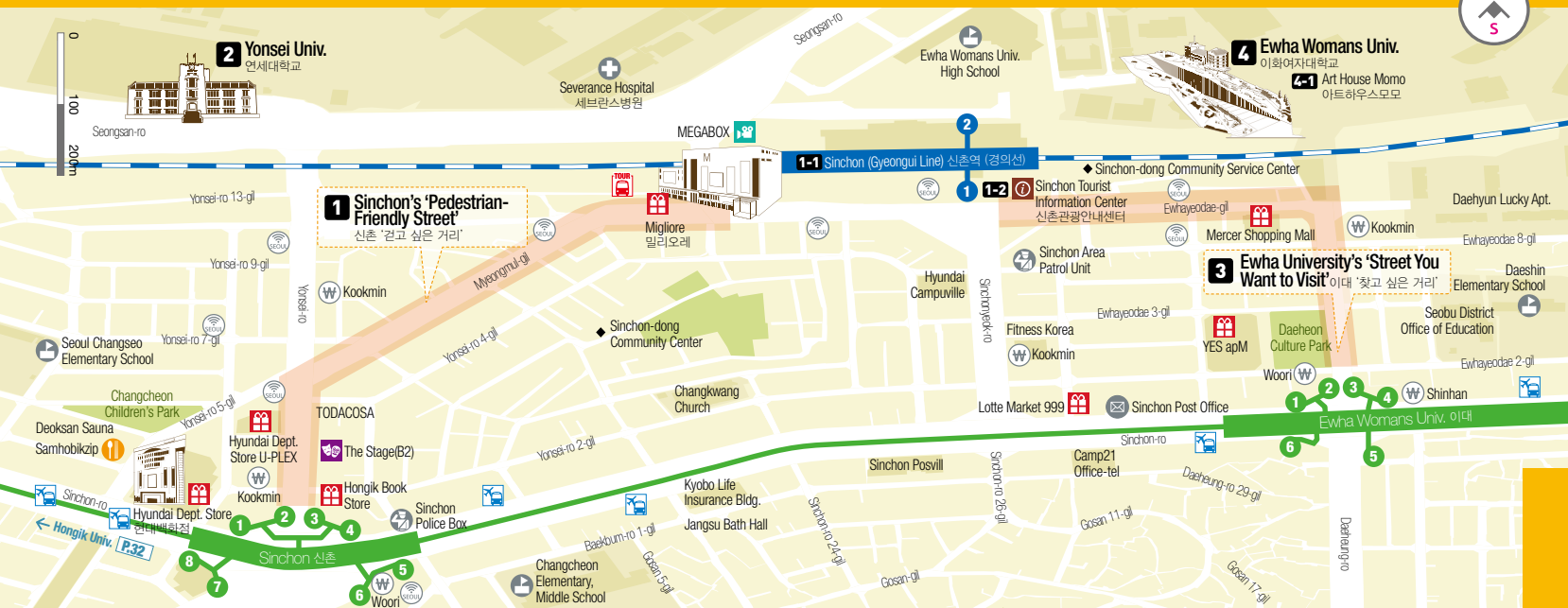
Sinchon & Ewha Womans Univ. Station Area

신촌 · 이대역 주변

Nearby subway station Sinchon, Ewha Womans Univ.

Plan your Trip

- Stroll through college campuses and experience the romantic college culture
- Enjoy shopping for affordably priced trendy clothes, fashion accessories and make-up
- Hop on a Gyeongui line train at Shinchon train station for a tour to suburban towns such as Paju and Munsan



1 Sinchon's 'Pedestrian-Friendly Street'

신촌 '걸고 싶은 거리'

A cultural showcase designed around the street leading from Sinchon Station to Yonsei Univ. lined with numerous restaurants and attractions. A meeting plaza and a culture cafe are just two of the spots where you can enjoy shopping and relaxation.

1-1 Sinchon Station(Gyeongui Line) A station that sits between Yonsei and Ewha Womans universities, it is a station separate from the Shinchon subway station. Take a Gyeongui Line train that comes about once every hour for a tour to Munsan, Paju and other suburban regions.

1-2 Sinchon Tourist Information Center (formerly the Sinchon Train Station) Seoul's oldest train station that opened in 1920 has been converted in 2012 into an excellent tourist information center. ☎ 09:00-18:00 🚶 Line 2 Shinchon Station, Exit 3, 5. 15minute walk 📞 02-363-7833

2 Yonsei Univ. 연세대학교

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

🚶 Line 2 Shinchon Station, Exit 2, 3, 10minute walk



3 Ewha University's 'Street You Want to Visit'

이대 '찾고 싶은 거리'

Clothes, accessories, beauty parlors and more can be found in this shopping area popular with young women. Lots of fascinating little streetside shops are clustered along a side-street that branches off from the main street leading from Ewha Univ. subway station to the university's main gates.

🚶 Line 2 Ewha Womans Univ. Station, Exit 2, 3



4 Ewha Womans Univ. 이화여자대학교

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

🚶 Line 2 Ewha Womans Univ. Station, Exit 2, 3, 5minute walk

4-1 Art House Momo Korea's first permanent theater to open within a college facility, the theater mostly plays art movies. Anne's Attic is a book cafe that is open for free to those who have the day's movie ticket. 📞 02-363-5333



Area

Yongsan & Yeouido

Global District Within Seoul on the Riverside of Hangang

Itaewon / Yeouido



Itaewon itself is like a small world within Seoul, a microcosm of the entire world. In this urban center, you can see everything from the exotic atmosphere of an Islamic temple to exotic cuisines the names of which you may never have heard. This is also where you can find uniquely designed boutique hotels and galleries with global reputations. You may not want to miss the opportunity to see the unique souvenirs that came from countries around the world at Itaewon Market and Antique Street.

While Itaewon is the global district in Gangbuk region, Yeouido, an island that faces it across from Hangang, is the district of global finance in Gangnam region. Yeouido was nothing more than a sandy island about a hundred years ago, but the area began to attract attention when Korea's first airport opened for business in 1916. Today, it is home to many landmarks of Seoul, such as the National Assembly building, 63 Building and IFC Mall, but the true gem of Yeouido is Hangang (river). Take a ferry cruise and sail on the river to view the bridges of Hangang that underwent many changes over the course of Korean history, and other major tourist attractions of Seoul such as the beautiful ecology island, Bamseom (Islet).

During the Joseon Period, ferryboats were the major means of transportation. So it was from the piers by the river Hangang that Seoul culture and civilization spread throughout the nation in days gone by. Today, Hangang is still the iconic foundation upon which the culture of Seoul blooms. In spring and autumn, Hangang Park transforms itself into a stage for various festivals. Other popular attractions along the riverside of Hangang include public swimming pools and water taxis that ferry passengers across the river. Hangang riverside is always the place to be with many leisure and sports activities throughout the four seasons.

Highlights

Leeum Samsung Museum of Art The museum attracts visitors with its world-class collections and special exhibitions, but the museum building, designed by the world famous architects Mario Botta, Jean Nouvel, and Rem Koolhaas, is nothing short of an impressive work of art in itself. (p.39)

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 boasts chefs from other countries and internationally-trained Korean chefs. (p.39)

63 Building It may no longer be the tallest building in Seoul, but its popularity remains higher than ever as a versatile cultural complex that houses an aquarium, a wax museum, and the observatory called Sky Art. (p.40)

Suggested Itinerary

Visit Leeum Samsung Museum of Art(1hour 30mins)-Walk to Gyeongnidan-gil(15mins)-Tour Gyeongnidan-gil and have lunch(1hour 30mins)- Shop at Itaewon Market(40mins)-Walk to the Water Taxi stop at Seobinggo(30mins)- Ride the water taxi to Yeouinaru pier(30mins)- Shop at IFC Mall(1hour)-Tour 63 Building(2hours)- Enjoy the Hangang Ferry Cruise with Dinner Buffet(1hour 30mins)

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

What to do

Shopping at Itaewon Market This is a place full of unsung heroes of fashion that only some seasoned shoppers would know. This is where you can find plus-sized clothes that some foreign tourists are looking for. (p.39)

Hangang Cruise Take a cruise along the Hangang river to view major riverside attractions and also to enjoy the night scene of Seoul. The themed ferry cruise itinerary offers live performances, a dinner buffet, and many other entertainments. (p.41)

Hangang Yeouido Spring Flower Festival Junjung-no in Yeouido turns into the street 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.41)

Local Tips

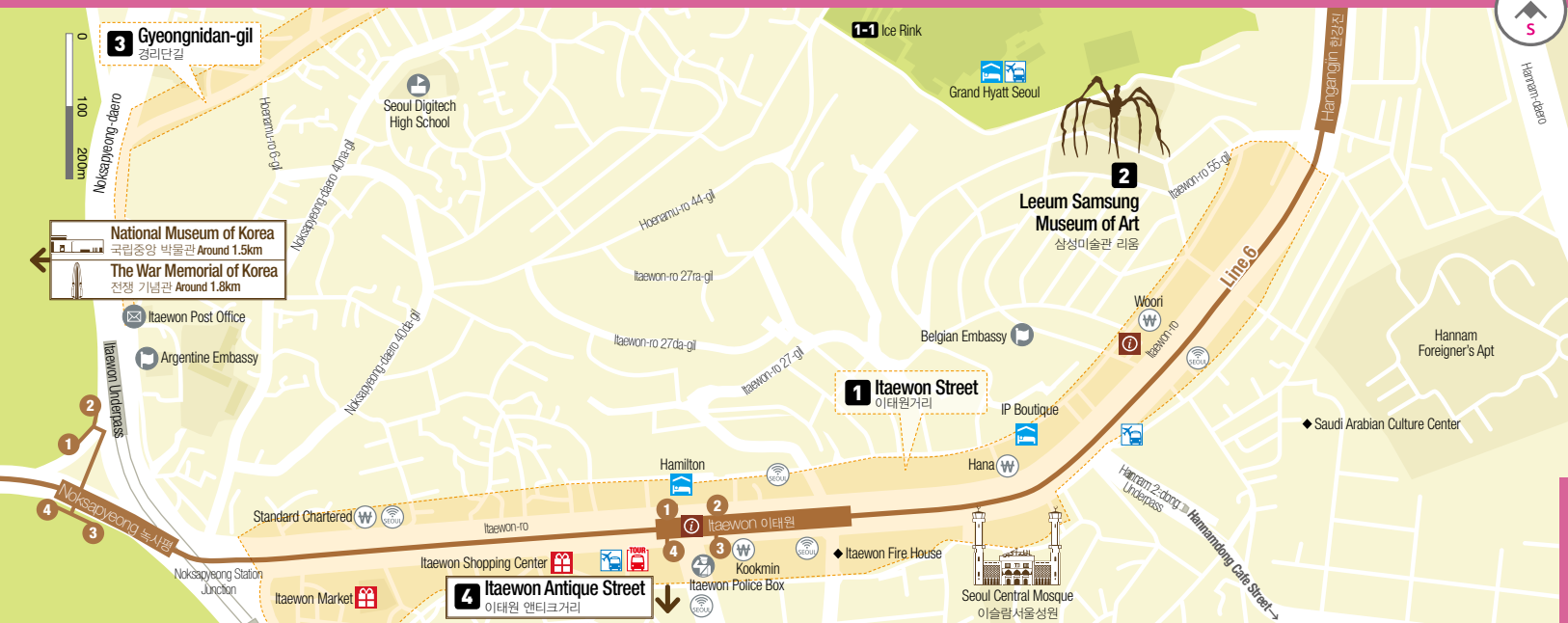
- Comme des Garçons, the newly opened landmark shop in Itaewon, is surrounded by numerous dessert cafes, a few of which include Rose Bakery, Fashion 5, and Take Out Drawing.

- Just one stop away from Yeouido Station is Noryangjin Fisheries Wholesale Market that is open 24 hours. Indulge yourself with 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 purchase.

📍 Nearby subway station 6 Itaewon, Hangangjin, Noksapyeong

Plan your Trip

- Shop for big sized clothes and unique accessories imported from around the world
- Savor cuisines of countries around the world prepared by their native chefs
- View diverse exhibitions at The National Museum of Korea and Leeum Samsung Museum of Art



1 Itaewon Street 이태원거리

Signs in foreign languages, and English spoken by many of the merchants and restaurants and cafes based on the cuisine of diverse foreign countries: these make one feel as if Itaewon Street is located in another country. Enjoy brunch menus and party culture that only Itaewon can offer, and shop for unique products imported from around the world.

📍 Line 6, Itaewon Station.

🏠 **1-1 Ice Rink** Grand Hyatt Seoul Hotel operates an ice rink that presents a romantic mood exclusively during winter. It is a famous filming location for TV dramas and movies, and is also a popular spot for marriage proposals.

🕒 Mon-Thu 12:00-21:00 Fri-Sun 10:00-22:00 📍 Line 6 Hangangjin Station, Exit 2, Bus transfer. ☎ 02-797-1234 🌐 <http://www.grandhyattseoul.co.kr>

2 Leeum Samsung Museum of Art 삼성미술관 리움

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

👤 Adults ₩7,000-10,000 Youths ₩4,000-6,000 🕒 10:30-18:00 (Closed on Mondays) 🗣 English, Japanese, and Chinese digital audio guide is available for paid rental 📍 Line 6 Hangangjin Station, Exit 1, 10minute walk ☎ 02-2014-6900 🌐 <http://leeum.samsungfoundation.org>



3 Gyeongnidan-gil 경리단길

This is a unique street in a residential area lined with restaurants and cafes based in foreign countries such 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.

📍 Line 6 Noksapyeong Station, Exit 2, 3, 5minute walk

4 Itaewon Antique Street 이태원 앤티크거리

There are more than 100 antique shops on this street. They are filled with items from Korea, Chinese furniture and goods from Europe. Visitors can browse through antique goods that show the trace of time and purchase vintage interior items.

📍 Line 6 Itaewon Station, Exit 3, 4, 5minute walk



[Popular nearby attractions you can visit along with Itaewon]

National Museum of Korea The most representative museum in Korea praised as one of the six major museums of the world.

🆓 Free 🗣 Tue., Thu.&Fri. 09:00-18:00 Wed.&Sat. 09:00-21:00 Sun.&holidays 09:00-19:00

🗣 English guided tour twice a day, Japanese guided tour once on weekdays, twice on weekends, Chinese guided tour once on weekdays, twice on weekends. French guided tour once a month.

📍 Line 4 Ichon Station, Exit 2 ☎ 02-2077-9000 🌐 <http://www.museum.go.kr>

The War Memorial of Korea A museum based on the theme of the wars that occurred on the Korean Peninsula. 🆓 Free 🕒 09:00-17:30 (Closed on Mondays) 🗣 Make advance reservations for Free English, Japanese, and Chinese guides 📍 Line 4, 6 Samgakji Station, Exit 1, 12 ☎ 02-709-3139 🌐 <http://www.warmemo.or.kr>



Nearby subway station 9 The National Assembly, Saetgang 9 5 Yeouido 5 Yeouinaru

Plan your Trip

- Observe the Flower Festival and Fireworks Festival that open in Spring and Autumn
- Go to the 63 Building observatory and behold the beautiful night scene of the Seoul city
- Get involved in diverse leisure activities available in Hangang Park, such as ferry cruise, outdoor swimming and water taxi ride



1 63 Building 63빌딩

One of Korea's tallest buildings, 63 Building is a multi-venue leisure complex that features Sea World aquarium, Sky Art observatory, Wax Museum, and many other entertainment facilities. Particularly spectacular is the panoramic night scene of the city observed from Sky Art, which is called the "tallest gallery of the world."

☎ Sky Art Adults ₩12,000 Youths (3years to adolescence) ₩11,000 Sea World Adults ₩19,000 Youths ₩16,000 Wax Museum Adults ₩14,000 Youths ₩13,000 ⌚ 10:00-22:00 📍 Line 5 Yeouinaru Station. Exit 5. 15minute walk ☎ 02-789-5663 🌐 <http://www.63.co.kr>



3 Yeouido Park 여의도공원

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

📍 Line 5, 9 Yeouido Station. Exit 2, 3. Line 9 National Assembly Station. Exit 3, 4. 5minute walk



2 Hangang Cruise 한강유람선

Take the ferry cruise to enjoy the sweet breeze and the beautiful view of the Hangang river, while sailing by tourist attractions and historic sites such as Bamseom (islet), Jeoldusan Park, 63 Building Namsan Tower, Jamsil Stadium and others. The course that passes under Banpodaegyo (Bridge) at night is particularly popular for the Moonlight Rainbow Fountain show. Themed ferry cruise that include live performances and buffet is also available.

☎ Adults ₩12,000 Youths ₩10,800 Children ₩8,400 (varies depending on the course)
📍 Yeouido Pier : Line 5 Yeouinaru Station. Exit 3, Jamsil Pier : Line 2 Sincheon Station. Exit 7 Yanghwa Pier : Line 2, 9 Dongsan Station. Exit 4, Tukseom Pier : Line 7 Tukseom Park Station. Exit 3
☎ 02-3271-6900 🌐 <http://www.elandcruise.com>



4 Yeouido Hangang Park 여의도한강공원

The park is famous as the stage for diverse urban festivals due to its proximity to Yujung-no, a road famous for beautiful cherry blossoms. In April each year, it turns into the venue for Spring Flower Festival of Yeouido, and in October, the Seoul World Fireworks Festival.

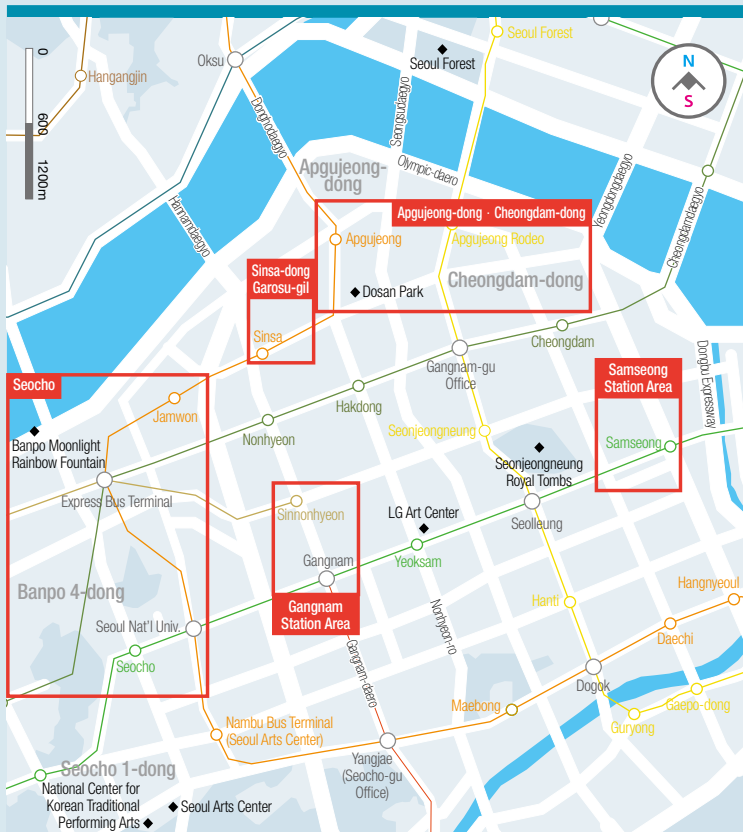
4-1 **Yeouido Hangang Swimming Pool** A place where you can enjoy swimming in the urban overlooking the stretch of Hangang, it is loved by Seoul citizens particularly in Summer.
☎ Adults ₩5,000 Youths ₩4,000 Children ₩3,000 ⌚ Jul.-Aug. 09:00-20:00 ☎ 02-785-0478
[Other swimming pools along the Hangang river]
Gwangnanu Swimming Pool (02-470-9561), Tukseom Swimming Pool (02-452-5855), Mangwon Swimming Pool (02-322-6302), Jamsil Swimming Pool (02-536-8263), Jamsil Swimming Pool (02-421-2564), Nanji Riverside Swimming Area (02-3151-0256)

4-2 **Water Taxi** An attraction of Hangang (river) that connects the western and the eastern parts of Seoul fastest, Water Taxi is popular for its fast speed and also for the breeze from the river. With no fixed operation schedule, advance reservation is required to use it. 📍 Line 5 Yeouinaru Station. Exit 3. 5minute walk ☎ 1588-3960 🌐 <http://www.pleasantseoul.com>



The Mecca of the Latest Fashion Trend

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



Gangnam is a district famous for its streets that represent the latest fashion trends of Seoul. Gangnam district is the best spot for tourists, because you can find top-class hotels, the airport terminal, cafes, galleries, and designer shops that you won't find anywhere else. The area around Samseong Station and Gangnam Station creates a business and commercial zone, while the area around Apgujeong-dong and Cheongdam-dong creates a shopping haven. Other attractions of this district include Garosu-gil and Seorae Village famous for its exotic atmosphere.

You can see the latest fashion trends of Seoul at the outdoor cafes and designer shops that line the Garosu-gil, and you can shop for world-famous brand labels along the streets of Apgujeong-dong and Cheongdam-dong, which are frequented by Korean celebrities. Gangnam is not just the hub of fashion in Seoul; it is also the hub of finance and the culture of Seoul. Dosan Park in the area is surrounded by galleries that offer the highest-class art experiences, and some of the age-old cultural and historic sites such as Bongeunsa temple and Seonjeongneung Royal Tombs are also within a short distance. The most exquisite sight of Gangnam unfolds when the sun goes down at Banpo Hangang Park. This is where you can watch the famous Rainbow Fountain at Banpodaegyo (Bridge), created by using underwater pumps to shoot waterjets from the river to the edges of the bridge. If you can manage to capture the scene of the fountain sparkling with light along with N Seoul Tower in the background, you have completed the most special memory of your visit to Seoul.

What to do

Explore Eateries in Seorae Village

Called a "French Village" within Seoul, this is a place where you will find many outdoor cafes and restaurants with wonderful atmosphere. This is a good place to enjoy a laid-back brunch during the late morning hours. (p.53)

Galleries around Dosan Park

Dosan Park is also known as the streets of culture for the many galleries that surround the area. Two must-visit galleries of the area include Maison Hermes and Horim Art Center. (p.45)

Performances at the National Center for Korean Traditional Performing Arts

This is where you can watch top-class Korean traditional music and dance performances, some of which include royal ancestral rites music and cheoyongmu (Dance of Cheoyong) that are registered as Intangible Cultural Heritages by UNESCO. (p.53)

Local Tips

- Moonlight Square within Banpo Hangang Park is the venue of various performances of classic, a cappella, popera and jazz music each Saturday evening for six months from May to October.

- You can experience the life of a Buddhist monk in the middle of the city by staying overnight at Bongeunsa Temple near Samseong Station.

Highlights

Sinsa-dong Garosu-gil One of the most popular hotspots in Gangnam district, this is where you will find romantic outdoor cafes and boutique shops run by designers with unique individuality. This is the place where you will find the latest trends of Seoul faster than anywhere else. (p.47)

COEX This is where the G20 Summit Conference was held in 2010. The facility includes a shopping mall of over 180 stores, and an attractive aquarium. Home to the City Airport Terminal, this is also the best place for last minute shopping before departure. (p.51)

Banpo Moonlight Rainbow Fountain This is the world's longest bridge fountain, which set a Guinness World Record with nearly 190 lighted jets creating a festival of light and water designed to carry images of hope and the energy of positivity. (p.53)

Suggested Itinerary

Tour COEX or Bongeunsa Temple (1hour 45mins)- Take a subway to Gangnam Station (15mins)-Tour the streets near Gangnam Station and have lunch (1hour 30mins)-Tour Samsung d'light (30mins)- Take a bus to Sinsa Station (20mins)-Shop at the Garosu-gil (1hour 30mins)-Walk to the junctions at Dosan Park (10mins)-Visit Horim Art Center (50mins)-Shop at the multishops in Cheongdam-dong (1hour 30mins)-Take a bus to the southern part of Banpodaegyo (Bridge) (30mins)-Watch the Banpo Moonlight Rainbow Fountain (40mins)-Walk to Seorae Village (25mins)- Have dinner at a cafe in Seorae Village (1hour)

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

Apgujeong-dong · Cheongdam-dong

압구정동 · 청담동

Nearby subway station 3 Apgujeong 8 Apgujeong Rodeo

Plan your Trip

- Shop for luxurious brand name products that are new or reserved for Asia
- Try on the latest hairstyles at the trendiest hair salons frequented by Korean stars
- Explore galleries in front of Dosan Park, such as Horim Art Center and Maison Hermes Gallery



1 Apgujeong Rodeo Street 압구정 로데오거리

The street is packed with luxury brand stores and related goods. From mega shopping malls that sell luxury goods to outlets of luxury brands, used luxury goods shops and luxury goods repair shops, there is everything about luxury goods in this area, making it the essential shopping destination of trendsetters.

🚶 Bundang Line (Railroad) Apgujeong Rodeo Station. Exit 2, 5. 5minute walk

🏠 **Galleria Dept. Store** This high-end department store features two luxury halls: Luxury Hall East for high-class designer and fashion labels; and Luxury Hall West more for unique designs for young shoppers 🕒 Weekdays 10:30-20:00, Fri. and Weekends 10:30-20:30 🚶 Bundang Line connects with Apgujeong Rodeo Station 📞 02-3449-4114 🌐 <http://dept.galleria.co.kr>

2 Cheongdam-dong Street 청담동 패션거리

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 hotspots on this street include multishops where famous brand and designer label shops are combined with cafe, gallery, or restaurant

🚶 Bundang Line (Railroad) Apgujeong Rodeo Station. Exit 2, 3. 10minute walk

[Recommended Multi Shops]

10 Corso Como (02-3018-1010), Boon The Shop (02-542-8006), MUE (02-3446-8074), Beaker (02-543-1270), Super Normal (02-511-0991) ※ Call to confirm business hours, because each business has different business hours and holiday schedules.



3 Dosan Park 도산공원

This park was built in commemoration of Ahn Chang-ho, an independence activist during the Japanese colonial period. There are flagship stores of leading global brands, designer shops and cafes around the park, and filming of movies and TV dramas often takes place here.

🚶 Line 3 Apgujeong Station. Exit 3. Bundang Line (Railroad) Apgujeong Rodeo Station. Exit 5. 10minute walk



4 Horim Art Center 호림아트센터

This is where you can appreciate the beauty and the originality of Korean arts. The permanent displays in this art center include earthenwares, ceramics, paintings, and metal works, among many other traditional cultural heritage and cultural assets that represent the ancient artworks of Korea. The exterior of the building is particularly impressive with motifs inspired by ceramics and comb-pattern pottery.

🕒 Adults ₩8,000 Youths ₩5,000 🕒 10:30-18:00 (Closed on Sundays) 🚶 Line 3 Apgujeong Station. Exit 3, Bundang Line (Railroad) Apgujeong Rodeo Station. Exit 5. 15minute walk 📞 02-541-3523-5



5 Gangnam Tourist Information Center 강남관광정보센터

Find the information you need about medical or Korean Wave related tours in this center located at the center of the city. The center features an experience zone where you can try on the K-stars' dresses and have your picture taken, take advantage of a medical tour counseling service, and find information about visitor-participation programs. You can also make reservations for major tourist attractions.

🕒 10:00-20:00 🚶 Line 3 Apgujeong Station. Exit 6 📞 02-3445-0111



Sinsadong Garosu-gil Area

신사동 가로수길 주변

Nearby subway station **3** Sinsa



Plan your Trip

- Enjoy a laid-back brunch at terraced cafes and restaurants.
- Shop for unique merchandise at designer studios and select shops of diverse concepts
- Experience the latest culture and arts of Seoul while touring galleries in the gallery street

1 Sinsadong Garosu-gil 신사동 가로수길

Unique apparel and accessories from Korea's most promising young designers can be found along this street lined with Ginkgo trees that runs from Sinsa-dong to Apgujeong-dong. Large multibrand shops for 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.

📍 Line 3 Sinsa Station. Exit 8. 5minute walk

1-1 Forever21 1-2 around the corner 1-3 Smile Market 1-4 Aland 1-5 8seconds

2 Serosu-gil 세로수길

Unique stores began popping up along the eight side-streets that branch off from the main Garosu-gil as visitors to the area have increased over the years. The exotic cafes and delightful restaurants along these streets might even make you feel you are in a romantic European city.

📍 Line 3 Sinsa Station. Exit 8. 5minute walk

[Recommended Restaurants] HanChu (Chicken, 02-541-0969), DUJEX CREMES (Tarte Cafe, 02-545-7931), Allo Paper garden (Italian, 02-541-6933), Sojung (Organic Cafe, 02-512-6508), Gaewhaok (Korean Cuisine, 02-3444-1459) ※ Call to confirm business hours, because each business has different business hours and holiday schedules.

3 Gallery Street 화랑거리

Art galleries began moving from Insa-dong to Sinsa-dong in the early 1980s to form today's Gallery Street. Art galleries of every shape and size fill the alleyways and allow the visitor to experience Seoul's trendiest culture and art. Many galleries also serve as cafes, tea shops and restaurants where you can enjoy art and fine dining at the same time.

📍 Line 3 Sinsa Station. Exit 8. 6minute walk

4 Simone Handbag Museum 'Bagstage'

시몬느 핸드백 박물관 '백스테이지'

Korea's first museum dedicated entirely to the history, manufacturing, design and art of the handbag is an exhibition and cultural experience area that has everything you want to know about the world's favorite fashion accessory.

₩5,000 🕒 Tue.-Thu.11:00-20:00, Fri.-Sat.11:00-21:00, Sun.11:00-19:00 (Closed on Mondays) 📍 Line 3 Sinsa Station. Exit 8. 5minute walk ☎ 02-3444-0912 🌐 <http://www.simonehandbagmuseum.co.kr>

5 Jamwon Hangang Park 잠원한강공원

Located in proximity to such popular hotspots as Apgujeong-dong and Sinsa-dong in Gangnam district, Jamwon Hangang Park is where anybody from advanced athletes to beginners can come and enjoy various sports activities, such as biking, inline skating, and even wake boarding. Also found in this park is the Jamwon Nature Learning Center, a namesake science center where you can observe and learn about silkworm, from which came the name, Jamwon.

📍 Line 3 Sinsa Station. Exit 5. 15minute walk



Nearby subway station **2 D Gangnam** **9 Shinnonhyeon**

Plan your Trip

- Visit the Kukkiwon to learn about the long history of Taekwondo and take a walk at the Yeoksam Park
- Shop from a wide selection of affordably-priced clothing and accessories at Gangnam Shopping Center.
- Enjoy arts and performances such as music, theater plays, and dance at LG Art Center



1 Kukkiwon 국기원

A Mecca of Taekwondo that any Taekwondo practitioners have to visit at least once in lifetime, this facility features a majestic studio where Taekwondo masters from around the world come for training, and a Taekwondo museum where over 2,500 articles are on display testifying to the long history of the martial art.

🕒 Mon.-Fri. 09:00-11:30, 13:00-17:30 🚶 Line 2 Gangnam Station, Exit 12. 10minute walk
☎ 02-567-1058-9 🌐 <http://www.kukkiwon.or.kr>



2 Yeoksam Park 역삼공원

Located above the Gangnam Station intersection on a hill, Yeoksam Park provides an amazing view of the area's skyscrapers. A popular urban retreat among the Seoul citizens, it is found close to Kukkiwon and the National Library for Children and Young Adult.

🚶 Line 2 Gangnam Station, Exit 12, Line 9 Shinnonhyeon Station, Exit 4, 5. 8minute walk



3 Gangnam Station Underground Shopping Center 강남역 지하쇼핑센터

Located in the center of the Gangnam Station area, the underground shopping center is made up of hundreds of clothing stores and accessory shops that allow one to take in Seoul's fashion trends all in one place. The Hub Plaza in the center of the complex gives shoppers the opportunity to rest and enjoy a cultural performance.

🕒 10:00-23:00 🚶 Connects to Line 2 Gangnam Station 📞 02-553-1898



4 Samsung d'light 삼성 딜라이트

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

🕒 Free 🕒 10:00-19:00 (Closed on Sundays and Nat'l holidays) 🚶 Line 2 Gangnam Station, Exit 8. 3minute walk ☎ 02-2255-2277



5 LG Art Center LG아트센터

The LG Art Center is where the world-class musicians such as Pina Bausch, Matthew Bourne and Philip Glass offer a wide variety of high-class performances. Visitors can enjoy all genres of art performances, including music, dance, theater, and musicals.

🚶 Line 2 Yeoksam Station, Exit 7 ☎ 02-2005-0114 🌐 <http://www.lgart.com>



6 Clubs around Gangnam Station 강남역 주변 클럽

Seoul's nightlife begins and ends with the clubs near Gangnam Station. Every genre of music, from hip-hop to house, can be heard coming from the area's numerous nightclubs that are jam-packed with revelers partying the night away every weekend.

🚶 Line 2 Gangnam Station, Exit 10. 5minute walk



Samseong Station Area

삼성역 주변

Nearby subway station Samseong



Plan your Trip

- Shop at COEX Mall where visitors have access to the trendiest Korean styles
- Observe diverse underwater creatures at COEX Aquarium
- Experience life at a temple at Bongeunsa Temple for a few hours or overnight

1 Seonjeongneung Royal Tombs 선정릉

Here, King Sejong, the 9th king of the Joseon Dynasty, rests in peace with Queen Jeongheon, as well as King Jungjong, the 11th king of the dynasty. The royal tombs are preserved quite well and the place was listed as a UNESCO World Cultural Heritage site in 2009.

- ₩ Adults ₩1,000 Minors ₩500 Mar.-Oct. 06:00-21:00, Nov.-Feb. 06:30-21:00 (Closed on Mondays)
- 🚶 Line 2, Bundang Line Seolleung Station. Exit 8. 5minute walk ☎ 02-568-1291
- 🌐 <http://seonjeong.cha.go.kr>

2 COEX 코엑스

This is the 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.

- 🚶 Connects to Line 2 Samseong Station
- 2-1 **COEX Mall** The largest underground shopping mall in Asia, with more than 180 shops, 100 cafes and restaurants. ※Individual business hours vary. Inquire the shop for details in advance. ☎ 02-6000-0114 🌐 <http://www.coex.co.kr>
- 2-2 **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.
 - ₩ Adults ₩12,000 Youths ₩16,500 Children ₩14,000 🕒 10:00-20:00 (Open throughout the year)
 - ☎ 02-6002-6200 🌐 <http://www.coexaqua.com>

3 Bongeunsa Temple 봉은사

The temple was built in 794 CE. During the Joseon Dynasty, it was the largest temple in Seoul, and the magnificent splendor of the old days still remains here. The temple, where people can experience Buddhist culture in the center of the city, is highly popular among tourists.

- 🚶 Line 2 Samseong Station. Exit 6. 15minute walk ☎ 02-511-6070-4 🌐 <http://www.bongeun.org>
- 3-1 **Bongeunsa Temple Stay** It is a cultural experience program through which participants can experience the daily life of monks for one to two days.

4 Korea Cultural House 한국문화의 집

This is the workplace of traditional artisans where you can experience traditional culture. Visitors can watch artisans make handicrafts or make them firsthand under the instruction of artisans. In addition, traditional performances are held every Wednesday.

- ₩ traditional performance on Wednesday ₩5,000-30,000 (only Mar.-Jun, Sep.-Dec.) 🚶 Line 2 Samseong Station. Exit 4. 7minute walk ☎ 02-3011-1788 🌐 <http://www.kous.or.kr>

5 Korea City Air Terminal 도심공항터미널

In this airport terminal conveniently located in the center of Seoul, you can get the checking in and boarding process services, and take a limousine shuttle bus to catch your plane either at Incheon Int'l Airport or Gimpo Airport.

- ₩ Korea Air, Asiana Airlines 05:20-18:30, Jeju Air and Foreign airlines 05:10-18:30 ※Services available only from limited airline companies. Make sure to confirm in advance. 🚶 Line 2 Samseong Station. Exit 5, 6. 5minute walk ☎ 02-551-0077 🌐 <http://www.calt.co.kr>



🚇 Nearby subway station 3 7 9 Express Bus Terminal 9 Sinbanpo 3 Nambo Bus Terminal



Plan your Trip

- Visit Hangang Park at night and watch the Moonlight Rainbow Fountain at the Banpodaeogyo (bridge)
- Enjoy diverse art exhibitions and traditional music performances at the Seoul Arts Center and the National Center for Korean Traditional Performing Arts
- Taste savory French dishes prepared by famous chefs at Seorae Village

1 Banpo Hangang Park 반포한강공원

The park has many attractions of Hangang, a few of which include the Banpo Moonlight Rainbow Fountain, Jamsugyo, and Moonlight Square. Around the man-made Seoraeseom island, you can enjoy various water sports such as water skiing and motorboats on the water of Hangang.

🚇 Line 9 Express Bus Terminal Station Exit 8-1, Sinbanpo Station, Exit 2. 15minute walk

1-1 Banpo Moonlight Rainbow Fountain You can watch this spectacular fountain show from April to October. The rainbow-colored fountain created by 200 lightings unfolds like a picture on both sides of the bridge, which spans 570 meter long on each side. With its total length reaching 1,140 km when combined the both sides, the fountain is recognized by the Guinness Book of World Records as the world's longest bridge fountain. 🕒 Weekdays 3 times a day between 12:00-21:00, Weekends 6 times a day between 12:00-21:30 (7 times between Jul. and Aug.) The operation schedule is subject to change ☎ 02-3780-0578

2 Central City 센트럴시티

This place has grown into a mega-sized shopping town visited by half a million shoppers per day due to its proximity to the Express Bus Terminal that connects you to 70 local cities. The place is home to a giant shopping mall that is connected with Shinsegae Department Store, as well as a theater, bookstore, food court, and Marriott Hotel.

🕒 10:30-20:00 (Business hours vary. Check in advance) 🚇 Line3,7 Express Bus Terminal Station. Exit 3, 4, 7, 8 ☎ 02-6282-0114 🌐 www.centralcityseoul.co.kr

3 Seorae Village 서래마을

A village where half of the French residents of Korea are believed to be living in, Seorae Maeul has such an exotic environment that you will feel as if you are walking a street of open cafes somewhere in Paris. This is where you can find wine bars and cafes, not to mention restaurants that boast of famous chefs and great atmospheres.

🚇 Line 3, 9 Express Bus Terminal Station, Exit 5. 10minute walk

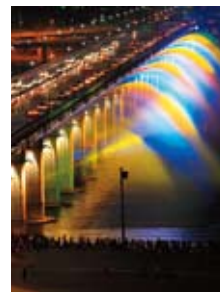
4 Seoul Arts Center 예술의전당

Enjoy diverse genres of performance arts beginning from the concerts of world-famous musicians to opera, musical, theater, dance, and exhibitions. The SAC World Music Fountain that sits between the Opera House and Music Hall is the largest in Korea in terms of its size. It creates a fantastic show as the water flows dance to the music from around the world from Spring to Autumn.

🚇 Line 3 Nambu Bus Terminal Station, Exit 5. Transfer to local bus. ☎ 02-580-1300 🌐 http://www.sac.or.kr

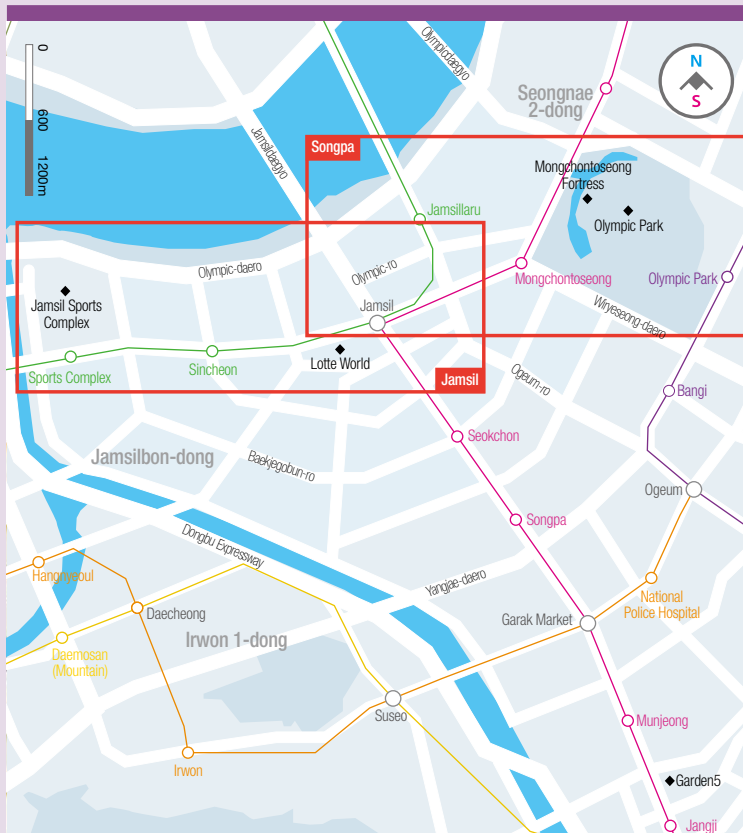
4-1 Hangaram Art Museum This museum mostly exhibit contemporary artworks by artists from in and out of the country. The museum has six exhibition halls, storage space, art shop and cafe. 🕒 Mar.-Oct. 11:00-20:00, Nov.-Dec. 11:00-19:00 (Closed on Mondays)

4-2 National Center for Korean Traditional Performing Arts The center has been preserving and promoting Korea's traditional culture through a continuous series of performances. This is where you can enjoy top-class Korea's performance arts, such as Geomungo Sanjo (free-style solo), fan dance, Samulnori, in addition to other performance arts and folk music programs such as the Saturday Premium Performance and royal ancestral rites music, which is designated by UNESCO as the Masterpieces of the Oral and Intangible Heritage of Humanity ☎ ₩10,000 🕒 Saturday Premium Performance 15:00 on Saturdays 🌐 English, Japanese, and Chinese brochures are available 🚇 Line 2 Bangbae Station, Exit 1, Line 7 Naebang Station, Exit 3. Nambu Bus Terminal Station, Exit 5. Transfer to bus ☎ 02-580-3300 🌐 www.gugak.go.kr



A Green Retreat in Seoul, Full of Surprises

Jamsil / Songpa



Jamsil is located in the southeastern part of Seoul embracing an extensive stretch of green land along the Hangang river. The area around Jamsil Station is full of interesting sights and entertainment, such as a large-scale shopping mall and themed park. To the east of Seokchon Lake, you will find the Seoul Norimadang where you can watch traditional art performances such as percussion music, fan dance, and pansori music, while to the west of the lake you will find Lotte World, the world's largest indoor theme park. Visit the indoor ice rink, the folk museum, and other attractions, but you will find it hard to cover all the hotspots in a single day!

Within ten minutes by subway from Jamsil, you will find Olympic Park that was built to commemorate the 1988 Seoul Summer Olympics. This is also the site of Mongchontoseong, an ancient earthen rampart dating back to the Baekje Kingdom, a kingdom which flourished some 2,000 years ago with the area of present-day Seoul as its capital.

After touring Mongchon Museum of History and Hanseong Baekje Museum and learning about the life and culture of the ancient Baekje people, it is time to take a walk around the mud rampart, which is surrounded by a remarkable, wide stretch of wildflowers that change the landscape throughout the seasons, along with an extensive meadow land. All the scenery in the area is true to the name of the region, Mongchon, whose literal meaning is "the Village of Dreams".

As the fifth largest sculpture park in the world, Seoul Olympic Park is sure to give you a new experience with the sculptures by the greatest artists of our time on display in harmony with nature.

Highlights

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-sees in this facility includes a magnificent parade that takes place twice a day. (p.56)

Olympic Park Built to commemorate 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 on display. (p.59)

Mongchontoseong An old fortress built on mud, this is a historic site from the Baekje Dynasty which you can find within Seoul Olympic Park. It is a historically significant place, but today, it is more popular for its walking trail. (p.58)

Suggested Itinerary

Tour Olympic Park (40mins)-Walk on the Hanseong Baekje Wangseong-gil (30mins)- Visit Seoul Baekje Museum or Soma Museum of Art(1hour 20mins)- Take a keepsake picture at the World Peace Gate (20mins)-Take subway from Mongchontoseong Station to Jamsil Station (10mins)-Watch various performances at Seoul Norimadang (1hour)- Visit Lotte World for the afternoon (4hour 30mins)

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

What to do

Take pictures of the night sights of Olympic Park When you find all nine best sights for photographs indicated on the tourist information leaflet and take pictures of them all, you are entitled to receive a keepsake postcard. (p.59)

Watch a performance at Seoul Norimadang Enjoy the uplifting traditional Korean beats, melodies and dances at this venue. The performances are offered each Sunday between April and October, and admission is free most of the time. (p.56)

Seoul Helicopter Tour This helicopter tour on which you can have a panoramic view of Seoul and Hangang offers a total of four different trips. Yeouido, Trade Center, Gwangnaru, and Paldangdam. They all begin at the Jamsil Heliport. (p.57)

Local Tips

- Take a walk on the Hanseong Baekje Wangseong-gil that connects Mongchontoseong and Pungnaptoseong, two historic 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 a capital city of an ancient kingdom before the birth of Christ.

- If you want to visit Lotte World but your itinerary has a tight schedule, try to use the After 4 ticket that allows you to enter after 4:00 in the afternoon. You can use the facility until it closes at a much cheaper price.

🚇 Nearby subway station 2 Sports Complex, Sincheon 2 8 Jamsil

Plan your Trip

- Enjoy various parades and amusements at the theme park Lotte World
- Have a skating time at the indoor ice rink that opens all four seasons
- Watch outdoor performances of traditional music at Seokchon Lake Seoul Norimadamg



1 Hangang Park (Jamsil District) 한강시민공원 잠실지구

The Jamsil District of the Hangang Park has several large sports and leisure facilities lining the park area. Visitors will find swimming pools, inline skate parks, bicycle paths, and basketball courts.

- 🚇 Line 2 Sports Complex Station, or Sincheon Station Exit 6, 7, 10minute walk
- ☎ 02-3780-0511 🌐 http://hangang.seoul.go.kr/park_jamsil



2 Seokchon Lake Park 석촌호수공원

A piece of serene nature in the middle of the city, Seokchon Lake is composed of the east and west lakes. The east lake is used as a park where local residents can relax, stroll and jog along the water, while the west lake features the lively Lotte World amusement park's Magic Island.

- 🚇 Line 2, Jamsil Station, Exit 3, 4, 15minute walk ☎ 02-415-3595 🌐 <http://culture.songpa.go.kr>
- 2-1 Lotte World** World's largest indoor amusement park opened its doors in 1989, and today it offers exciting rides and attractions as well as an indoor ice skating rink and a shopping mall. ☎ 09:30-23:00 🚇 Connects to Line 2 Jamsil Station ☎ 02-411-2000 🌐 <http://www.lotteworld.com>
- 2-2 Lotte World Folk Museum** See Korea's history and culture in a fun, family-oriented museum. ☎ Adults ₩5,000 Youths ₩3,000 Childrens ₩2,000 🗓 Weekdays 09:30-20:00, Weekends 09:30-21:00 ☎ 02-411-2000
- 2-3 Seoul Norimadamg** An outdoor traditional performance venue within the Seokchon Lake Park ☎ 15:00-16:00 (Apr.-Oct. each year) Schedules subject to change (Sat. Intangible cultural treasure performances, Sun. Fusion Korean music and other creative traditional art performances) ☎ 02-2147-3727



3 Jamsil Sports Complex 잠실종합운동장

Korea's largest sports complex was home to the 10th Asian Games in 1986 and the 24th Seoul Olympics in 1988. The Olympic main Stadium, indoor stadiums and swimming stadium. The complex hosts international sports matches as well as diverse cultural activities.

- ☎ 02-2240-8746 🚇 Line 2 Sports Complex Station, Exit 6, 7
- 3-1 Jamsil Baseball Stadium** Korea's oldest and most famous baseball stadium opened in 1982, with an average of 20,000 fans cheering for their teams during the baseball season (Apr.-Sep.) ☎ 1644-0211 No games are held on Mondays, or in inclement weather.



4 Jamsil Shopping Town 잠실쇼핑타운

The Jamsil Station Underground Shopping Center, Lotte Department Store, Lotte World Duty Free make this a one-stop shopping destination.

- 🚇 Connects with Line 2 Jamsil Station
- 4-1 Jamsil Station Underground Shopping Center** **4-2 Lotte Dept. Store Jamsil**
- 4-3 Lotte World Duty Free**



5 Seoul Helicopter Tour 헬기투어

The helicopter tour that you can have the panoramic view of Seoul and Hangang offers a total of four courses - Yeouido, Trade Center, Gwangnaru, and Paldangdam courses. The tour takes about 7-30 minutes. Up to three people per helicopter, but it varies depending on the course.

- 🚇 Line 2 Jamsil Sports Complex Station, Exit 6, 7, 15minute walk ☎ 1899-2679 🌐 <http://www.blueairlines.co.kr>



🚇 Nearby subway station 5 Olympic Park 8 Mongchontoseong

Plan your Trip

- Tour the 9 Must See Sights in Olympic Park such as the lake and sculptures
- Take a walk along the Hanseong Baekje Wangseong-gil that connects Mongchontoseong with Pungnaptoeseong
- Visit the exhibitions open at Seoul Baekje Museum and Soma Museum of Art



1 Mongchontoseong Fortress 몽촌토성

Found within the Olympic Park, Mongchontoseong is a 2.7 km fortress wall that was built in early Baekje period. You can learn about the architectures of the time along with Pungnaptoeseong in this historic site from the Hanseong Baekje period. The place attracts many visitors because it is a significant historic site, and also because it features sprawling fields of canola flowers, barley, and grass.

🚇 Line 8 Mongchontoseong Station. Exit 1. 15minute walk

1-1 Mongchon Museum of History With historic relics discovered during the excavation of Mongchontoseong and Pungnaptoeseong on display, this is where you can come into contact with the ancient culture of Baekje period. 🆓 Free ☎️ 09:00-18:00 (Closed on Mondays) 📞 02-424-5138-9

1-2 Hanseong Baekje Wangseong-gil You can learn about the brilliant civilization and architectural skills of the Baekje Kingdom when you stroll from Pungnaptoeseong, the capital fortress during the early Hanseong Baekje Period, to Mongchontoseong, a mud fortress that was built for military purposes. You will also discover the ancient site of dugout huts and the symbol of Chiljido or the Seven Branched Sword that testifies to the outstanding iron smelting skills of the time.

1-3 Seoul Baekje Museum You can view tens of thousands of historic relics from the Hanseong Baekje period in this museum that is dedicated to the ancient history and culture of the ancient capital city of Baekje. 🆓 Free (only applied for special exhibitions) 🕒 Weekdays 09:00-21:00, Weekends & Nat'l holidays Mar.-Oct. 09:00-19:00, Nov.-Dec. 09:00-18:00 (Closed on Mondays) 📞 Make advance reservation for English, Japanese, or Chinese guide 🚇 Line 5 Olympic Park Station. Exit 3. 20minute walk 📞 02-2152-5800 🌐 <http://baekjehmuseum.seoul.go.kr>



2 Olympic Park 올림픽 공원

A park in the urban center built to commemorate the '88 Seoul Summer Olympics, this sculpture park has over 200 sculptures from in and out of the country on display throughout the sprawling lawn. With its beautiful scenery changing each season, it became a popular movie and TV commercial filming location. The place also serves as the venue for various concerts and sports events. The area has many attractions such as museums and art galleries, not to mention of path on which you can take a walk along the Mongchontoseong wall.

🆓 Free ☎️ 05:00-22:00 🚇 Line 5 Olympic Park Station. Exit 3 📞 02-410-1114

🌐 <http://www.olympicpark.co.kr>

2-1 The 9 Must See Sights in Olympic Park 🚪 World Peace Gate 🚪 The Thumb (sculpture) 🚪 Monchon Moat Musical Fountain 🚪 Dialogue (sculpture) 🚪 Mongchon Toseong Walking Trail 🚪 One Tree Hill 🚪 88 Lake 🚪 Wild Flower Garden 🚪 Rose Garden

2-2 K-Pop Music Exhibition Hall A place that is built on the first floor of Olympic Hall, a venue dedicated to Korean popular music, this is the place where you can learn about the chronological history of K-pop in chronological order. 🆓 Free ☎️ 10:00-19:00 (Closed on Mondays) 📞 02-3431-9480 🌐 <http://www.k-pop.or.kr>

3 Soma Museum of Art 소마미술관

A museum of art that features modernistic exterior and a garden of diverse outdoor sculptures, it is a wonderful place to unload yourself and enjoy nature. You can view the late Korean-born artist Nam June Paik's artworks at the Video Art Hall.

👤 Adults ₩3,000 Youths ₩2,000 Children ₩1,000 🕒 10:00-18:00 (Closed on Mondays)

🚇 Line 8 Mongchontoseong Station. Exit 1, Line 5 Olympic Park Station. Exit 3 📞 02-425-1077

🌐 <http://www.somamuseum.org>



Gourmet in Seoul



The 10 Must-Try Foods in Seoul

Seoul is one of the leading epicurean cities in Asia. Discover a side of Seoul that you never knew through its diverse and majestic food culture.

Bibimbab Traditional cuisine served as a bowl of steamy white rice topped with various vegetables, stir-fried beef and egg, all of which is mixed at the table with red pepper paste to your taste.

Samgyetang One of the most popular health foods for summer, this is a bowl of soup made from an entire young chicken stuffed with ginseng, glutinous rice, dates, garlic, chestnuts and herbs.

Jeon (pancake) Kimchi, meat, seafood, or various vegetables mixed in an egg batter and then pan-fried in oil. Bindaetteok is a popular form of jeon made with mung bean batter mixed with pork and kimchi.

Bulgogi Famous Korean cuisine that is sure to delight the palates of foreigners, it refers to beef slices marinated in sweet soy sauce and then roasted on a special grill.

Samgyeopsal The name refers to the area of pork belly marked by three layers of flesh and fat. Thick slices are grilled and eaten wrapped in lettuce or perilla leaves.

Yangnyeom Chicken American style fried chicken coated with Korea's unique sweet and spicy sauce. Koreans enjoy pairing beer (maekju in Korean) with it, the combination of which is affectionately called Chimaek.

Tteokbokki Originally a soy sauce marinated gungjung yori, or court cuisine in English, it is now one of the most popular street foods, made of string rice cakes mixed with fish cake and scallion in spicy red pepper paste sauce.

Makgeolli Milky traditional Korean spirits made by fermenting rice, it is rich in lacto acid and dietary fiber.

Patbingsu One of the most popular summer snacks made with shaved ice mixed with a wide variety of delicacies such as red beans, rice cakes, fruits, and melitagaru (drink mix) in milk.

Kimchi Traditional Korean cuisine made of vegetables such as cabbage, radish, zucchini, and onion, seasoned and fermented in red pepper powder and salted seafood.



The 10 Must-Try Foods Places in Seoul

Meokjagalmok in Namdaemun Market Kalguksu (Noodle Soup) and Galchi Jorim (Braised Cutlass Fish) ☺ Line 4 Hoehyeon Station. Exit 5. 5minute walk

Ojang-dong Hamheung Naengmyeon Street Chilled buckwheat noodle soup made with sweet potato-based chewy noodles with seasonings ☺ Line 2, 4, 5 Dongdaemun History & Culture Park Station. Exit 6. 20minute walk

Gwangjang Market Jeon Street Addictive Kimbab, Yukhoe (Beef Tartare), Bindaetteok and others ☺ Line 1 Jongno 5(o)ga Station. Exit 7. 5minute walk

Sindang-dong Tteokbokki Street Tteokbokki cooked on-the-spot with rice cakes, ramen, fish cake, fried mandu and boiled egg, all in a single serving pan

Open 24 hrs. ☺ Line 2, 6 Sindang Station. Exit 7. 5minute walk

Mapo Jumulleok / Dwaegi Galbi (Spareribs) Street Jumulleok dishes made of seasoned and grilled pork spareribs and beef sirloin ☺ Line 5 Mapo Station. Exit 1. 2minute walk

Sillim-dong Soondae Town Spicy dish made of soondae, which is similar to German sausage, stir fried with various vegetables. Open 24 hours. ☺ Line 2 Sillim Station. Exit 3. 3minute walk

Heukseok-dong Dwaegi Galbi Street Pork spareribs seasoned and grilled over charcoal. ☺ Line 9 Heukseok (Chung-Ang Univ.) Station. Exit 4. 10minute walk

Exit 1. 5minute walk

Eungam-dong Gamja Guk (potato soup) Street Potato stew cooked with dried radish leaves, potato, and pork backbones. Open 24 hrs. ☺ Line 6. Saejeol (Sinsa) Station. Exit 2. 10minute walk

Jangchung-dong Jokbal Alley Hard-boiled pigs' feet that are chewy outside and soft inside. ☺ Line 3 Dongguk Univ. Station. Exit 3. 5minute walk



Shopping in Seoul



The 10 Must-Buy Things to Shop for in Seoul

Seoul is a shopping haven, a city that sets global trends while preserving the beauty of tradition.

Korean Food Many traditional Korean foods, such as Tteok, or rice cake in English, spirits, naturally dehydrated food, and healthy snacks are attracting attention from global well-being advocates.

Cosmetics Visitors can personally test a wide variety of beauty products before purchasing at Myeong-dong, where all famous and popular Korean beauty brands have their flagship shops.

Traditional Handicrafts Visitors can buy traditional arts and crafts, such as dolls in hanbok, key chains decorated with mother-of-pearl and traditional fans in Insa-dong and Samcheong-dong.

Clothing and Shoes When it comes to clothes, you can trust the "Made in Korea" tag as a powerful certification of quality. Particularly popular among tourists are matching couples' T-shirts and character socks.

Books Travel books about Seoul or Korea written in foreign languages are special souvenirs only available in Seoul. They are available for purchase at major book stores in the city.

Accessories Namdaemun Market is where you can find affordably priced trendy accessories. The two best places for more unique and luxurious accessories are Hongdae and Sinsa-dong.

Hanbok and Accessories The traditional Korean outfit, Hanbok, is known for its dazzling yet elegant style. Most Hanboks are custom made, but ready-mades are also available for purchase at Dongdaemun Market.

Hallyu Wares Some of the most popular Hanryu items among international Hanryu fans include domestically produced CDs, DVDs, and complimentary posters.

Postcards A wide variety of postcards and stationary goods with patterns inspired by famous tourist attractions of Seoul, traditional motifs and cultural heritage can be purchased at souvenir shops at ancient palaces and museums.

Tableware Traditional style celadon ware and spoon and chopstick sets are very popular among international visitors and even collectors.



The 10 Must-Visit Shopping Places in Seoul

Mega shopping malls

Times Square ☺ 10:30-22:00
☺ Connected to Line 1 Yeongdeungpo Station
☺ <http://www.timesquare.co.kr>

I'PARK Mall ☺ 10:30-20:00
☺ Connected to Line 1 Yongsan Station ☺ <http://www.iparkmall.co.kr>

BITPLEX ☺ 10:00-22:00
☺ Line 2, 5 & Jungang Line Wangsimni Station, Exit 5
☺ <http://www.bitplex.co.kr>

D-Cube City ☺ 11:00-21:30 (Weekend 22:00) ☺ Connected to Line 1, 2 Sindorim Station
☺ <http://www.dcubeconomy.com>

Garden 5 ☺ 10:30-22:00
☺ Line 8 Jangji Station, Exit 3
☺ <http://www.garden5.com>

Yongsan Electronics Shopping Mall ☺ 10:00-20:00 ☺ Connected to Line 1 Yongsan Station

Traditional markets

Seoul Folk Flea Market ☺ 10:00-19:00 (Closed on 2nd and 4th Tuesdays of the month) ☺ Line 1 Sinsoldong Station. Exit 6 ☺ <http://pungmul.seoul.go.kr>

Seoul Yangnyeong Market ☺ 09:00-18:00 (Closed on Sundays)
☺ Line 1 Jegidong Station. Exit 2 ☺ <http://www.seoulja.com>

Noryangjin Fisheries Wholesale Market ☺ 01:30-22:00 (Open year-round) ☺ Connected to Line 1, 9 Noryangjin Station ☺ <http://www.susansjang.co.kr>

Jangjae Flower Market ☺ 00:00-13:00 (Closed on Sundays)
☺ Line 3 Yangjae (Seochu-gu Office) Station. Exit 7 ☺ <http://yfmc.at.or.kr>

Gwangjang Market ☺ 09:00-19:00
☺ Line 1 Jongno 5(o)ga Station. Exit 8, Line 2, 5 Euljiro 4(s)ga Station, Exit 4

Duty-free shops

Shilla Duty Free Shop ☺ 09:30-21:00 ☺ Line 2 Euljiro 1(l)ga Station. Exit 5 ☺ <http://www.shilladfs.com>

Lotte Duty Free Shop ☺ 09:30-21:00 ☺ Line 2 Euljiro 1(l)ga Station. Exit 7, 8 ☺ <http://lottedfs.com>

Donghwa Duty Free Shop ☺ 09:30-20:30 ☺ Line 5 Gwanghwamun Station. Exit 6 ☺ <http://www.dongwhadfs.com>

Walkerhill Duty Free Shop ☺ 10:00-22:30 ☺ Line 5 Gwangnaru Station. Exit 4, Use hotel shuttle bus ☺ <http://www.skdutyfree.com>

※ Please refer to relevant homepage for exact operating hours of different shops in these malls.

Seoul Travel Information

Getting to Seoul

Transportation between Incheon International Airport or Gimpo International Airport and downtown Seoul is very convenient. You can check distances, fares and other information on limousine buses, taxis and airport railroad trains and choose which form of transportation you will use.

Airport Limousine

Airport	Boarding location	Ticket offices
Incheon Int'l Airport	To Seoul: Bus stops 3B-6B, 10A-13A out of the entrance area on the 1st floor	Next to Exits 4, 6-8, 11 and 13 on the 1st floor of the passenger terminal / Bus stop 9C
Gimpo Int'l Airport	[Domestic Terminal] To Seoul; Exits 3-5 To Incheon Int'l Airport; Exits 13-15	1st floor of the passenger terminal
	[Int'l Terminal] To Seoul; Exit 6 To Incheon Int'l Airport; Exit 7	Payment with cash after boarding without ticketing

A'REX (Airport Railroad)

🕒 05:20-24:00 (10-15 mins intervals) 📍 Incheon Int'l Airport Railroad 032-745-7788 🌐 <http://www.arex.or.kr>

Public Transportation

Buses Seoul city buses can be distinguished by their colors. Blue buses cover long-distance routes within Seoul, green buses run short-distance routes within the city, yellow buses run circular routes in central Seoul, and red buses run express routes between the city and the metropolitan area.

Subway Seoul Subway has nine routes from Line 1 to Line 9. These nine lines, in combination with Jungang Line, Bundang Line and Gyeongui Line, form the metropolitan railroad network. Each line has its own designated color, which is used on subway maps and signs in subway stations to enable not only Seoul citizens but also foreign visitors to use the subway without difficulty.

[Single journey ticket for subway] If you don't have a T-money or Seoul Citypass, you should purchase a single journey ticket every time you use the subway. If you insert a deposit of ₩500 and your fare into the vending machine installed at each subway station, a ticket is dispensed. After you arrive at the destination, you can return the ticket using the Deposit Refund Device and have the ₩500 deposit refunded.

Taxi A taxi is a convenient means of transportation that takes you straight to your destination. Taxi stands are located in numerous corners in Seoul, and you can catch a taxi anywhere on the streets by holding out your hand. There are regular taxis, deluxe taxis and van taxis.

[International taxi] The city government's official taxi for international tourists. Just visit the website or call to make a reservation for the taxi. Make sure to ask for a driver who speaks either English, Chinese or Japanese. Please note! The reservation must be booked 24 hours before the pickup time. 📞 1644-2255 🌐 <http://intltaxi.co.kr>

Exploring Beyond Seoul

Bus terminals	Express Bus Terminal	Lines 3, 7 & 9 Express Bus Terminal Station	1688-4700
	Sangbong Bus Terminal	Line 7 and Jungang Line Sangbong (Intercity Bus Terminal) Station	02-323-5885
	Nambu Bus Terminal	Line 3 Nambu Bus Terminal (Seoul Arts Center) Station	02-521-8550
	Dongseoul Bus Terminal	Line 2 Gangbyeon (Dongseoul Bus Terminal) Station	1688-5979
Railroad	Seoul Station	Lines 1 & 4, Airport Railroad and Gyeongui Line Seoul Station	1544-7788
	Yongsan Station	Line 1 and Jungang Line Yongsan Station	
	Yeongdeungpo Station	Line 1 Yeongdeungpo Station	

KTX High-speed railroad operates at a maximum speed of 300km/h: it connects Seoul and major cities including Daegu and Busan in 2 hours and 30 minutes. Passengers can use the wireless Internet service and video and information service on the train and make reservations for packed lunches.

[How to make reservations] Visit <http://www.korail.com> or call 1544-7788.

K-shuttle K-shuttle is a shuttle bus tour package offered exclusively to international visitors. The bus departs from Seoul and travels around major tourist cities of Korea. You can get on and off the bus at any bus stop, and can transfer to other transportation. Interpreter tour guide service is available: English tour guide by licensed interpreter tour guide, and Chinese and Japanese by assistant tour guides.

[How to make reservations] Make online reservations at <http://www.k-shuttle.com> or call 1899-2508.

Transportation cards available in Seoul



	How to use	Where to buy	Fare
T-money	Transportation card that can be used on buses and subway in Seoul and the metropolitan area; you should touch the card to the card reader both when you board and alight to receive the transfer discount.	Subway stations in Seoul, convenience stores with T-money signs	₩2,500 for a regular card and charge amount of ₩1,000 and up
Seoul Citypass Plus	The card combines T-money and a discount service for designated performances, exhibitions, tourist attractions and restaurants. You get a 5% discount when you use Seoul City Tour Bus using this card.	GS25 convenience stores, tourist information centers, train stations	₩3,000 for the purchase of the card, Mobile phone strap type: ₩5,000 Refillable up to ₩500,000
M-PASS	Public transportation card exclusively for international visitors. M-Pass can be rented and used to take up to 20 city bus and subway rides in Seoul and metro area. Like T-money, you can refill cash and use the card to pay for your purchases at convenient stores and taxis that accept T-money card.	Incheon International Airport Tourist Information Center, Seoul Global Culture & Tourism Center (Myeong-dong), Gangnam Tourist Information Center	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. (Upon returning, ₩4,500 is refunded after a ₩500 deduction.)

Accommodations

Visitors have many choices of accommodations depending on their budget and travel purpose, beginning with luxurious hotels to affordable youth hotels. Check out the Seoul government operated Visit Seoul website to find information about hotels, guest houses, youth hotels, camp sites, as well as trusted home-stay facilities and Goodstay certified businesses available in Seoul. For more information, visit www.visitseoul.net.

[Goodstay] Goodstay is an initiative designed to provide visitors with information about mid to low-priced accommodations, all of which are certified by the Ministry of Culture, Sports and Tourism and the Korea Tourism Organization. Its mission is to provide information about businesses that offer outstanding accommodation services and facilities at affordable prices. 📞 02-729-9600

Currency

Currency The Korean currency unit is the won (₩/KRW). You can exchange currencies in airports, exchange booths at mega shopping centers and banks. It is also possible to use US dollars in duty-free shops in Seoul.

Currency Exchange Currency exchange service is available at official foreign exchange booths, banks, airports, department stores and hotels at the current daily exchange rate. You can check the official daily exchange rate in newspapers and on the Internet. It is recommended that visitors check the exchange fee in advance, since the fee varies depending on exchange service providers. In general, the fee is highest in the order of official exchange booth, bank, airport, department stores and hotel.

[Currency Exchange After Bank Business Hours]

Round-the-clock exchange service Global Exchange Center 📞 36-3 Myeong-dong 1-ga, Jung-gu 📞 02-777-8272
Airport Currency exchange service is available until late at night (up until 23:00) at the foreign currency exchange centers of Hana, Kukmin, Korea Exchange, and Sinhan banks.

Department Stores Currency exchange is available until business closing hours during the week and weekends at major department stores in the city.

Dongdaemun Shopping Mall Major shopping malls such as Doota, Migliore and Hello aPM offer foreign exchange service up until 2:00am on weekdays.

ATM Round-the-clock Global ATMs are available at banks located in major tourist attractions, such as Itaewon and Myeong-dong. If you carry international cash cards or credit cards, you can make withdrawals in Korean currency at ATMs that have the "Global ATM" logo on them. Transaction fees are applied.

Seoul Travel Information

Weather in Seoul

Korea has a temperate climate and four distinctive seasons. When you visit Seoul, you are advised to prepare clothes and personal items suitable for the season.

Spring (Mar.-May) Sunny and warm weather is common. However, visitors are advised to bring warm outer clothing because of sudden cold snaps and large daily temperature ranges.

Summer (Jun.-Aug.) With sweltering weather and an average temperature of 27°C, it is recommended that you bring light clothes that absorb sweat well. During the rainy season between mid-June and early July, it may be a good idea to bring umbrellas, raincoats or rain boots.

Fall (Sep.-Nov.) The weather is sunny and warm, but it starts to get chilly in the mornings and evenings. Visitors are advised to bring knitwear or light windbreakers.

Winter (Dec.-Feb.) It is cold and dry at around -6~-7°C. It often snows, so visitors are advised to bring hats or umbrellas. It is also necessary to carry gloves, scarves or masks to keep out the cold.



Festivals in Seoul

	Festival	Time	Venue
Spring	Hangang Yeouido Spring Flower Festival A flower festival that is held each year in Yeouido area in time for the cherry blossoms.	Sometime in April each year	Yeouido Junjung-no area
	Lotus Lantern Festival Don't miss this traditional cultural festival and the lotus lantern parade that proceeds from Dongdaemun to Jogyesa Temple.	Sometime in May each year	Bongeunsa Temple, Jongno/Insa-dong area
Summer	Seoul Fringe Festival An indie art festival of music, arts, performance, theater, graffiti and all other art genres	Sometime in August each year	Hongdae area
	Seoul Drum Festival A festival of percussion that brings people together through the beats	September-October each year	Varies each year (Check in advance)
Autumn	Hi Seoul Festival A representative festival of Seoul, this event is designed to showcase different sides of Seoul, the city of art and culture, through diverse content	Sometime in October each year	Throughout the city
	Seoul International Fireworks Festival Fireworks experts from around the world participate in this festival that is held in the autumn	Towards the end of September-October each year	Yeouido Hangang Park
	Seoul Eulalia Festival A variety culture and music festival that is held when the silvery eulalia is at its prime beauty at World Cup Park	Sometime in October each year	World Cup Park
Winter	Seoul Lantern Festival Representative night scene festival of Seoul that creates majestic scenes at Cheonggyecheon bridges and on the stream itself	Sometime in November each year	Cheonggyecheon (Stream)

Official Holidays

Classification	2014	2015
New Year's Day (Jan. 1 by the solar calendar)	1.1 (Wed.)	1.1 (Thurs.)
Lunar New Year's Day (Jan. 1 by the lunar calendar)*	1.31 (Fri.)	2.19 (Thurs.)
Independence Movement Day	3.1 (Sat.)	3.1 (Sun.)
Children's Day	5.5 (Mon.)	5.5 (Tues.)
Buddha's Birthday (Apr. 8 by the lunar calendar)*	5.6 (Tues.)	5.25 (Mon.)
Memorial Day	6.6 (Fri.)	6.6 (Sat.)
National Liberation Day	8.15 (Fri.)	8.15 (Sat.)
Chuseok (Aug. 15 by the lunar calendar)*	9.8 (Mon.)	9.27 (Sun.)
National Foundation Day of Korea	10.3 (Fri.)	10.3 (Sat.)
Hangeul day	10.9 (Thurs.)	10.9 (Fri.)
Christmas	12.25 (Thurs.)	12.25 (Fri.)

mark refers to holidays based on the lunar calendar whose dates change each year in the solar calendar.

Useful Phone Numbers

Information on Seoul

DASAN Call Center 02-120

Phone interpretation service

Interpretation service BBB (Before Babel Brigade) 1588-5644

Emergency medical service

Emergency Medical Information Center 119

Lost articles

Lost and Found Center at Seoul

Metropolitan Police Agency

02-2299-1282

Tourist information

KTO TT Call Center 1330

Tourist complaint report

DASAN Call Center 02-120+9

Tourist Complaint Center at Korea

Tourism Organization 1330

Easy and Convenient Seoul Tour Information

Visit Seoul Homepage www.visitseoul.net Seoul city government-run official Seoul tour information portal, the Visit Seoul website offers information about major tourist attractions and accommodations in Seoul, as well as recommended themed tours. You can make reservations for walking tours, performances, and even movies. Use your smartphone for convenient access to the website (<http://m.visitseoul.net>) at anytime, anywhere.

iTourSeoul App An application for accessing Seoul tour information made for easy and convenient use during your stay in Seoul, it provides real-time information about nearby tourist attractions and public transportation all based on the current location of the user. The app supports Korean, English, Japanese, and both simplified and traditional Chinese.



[How to Use] Search iTourSeoul at app stores and android markets and download the app. Or scan the QR code on the right for immediate download.

[Smartphone Rental Service] Smartphone for the pre-installed iTourSeoul is available for rental for international visitors. Reservation at least three days before arrival is required. ☎ Rental fee ₩3,000 per day Domestic call ₩11 per second Unlimited Wi-Fi data ₩5,000 a day 📶 KT Olleh Roaming Centers at Incheon International Airport, Gimpo Airport, Korea City Air Terminal ☎ 02-1588-0608(when calling from Korea), +82-2-2190-0901(when calling from overseas)

Tourist Information Centers

Tourist information center	Phone	Tourist information center	Phone
Incheon Int'l Airport	032-743-3270, 3272	Samilgyo (Bridge)(p.18)	02-720-0872
	032-743-2600, 2602	Seoul Station(full information service)	02-3149-3333
Myeong-dong Tourist Information Center(p.10)	02-778-0333	Seoul Meeting Square	02-579-0290
Gangnam Tourist Information Center(p.45)	02-3445-0111	Citizens' Hall(p.08)	02-739-7755
Korea Tourism Organization	02-729-9496~9	Sinchon Station(Gyeongui Line)(p.34)	02-363-7833
Gyeongbokgung Palace(p.16)	02-738-9171	Yeongdeungpo Station (full information service)	02-2639-3320
Gwanghwamun(p.16)	02-735-8688	Yongsan Station (full information service)	02-3780-5555
Namdaemun Market(p.12)	02-752-1913	Itaewon(p.38)	02-794-5579
Naminsa(p.18, 20)	02-737-7885	Itaewon Station(p.38)	02-3785-0942
Dongdaemun(p.26)	02-2236-9135	Jamsil(p.56)	02-2143-7007
Mapo Tourist Information Center	02-334-7878	Jaedong Elementary School(p.22)	02-2148-4160
Myeong-dong(p.10)	02-774-3238	Jeongdok Public Library(p.22)	02-2148-4161
Myeong-dong(Seoul Global Culture and Tourist Center)(p.10)	02-3789-7961~3	Cheonggye Plaza(p.8, 16)	02-2290-7126
Bukinsa(p.20)	02-734-0222	Hongik Univ.(p.32)	02-323-2240

Look for the red vests in Seoul

If you need help while touring Gwanghwamun, Myeong-dong, Namdaemun Market, Sinchon, Itaewon, Samcheong-dong, Sinsa-dong Garosu-gil, Hongdae, Dongdaemun, Insa-dong or Buchon, you should look for red shirts with the symbol. These people are so called 'mobile tourist information centers'. They are fluent in foreign languages including English, Japanese and Chinese, and provide tourist information of Seoul from introduction about Seoul, from the introduction of tourist attractions to direction guides.

☎ Gwanghwamun · Namdaemun Market · Samcheong-dong 09:30-18:30, Myeong-dong 09:30-19:30, Sinchon · Insa-dong · Itaewon · Sinsa-dong Garosu-gil 10:00-19:00, Dongdaemun · Hongdae 12:00-20:00, Bukchon 09:30-18:30 (Summer season) 09:00-18:00 (Winter season)

※For more detailed information, visit the official Seoul-city tour information website, www.visitseoul.net, or check the mobile app iTourSeoul. ※Information in this guide book is current as of January 2014.

Seoul City Tour Bus

With only one ticket, you can navigate through the city's hotspots on the Seoul city tour bus, circulating famous touristic attractions by category and unlimited use for one valid day.

[Provided Service] Audio guide system in 4 languages (Korean, English, Japanese and Chinese), Information of main attractions on LCD monitors, Interpreters on spot and Leaflets of the routes

How to Guide

	Seoul City Courses				Traditional Markets Tour Course (Double-decker)	Gangnam City Tour Course
	City Circulation (Single-decker)	Seoul Panorama Course (Double-decker)	Night-time I (Single-decker)	Night-time II (Double-decker)		
Departure	In front of Donghwa Duty Free Shop, Gwanghwamun (Subway : Ganghwamun Stn, Exit 6)				Dongdaemun Design Plaza, West End	Gangnam Tourist Information Center
Ticket Booth	Ticket booth, next to Koreana Hotel, Gwanghwamun					
Operation Hours	9:00-19:00	10:00-17:00	19:30	19:30	9:00-18:30	10:00-20:00
Ticket Price	Adults ₩12,000 Minors ₩10,000	₩15,000 ₩10,000	₩6,000 ₩4,000	₩12,000 ₩7,000	₩15,000 ₩10,000	₩12,000 13 to 18yrs ₩10,000 48mths to 12yrs ₩6,000
Phone Inquiries	02-777-6090				02-1544-4239	02-3448-5519
Website	http://www.seoulcitybus.com				http://www.seoulrolley.co.kr	http://www.gangnamtour.co.kr

※Traditional Markets course and Gangnam City Tour course run all year round

※City courses : Closed on Mondays. However, if the Monday is holiday, and during summer holiday season (4th week of July – August 15th), it runs on Monday as well

※Minors : Age of 5 – under 18

※For further information, contact the enquiries by courses and visit the homepage: www.visitseoul.net

Main Route Information

City Circulation Course

Gwanghwamun Gate → Deoksugung Palace → Namdaemun Market → Seoul Station → USO → Yongsan Station → National Museum of Korea → War Memorial of Korea → United States Army Garrison Yongsan → Itaewon → Myeong-dong → Namsangol Hanok Village → National Theater of Korea → N Seoul Tower → Dongdaemun Market → Daehangno → Changgyeonggung Palace → Changdeokgung Palace → Insa-dong → Cheongwadae → The National Folk Museum of Korea → Gyeongbokgung Palace → Gwanghwamun Gate

Seoul Panorama Course

Gwanghwamun → Cheonggye Plaza → Myeong-dong → Animation Center in Namsan (mountain) → Namsan Cable Car → Millennium Hilton Hotel → Namsan Library → Hyatt Hotel → 63 Building → eouinaru Station → Hongik Univ. → Airport Railway Station → Shinchon Station → Sejong Center for the Performing Arts → Gwanghwamun Gate

Night-time Courses ※Non-stop running: impossible to take on or get off the bus at any stops while operation

Single-decker Gwanghwamun Gate → Deoksugung Palace → Mapodaegyo (Bridge) → Yeouido → Seogangdaegyo (Bridge) → Seongsudaegyo (Bridge) → Hannamdaegyo (Bridge) → National Theater of Korea → N Seoul Tower → Namsan Public Library → Sungnyemun Gate → Cheonggye Plaza → Gwanghwamun Gate

Double-decker Gwanghwamun Gate → Mapodaegyo (Bridge) → Seogangdaegyo (Bridge) → Banpo Hangang Park → Dongjakdaegyo (Bridge) → Seongsudaegyo (Bridge) → Hannamdaegyo (Bridge) → Namsan Public Library → Namdaemun Market → Cheonggye Plaza

Traditional Markets Tour Course

Dongdaemun Design Plaza, West → Bangsan, Jungbu Markets → Tongin market → Sejong Center for the Performing Arts → Seoul Station → Namdaemun Market → Myeong-dong → Jonggak → Insa-dong → Jongmyo shrine → Gwangjang Market → Pyoungnwa Market → Seoul Folk Flea Market → Seoul Yangnyeong Market → Majang-dong Livestock Products Market → Sindang-dong Jungang Market

Gangnam City Tour Course

Gangnam Tourist Information Center → Apgujeong Rodeo → S.M Entertainment → Bongeunsa Temple → COEX → Yangjaecheon → The Boundaries of Prince Gwangpyeong's Tomb, Phillykjungjae → Seolleung → LG Art Center → Kukkiwon → Gangnam Station → Dosan Park → Garosu-gil → Gangnam Tourist Information Center

Seoul City Walking Tours

Seoul Metropolitan Government offers 17 walking tour courses and tour guide programs by culture and Seoul Cultural Tourism Volunteer Guide. With prior booking, you can get a free travel guide from Seoul Cultural Tourism Volunteer Guide while walking around various parts of the city.

☎ 02-6925-0777 🌐 http://dobo.visitseoul.net

※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.

Route title	Route details	Duration	Closing days
Bukchon Hanok Village	Bukchon Traditional Culture Center → 11 Gahoe-dong Hanok Village → Han Sang Soo Embroidery Museum → Gahoe Museum → Hanok Village at 31 Gahoe-dong → Bukchon Museum	3hour 30mins	Mondays
Changdeokgung Palace	Within Changdeokgung Palace	2hour 30mins	Mondays
Changgyeonggung Palace	Within Changgyeonggung Palace	2hours	Mondays
Cheonggyecheon Stream 1	Cheonggye Plaza → Gwangtonggyo (Bridge) → Samilgyo (Bridge) → Suppyogyo (Bridge) → Saebyeokdari (Bridge) → Ogansugyo (Bridge) → Dongdaemun DDP Independence Park	2hours	Open year-round
Cheonggyecheon Stream 2	Cheonggyecheon Museum → Shanty town Theme Zone → Gosanjagyo (Bridge) → Muhakgyo (Bridge) → Hwanghakgyo (Bridge) → Seoul Folk Flea Market	2hour 30mins	Mondays
Deoksugung Palace / Jeong-dong	Deoksugung Palace → Seoul Museum of Art → Appenzeller/Noble Memorial Museum → Chungdong First Methodist Church → Jungmyeongjeon → Site of the Former Ewha Hakdang → Site of the Former Russian Legation	2hours	Mondays
Dongdaemun Traditional Market	Seoul Yangnyeongsi Herb Medicine Museum → Seoul Yangnyeong Market → Gyongsong Market → (bus ride) → Janghanpyeong → Janghanpyeong Antique Shops	3hours	Open year-round
Ecology in Changdeokgung Palace	Okcheongyo (Bridge) area → Crown Prince Sado 's locust tree in front of Seonimnun Gate → Lacebark tree at Chundangji	2hours	Weekend Operation
Ecology in Changgyeonggung Palace	Locust tree at Donhwamun Gate → Juniper tree at Bomgmodang → Zelkova tree at Geumcheongyo (Bridge) → Evodia tree at Nakseonjae	2hours	Weekend Operation
Gyeongbokgung Palace / Hyoja-dong	Gyeongbokgung Palace → Cheongwadae Sarangchae	2hours	Tuesdays
Gyeonghuigung Palace / Seodaemun	Gyeonghuigung Palace → Gyeonggyojang → Seoul City Wall → Hong Nampa's House → Dongnimnun (Independence Gate) → Seodaemun Independence Park	2hour 30mins	Mondays
Hangang / Jeoldusan Catholic Martyrs' Shrine	Mangwonjeong → Hangang → Jambubong Relic/Yanghwanaru Ferry → Jambubong Relic → Jeoldusan Catholic Martyrs' Museum → Yanghwajin Foreigners' Cemetery	2hour 30mins	Mondays
Insa-dong / Unhyeongung Palace	Unhyeongung Palace → Cheondogyo → Central Headquarters of Cheondogyo (Ssun Hall) → Mingadaejeon (Min's Club) → Kyung-In Museum of Fine Art → Ssamzie-gil	3hours	Mondays
Mongchontoseong Fortress	Pungnaptoeseong → Mongchon Museum of History → Mongchontoseong → Seoul Baekje Museum → Mongchontoseong Station	2hour 30mins	Mondays
Naksan Seonggwak Citadel	Dongdaemun DDP (Heunginjimun Gate) → Seoul City Wall → Biudang (Jajudongaem) → Naksan Park (Observatory) → Ehwanjang (House)	3hours	Open year-round
Namsan Seonggwak Citadel	Jangchungdan Park (Supgyogyo) → Seoul City Wall → National Theater of Korea → Bongsudae (Beacon Mound) → N Seoul Tower → Patriot Ahn Jung-gaun Memorial Hall	3hour 30mins	Mondays
Seochon Hanok Village	Tongui-dong Hanok Village → Tongin Market → Okryu-dong → Baehwa Girls' High School → Sajik Park	2hour 30mins	Mondays
Seolleung / Bongeunsa Temple	Seolleung Royal Tomb → Jeongneung Royal Tomb → (bus or on foot) → Bongeunsa Temple	2hour 30mins	Mondays
Seongbuk-dong	Choi Sunu House → Seonjamdanji → Gilsangsa Temple → Simujang → House of Yi Taejun (Suyeonsanbang, a traditional tea house)	3hours	Sundays & Mondays
Seonggyungwan	Tangpyeongbi (Impartiality Stele) → Hamabi → Bansu → Sammun → Daeseongjeon Shrine → Bicheondang (house) → Ginkgo tree → Myeongnyundang (Lecture Hall)	2hr	Weekend Operation

Seoul Cultural Tourism Volunteer Guide Program

※Prior reservation required for groups and guided tour in foreign languages

Namsangol Hanok Village 🕒 10:30, 12:00, 14:00, 15:30 (Closed on Tuesdays) ☎ 02-2264-4412

Cheongwadae Sarangchae 🕒 10:30, 12:00, 14:00, 15:30 (Closed on Mondays) ☎ 02-723-0300

Seoul City Hall Building 🕒 10:00, 14:00 (Closed on Mondays) ☎ 02-120

The War Memorial of Korea 🕒 10:00, 14:00 (Closed on Mondays) ☎ 02-709-3139

Seoul Tourist Map

How to read the index

1	Gyeongbokgung Palace	[B2]	23
Map no.	Tourist attractions	Coordinates	Page no.

Cultural Heritages

1	Changdeokgung Palace	[B2]	23
2	Changgyeonggung Palace	[B2]	23
3	Deoksugung Palace	[B2]	09
4	Gyeongbokgung Palace	[B2]	17
5	Gyeonghuigung Palace	[B2]	07
6	Jongmyo Shrine	[B2]	19
7	Mongchontoseong Fortress	[C3]	58
8	Seonjeongneung Royal Tombs	[C3]	51
9	Seoul City Wall	[B1]	29
10	Unhyeongung Palace	[B2]	21

Landmarks

11	Banpo Moonlight Rainbow Fountain	[B3]	53
12	Bosingak Belfry	[B2]	21
13	Cheonggyecheon (Stream)	[B2]	19
14	Cheonggye Plaza	[B2]	17
15	Dongdaemun Design Plaza	[B2]	27
16	Gwanghwamun Square	[B2]	17
17	Heunginjimun Gate	[B2]	27
18	Lotte World	[C3]	57
19	N Seoul Tower	[B2]	13
20	Seoul City Hall	[B2]	09
21	Seoul Plaza	[B2]	09
22	63Building	[A3]	40
23	Sungnyemun Gate	[B2]	13

Experience Traditional Culture

24	Bongeunsa Temple	[C3]	51
25	Bukchon Hanok Village	[B2]	23
26	Jogyesa Temple	[B2]	21
27	Korea Cultural House	[C3]	51
28	Korea House	[B2]	11
29	Kukkiwon	[B3]	49
30	Namsangol Hanok Village	[B2]	11
31	Samcheonggak	[B1]	23

Shopping

32	Apgyeong Rodeo Street	[B2]	44
33	BITPLEX	[B2]	61
34	Central City	[B3]	53
35	Cheongdam-dong Fashion Street	[C2]	44
36	COEX Mall	[C3]	51

37	D-Cube City	[A3]	61
38	Dongdaemun Market	[B2]	27
39	Dongwha Duty Free Shop	[B2]	61
40	Ewha Univ.'s 'Street You Want to Visit'	[B2]	35
41	Galleria Dept. Store	[B2, C2]	44
42	Gangnam Station Underground Shopping Center	[B3]	49
43	Garden5	[C3]	61
44	Gwangjang Market	[B2]	27
45	I'PARK Mall	[B2]	61
46	Itaewon Antique Street	[B2]	39
47	Jamsil Shopping Town	[C3]	57
48	Lotte Dept. Store	[B2]	11
49	Lotte Duty Free Shop	[B2]	11
50	Myeong-dong Street	[B2]	11
51	Namdaemun Market	[B2]	13
52	Pyoungghwa Market	[B2]	27
53	Seoul Folk Flea Market	[B2]	61
54	Seoul Yangnyeong Market	[B2]	61
55	Shilla Duty Free Shop	[B2]	61
56	Shinsegae Department Store	[B2]	11
57	Sinsa-dong Garosu-gil	[B3]	47
58	Ssamzie-gil	[B2]	21
59	Times Square	[A3]	61
60	Walkerhill Duty Free Shop	[C2]	61
61	Yongsan Electronics Shopping Mall	[B2]	61

Museums and Galleries

62	Cheonggyecheon Museum	[B2]	19
63	Cheongwadae Sarangchae	[B2]	17
64	Culture Station Seoul 284	[B2]	13
65	Gallery Street	[B3]	47
66	Gana Insa Art Center	[B2]	21
67	Horim Art Center	[B3]	45
68	K-Pop Music Exhibition Hall	[C3]	59
69	Leeum Samsung Museum of Art	[B2]	38
70	Lock Museum	[B2]	29
71	Lotte World Folk Museum	[C3]	56
72	Mongchon Museum of History	[C3]	58
73	National Museum of Contemporary Art Seoul Hall	[B2]	23
74	National Museum of Korea	[B3]	39
75	National Palace Museum of Korea	[B2]	17
76	Seoul Arts Center Hangaram Art Museum	[B3]	53
77	Seoul Baekje Museum	[C3]	59
78	Seoul Museum of Art	[B2]	09
79	Seoul Museum of History	[B2]	09

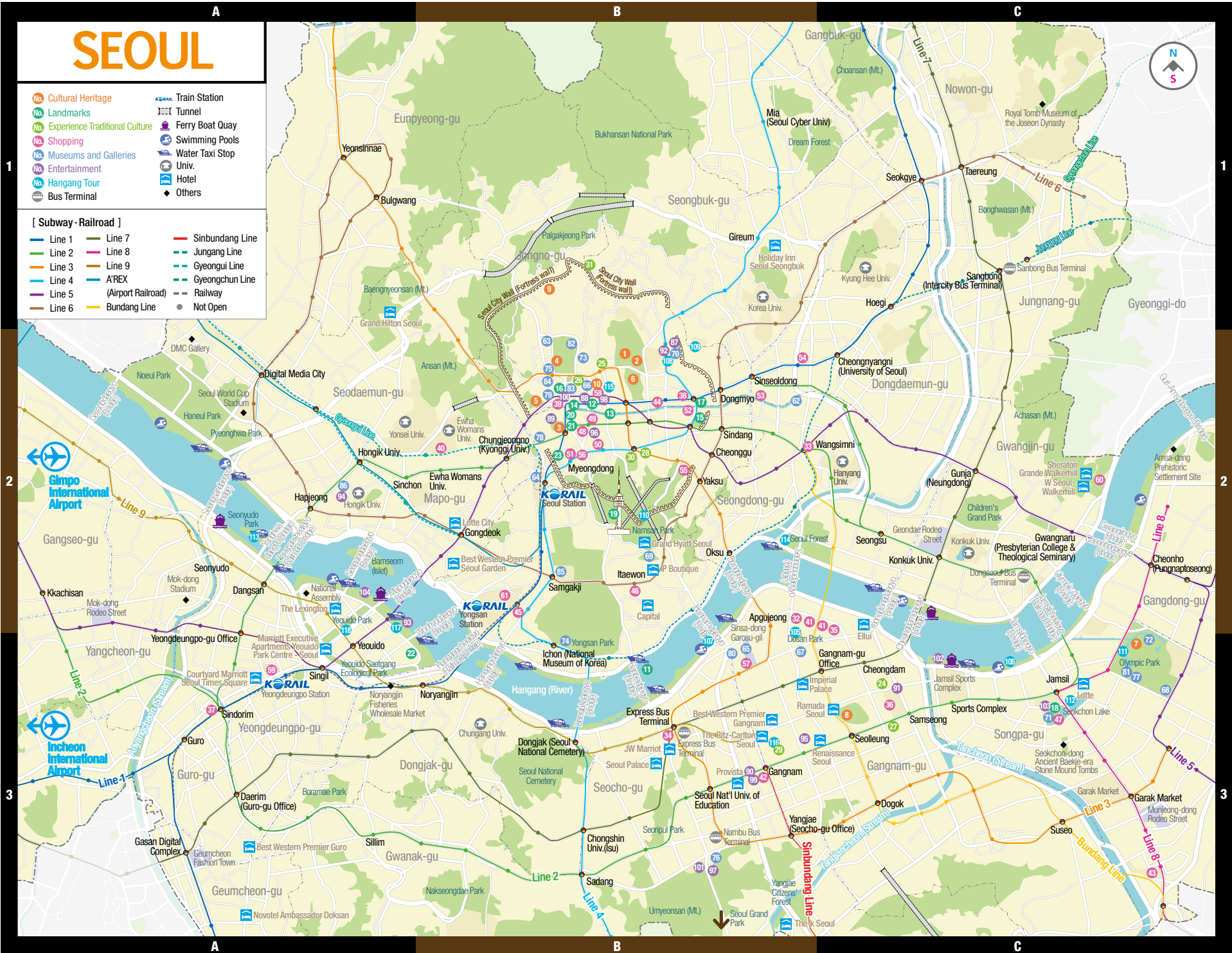
- 80 Simone Handbag Museum 'Bagstage' [B3] 47
- 81 Soma Museum [C3] 59
- 82 The National Folk Museum of Korea [B2] 17
- 83 The National Museum of Korean Contemporary History [B2] 17
- 84 The Story of King Sejong-The Story of Admiral Yi Sun-shin [B2] 17
- 85 The War Memorial of Korea [B2] 39
- 86 Trick Eye Museum [A2] 33

Entertainment

- 87 Arko Arts Theater [B2] 29
- 88 Bibap Theater [B2] 19
- 89 Chongdong Theater [B2] 09
- 90 Clubs around Gangnam Station [B3] 49
- 91 COEX Aquarium [C3] 51
- 92 Daehangno Street [B2] 29
- 93 Hangang Cruise [B3] 41
- 94 Hongdae' Clubs [A2] 33
- 95 LG Art Center [B3] 49
- 96 Myeongdong Theater [B2] 11
- 97 National Center for Korean Traditional Performing Arts [B3] 53
- 98 Sachoom Theater [B2] 19
- 99 Samsung d'light [B3] 49
- 100 Sejong Center for the Performing Arts [B2] 17
- 101 Seoul Arts Center [B3] 53
- 102 Seoul Helicopter Tour [C3] 57
- 103 Seoul Norimadang [C3] 56
- 104 Yeouido Hangang Swimming Pool [A2] 41

Parks

- 105 Dosan Park [B3] 44
- 106 Jamsil Hangang Park [C3] 56
- 107 Jamwon Hangang Park [B3] 47
- 108 Marronnier Park [B2] 29
- 109 Naksan Park [B2] 29
- 110 Namsan Park [B2] 13
- 111 Olympic Park [C3] 59
- 112 Seokchon Lake Park [C3] 56
- 113 Seonyudo Park [A2] 33
- 114 Seoul Forest [B2] 42
- 115 Tapgol Park [B2] 19
- 116 Yeoksam Park [B3] 49
- 117 Yeouido Hangang Park [A2] 41
- 118 Yeouido Park [A2] 41



SUBWAY MAP

- Subway Line 1
- Subway Line 2
- Subway Line 3
- Subway Line 4
- Subway Line 5
- Subway Line 6
- Subway Line 7
- Subway Line 8
- Subway Line 9
- Subway Line 10
- A'REX (Airport Railroad)
- Bundang Line, Suin Line
- Sinbundang Line
- Jungang Line
- Gyeongchun Line
- Uijeongbu Line
- Ever Line
- Transfer Station
- Not Open

