Never ending story
Seoul
OFFICIAL TOURIST GUIDE
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.
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 Jeonggwanheon (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 night life 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.
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**
   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 Daehanjeguk (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 Sumumjang 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
   - 02-721-9511
   - http://www.deoksugung.go.kr

2. **Seoul Plaza**
   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.

3. **Chongdong Theater**
   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).

4. **Seoul Museum of Art**
   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 Chagal, Matisse and Picasso in exhibitions throughout the year.

5. **Seoul Museum of History**
   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.
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

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.

- **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 mesca of Korean live theater. 
- **UNESCO House** - This is UNESCO’s Korean office building. NANTA Theater Myeong-dong and restaurants are also located in this building.
- **Guanqian Street** - A street where you can encounter Chinese culture through Chinese dishes and household items.

2. Myeong-dong Tourist Information Center

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.

- **Myeongdong Cathedral** - 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.
- **Myeongdong Cathedral** - A street where you can encounter Chinese culture through Chinese dishes and household items.

3. Myeong-dong Cathedral

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.

- **Lotte Town** - It is a large scale shopping district that houses Young Plaza, duty free shops, luxury brand shop Avenuel, and the main Lotte Department store, one of the five largest department stores in the world.
- **NAMSANGOL HANOK VILLAGE** - 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.
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

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 Hoehyun Station, Exit 3, 5

2. Sungnyemun Gate

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

3. Namsan Park

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.

- N Seoul Tower: Adults Round-trip ₩6,500 One-way ₩6,000 Youths Round-trip ₩5,500 One-way ₩5,000
- Namsan Cable Car: 10:00-23:00
- Line 4 Hoehyun Station, Exit 1 → Banpo-ro (Towards Namsan Tunnel 3) → Namsan Oreumi  Namsan Oreumi: An inclined elevator that enables visitors to go halfway up the mountain conveniently 02-753-2403  http://www.cablecar.co.kr

4. N Seoul Tower

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 02-3407-9277
- http://www.nseoultower.co.kr

5. Culture Station Seoul 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 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 300 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.

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)

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.

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.

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)
Plan your Trip

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 W3,000 Youths W1,500 Mar-Oct. 09:00-18:00 or 18:30; Nov-Dec. 09:00-17:00 (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 Gwangbokgung Station, Exit 5. 5minute walk
  [http://www.much.go.kr](http://www.much.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-sin - stand in the square.
- Line 5 Gwanghwamun Station. Exit 2. Line 3 Gyeongbokgung Station, Exit 5.
- [http://www.sejongstory.or.kr](http://www.sejongstory.or.kr)
- [http://www.gogung.go.kr](http://www.gogung.go.kr)

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, 2, 3 02-399-1114 [http://www.sejongpac.or.kr](http://www.sejongpac.or.kr)

4. **Hangeul Gaon-gil (Street)** 한글가온길
“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 현대문화재단
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
  [http://www.much.go.kr](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 Cheongwadae, 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 Gwangbokgung Station, Exit 4. 12minute walk
  [http://www.cwsarangchae.or.kr](http://www.cwsarangchae.or.kr)

- 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

**Plan your Trip**

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 W3,000 Youths W1,500 Mar-Oct. 09:00-18:00 or 18:30; Nov-Dec. 09:00-17:00 (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 Gwangbokgung Station, Exit 5. 5minute walk
   - [http://www.much.go.kr](http://www.much.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-sin - stand in the square.
   - Line 5 Gwanghwamun Station. Exit 2. Line 3 Gyeongbokgung Station, Exit 5.
   - [http://www.sejongstory.or.kr](http://www.sejongstory.or.kr)
   - [http://www.gogung.go.kr](http://www.gogung.go.kr)

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, 2, 3 02-399-1114 [http://www.sejongpac.or.kr](http://www.sejongpac.or.kr)

4. **Hangeul Gaon-gil (Street)** 한글가온길
   - “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 현대문화재단
   - 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
   - [http://www.much.go.kr](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 Cheongwadae, 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 Gwangbokgung Station, Exit 4. 12minute walk
   - [http://www.cwsarangchae.or.kr](http://www.cwsarangchae.or.kr)
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. Jongmyojeorye, 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, 5 minute walk 02-765-0195

http://www.jongmyo.or.kr

2 Cheonggyecheon (Stream) 청계천

This is a 10.84km-long stream flowing from Gwanghwamun Gate to Dongdaemun Market. 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 along 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.
- Cheongjojippyeong A bridge that reproduces Jeongjobanchado, a painting of the royal parade of King Jeongjo created by famous artists of Joseon, with 5,120 tiles.
- 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

http://www.chogyenongyo.or.kr

3 Tappol 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 Wongaksam Temple Site, the country's National Treasure No.2, and the Monument of Wongaksam, Treasure No.3, remain as they did in ancient times.

- Weekdays, Sundays, and Nat'l holidays (Foreign language guided tours available throughout the week, except for Saturday when visitors can tour the area on their own)
- 09:00-18:00
- Line 1, 3, 5 Jongno 3(sam)ga Station, Exit 5, 5 minute walk 02-2266-3410

http://www.ccgm.or.kr

4 Non-verbal Performance Venues 뉴비벌 파포먼스 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.

- Sachoom Theater 02-3676-7616
- Bibap Theater 02-766-0815
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

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, 7 minute walk.
- Insa-dong Information Center
  - Weekdays 09:30-18:30
  - Saturdays & Nat’l Holidays 09:30-18:00

2 Unhyeongung Palace

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 Mon-
- MP3 audio guides are available in English, Japanese, and Chinese for a small fee.
- Line 3 Anguk Station, Exit 4
- 02-766-6990
- http://www.unhyeongung.or.kr

3 Jogyesa Temple

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, 7 minute walk.
- 02-768-8600
- http://www.jogyesa.kr

4 Bosingak Belfry

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

[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.
Plan your Trip

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

1. Changdeokgung Palace

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 KRW 3,000 Children KRW 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 daily, Japanese and Chinese guided tours available once a day.
- Line 3 Anguk Station. Exit 2, 10-minute walk.
- 02-762-8261, 9513 http://www.cdg.go.kr

2. Changgyeonggung Palace

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, Honghwarumun.
- Adults KRW 1,000 Children KRW 500. English, Japanese, and Chinese guided tours available twice a day.
- Line 4 Hyehwa Station. Exit 3, 15-minute walk.

3. Samcheong-dong Street

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, 15-minute walk.
- 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. 15-minute walk (02-3701-9500)

4. Bukchon Hanok Village

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. 10-minute walk
  - Bukchon's Eight Views
    - Panoramic view of Changdeokgung Palace
    - Woosong-dong
    - Gongju-gil
    - 11 Gahoe-dong area
    - Downward alley in Gahoe-dong
    - Stone steps in Samcheong-dong
  - Bukchon Korean Traditional House
  - Bukchon Traditional Craft Studios

5. Samcheonggak

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 Warogyong 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
**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 Nakasan 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 Nakasan 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 Mael that has recently been reborn as a mural town, and meet some of the young street artists at Marronnier Park.

**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.

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

**Suggested Itinerary**

Dongdaemun History & Culture Park (40mins) - Shop at DODOTA, Migliore, Pyounghwa Market, and Lotte Fitin – Tour Heunginjimun Gate (30mins) – Take a walk on Seoul City Wall to Nakasan Park (1hour 30mins) – View the public arts at Ihwa Mael (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.
Heunginjimun Gate
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.

Dongdaemun Design Plaza
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.

Pyounghwa Market
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.

Dongdaemun Shopping Complex
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.

Apparel Malls
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.

Gwangjang Market
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 savory generously portioned cheap street food such as Tteokbokki, Gimbap, and Bindaetteok at Gwangjang Market.
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**
   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 Hyehwa Station. Exit 1
   - [Recommended Theaters] Donggung Art Center (02-766-3300), Daehangno Musical Center (02-2135-1507), Marronnier Theater (02-764-0688)

2. **Marronnier Park**
   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.
   - Line 4 Hyehwa Station. Exit 2
   - 02-3668-0007
   - Marronnier 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 Hyehwa Station. Exit 1
   - [Recommendation: 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 café restaurant.
   - Korea’s National Archives of the Arts : 10:00-19:00 (Closed on Sundays), Slow Garden: 10:00–22:00
   - Line 4 Hyehwa Station. Exit 2. 5minute walk 02-760-4715

3. **Naksan Park**
   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.
   - Line 4 Hyehwa Station. Exit 2. 15minute walk
   - Ihwa Maeul: A village of murals founded on the uphill from Daehangno to Naksan Park. After the alley turned into a gallery of murals through the Naksan Public Art Project, the village became a popular subject among photographers.
   - [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**
   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 Hyehwa Station. Exit 2. 5minute walk 02-766-6494
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 Sango-dong cafe street transforming itself all over again as the streets of youth that embrace diversity.

**Streets of Cafes, Galleries, and College Life**

**Hongdae & Sangsu Station Area**

Sinchon & Ewha Womans Univ. Station Area

---

**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.
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**

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.
- **Hongdae Free Market** An art market held at Hongik Children’s Park each Saturday. Mar.-Nov.
- Saturdays 13:00-18:00
- **Picasso Street** Lined with distinctive shops designed for university students and young people, and is a popular filming location for TV dramas.
- **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**

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**

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
- **Club Street** A street packed with various clubs from dance to live performance clubs.

4. **Trickeye Museum**

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**

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

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 ‘걷고 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 The Sinchon Tourist Information Center serves as the head office of Sinchon Posvill’s local government. It is open from 9:00am to 9:00pm daily.

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—are designated as Historic Sites. The ivy draped campus is a frequent shooting location for movies and television dramas.

2-7 Sinchon Area Patrol Unit

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.

3-1 Ewha Womans Univ. High School

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.

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

**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** Yunjung-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 Bakery. (p.40)

- 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. (p.41)

**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.

**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.38)

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)
**Itaewon Street**

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.**
- **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.

**Leeum Samsung Museum of Art**

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. (Closed on Mondays)
- **English, Japanese, and Chinese digital audio guide is available for paid rental**
- **Line 6 Hangangjin Station. Exit 2. Bus transfer.**

**Gyeongnidan-gil**

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. 5 minute walk.**

**Itaewon Antique Street**

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. 5 minute 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.**

- **The War Memorial of Korea** A museum based on the theme of the wars that occurred on the Korean Peninsula.
  - **Free** (Closed on Mondays)
  - **Make advance reservations for Free English, Japanese, and Chinese guided tours.**
  - **Line 4, 6 Samgakji Station. Exit 1, 12.**
  - **02-709-3139. http://www.warmemo.or.kr**
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**

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 W12,000; Youths W10,800 (Children W8,400 varies depending on the course)
- 63 Building: Line 5, 9 Yeouido Station. Exit 2, 3. Line 9 National Assembly Station. Exit 3, 4. 5-minute walk
- http://www.63.co.kr

2. **Hangang Cruise**

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 W12,000; Youths W10,800; Children W8,400
- Yeouido: Line 1, 5 Yeouinaru Station. Exit 5, 15-minute walk
- http://www.elandcruise.com

3. **Yeouido Park**

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. 5-minute walk

4. **Yeouido Hangang Park**

The park is famous as the stage for diverse urban festivals due to its proximity to Yunjung-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.

- Yeouido Hangang Swimming Pool: A place where you can enjoy swimming in the urban center overlooking the stretch of Hangang, it is loved by Seoul citizens particularly in Summer.
- Adults W5,000; Youths W4,000; Children W3,000
- Jul.-Aug. 09:00-20:00
- http://www.pleasantseoul.com

[Other swimming pools along the Hangang river]

- Gwangnaru Swimming Pool: 02-470-1561, Jamwon Swimming Pool: 02-452-5613, Jamsil Swimming Pool: 02-471-2274, Nanji Riverside Swimming Area: 02-787-0378

- 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, 5-minute walk
- 1588-3960
- http://www.pleasantseoul.com
The Mecca of the Lastest Fashion Trend

Apogujeong-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 Apogujeong-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 Apogujeong-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 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.

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 all the shops 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.

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 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)
**1 Apgujeong Rodeo Street** 업구정 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 6. 5-minute 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 famous stars, and thus draws keen attention from trendsetters. It is also frequented by designers as well as beauty shops and wedding shops frequented by Korean stars, and thus draws keen attention from trendsetters.
  - Bundang Line connects with Apgujeong Rodeo Station. Exit 6. 5-minute walk.

**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 café, gallery, or restaurant.

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

**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 cafés 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. 10-minute 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 ₩90,000 Youth ₩50,000 10:30–18:00 (Closed on Sundays) Line 3 Apgujeong Station. Exit 3. Bundang Line (Railroad) Apgujeong Rodeo Station. Exit 5. 10-minute walk

**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 counselling 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
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**
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. 5 minute walk
- Forever21 ①② around the corner ③ Smile Market ④ Aland ⑤ Seconds

2 **Serosu-gil**
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. 5 minute walk
- [Recommended Restaurants]: HanChu (Chicken, 02-541-0969), DUEX CREMES (Tarte Cafe, 02-545-7931), Allo Paper garden (Italian, 02-541-6933), 5cijung (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**
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. 6 minute walk

4 **Simone Handbag Museum ‘Bagstage’**
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) ⑥ Line 3 Sinsa Station. Exit 8. 5 minute walk ⑦ 02-3444-0912 ⑧ http://www.simonehandbagmuseum.co.kr

5 **Jamwon Hangang Park**
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 8. 5 minute walk
Plan your Trip

- **Kukkiwon** 국가원
  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 9 Gangnam Station, Exit 12. 10minute walk
  - 02-567-1058~9 (http://www.kukkiwon.or.kr)

- **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 Sinnonhyeon Station, Exit 4, 5. 8minute walk

- **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

- **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

- **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.

- **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 jampacked with revelers partying the night away every weekend.
  - ☑ Line 2 Gangnam Station. Exit 10. 5minute walk
Plan your Trip

1 **Seonjeongneung Royal Tombs**

Here, King Seongjong, the 9th king of the Joseon Dynasty, rests in peace with Queen Jeonghyeong, 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. 5-minute walk
  - 02-568-1291
  - http://seonjeong.cha.go.kr

2 **COEX**

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
- COEX Mall The largest underground shopping mall in Asia, with more than 180 shops, 100 cafes and restaurants. Individual business hours may vary. Inquire the shop for details in advance.
  - 02-6000-0114
  - http://www.coex.co.kr
- 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, Youth ￦16,500, Children ￦14,000
  - 10:00-20:00 (Open throughout the year)
  - 02-6002-6200
  - http://www.coexaquarium.com

3 **Bongeunsa Temple**

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. 15-minute walk
  - 02-511-6070
- 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**

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. 7-minute walk
  - 02-301-1788
  - http://www.kous.or.kr

5 **Korea City Air Terminal**

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. 5-minute walk
  - 02-551-0077
  - http://www.calt.co.kr
**Plan your Trip**

- Visit Hangang Park at night and watch the Moonlight Rainbow Fountain at the Banpodaegyo (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**
   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. 15-minute walk
   - **Banpo Moonlight Rainbow Fountain** You can watch this spectacular fountain show from April to October. The rainbow-colored fountain created by 200 lights 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 fountain bridge. 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**
   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 Shinsegye 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. Ext 3, 4, 7, 8 02-6282-0114 www.centralcityseoul.co.kr

3. **Seorae Village**
   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 of restaurants that boast of famous chefs and great atmospheres.
   - Line 3, 9 Express Bus Terminal Station. Exit 5. 10-minute walk

4. **Seoul Arts Center**
   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
   - **Hanaram 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)
   - **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 Geumungo 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.
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.

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.

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-see’s 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


※ Durations may vary depending on the itinerary and mode of transportation.
1 **Hangang Park (Jamsil District)** 环江市民公园 잠실지구

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

- nearby subway station: Line 2 Sports Complex Station. or Sincheon Station Exit 6, 7. 10-minute walk
- nearby web: [hangang.seoul.go.kr/park_jamsil](http://hangang.seoul.go.kr/park_jamsil)

2 **Seokchon Lake Park** 서울체육관

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.

- nearby subway station: Line 2 Jamsil Sports Complex Station. Exit 6, 7. 15-minute walk
- nearby web: [hangang.seoul.go.kr/park_jamsil](http://hangang.seoul.go.kr/park_jamsil)

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.

- nearby phone: 02-2240-8746
- nearby subway station: Line 2 Jamsil Sports Complex Station. Exit 6, 7

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.

- nearby phone: 02-411-2000
- nearby subway station: Connect with Line 2 Jamsil Station

5 **Seoul Helicopter Tour** 스팬키투어

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.

- nearby phone: 1899-2679
- nearby subway station: Line 2 Jamsil Sports Complex Station. Exit 6, 7. 15-minute walk

---

**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 Norimadang
**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 Pungnaptoseong
- **Visit the exhibitions open at Seoul Baekje Museum and Soma Museum of Art**

---

**1 Mongchontoseong Fortress**

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 Pungnaptoseong 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. 15 minute walk

**Mongchon Museum of History**

With historic relics discovered during the excavation of Mongchontoseong and Pungnaptoseong 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
- [http://baekjemuseum.seoul.go.kr](http://baekjemuseum.seoul.go.kr)

**Hanseong Baekje Wangseong-gil**

You can learn about the brilliant civilization and architectural skills of the Baekje Kingdom when you stroll from Pungnaptoseong, 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 Chilgido or the Seven Branched Sword that testifies to the outstanding iron smelting skills of the time.

**Seoul Baekje Museum**

You can view 10 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 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
- Make advance reservation for English, Japanese, or Chinese guide
- Line 5 Olympic Park Station, Exit 3. 20 minute walk: 02-2152-5800
- [http://baekjemuseum.seoul.go.kr](http://baekjemuseum.seoul.go.kr)

---

**2 Olympic Park**

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](http://www.olympicpark.co.kr)

**The 9 Must See Sights in Olympic Park**

- World Peace Gate
- The Thumb (sculpture)
- Mongchon Meat Musical Fountain
- Dialogue (sculpture)
- Mongchontoseong Walking Trail
- One Tree Hill
- 88 Lake
- Wild Flower Garden
- Rose Garden

**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
- [http://www.k-pop.or.kr](http://www.k-pop.or.kr)

---

**3 Soma Museum of Art**

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: W3,000; Youth: W2,000; Children: W1,000
- 10:00-18:00; Closed on Mondays
- Line 5 Mongchontoseong Station, Exit 3, Line 5 Olympic Park Station, Exit 3: 02-425-1077
- [http://www.somamuseum.org](http://www.somamuseum.org)
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.

**Bibimbap** 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 beans 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 calledChimaek.

**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 misutgaru (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

**Meokjagolmok in Namdaemun Market**

- **Kalguksu (Noodle Soup)** & Gochujang (Brazilian Cutlass Fish)
  - Line 4 Hoehyeon Station. Exit 5. 5 minute walk

**Ojange-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. 20 minute walk

**Gwangjang Market Jeon Street**

- Addicive Kimbap, Yukhoe (Beef Tartare), Bindaejeot and others
  - Line 1 Jongno 5(o)ga Station. Exit 7. 5 minute 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. 5 minute walk

**Eunam-dong Gamja Guk (potato soup)**

- Potato stew cooked with dried radish leaves, potato, and pork backbones. Open 24 hrs.
  - Line 6, Saejeoel (Sinsa) Station. Exit 2. 10 minute walk

**Jangchung-dong Jokbal Alley**

- Hard-boiled pigs’ feet that are chewy and soft inside.
  - Line 5 Mapo Station. Exit 3. 5 minute walk

---

The 10 Must-Buy Things to Shop for in Seoul

Seoul is a shopping haven, a city that sets global trends while preserving its traditions.

**Korean Food**

- Many traditional Korean foods, such as Teok, 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.

**Traditional Markets**

- Seoul Folk Flea Market
  - line 1 Jegidong Station. Exit 2

**Traditional Handicrafts**

- Traditional markets
  - Seoul Folk Flea Market
  - Line 1 Jeongdong Station. Exit 2

**Duty-free shops**

- Shilla Duty Free Shop
  - Line 3 Dongguk Univ. Station. Exit 5

---

Shopping in Seoul

**Mega shopping malls**

- Times Square
  - Connected to Line 1 Yeongdeungpo Station

**Traditional markets**

- Seoul Folk Flea Market
  - Connected to Line 1 Sinsa-dong Station

---

10. **Mega shopping malls**

- Times Square
  - Connected to Line 1 Yeongdeungpo Station

- I’PARK Mall
  - Connected to Line 1 Yongsan Station

- BITPLEX
  - Connected to Line 1 Yongsan Station

- D-Cube City
  - Connected to Line 1 2 Sindorim Station

- Noryangjin Fisheries Wholesale Market
  - Connected to Line 1, 9 Noryangjin Station

- Yangjae Flower Market
  - Connected to Line 1, 9 Noryangjin Station

- Gangnam Market
  - Connected to Line 1, 9 Noryangjin Station

---

11. **Traditional markets**

- Seoul Folk Flea Market
  - Connected to Line 1, 9 Noryangjin Station

- Yangjae Flower Market
  - Connected to Line 1, 9 Noryangjin Station

---

12. **Duty-free shops**

- Shilla Duty Free Shop
  - Line 3 Dongguk Univ. Station. Exit 5

- Lotte Duty Free Shop
  - Line 2 Euljiro 1(1)ga Station. Exit 7, 8

- Donghwa Duty Free Shop
  - Line 5 Gwanghwamun Station. Exit 6

- Walkerhill Duty Free Shop
  - Line 5 Gwanghwamun Station. Exit 6

---

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.

Airports

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

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
Subway Seoul has nine routes from Line 1 to Line 9. 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 Return 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.

Exploring Beyond Seoul

Bus

<table>
<thead>
<tr>
<th>Bus terminals</th>
<th>Lines</th>
<th>Station</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Express Bus Terminal</td>
<td>3, 7 &amp; 9 Express Bus Terminal Station</td>
<td>1688-4700</td>
<td></td>
</tr>
<tr>
<td>Sungbong Bus Terminal</td>
<td>Line 7 and Jungang Line Sungbong (Intercity Bus Terminal) Station</td>
<td>02-323-5885</td>
<td></td>
</tr>
<tr>
<td>Namru Bus Terminal</td>
<td>Line 3 Nambu Bus Terminal (Seoul Arts Center) Station</td>
<td>02-521-8550</td>
<td></td>
</tr>
<tr>
<td>Dongseoul Bus Terminal</td>
<td>Line 2 Gangbyeon (Dongseoul Bus Terminal) Station</td>
<td>1688-5979</td>
<td></td>
</tr>
</tbody>
</table>

Railroad

<table>
<thead>
<tr>
<th>Railroad</th>
<th>Line 1 &amp; 4, Airport Railroad and Gyeongui Line Seoul Station</th>
<th>1544-7788</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yongian Station</td>
<td>Line 1 and Jungang Line Yongian Station</td>
<td></td>
</tr>
<tr>
<td>Yeongdeungpo Station</td>
<td>Line 1 Yeongdeungpo Station</td>
<td></td>
</tr>
</tbody>
</table>

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.


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

<table>
<thead>
<tr>
<th>How to use</th>
<th>Where to buy</th>
<th>Fare</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-money</td>
<td>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.</td>
<td>Subway stations in Seoul, convenience stores with T-money signs</td>
</tr>
<tr>
<td>Seoul Citypass Plus</td>
<td>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.</td>
<td>GS25 convenience stores, tourist information centers, train stations</td>
</tr>
<tr>
<td>M-PASS</td>
<td>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.</td>
<td>Incheon International Airport Tourist Information Center, Seoul Global Culture &amp; Tourism Center (Myeong-dong), Gangnam Tourist Information Center</td>
</tr>
</tbody>
</table>

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.

Currency

Currency
The Korean currency unit is the won (₩/KRW). You can exchange currencies in airports, department stores and hotels, as well as trusted home-stay facilities and Goodstay certified businesses available in Seoul. For more information, visit www.visitseoul.net.

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 Hanha, Kukmin, Korea Exchange, and Sinhan banks.

Department Stores
Currency exchange is available until business closing hours of 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 services.

[Currency Exchange for International Tourists]
Exchange service is available at the airport, department stores, and hotels.

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.

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 Hanha, Kukmin, Korea Exchange, and Sinhan banks.

Department Stores
Currency exchange is available until business closing hours of 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°C. If it often snows, 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

<table>
<thead>
<tr>
<th>Season</th>
<th>Festival</th>
<th>Time</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>Hangang Yeouido Spring Flower Festival</td>
<td>Sometime in April each year</td>
<td>Yeouido Junjung-no area</td>
</tr>
<tr>
<td></td>
<td>Lotus Lantern Festival</td>
<td>Sometime in May each year</td>
<td>Bongeunsa Temple, Jongno/Insa-dong area</td>
</tr>
<tr>
<td>Summer</td>
<td>Seoul Fringe Festival</td>
<td>Sometime in June each year</td>
<td>Hongdae area</td>
</tr>
<tr>
<td></td>
<td>Seoul Drum Festival</td>
<td>September-October each year</td>
<td>Varies each year (Check in advance)</td>
</tr>
<tr>
<td></td>
<td>Seoul Eulalia Festival</td>
<td>Sometime in October each year</td>
<td>Yeouido Hangang Park</td>
</tr>
<tr>
<td>Autumn</td>
<td>Seoul Lantern Festival</td>
<td>October each year</td>
<td>World Cup Park</td>
</tr>
</tbody>
</table>

Official Holidays

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

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

Useful Phone Numbers

<table>
<thead>
<tr>
<th>Information on Seoul</th>
<th>DASAN Call Center 02-120</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone interpretation service</td>
<td>Interpretation service BBB (Before Babel Brigade) 1588-5644</td>
</tr>
<tr>
<td>Emergency medical service</td>
<td>Emergency Medical Information Center 119</td>
</tr>
<tr>
<td>Lost articles</td>
<td>Lost and Found Center at Seoul Metropolitan Police Agency 02-2299-1282</td>
</tr>
<tr>
<td>Tourist information</td>
<td>KTO TT Call Center 1330</td>
</tr>
<tr>
<td>Tourist complaint report</td>
<td>DASAN Call Center 02-120-9</td>
</tr>
<tr>
<td>Tourist Complaint Center at Korea Tourism Organization 1330</td>
<td></td>
</tr>
</tbody>
</table>

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 any time, 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 with 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

<table>
<thead>
<tr>
<th>Tourist information center</th>
<th>Phone</th>
<th>Tourist information center</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incheon Int'l Airport</td>
<td>032-743-3270, 3272</td>
<td>Samilgyo (Bridge)(p.18)</td>
<td>02-720-8072</td>
</tr>
<tr>
<td></td>
<td>032-743-2600, 2602</td>
<td>Seoul Station(full information service)</td>
<td>02-3149-3333</td>
</tr>
<tr>
<td>Myeong-dong Tourist</td>
<td>02-778-0333</td>
<td>Seoul Meeting Square</td>
<td>02-579-0290</td>
</tr>
<tr>
<td>Information Center(p.10)</td>
<td></td>
<td>Gangnam Tourist Information Center(p.45)</td>
<td>02-3445-0111</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Citizens’ Hall(p.08)</td>
<td>02-739-7755</td>
</tr>
<tr>
<td>Korea Tourism Organization</td>
<td>02-729-9496-9</td>
<td>Sinchon Station(Gyeongui Line)(p.34)</td>
<td>02-363-7833</td>
</tr>
<tr>
<td>Gyeongbokgung Palace(p.16)</td>
<td>02-738-9171</td>
<td>Yeongdeungpo Station (full information service)</td>
<td>02-2639-3320</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hangang Park (full information service)</td>
<td>02-3780-5555</td>
</tr>
<tr>
<td>Namdaemun Market(p.12)</td>
<td>02-752-1913</td>
<td>Itaewon(p.38)</td>
<td>02-794-5579</td>
</tr>
<tr>
<td>Naminsa(p.18, 20)</td>
<td>02-737-7885</td>
<td>Itaewon Station(p.38)</td>
<td>02-3785-0942</td>
</tr>
<tr>
<td>Dongdaemun(p.26)</td>
<td>02-2236-9135</td>
<td>Jamsil(p.56)</td>
<td>02-2143-7007</td>
</tr>
<tr>
<td>Mapo Tourist Information Center</td>
<td>02-334-7878</td>
<td>Jaedong Elementary School(p.22)</td>
<td>02-2148-4160</td>
</tr>
<tr>
<td>Myeong-dong(p.10)</td>
<td>02-774-3238</td>
<td>Jeongdong Public Library(p.22)</td>
<td>02-2148-4161</td>
</tr>
<tr>
<td>Myeong-dong(Seoul Global Culture and Tourist Center)(p.10)</td>
<td>02-3789-7961–3</td>
<td>Cheonggye Plaza(p.8, 16)</td>
<td>02-2290-7126</td>
</tr>
<tr>
<td>Bukinsa(p.20)</td>
<td>02-734-0222</td>
<td>Hongik Univ.(p.32)</td>
<td>02-323-2240</td>
</tr>
</tbody>
</table>

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 tourist 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

<table>
<thead>
<tr>
<th>Seoul City Courses</th>
<th>Traditional Markets Tour Course</th>
<th>Gangnam City Tour Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Circulation (Single-decker)</td>
<td>Seoul Panorama Course (Double-decker)</td>
<td>Night-time I (Double-decker)</td>
</tr>
<tr>
<td>In front of Donghwa Duty Free Shop, Gwanghwamun (Subway : Gwanghwamun Stn, Exit 6)</td>
<td>Dongdaemun Design Plaza, West End</td>
<td>9:00-18:30</td>
</tr>
<tr>
<td>Ticket booth, next to Koreana Hotel, Gwanghwamun</td>
<td>Dongdaemun Tourist Information Center</td>
<td>10:00-20:00</td>
</tr>
<tr>
<td>Operation Hours</td>
<td>Ticket Price</td>
<td>13 to 18yrs W10,000 45min to 12yrs W6,000</td>
</tr>
<tr>
<td>9:00-19:00</td>
<td>Adults W12,000</td>
<td>W7,000</td>
</tr>
<tr>
<td>10:00-17:00</td>
<td>W15,000</td>
<td>W10,000</td>
</tr>
<tr>
<td>19:30</td>
<td>W6,000</td>
<td></td>
</tr>
<tr>
<td>19:30</td>
<td>W12,000</td>
<td></td>
</tr>
<tr>
<td>9:00-20:00</td>
<td>Minors W10,000</td>
<td></td>
</tr>
<tr>
<td>Phone Inquiries</td>
<td>W10,000</td>
<td></td>
</tr>
<tr>
<td>02-777-6090</td>
<td>W4,000</td>
<td></td>
</tr>
<tr>
<td>02-1544-4239</td>
<td>02-3448-5519</td>
<td></td>
</tr>
</tbody>
</table>

Main Route Information

City Panorama Course

Gwanghwamun Gate → Deoksugung Palace → Namdaemun Market → Seoul Station → U.S. Forces → Namdaegyo Bridge → N Seoul Tower → Dongdaemun Design Plaza → Namsan → Seoul City Wall

Seoul Panorama Course

Gwanghwamun → Cheonggye Plaza → Myeongdong → Animation Center in Namsan (mountain) → Namsan Cable Car → Millenium 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

Single-decker: Gwanghwamun Gate → Deoksugung Palace → Mapo-dae (Bridge) → Yeouido → Seogandaegyo (Bridge) → Seogudaegyo (Bridge) → Hannamdae (Bridge) → 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

Double-decker: Gwanghwamun Gate → Mapo-dae (Bridge) → Seogandaegyo (Bridge) → Banpo Hangang Park → Dongjakdakdo (Bridge) → Seogudaegyo (Bridge) → Hannamdae (Bridge) → Namsan Public Library → Namdaemun Market → Gyeonggye Plaza

Traditional Markets Tour Course


Gangnam City Tour Course

Gangnam Tourist Information Center → Apgujeong Rodeo → S.M Entertainment → Bongeuna Temple → COEX → Yangjaecheon → The Boundaries of Prince Gwangpyeong’s Tomb, Philkyungjae → Seojeong → 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 guides by culture and Seoul Cultural Tourism Volunteer Guide while walking around various parts of the city. 📞02-6925-0777 🌐http://docbss.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.

<table>
<thead>
<tr>
<th>Route title</th>
<th>Route details</th>
<th>Duration</th>
<th>Closing days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukchon Hanok Village</td>
<td>Bukchon Traditional Culture Center → 11 Gahoe-dong Hanok Village → Han Sang Soo Embroidery Museum → Gahoe Museum → Hanok Village at 31 Gahoe-dong → Bukchon Museum</td>
<td>3hour 30mins</td>
<td>Mondays</td>
</tr>
<tr>
<td>Changdeokgung Palace</td>
<td>Within Changdeokgung Palace</td>
<td>2hours 30mins</td>
<td>Mondays</td>
</tr>
<tr>
<td>Cheonggyecheon Stream 1</td>
<td>Cheonggye Plaza → Gwanggyeogyo (Bridge) → Samilgyo (Bridge) → Supyongyo (Bridge) → Sarebyeokdari (Bridge) → Gongsugyo (Bridge) → Dongdaemun DDP Independence Park</td>
<td>2hours</td>
<td>Open year-round</td>
</tr>
<tr>
<td>Cheonggyecheon Stream 2</td>
<td>Cheonggyecheon Museum → Shamyun town Theme Zone → Gogjagyo (Bridge) → Muhakgyo (Bridge) → Hwanghakgyo (Bridge) → Seoul Folk Flea Market</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Deoksugung Palace / Jong-dong</td>
<td>Deoksugung Palace → Seoul Museum of Art → Appenzeller/Noble Memorial Museum → Chungdong First Methodist Church → Jungmyeongjeon → Site of the Former Exeha Hakdang → Site of the Former Russian Legation</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Dongdaemun</td>
<td>Seoul Yangnyeong Market → Gyeongdong Market → Deoksugung Market → Gwanghwamun Gate → Dongdaemun Market → Youngsan Station</td>
<td>3hours</td>
<td>Open year-round</td>
</tr>
<tr>
<td>Traditional Market</td>
<td>Working in the city and local Christian Martyrs’ Shrine</td>
<td>2hours</td>
<td>Weekends Operation</td>
</tr>
<tr>
<td>Ecology in Changdeokgung Palace</td>
<td>Deoksugung Palace → Juniper tree at Bongmodang → Zelkova tree at Geumcheongyo (Bridge) → Esoda in Naksan Area</td>
<td>2hours</td>
<td>Weekends Operation</td>
</tr>
<tr>
<td>Econ in Changgyeong Palace</td>
<td>Ecology in Deoksugung Palace</td>
<td>2hours</td>
<td>Weekends Operation</td>
</tr>
<tr>
<td>Gyeongbokgung Palace / Hyoja-dong</td>
<td>Gyeongbokgung Palace → Cheongwadae Saengcheong</td>
<td>2hours</td>
<td>Tuesdays</td>
</tr>
<tr>
<td>Gyeonghuigung Palace / Seodaemun</td>
<td>Gyeonghuigung Palace → Gyeongdongjeong → Seoul City Wall → Hang Nanna’s House → Donjumun Independence Park → Seodaemun Independence Park</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Hangang / Jeoldusan Catholic Martyrs’ Shrine</td>
<td>Hangang River → Jeoldusan Catholic Martyrs’ Shrine → Yeonghwa Foreigners’ Cemetery</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Insadong / Unhyeong Palace</td>
<td>Insadong Seoul Folk Flea Market → Cheongdongyo → Central Headquarters of Cheongdogyo (Seon Jeong) → Mingdadeo (P. China)</td>
<td>3hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Mongchontoseong Fortress</td>
<td>Mongchontoseong → Mongchong Museum of History → Mongchontoseong Station</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Nakasan Seogwagak</td>
<td>Dongdaemun DDP (Seognyunmum Gate) → Seoul City Wall → Bonggulsae (Beacon Mound) → Na Seoul Tower → Patip An Jung-gae Memorial Hall</td>
<td>3hours</td>
<td>Open year-round</td>
</tr>
<tr>
<td>Seogchon Hanok Village</td>
<td>Seogchon Hanok Village → Tongin Market → Yehyu-dong → Baehwa Girls High School → Sajik Park</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Seolleung / Bongeuna Temple</td>
<td>Seolleung / Hyoja-dong / Bongeuna Temple → Cheongdongyo Royal Tomb → Cheongdongyo Royal Tomb → Seolleung / Bongeuna Temple</td>
<td>2hours</td>
<td>Mondays</td>
</tr>
<tr>
<td>Seonbok-dong</td>
<td>Samun → Sajik Park → Bongeuna Temple</td>
<td>3hours</td>
<td>Sundays &amp; Mondays</td>
</tr>
<tr>
<td>Seoggyeungwan</td>
<td>Seonggyeungwan (Impartiality Stele) → Hamabi → Bansu → Samun → Daeseongjeon Shrine → Bichousung (house) → Myeongnyundang (Lecture Hall)</td>
<td>2hr</td>
<td>Weekends Operation</td>
</tr>
</tbody>
</table>

Seoul Cultural Tourism Volunteer Guide Program

Prior reservation required for groups and guided tour in foreign languages

Namsaengol Hanok Village 📞 10:30, 12:00, 14:00, 15:30 (Closed on Tuesdays) 📞02-2264-4412
Cheongwadae Seorangche 📞 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) 📞02-120-3000
The War Memorial of Korea 📞 10:00, 14:00 (Closed on Mondays) 📞02-709-3139