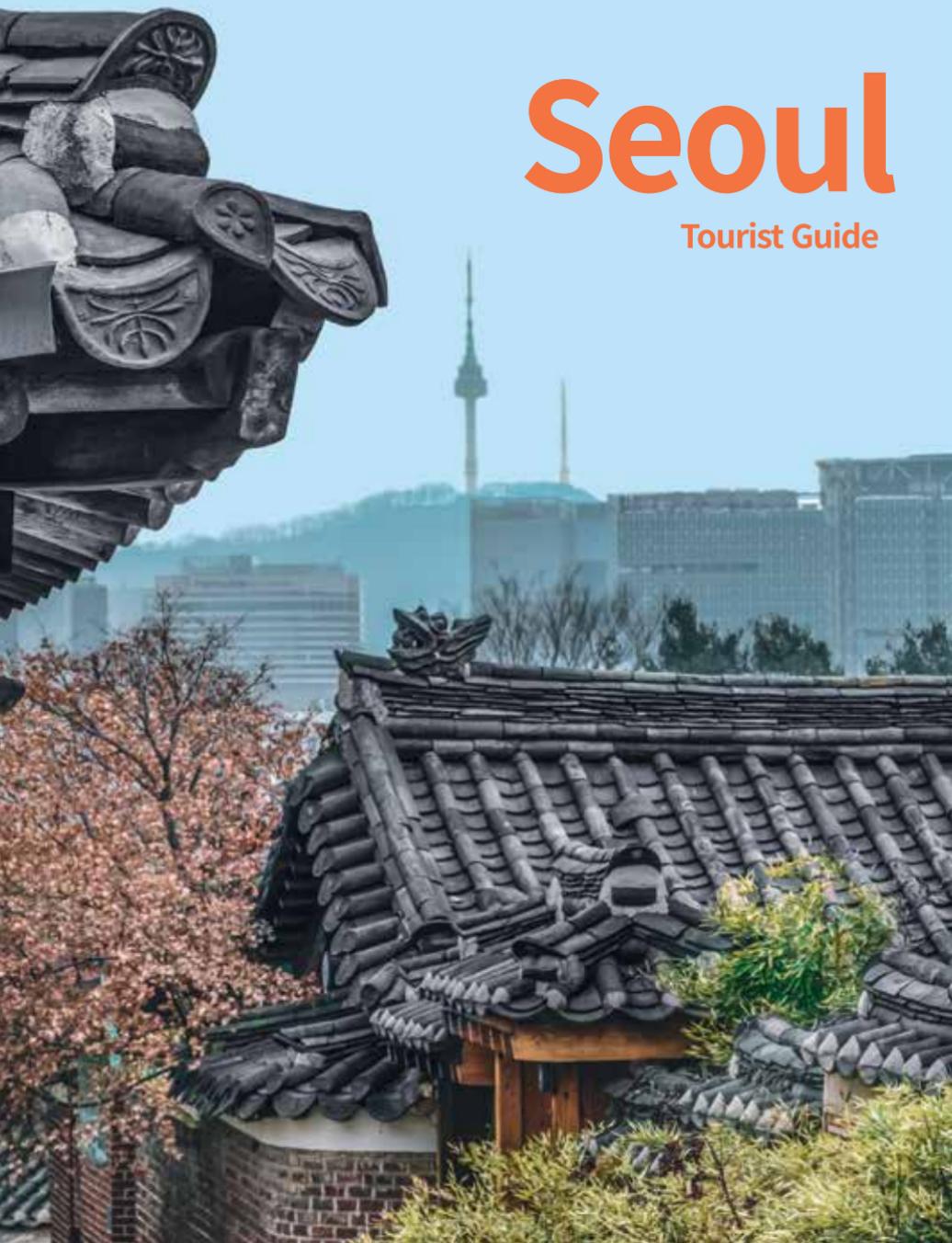


Seoul

Tourist Guide







Contents

INTRO

- 008 Seoul with BTS
- 012 WHERE SHALL WE GO?
: PREVIEW OF SEOUL SPOTS

THEME

- 016 SEOUL PALACE TOUR, WALKING THROUGH TIME
- 018 HIKING THROUGH NATURE
- 022 SEOUL'S TODAY AND TOMORROW,
IN THE HISTORY AND CULTURE MUSEUMS
- 024 SPACES OF CULTURE AND ARTS
OPPORTUNITIES
- 026 LET'S PLAY AT THE HANGANG RIVER!
A PERFECT WAY TO ENJOY THE HANGANG
RIVER
- 028 SEOUL FOREST, SHELTERS IN THE HEART OF
THE CITY
- 032 HOT SPOTS FEATURING HALLYU CONTENT
ITEMS

WHERE TO GO



The Heart of Seoul, **Downtown**

- 036 SEOUL STATION · NAMSAN · CITY HALL ·
NAMDAEMUN
- 038 MYEONG-DONG · EULJIRO
- 040 DONGDAEMUN

- 042 **BEST WALKS 1 - JEONGDONG-GIL**



Harmony of Past and Present, **Central Part**

- 044 SEOCHON
- 046 GWANGHWAMUN
- 048 JONGNO · INSA-DONG
- 050 DAEHANGNO · DONGMYO

- 052 **BEST WALKS 2 - BUKCHON**
- 053 **BEST WALKS 3 - BUAM-DONG**



Street Blooming with Culture, **Northwest**

- 054 SANGAM · HAPJEONG · SANGSU · MANGWON
- 056 SINCHON · HONGIK UNIV. · YEONNAM ·
YEONHUI

- 058 **BEST WALKS 4 - ITAEWON'S THREE MAIN ALLEYS**



New Emerging Trend, **Northeast**

- 060 SEONGSU · KONKUK UNIV.



The Center of Korean Politics, **Yeouido**

- 062 YEUIDO

- 064 **BEST WALKS 5 - HANGDONG RAILROAD TRAIL**
- 065 **BEST WALKS 6 - MULLAE ART VILLAGE**



Center of Trends, **Southeast**

- 066 SAMSEONG · GANGNAM · BANPO · YANGJAE
- 069 SINSA · APGUJEONG · CHEONGDAM
- 070 SONGPA
- 071 JAMSIL

TASTY SEOUL

- 074 SOUL FOOD LOVED BY LOCALS
- 075 SNACKS TO ENJOY ON A SMALL BUDGET
- 076 VARI-COLORED, FOOD ALLEYS
- 078 VEGAN FOR HEALTHY MEALS
- 079 IT TASTES BETTER IF YOU KNOW MORE
ABOUT IT! BEVERAGES

SHOP & LIFESTYLE

- 080 MEET THE OLD SEOUL IN LONG-
LASTING SHOPS
- 081 LOOKING FOR TREASURES TO
REMEMBER SEOUL BY
- 082 SHOPPING MALLS FOR SHOPAHOLICS

EXPERIENCE

- 084 A DAY TO TRY SOMETHING DIFFERENT

BEST DAY COURSE

- 086 RECOMMENDED ROUTES BY ITINERARY
- 088 WALKING GUIDED TOURS

CULTURAL EVENT & FESTIVAL

- 089 FESTIVAL CALENDAR

CHECK LIST & INFORMATION

- 090 THINGS TO KNOW BEFORE TRAVELING
TO SEOUL

TRANSPORTATION

- 094 TRAFFIC INFORMATION IN KEY AREAS
OF SEOUL & SEOUL CITY TOUR BUS

MAP

- 101 SEOUL TOURIST MAP & SUBWAY MAP

* The copyright of this guide book is owned by the Seoul Tourism Organization (STO). Any unauthorized use of this book and its contents without written permission from the STO is strictly prohibited by law. The contents of this book were updated in October 2022 by the STO through extensive research, but changes could have occurred during the production and printing of this book. The Seoul Tourism Organization does not hold any legal responsibility for any losses, damages, and inconvenience that might arise in relation to this book.

* If you have any opinions on the Seoul Tour Guide Book, please contact us by e-mail (mapnguide@sto.or.kr).

Pictures are from the STO website
(www.visitseoul.net)

Maps are from Smart Seoul Map
(map.seoul.go.kr)

Date Published Nov. 2022

Publisher Seoul Tourism Organization

Produced by Seoul Tourism Organization

Designed by Pygmalion Co., Ltd. (82-2-516-3923)
a.g. communications co., ltd.
(82-2-763-8600)

INTRO

1 Seoul with BTS

2 WHERE SHALL WE GO?
Preview of Seoul Spots

Seoul with BTS

A Seoul Tour with **BTS**



BTS is writing a new history of Hallyu.

Having served as Seoul's honorary tourism ambassador for six years, BTS is informing people around the world of the charms of Seoul, the center of Hallyu (Korean Wave) content. Enjoy your travels in Seoul, the city of BTS, as recommended by the band.

(Refer to 'BTS Seoul Ambassador 5th Anniversary Story' on the YouTube VisitSeoul TV channel)

#Recommended by Jungkook

Gyeongbokgung Palace P.016

Gyeongbokgung Palace is the first palace of the Joseon Dynasty, and its name carries a wish: 'prosper and enjoy great blessings'. BTS performed 'IDOL' and 'Dynamite' against the backdrop of Geunjeongjeon Hall in Gyeongbokgung Palace live on the 2020 NBC Jimmy Fallon Show in the US.

📍 161, Sajik-ro, Jongno-gu, Seoul



#Recommended by RM

Seoul Botanic Park P.030

As the first botanic park in Korea that combines a park and a botanical garden, Seoul Botanic Park raises awareness about plant culture and biodiversity plant culture and diversity of species. You can come across various plants and ecological spaces in the middle of downtown Seoul, so feel free to come with your family and friends or on a date.

📍 161, Magokdong-ro, Gangseogu, Seoul



#Recommended by Suga



Dongdaemun Design Plaza (DDP) P.040

P.040

Dongdaemun Design Plaza is a cultural multiplex where exhibitions, performances, conventions, and fashion shows are held at all times. Adopting an extra-large space and three-dimensional atypical architectural design, it is touted as a sculpture that transcends stereotypes. There are many shopping malls and clothing markets nearby, so it's a good place to shop.

📍 281, Eulji-ro, Jung-gu, Seoul

#Recommended by Jin

Olympic Park P.029

Olympic Park was built to commemorate the 24th Seoul Olympics held in 1988. There is a road leading to Mongchontoseong Fortress in the northwest of Country Flags Plaza, making it a good place to experience environmental ecology and history. To the south, there are Soma Museum of Art and Seoul Baekje Museum, where you can enjoy culture and art.

📍 424, Olympic-ro, Songpa-gu, Seoul



#Recommended by V



MMCA Seoul / Deoksugung P.024

The MMCA is a culture and arts multiplex where you can see the flow of Korean contemporary art at a glance. Seoul has two venues: MMCA Seoul and MMCA Deoksugung. Anyone can easily access modern art and enjoy the breadth of culture and arts in MMCA.

📍 Seoul 30, Samcheong-ro, Jongno-gu, Seoul
 📍 Deoksugung 99, Sejong-daero, Jung-gu, Seoul

#Recommended by Jimin

Jamsil Sports Complex

Olympic Main Stadium, which can accommodate 100,000 people, is used as a venue for sports events, music performance, and cultural events. It is also a venue for performances by famous domestic and foreign stars as well as festivals of various genres.

📍 25, Olympic-ro, Songpa-gu, Seoul
 (Near Exit 5-8 of Line 2, 9 Sports Complex Station)



#Recommended by J-Hope



Seoul Forest P.028

Seoul Forest is a forest created with four themes: Culture and Arts Park, Wetland Eco Center, Eco Forest, and Experience Center. Throughout the forest, visitors can also see benches donated by BTS fans.

📍 273, Ttukseom-ro, Seongdong-gu, Seoul

THEME

- 1** SEOUL PALACE TOUR,
WALKING THROUGH TIME
- 2** HIKING THROUGH NATURE
- 3** SEOUL'S TODAY AND TOMORROW,
IN THE HISTORY AND CULTURE MUSEUMS
- 4** SPACES OF CULTURE AND
ARTS OPPORTUNITIES
- 5** LET'S PLAY AT THE HANGANG RIVER!
A PERFECT WAY TO ENJOY THE HANGANG RIVER
- 6** SEOUL FOREST, SHELTERS IN THE HEART
OF THE CITY
- 7** HOT SPOTS FEATURING HALLYU
CONTENT ITEMS



1 GYEONGBOKGUNG PALACE 경복궁



The first royal palace built in the Joseon Dynasty is where the 500-year history of Joseon began. The largest of the five grand palaces remaining in Seoul, Gyeongbokgung Palace showcases Joseon's royal culture, palace life, and architecture through Geunjeongjeon, Gyeonghoeru Pavilion, and other structures. The National Palace Museum and National Folk Museum of Korea are nearby to learn more about royal culture and historical living conditions.



2 DEKSUGUNG PALACE 덕수궁



This Joseon Dynasty palace became the historical venue for the establishment of the Great Korean Empire. It is the only palace in Seoul that has a modern building, a Western-style garden, and a fountain. The Palace Royal Guard Changing Ceremony held every day at the main gate is a must-see attraction. The stonewall walkway that runs along Deoksugung Palace has been selected as one of the 100 Most Beautiful Roads in Korea, giving it a different feeling throughout each of the four seasons.



3 CHANGDEOKGUNG PALACE 창덕궁



This UNESCO World Heritage site is the best-preserved palace of the Joseon Dynasty. Built in 1405, Changdeokgung Palace boasts picturesque scenery as the palace where the kings of the Joseon Dynasty spent the most time. Since Rear Garden of Changdeokgung is available only to select visitors, a separate fee must be paid, aside from the fee for the palace tour. Visiting hours and the number of people allowed in at a time are also limited, so check the website for information on the Rear Garden tour.



4 CHANGGYEONGGUNG PALACE 창경궁



This palace was built by King Seongjong, the ninth king of the Joseon Dynasty, for Queen Jeonghui, the wife of King Sejo, Queen Ansun, the wife of King Yejong, and Queen Sohye, the wife of King Deokjong. Connected to Changdeokgung Palace, it formed a single palace called Donggung, and served to make up for shortage of residential space in Changdeokgung. The outstanding architectural beauty of the time is confirmed through Honghwamun, the main gate of Changgyeonggung. Korea's first Western-style greenhouse, completed in 1909, can also be seen here.

1 GYEONGBOKGUNG PALACE 경복궁

📍 161, Sajik-ro, Jongno-gu, Seoul (Near Exit 5 of Line 3 Gyeongbokgung Station)
 🕒 09:00-17:00 in Nov.-Feb., 09:00-18:00 in Mar.-May & Sep.-Oct., 09:00-18:30 in Jun.-Aug. (last admission 1 hour before closing), Closed on Tuesdays
 🇰🇷 Korean citizens Ages 25-64: KRW 3,000, Foreigners Ages 19-64: KRW 3,000, ages 7-18: KRW 1,500 📞 82-2-3700-3900
 🌐 royalpalace.go.kr (refer to the website for the Palace Royal Guard Changing Ceremony, foreign language guided tour hours, etc.)
 🏛️ National Palace Museum of Korea
 📞 82-2-3701-7500 🌐 gogung.go.kr
 🏛️ National Folk Museum of Korea
 📞 82-2-3704-3114 🌐 nfm.go.kr

2 DEKSUGUNG PALACE 덕수궁

📍 99, Sejong-daero, Jung-gu, Seoul (Near Exit 1, 2 of Line 1, 2 City Hall Station)
 🕒 [Deoksugung Palace] 09:00-21:00 (last admission 1 hour before closing); Closed on Mon. / [Deoksugung Stonewall Walkway] open 24 hours a day, all year long
 🇰🇷 Korean citizens Ages 25-64: KRW 1,000, Foreigners Ages 19-64: KRW 1,000, ages 7-18: KRW 500 📞 82-2-771-9951
 🌐 deoksugung.go.kr (refer to the website for the Palace Royal Guard Changing Ceremony, foreign language guided tour hours, etc.)

3 CHANGDEOKGUNG PALACE 창덕궁

📍 99, Yulgok-ro, Jongno-gu, Seoul (Near Exit 3 of Line 3 Anguk Station)
 🕒 [Palace] 09:00-17:30 in Nov.-Jan., 09:00-18:00 in Feb.-May & Sep.-Oct., 09:00-18:30 in Jun.-Aug. (last admission 1 hour before closing), Closed on Mon. [Rear Garden] Different opening hours (refer to the website)
 🇰🇷 Korean citizens Ages 25-64: KRW 3,000, Foreigners Ages 19-64: KRW 3,000, ages 7-18: KRW 1,500 📞 82-2-3668-2300
 🌐 cdg.go.kr (refer to the website for foreign language guided tour hours)

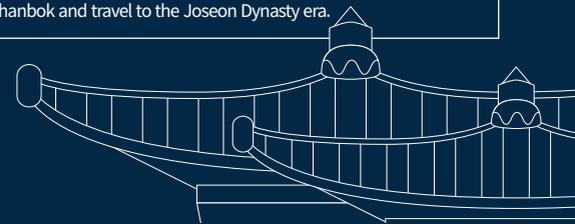
Walking Through Time

SEOUL PALACE TOUR

From the five major palaces of Joseon with 500 years of history of the dynasty, to the shrines that serve the spirit tablets of the Joseon kings and queens. Each of the royal institutions has its own unique style and beauty.

TIP. HANBOK EXPERIENCE

Admission is free if you visit the palace wearing a hanbok, a colorful traditional Korean outfit! There are many hanbok rental shops near the palace, so it is recommended that you wear a hanbok and travel to the Joseon Dynasty era.



5 GYEONGHUIGUNG PALACE 경희궁

This is the smallest of the five major palaces in Seoul (Gyeongbokgung, Changdeokgung, Deoksugung, Changgyeonggung, and Gyeonghuiigung). The palace was built for the purpose of moving the king away from the main palace. There were many palaces in Gyeonghuiigung Palace, but most of the buildings disappeared or were relocated during the Period of Japanese Occupation when Gyeongseong Middle School, a Japanese school, was built on the site of the palace.



6 JONGMYO SHRINE 종묘

This shrine is where ancestral rites are held for the spirit tablets of the kings and queens of the Joseon dynasty. It was listed as a UNESCO World Heritage site in 1995. The Jongmyo Jerye, held every May, is the oldest ritual in the world that has been held since 1464, and was selected as a UNESCO masterpiece of oral tradition and intangible heritage in 2001.



4 CHANGGYEONGGUNG PALACE 창경궁

📍 185, Changgyeonggung-ro, Jongno-gu, Seoul
 🕒 09:00-21:00 (last admission 1 hour before closing), Closed on Mon., Tour hours vary when a visit incorporates Changdeokgung Palace.
 🇰🇷 Korean citizens Ages 25-64: KRW 1,000, Foreigners Ages 19-64: KRW 1,000, ages 7-18: KRW 500
 📞 82-2-762-4868
 🌐 cgg.cha.go.kr (refer to the website for foreign language guided tour hours)

5 GYEONGHUIGUNG PALACE 경희궁

📍 45, Saemunan-ro, Jongno-gu, Seoul (Near Exit 4 of Line 5 Seodaemun Station)
 🕒 09:00-18:00, Closed on Mon.
 🆓 Free
 📞 82-2-724-0274

6 JONGMYO SHRINE 종묘

📍 157, Jong-ro, Jongno-gu, Seoul (Near Exit 8, 11 of Line 1, 3, 5 Jongno 3-ga Station)
 🕒 Tour available: every Monday, Wednesday, Thursday, and Friday (except the last Wednesday of the month; see the website for tour hours), Tuesday (Closed on the following day if Tuesday is a national holiday).
 🇰🇷 Korean citizens Ages 25-64: KRW 1,000, Foreigners Ages 19-64: KRW 1,000, ages 7-18: KRW 500
 📞 82-2-765-0195
 🌐 jm.cha.go.kr (refer to the website for foreign language guided tour hours)

HIKING

through Nature

Surrounded by numerous mountains and forests, Seoul has many great places where people can take a leisurely stroll. From Hanyangdoseong trail, which runs along the fortress wall, to Seoul Dulle-gil, which wraps around Seoul. Let's all enjoy the beautiful scenery of Seoul while breathing in the fresh air.

Difficulty Beginner ●○○ Intermediate ●●○ Advanced ●●●



1 BUKAKSAN MOUNTAIN 북악산

Towering north of Gyeongbokgung Palace, this mountain was the last mountain in Seoul that was made available to the general public for security reasons. As it is a military reservation, it is completely off-limits after sunset, so be sure to check the opening hours for a visit.

Mar.-Apr., Sep.-Oct 07:00-18:00 (last entry no later than 16:00)

May.-Aug. 07:00-19:00 (last entry no later than 17:00)

Nov.-Feb. 09:00-17:00 (last entry no later than 15:00)

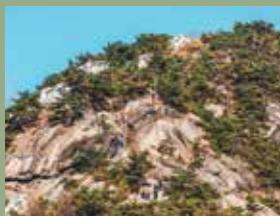
Closed on Tuesdays only for mountain hiking trail through the Chunchumun Gate

Height 342m Difficulty ●●○

2 INWANGSAN MOUNTAIN 인왕산

One of the guardian mountains in Seoul, this peak is entirely made of granite. There are many rocks with strange shapes such as Train Rock, Skirt Rock, and Hat Rock. Because of the beautiful scenery, there are many landscape paintings with Mt. Inwang as the background, and representative examples include Jeong Seon's Inwangjesaekdo and Kang Hui-eon's Inwangsando. It is also known as a beautiful night view spot.

Height 338.2m Difficulty ●○○



3 ANSAN MOUNTAIN 안산

This mountain is relatively low. Its main route is the one east of Ansan, which goes through Seodaemun Independence Park where Seodaemun Prison is located. Here, visitors can enjoy beautiful scenery in every season. By climbing to the top, visitors can overlook the Inwangsan Mountain, Bukhansan Mountain, and the Hangang River surrounding Seoul in a sweeping view.

Height 295.5m Difficulty ●○○



4 EUNGBONSA MOUNTAIN 응봉산

As a peak towering in Eungbong-dong, this hill has been famous for its beautiful scenery since ancient times. It was also called Maebongsan because the kings of the Joseon Dynasty enjoyed hunting by releasing falcons here. The night view of Seoul from the top of the octagonal pavilion is fabulous.

Height 81m Difficulty ●○○



HANYANG DOSEONG TRAIL

A history tour where you can appreciate the history and culture of the Seoul Fortress Wall. It is divided into six sections, and visitors can savor the history and culture of each era along the Seoul Fortress Wall surrounded by Namsan Mt., Inwangsan Mt., Bukaksan Mt., and Naksan Mt.

© seoulcitywall.seoul.go.kr

A NAKSAN SECTION

낙산 구간

The section that extends from Hyehwamun Gate through Naksan to Heunginjimun Gate. Naksan is the lowest of the four inner mountains, and its gentle slope makes for an easy walk.

Distance 2.1km

Difficulty ●○○

Duration 1hr

Departure Exit 4 of Line 4 Hansung University Station

D SUNGYEMUN GATE SECTION

숭례문 구간

The section that goes from Baekbeom Square through Sungnyemun Gate to the site of Donuimun Gate. It is difficult to find traces of the fortress, so please check the Hanyangdoseong Trail website before going.

Distance 1.8km

Difficulty ●○○

Duration 1hr

Departure Exit 4 of Line 1, 4 Seoul Station

B HEUNGINJIMUN GATE SECTION

흥인지문 구간

The section that goes from Heunginjimun Gate through Gwanghuiimun Gate to Jangchung Gymnasium. You can also enjoy shopping at nearby Dongdaemun Design Plaza and Dongdaemun Market.

Distance 1.8km

Difficulty ●○○

Duration 1hr

Departure Exit 6, 7 of Line 1, 4 Dongdaemun Station

E INWANGSAN MOUNTAIN SECTION

인왕산 구간

The section that starts at the site of Donuimun Gate, crosses Inwangsan Mountain, and continues to Poet Yun Dong-ju's Hill. Inwangsan has many rocky sections, so be careful when climbing in winter.

Distance 4km

Difficulty ●●●

Duration 2hrs and 30mins

Departure Exit 4 of Line 5 Seodaemun Station

C NAMSAN MOUNTAIN SECTION

남산 구간

The section that goes from the back road of Jangchung Gymnasium to Namsan Park. Most of the fortress wall was destroyed during the period of Japanese Occupation, but most of it has been restored to its former appearance.

Distance 4.2km

Difficulty ●●○

Duration 3hrs

Departure Exit 5 of Line 3 Dongguk Univ. Station

F BAEGAK SECTION

백악 구간

The section that goes from Changuimun Gate to Hyehwamun Gate past Baegak Mountain. The Seoul City Wall was built with Baegak Mountain as its starting point, and Baegak Mountain is the highest among the four inner mountains.

Distance 4.7km

Difficulty ●●●

Duration 3hrs

Departure Exit 3 of Line 3 Gyeongbokgung Station



SEOUL DULLE-GIL

Dulle-gil is a trail with a total length of 156.5km that winds around Seoul. Consisting of eight trails, it weaves the history, culture, and natural ecology of Seoul into a story. It is a path that domestic and foreign visitors can enjoy and experience while walking.

1 SURAKSAN·BURAMSAN ROUTE

수락·불암산 코스

Seoul Dulle-gil Route 1 passes through Suraksan Mountain and Buramsan Mountain. It is a route that goes around Buramsan, not through it, and reaches Taereung Royal Tomb.

Distance 18.6km

Difficulty ●●●

Duration 8hrs 10mins

Departure Exit 2 of Line 1, 7 Dobongsan Station

3 GODEOKSAN·ILJASAN ROUTE

고덕·일자산 코스

This route finishes at Suseo Station after going past the Hangang River, Godeoksan Mountain, Iljasan Mountain, Seongnaecheon Stream, Munjeong Neighborhood Park, and Tancheon Stream. River paths, forest paths, and stream paths are all included here, allowing visitors to see and feel the natural scenery of Seoul.

Distance 25.6km

Difficulty ●○○

Duration 8hrs 50mins

Departure Exit 2 of Line 5 Gwangnaru Station

2 YONGMASAN·ACHASAN ROUTE

용마·아차산 코스

This course passes through Mukdongcheon Stream, Mangusan Mountain, Yongmasan Mountain, and Ahasan Mountain. It is a walking trail along the mountain ridge, and has the best view among the Seoul Dulle-gil routes. There is also Ahasan Ecological Park, which is full of many things to see.

Distance 12.3km

Difficulty ●●○

Duration 5hrs and 10mins

Departure Exit 4 of Line 6 Hwarangdae Station

4 DAEMOSAN·UMYEONSAN ROUTE

대모·우면산 코스

This course arrives at Sadang Station via Daemosan, Guryongsan, and Umyeonsan. Most of them are hiking courses, but the elevation is not high, and the view of Seoul from the mountain is excellent.

Distance 18.3km

Difficulty ●●○

Duration 8hrs 10mins

Departure Exit 6 of Line 3, Suin-Bundang Line Suseo Station



5 GWANAKSAN·HOAMSAN ROUTE

관악·호암산 코스

This course arrives at Suseo Station via Gwanaksan Mountain and the Samseongsan Mountain. For a walking trail along the Dulle-gil of the Gwanaksan Mountain, the natural scenery is excellent. Since historical and cultural relics are scattered throughout, there is a variety of things to see and enjoy.

Distance 13km

Difficulty ●●○

Duration 6hrs

Departure Exit 4 of Line 2, 4 Sadang Station

7 BONGSAN·AENGBONGSAN ROUTE

봉산·앵봉산 코스

This course passes Noeul Park, Haneul Park, and World Cup Stadium, so many places that are difficult to pass are well equipped with pedestrian facilities. It is a course with a lot of historical heritage and many things to see.

Distance 16.8km

Difficulty ●●○

Duration 6hrs 25mins

Departure Exit 4 of Line 9 Gayang Station

6 ANYANGCHEON·HANGANG ROUTE

안양천·한강 코스

This course takes you to Gayang Station by walking along the Anyangcheon Stream and the Hangang River. This entire section is flat, making it an easy walk. It is differentiated from other courses as you can walk along the Hangang River and streams.

Distance 18.2km

Difficulty ●○○

Duration 4hrs and 30mins

Departure Exit 2 of Line 1 Seoksu Station

8 BUKHANSAN·DOBONSAN ROUTE

북산·도봉산 코스

As a route that overlaps with the Bukhansan Dulle-gil, it is difficult to complete in one day because the route is very long. In addition to temples and cultural assets, there are many natural elements such as valleys.

Distance 33.7km

Difficulty ●●○

Duration 16hrs 30mins

Departure Exit 2 of Line 3 Gupabal Station

Seoul's Today and Tomorrow, IN THE HISTORY AND CULTURE MUSEUMS

Museums exhibit, relics, and works of art from various countries and regions. In the museums, we can see the past and the present that we have never experienced and the future we must head to.

1 NATIONAL MUSEUM OF KOREA 국립중앙박물관

The leading museum in South Korea houses over 410,000 artifacts, including 439 items in 307 instances of nationally-designated cultural assets such as national treasures or assets. In the seven permanent exhibition halls, 9,884 cultural assets are displayed in 39 exhibition rooms. There are also Pagoda Garden, Special Exhibition Gallery, and Children's Museum.

- 📍 137, Seobinggo-ro, Yongsan-gu, Seoul (Near Exit 2 of Line 4, Gyeongui-Jungang Line Ichon Station)
- 🕒 10:00-18:00 on Mon.-Tue.-Thu.-Fri.-Sun., 10:00-21:00 on Wed.-Sat (last admission 30 minutes before closing), Closed on New Year's Day, Seollal (Lunar New Year's Day) and Chuseok 🆓 Free (Fee may apply to special exhibitions.)
- ☎ 82-2-2077-9000 @ museum.go.kr



2 NATIONAL HANGEUL MUSEUM 국립한글박물관

This museum promotes the literal and cultural value of Hangeul. The cultural diversity and future value of Hangeul are shared through exhibitions by researching and collecting artifacts scattered throughout Korea and abroad. It operates permanent and special exhibitions and a Hangeul playground for children.

- 📍 139, Seobinggo-ro, Yongsan-gu, Seoul (Near Exit 2 of Line 4, Gyeongui-Jungang Line Ichon Station)
- 🕒 Monday through Friday and Sunday: 10:00-18:00, Saturday: 10:00-21:00, and Closed on New Year's Day, Seollal (Lunar New Year's Day), and Chuseok
- 🆓 Free ☎ 82-2-2124-6200 @ hangeul.go.kr



3 SODAEMUN PRISON HISTORY HALL 서대문형무소역사관

The prison where many anti-Japanese independence activists were incarcerated during the Japanese colonial period was transformed into a historical education center in 1998. The history hall, which was once used as a residence and a torture chamber, includes a video archive and a prison life room such as standing coffins and a solitary room where visitors can directly experience life in prison.

- 📍 251, Tongil-ro, Seodaemun-gu, Seoul (Near Exit 5 of Line 3 Dongnimmun Station)
- 🕒 09:30-18:00 in Mar.-Oct., 09:30-17:00 in Nov.-Feb. (last admission 30 minutes before closing), Closed on Mon., New Year's Day, Seollal (Lunar New Year's Day) and Chuseok. 🆓 KRW 3,000 for adults, KRW 1,500 for youth and military soldiers, KRW 1,000 for children. Free for people who are 65 or older, 6 or younger, disabled, or people of national merit.
- ☎ 82-2-360-8590 @ sphh.sscmc.or.kr



4 SEOUL MUSEUM OF HISTORY 서울역사박물관

This institution protects and displays relics, urban relics, and historic houses of Seoul. Interesting relics that give a glimpse into the life and culture of the people of old Seoul are on display, and the large-sized model of Seoul scaled down to 1/1,500 size is impressive.

- 📍 55 Saemunan-ro, Jongno-gu, Seoul (Near Exit 7 of Line 5 Gwanghwamun Station)
- 🕒 09:00-18:00 (last admission 30 minutes before closing), closed every Monday and New Year's Day 🆓 Free ☎ 82-2-724-0274 @ museum.seoul.go.kr



5 SEOUL MUSEUM OF CRAFT ART 서울공예박물관

As a first public craft museum in South Korea, SeMoCa displays crafts from various eras from the past to the present. It has about 20,000 crafts and related materials. Various exhibitions and programs such as a craft history exhibition, a modern craft exhibition, and a children's craft exhibition are held here.

- 📍 4, Yulgok-ro 3-gil, Jongno-gu, Seoul (Near Exit 1 of Line 3 Anguk Station)
- 🕒 10:00-18:00 (last admission 30 minutes before closing), closed every Monday and New Year's Day 🆓 Free (Paid admission to exhibitions by exhibitors from outside)
- ☎ 82-2-6450-7000 @ craftmuseum.seoul.go.kr



6 NATIONAL METEOROLOGICAL MUSEUM OF KOREA 국립기상박물관

Here you can examine the history of meteorological science and culture, from the history of meteorological observation to the development of modern meteorological technology. The National Meteorological Museum of Korea is a significant building as it has restored the original form of the Seoul Meteorological Observatory. Here, visitors can also see the world's oldest rain gauge, the Gongju Chungcheong Gamyong Rain Gauge.

- 📍 52, Songwol-gil, Jongno-gu, Seoul 🕒 10:00-18:00 (last admission 1 hour before closing), closed every Monday, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok 🆓 Free ☎ 82-70-7850-8493 @ science.kma.go.kr/museum



7 NATIONAL AVIATION MUSEUM OF KOREA 국립항공박물관

The first national aviation museum in Korea opened in 2020 to mark the centennial of the Korean Aviation School. Visitors can see and experience the history of aviation, the industry, and the future of aviation technology with their own eyes. Here, people can experience piloting/controlling, in-flight training, and recreational aviation sports, and a docent program staffed by aviation experts is also provided.

- 📍 177, Haneul-gil, Gangseo-gu, Seoul 🕒 10:00-18:00 (last admission 30 minutes before closing), closed every Monday (Closed the following day if Monday is a national holiday), New Year's Day, Seollal (Lunar New Year's Day), and Chuseok 🆓 Free (Paid admission to experiential education programs) ☎ 82-2-6940-3198 @ aviation.or.kr



8 WAR MEMORIAL OF KOREA 전쟁기념관

The only war history museum in South Korea displays about 9,000 war-related artifacts are on display in its nine exhibition rooms from the first to the third floor. Visitors can experience the extreme conditions of war through their various senses while in the war experience room, and in the outdoor exhibition, you can see weapons used in World War II, the Korean War, and the Vietnam War.

- 📍 29, Itaewon-ro, Yongsan-gu, Seoul (Near Exit 12 of Line 4, 6 Samgakji Station)
- 🕒 09:30-18:00 (last admission 1 hour before closing), closed every Monday (Closed the following day if Monday is a national holiday)
- 🆓 Free ☎ 82-2-709-3114 @ warmemo.or.kr

SPACES OF CULTURE AND ARTS OPPORTUNITIES

Seoul is dotted with places where you can enjoy culture and arts, from opera to dance, plays, musicals, and fine art. Here are some cultural and artistic spaces that will enrich your life.



2 MMCA DEOKSUGUNG

국립현대미술관 덕수궁관

Opened in 1938, the National Museum of Modern and Contemporary Art (MMCA) Deoksugung is the first modern museum building in Deoksugung. It presents not only Korean modern art, but also academic events such as special exhibitions and collection exhibitions related to Asian and Western modern art, art presentations, and lectures.



1 MMCA SEOUL

국립현대미술관 서울관

This art multiplex lets you see the flow of Korean contemporary art at a glance through exhibitions, performances, and educational programs. In addition to the exhibition hall where you can appreciate works of art, there is also a multi-project hall where various cultural and artistic events are held, and a space where you can see various art books from home and abroad.



1 MMCA SEOUL

국립현대미술관 서울관

📍 30, Samcheong-ro, Jongno-gu, Seoul
 🕒 10:00-18:00 Monday through Friday, Sunday, 10:00-21:00 Wednesday and Saturday, Closed New Year's Day, Seollal (Lunar New Year's Day), and Chuseok
 💰 Fees vary with days of the week and time slots

☎ 82-2-3701-9500 @ mmca.go.kr

2 MMCA DEOKSUGUNG

국립현대미술관 덕수궁관

📍 99, Sejong-daero, Jung-gu, Seoul (Near Exit 1 of Line 1, 2 City Hall Station)
 🕒 10:00-18:00 on Tue.-Thu.-Fri.-Sun., 10:00-21:00 on Wed.-Sat., Closed on Mon.
 💰 Fees vary with exhibitions and time slots (except for a Deoksugung Palace tour)

☎ 82-2-2022-0600 @ mmca.go.kr

3 SEOUL ARTS CENTER

예술의전당

📍 2406, Nambusunhwan-ro, Seocho-gu, Seoul (Near Exit 5 of Line 3 Nambu Bus Terminal Station)
 ☎ 82-2-580-1300
 @ sac.or.kr

4 HONGJE YUYEON

홍제유연

📍 Underground of Yujin Shopping Center at 48-84, Hongje-dong, Seodaemun-gu, Seoul (Near Exit 1 of Line 3 Hongje Station)
 🕒 10:00-22:00
 💰 Free
 ☎ 82-2-2133-2710

5 THE LEEUM

리움미술관

📍 60-16, Itaewon-ro 55-gil, Yongsan-gu, Seoul (Near Exit 1 of Line 6 Hangangjin Station)
 🕒 10:00-18:00 (last admission 30 minutes before closing), closed every Monday, Seollal (Lunar New Year's Day), and Chuseok
 💰 Free (except for some special exhibitions)
 ☎ 82-2-2014-6900 @ leeum.org

6 SEOUL MUSEUM OF ART SEOSOMUN MAIN BRANCH

서울시립미술관 서소문본관

📍 61, Deoksugung-gil, Jung-gu, Seoul (Near Exit 10 of Line 1, 2 City Hall Station)
 🕒 10:00-20:00 weekdays, 10:00-19:00 Mar.-Oct. and 10:00-18:00 Nov.-Feb. (last admission 1hr before closing) weekends and holidays, closed every Monday and New Year's Day
 💰 Free (except for special exhibitions)
 ☎ 82-2-2124-8800 @ sema.seoul.go.kr

3 SEOUL ARTS CENTER 예술의전당

The first art complex in South Korea hosts performances and exhibitions by world-class artists. From opera, ballet, orchestral music, and choral music centered on music halls, concert halls, and theaters, to the painting and sculpture exhibitions by renowned artists from home and abroad at Hangaram Art Museum and the country's only exhibition space for calligraphy "Seoul Calligraphy Art Museum," quality performances and exhibitions are organized and exhibited here in all genres.



4 HONGJE YUYEON 홍제유연

An art space where installation art, lighting art, and media art are created along the waterway flowing between 100 pillars in the basement of Yujin Shopping Center in Hongjecheon. A space that had been abandoned for 50 years was reborn as part of the Seoul Public Art Project.



5 THE LEEUM, SAMSUNG MUSEUM OF ART 리움미술관

An art museum where the building itself is a work of art. The three world-famous architects Mario Botta, Jean Nouvel, and Rem Koolhaas built the museum while incorporating their own personalities into it. It is an art museum that mixes traditional art containing the unique beauty of Korea, vibrant contemporary art, and international art reflecting the values of the times.



6 SEOUL MUSEUM OF ART SEOSOMUN MAIN BRANCH

서울시립미술관 서소문본관

The Seoul Museum of Art is located on Jeongdong-gil along the Deoksugung Doldam-gil in the heart of downtown Seoul. Under the motto of 'a future created by many and an art museum where everyone is connected', it holds various temporary exhibitions and special exhibitions that encompass globality and locality, professionalism and popularity.



Let's Play at the Hangang River!

A PERFECT WAY TO ENJOY THE HANGANG RIVER

Each section of Hangang Park has its own charm, providing healing to Seoul residents and tourists. Let's have fun however we like in Hangang Park, where there are various things to enjoy such as water sports, rides, and cruise ships.



1 MANGWON HANGANG PARK 망원 한강공원

Visitors can use various sports facilities such as basketball courts, tennis courts and soccer fields, as well as water sports facilities. A bike path runs along the Hangang River, making it a park loved by many riders.

📍 467, Maonarugil, Mapo-gu, Seoul



2 YEUIDO HANGANG PARK 여의도 한강공원

This is one of the most visited Hangang River parks. It is adjacent to Yeouiseo-ro, a beautiful cherry blossom road, and the Yeouido Spring Flower Festival is held every April while the Seoul International Fireworks Festival is held in October.

📍 330, Yeouidong-ro, Yeongdeungpo-gu, Seoul (Exit 2 or 3 of Line 5 Yeouinaru Station)



3 NODEULSEOM ISLAND 노들섬

An island located on the Hangang River, this is a culture and arts multiplex focused around music. As it includes facilities such as Nodeul Live House, Music Lounge RYU, Nodeul Bookstore, and Plant Atelier, visitors can spend time here with nature, music, and books.

📍 445, Yangnyeong-ro, Yongsan-gu, Seoul (Near Exit 2 of Line 9 Nodeul Station)



4 ICHON HANGANG PARK 이촌 한강공원

Reeds, pampas grass, and cosmos bloom here according to the season, and people come here for a walk. It is a good park for recreational life as it has an X-game center, an international-scale inline skating rink, and a gateball court.

📍 62, Ichon-ro 72-gil, Yongsan-gu, Seoul (Near Exit 4 of Line 4, Gyeongui-Jungang Line Ichon Station)



5 BANPO HANGANG PARK 반포 한강공원

There are many things to see here, including the Moonlight Rainbow Fountain, Jamsugyo Bridge, and Moonlight Square. In Sebitseom, an artificial island created as a culture and arts multiplex, you can enjoy various cultural exhibitions, performances, and water sports.

📍 40, Sinbanpo-ro 11-gil, Seocho-gu, Seoul



6 JAMWON HANGANG PARK 잠원 한강공원

With facilities for various sports from wakeboarding to water sports for beginners, cycling lanes and skating paths, this is a perfect place to enjoy sports. There is also Jamwon Nature Center, where you can see the silkworms from which the name Jamwon originated.

📍 221-124, Jamwon-ro, Seocho-gu, Seoul



7 TTUKSEOM HANGANG PARK 뚝섬 한강공원

This is a park that has provided a resting place to city residents even before the Hangang River Park was built. As a landmark of Ttukseom Hangang Park, 'J-bug', a space for various culture and art activities with its long, cylindrical shape, welcomes tourists.

📍 139, Gangbyeonbuk-ro, Gwangjin-gu, Seoul (Near Exit 2, 3 of Line 7 Ttukseom Park Station)



8 JAMSIL HANGANG PARK 잠실 한강공원

Jamsil Sports Complex, Lotte World, and Olympic Park are nearby, so residents and visitors enjoy convenient access to all the sports facilities and cultural facilities. It is also a popular park for children because of its well-established nature study area.

📍 65, Hangaram-ro, Songpa-gu, Seoul (Near Exit 6, 7 of Line 2 Jamsilsaena Station)



TIP 1. HANGANG CRUISE

Cruise ships cross through the center of Seoul from east to west. You can enjoy various activities such as cocktail shows and live performances. Note: The night cruises are a good option for a romantic outing.

For reservation or information elandcruise.com

TIP 2. THE HANGANG RIVER ACTIVITIES

You can enjoy various water sports such as kayaking, Tubester, and wakeboarding in different sections of the park. Also, the bike path is excellent for your pleasurable rides. ID is required for bicycle rental.

hangang.seoul.go.kr

TIP 3. DELIVERY FOOD

Fried chicken and beer, eaten while watching the Hangang River, will melt away the stress of everyday life. In some parks, a separate delivery zone is designated.



Shelters in the Heart of the City,
SEOUL FOREST

Seoul is dotted with lush parks amidst tall buildings. Parks in harmony with nature provide resting places where busy modern-day people can take a break.



SEOUL FOREST 서울숲

This unique space lets you experience nature, such as insects and animals, up close. From atop Windy Hill, located at the highest section, visitors can view the silver grass fields along the Hangang River from a glance.

📍 273, Ttukseom-ro, Seongdong-gu, Seoul (Near Exit 3 of Suin-Bundang Line Seoul Forest Station, Exit 8 of Line 2 Ttukseom Station)
☎ 82-2-460-2905 @ seoulforest.or.kr



WORLD CUP PARK 월드컵공원

This ecological park recreated Nanjido, a waste landfill, into a nature-friendly city park. It includes five parks: Pyeonghwa Park, Noeul Park, Nanjicheon Park, Nanji Hangang Park, and Haneul Park.



📍 243-60, World Cup-ro, Mapo-gu, Seoul (Near Exit 1 of Line 6 World Cup Stadium Station)

🕒 Schedule varies from month to month ☎ 82-2-300-5500

@ parks.seoul.go.kr/template



OLYMPIC PARK 올림픽공원

True to its reputation as one of the world's five best sculpture parks, this is a park where sculptures by the best artists of the current era harmonize with nature to provide healing to those exhausted from travel.

📍 424, Olympic-ro, Songpa-gu, Seoul (Near Exit 3 of Line 5, 9 Olympic Park Station)

🕒 05:00-22:00 (Its outside plaza closes at 24:00)

🆓 Free ☎ 82-2-410-1114

@ ksponco.or.kr/olympicpark





SEONYUDO PARK 선유도공원

The first recycling-themed ecological park in South Korea, Seonyudo Park was established through minimal renovation of the former Seonyu Wastewater Treatment Plant. It includes excellent visual attractions and resting spaces such as Water Purification Basin, Story Hall of Seonyudo, and Garden of Green Columns.

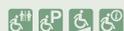
📍 343, Seonyu-ro, Yeongdeungpo-gu, Seoul (Near Exit 2 of Line 9 Seonyudo Station) 🕒 06:00-24:00
☎ 82-2-2631-9368 🌐 parks.seoul.go.kr/seonyudo



YONGSAN PARK 용산가족공원

The site, which used to be a golf course for the USFK command after the National Liberation on Aug. 15, 1945, was turned into a park in 1992 by Seoul Metropolitan City. The National Museum of Korea and the National Hangeul Museum are nearby, so it is good to visit them together.

📍 185, Seobinggo-ro, Yongsan-gu, Seoul (Near Exit 2 of Line 4, Gyeongui-Jungang Line Ichon Station)
☎ 82-2-792-5661



SEOUL BOTANIC PARK 서울식물원

The first urban botanical garden in Seoul where a park and a botanical garden are organically combined. As a space where a forest, a garden, a lake, and wetlands mingle, it includes a large greenhouse with plants themed to represent 12 cities from around the world.

📍 161, Magokdong-ro, Gangseo-gu, Seoul (Near Exit 3 of Line 9, A'REX Magongnaruru Station)
🕒 Nov.-Feb. 09:30-17:00, Mar.-Oct. 09:30-18:00 (last admission 1 hour before closing), Closed on Mon., (Open Forest, Lake Zone, Marsh Zone) open year-round
💰 Adults KRW 5,000, Teens KRW 3,000, Children KRW 2,000
☎ 82-2-2104-9716 🌐 botanicpark.seoul.go.kr



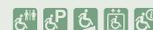
SEOKCHON LAKE (SONGPA NARU PARK)

석촌호수 (송파나루공원)

The place where the Songpa Ferry was located, which used to be the hub of important water ways connecting Hanseong, Chungcheong-do, Jeolla-do, and Gyeongsang-do. Made up of a lake and a park, it is used as a resting place for city residents.



📍 Jamsil-dong, Songpa-gu, Seoul (Near Exit 2, 3 of Line 2, 8 Jamsil Station) ☎ 82-2-412-0190



SEONJEONGNEUNG ROYAL TOMBS 선정릉

Seonjeongneung Royal Tombs is where King Seongjong, the 9th King of Joseon Dynasty, rests in peace with Queen Jeonghyeon, as well as King Jungjong, the 11th King of the dynasty, is visited by many families and couples on weekends because of its easy accessibility. All 42 royal tombs excluding two dethroned kings were listed as a UNESCO World Heritage site in 2009.

📍 1, Seolleung-ro 100-gil, Gangnam-gu, Seoul (Near Exit 10 of Line 2, Suin-Bundang Line Seolleung Station)
🕒 Nov.-Jan. 06:30-17:30, Feb. 06:00-18:00, Mar.-Oct. 06:00-21:00 (last admission 1 hour before closing), Closed every Monday (closed the following day if Monday is a national holiday).
💰 Korean citizens Ages 25-64 KRW 1,000, Foreigners Ages 19-64 KRW 1,000, ages 7-18 KRW 500
☎ 82-2-568-1291 🌐 royaltombs.cha.go.kr

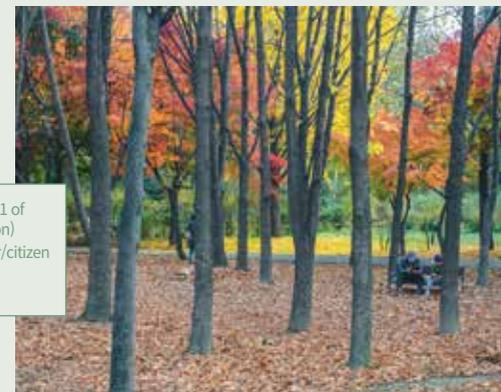


YANGJAE CITIZEN'S FOREST

시민의 숲

This park was built for the 1986 Asian Games and the 1988 Seoul Olympics. It forms a dense forest, which is hard to find in the city center, so it is a perfect spot to enjoy nature.

📍 99, Maeheon-ro, Seocho-gu, Seoul (Near Exit 1 of Shinbundang Line Yangjae Citizen's Forest Station)
💰 Free ☎ 82-2-575-3895 🌐 parks.seoul.go.kr/citizen



Hot Spots Featuring

HALLYU CONTENT ITEMS

While Korean TV programs and movies have captured the hearts of people around the world, Seoul is the centerpiece of Hallyu (Korean Wave) content. Here are the places from the screen that are hidden all over Seoul, that everyone is curious about.

DRAMA <ITAEWON CLASS>

ITAEWON STREET 이태원거리

As the main backdrop of Itaewon Class, this is a culturally diverse street lined with foreign language signboards and restaurants and cafes from around the world. Visitors can enjoy the unique atmosphere of Itaewon, including brunch and party culture, and find unique items from around the world.

📍 Itaewon-dong, Yongsan-gu, Seoul (Line 6 Itaewon Station)



DRAMA <VINCENZO>

SEOULLO 7017 서울로 7017 P.036

The night street that Vincenzo (Song Joong-ki) walked in episode 3 of Vincenzo. Here, visitors can enjoy the splendid night view of Seoul Station. Seoullo 7017 is an attractive place because it not only connects the 17 walking paths around Seoul Station, but also features a variety of experience zones.

📍 432, Cheongpa-ro, Jung-gu, Seoul



DRAMA <KINGDOM>

GYEONGHUIGUNG PALACE 경희궁 P.017 & CHANGDEOKGUNG PALACE 창덕궁 P.016

The filming location of the Netflix original drama Kingdom, set in the Joseon Dynasty. Gangnyeongjeon, the residence of the king who becomes a zombie in the drama, is Sungjeongjeon in Gyeonghuijung Palace. At the beautiful tourist spot in the garden ancillary to Changdeokgung Palace, visitors can enjoy picturesque scenery that differs from the images in the drama.

📍 Gyeonghuijung Palace 45, Saemunan-ro, Jongno-gu, Seoul 45 📍 Changdeokgung Palace 99, Yulgok-ro, Jongno-gu, Seoul



DRAMA <SQUID GAME>

DAEHANGNO 대학로거리 P.050

At Daehangno Street, you can experience the dalgona lottery from the Netflix drama Squid Game, which drew enthusiasm from people all over the world. There is a craftsman who made the dalgona for the actual Squid Game, who is visited by many people.

📍 Dongsung-dong, Jongno-gu, Seoul



MOVIE <PARASITE>

JAHAMUN TUNNEL 자하문터널

The filming location of Parasite, which introduced Korean films to the world by winning four Academy Awards. It is a place where the differentiation of social classes is well expressed through the stairs. Once inside the tunnel, visitors feel as eerie as in the scenes they see in the movies.

📍 219, Jahamun-ro, Jongno-gu, Seoul



DRAMA <HOTEL DEL LUNA>

SEOUL TREASURE DEN FOR BOOKS 서울책보고

The largest used bookstore in South Korea, carrying over 130,000 used books. The iron arched structure in the shape of a bookworm catches people's attention. Here, visitors can meet a variety of independent publications that cannot be found anywhere else.

📍 1, Ogeum-ro, Songpa-gu, Seoul (Near Exit 1 of Line 2 Jamsilnaru Station) 🕒 11:00-20:00 on Weekdays, 10:00-20:00 on Weekends-Holidays, Closed every Monday, New Year's Day, Seollal Holidays (Lunar New Year's Day), and Chuseok Holidays. ☎ 82-2-6951-4979 🌐 seoulbookbogo.kr



DRAMA <VINCENZO>

SEWOON PLAZA 세운상가 P.039

Sewoon Plaza, the main filming location of Vincenzo, was built in the 1960s and served as the hub of the Korean electronics industry until the 1980s. Sewoon Electronics Museum is located on the 3rd floor of Sewoon Plaza, where visitors can see, touch, and experience the past, present, and future of Sewoon Plaza.

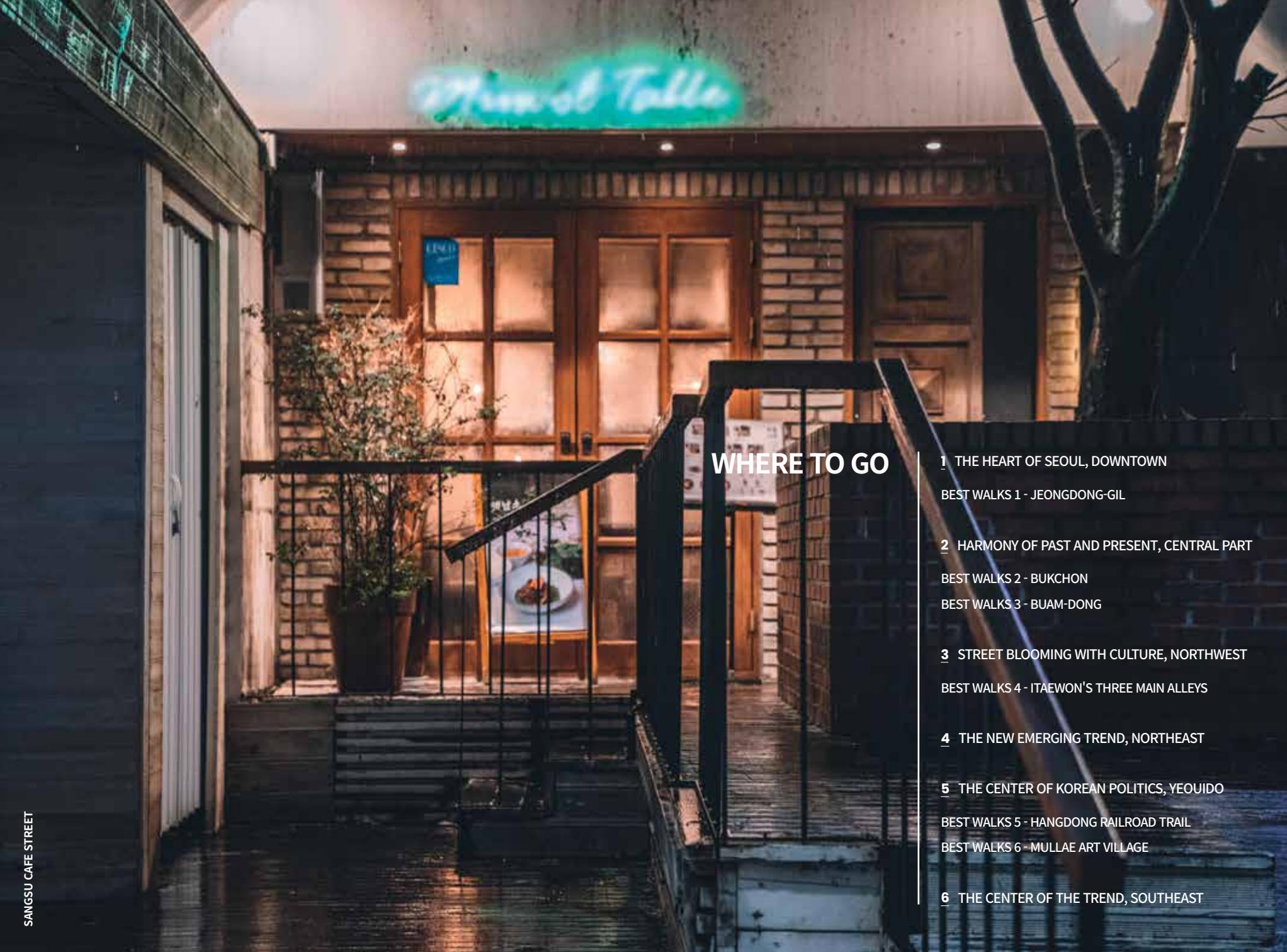
📍 159, Cheonggyecheon-ro, Jongno-gu, Seoul

TIP. KOREAN FILM MUSEUM



It is the only film museum in Seoul. Visitors can see the costumes and props of the characters in Parasite.

📍 400, World Cup buk-ro, Mapo-gu, Seoul



WHERE TO GO

1 THE HEART OF SEOUL, DOWNTOWN
BEST WALKS 1 - JEONGDONG-GIL

2 HARMONY OF PAST AND PRESENT, CENTRAL PART
BEST WALKS 2 - BUKCHON
BEST WALKS 3 - BUAM-DONG

3 STREET BLOOMING WITH CULTURE, NORTHWEST
BEST WALKS 4 - ITAEWON'S THREE MAIN ALLEYS

4 THE NEW EMERGING TREND, NORTHEAST

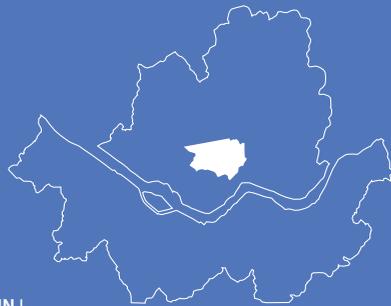
5 THE CENTER OF KOREAN POLITICS, YEOUIDO
BEST WALKS 5 - HANGDONG RAILROAD TRAIL
BEST WALKS 6 - MULLAE ART VILLAGE

6 THE CENTER OF THE TREND, SOUTHEAST

DOWNTOWN

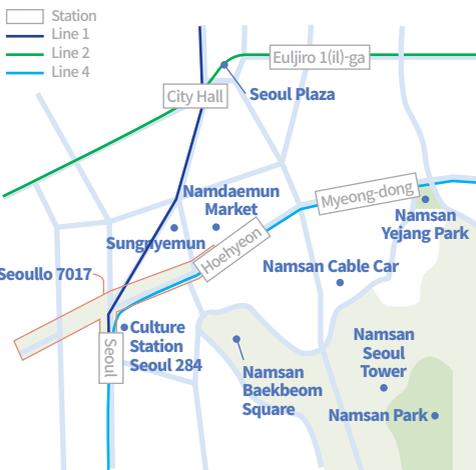
the Heart of Seoul

Downtown serves as the heart of Seoul. It is always crowded with tourists as there are many places to enjoy shopping, sightseeing, culture and arts.



SEOUL STN. | NAMSAN | CITY HALL | NAMDAEMUN | MYEONG-DONG | EULJIRO | DONGDAEMUN

SEOUL STN. | NAMSAN | CITY HALL | NAMDAEMUN



SEOUL STN. CULTURE STATION SEOUL 284 문화역서울 284

Boasting a century-long history, Seoul Station was recreated into a cultural and art space in 2011 after two years of renovation. It offers various exhibitions and programs.

- 📍 1, Tongil-ro, Jung-gu, Seoul (Near Exit 2 of Seoul Station on Line 1, 4, Airport Railroad Line, and Gyeongui-Jungang Line) 🕒 11:00-19:00 (last admission 30 minutes before closing), Closed every Monday (closed the following day if Monday is a national holiday), New Year's Day, Seollal (Lunar New Year's Day), and Chuseok.
- ☎ 82-2-3407-3500 🌐 seoul284.org



SEOUL STN. SEOULLO 7017 서울로 7017

An overpass built in the 1970s was reborn as a pedestrian path for people in 2017. It is full of flowers and trees where you can feel the nature in the city, and contains a cafe and tourist information center among others. It connects to 17 pedestrian paths that run from Manri-dong to Hoehyeon Station.

- 📍 432, Cheongpa-ro, Jung-gu, Seoul (Near Exit 4, 5 of Hoehyeon Station on Line 4 or Exit 7 of Seoul Station on Line 1, 4, Airport Railroad Line, and Gyeongui-Jungang Line)
- 🕒 Open 24 hours a day (business hours and holidays vary by stores)
- ☎ 82-2-313-7017 🌐 seoullo7017.co.kr



NAMSAN MOUNTAIN



NAMSAN 1 NAMSAN PARK 남산공원

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

- 📍 231, Samil-daero, Jung-gu, Seoul (Use Namsan Oreumi Elevator: you can use the inclined elevator to go up to the middle of Namsan Mountain.)
- 🕒 Open 24 hours a day ☎ 82-2-3783-5900
- 🌐 parks.seoul.go.kr/namsan



NAMSAN 2 NAMSAN SEOUL TOWER 남산서울타워



This major tourist attraction lets you see Seoul from 480m above sea level. From the observatory on the 4th and 5th floors and the 360-degree revolving restaurant on the 7th floor, you can enjoy a panoramic view of Seoul. 'Locks of Love' is one of the bucket list items that lovers must do when they visit.

- 📍 105, Namsangongwon-gil, Yongsan-gu, Seoul (by Loop Bus 1 or Namsan Cable Car) 🕒 Observatory: 11:00-22:00 Monday through Thursday, 11:00-22:30 Friday through Sunday and public holidays (last admission 30 mins before closing)
- 🎫 Admission to Observatory: KRW 16,000 for adult and KRW 12,000 for child ☎ 82-2-3455-9277
- 🌐 seoultower.co.kr



NAMSAN 3 NAMSAN CABLE CAR 남산케이블카



Namsan Cable Car has been one of the most popular tourist attractions in Seoul for sixty years. With Namsan Cable Car, enjoy a panoramic view of Namsan Mountain.

- 📍 83, Sopa-ro, Jung-gu, Seoul (Near Exit 3 of Line 4 Myeongdong Station)
- 🕒 10:00-23:00 🎫 Round Trip Fare: KRW 14,000 for adult and KRW 10,500 for child (last admission 30 mins before closing for round trip and 15 mins before closing for one way) ☎ 82-2-753-2403
- 🌐 cablecar.co.kr



NAMSAN 4 NAMSAN BAEKBEOM SQUARE 남산백범광장



Located next to Namsan Park. In 2009, sections of the Seoul City Wall were restored as part of the 'Namsan Renaissance' project.

- 📍 649, Namsangongwon-gil, Jung-gu, Seoul (Near Exit 4 of Line 4 Hoehyeon Station)



NAMSAN 5 NAMSAN YEJANG PARK 남산예장공원



This new park combines the former Resident-General's office and his official residence, and the Korean Central Intelligence Agency building. You can find Memory 6, which reproduced a torture chamber inside the Central Intelligence Agency, and the site of the Governor-General's official residence. In the basement, there are Yejang Madang and Lee Hoeyeong Memorial Hall.

- 📍 36, Toegye-ro 26-gil, Jung-gu, Seoul (Near Exit 1 of Line 4 Myeongdong Station)





CITY HALL

SEOUL PLAZA 서울광장

This is a spacious lawn in the heart of downtown Seoul. It is the venue for various events such as mini-concerts, outdoor exhibitions, and flea markets, and in winter the entire square transforms into a skating rink that can be used at an affordable price. In front of Seoul Plaza, the old City Hall, built in 1926, has been reborn as the Seoul Library that anyone can use.

📍 12 Eulji-ro, Jung-gu, Seoul (Near Exit 5 of Line 1, 2 City Hall Station)
 @ plaza.seoul.go.kr



NAMDAEMUN

SUNGNYEMUN 숭례문

Sungnyemun, also known as Namdaemun Gate, is listed as one of the National Treasures in Korea. It served as the main southern entrance of the Seoul City Wall. The gate was the oldest wooden structure in Seoul until being destroyed by arson attack in 2008, but was restored using traditional building techniques in 2013.

📍 40, Sejong-daero, Jung-gu, Seoul (Near Exit 5 of Hoehyeon Station on Line 4 or Exit 4 of Seoul Station on Line 1, 4, Airport Railroad, and Gyeongui-Jungang Line)
 🕒 09:00-18:00, Closed on Mon.
 🆓 Free ☎ 82-2-779-8547



NAMDAEMUN

NAMDAEMUN MARKET

남대문시장

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

📍 21, Namdaemensijang 4-gil, Jung-gu, Seoul (Near Exit 5-7 of Line 4 Hoehyeon Station)
 🕒 00:00-23:00 (hours vary by stores), Closed on Sun.
 ☎ 82-2-753-2805
 @ namdaemunmarket.co.kr

MYEONG-DONG | EULJIRO



MYEONG-DONG 명동거리

Korea's best-known shopping district has streets lined with department stores and shops that sell brandname cosmetics, clothes, shoes, and accessories.

📍 Myeongdong 2-ga, Jung-gu, Seoul (Near Exit 5-8 of Line 4 Myeongdong Station)



MYEONG-DONG

NAMSANGOL HANOK VILLAGE 남산골 한옥마을

This hanok village preserves the appearance of an old village during the Joseon period. Visitors can experience traditional culture such as writing in Hangeul and traditional knotting at this place where furniture, daily necessities, pavilions, and ponds of the houses are reproduced. Traditional weddings according to the matrimonial ceremonies of the old aristocracy are also available for a fee.

📍 28, Toegy-ro 34-gil, Jung-gu, Seoul (Near Exit 3, 4 of Line 3, 4 Chungmuro Station)
 🕒 09:00-21:00 Apr.-Oct and 09:00-20:00 Nov.-Mar.; closed every Monday. 🆓 Free ☎ 82-2-2261-0517
 @ hanokmaeul.or.kr



EULJIRO HIP-JIRO 합지로거리

This street is full of unique cafes and restaurants amidst the clusters of old printing houses. As artists settled here, a new commercial district was created, which has become a street loved by many people.

📍 Eulji-ro 3-ga and 4-ga, Jung-gu, Seoul (Near Line 2, 3 Euljiro 3-ga Station)



MYEONG-DONG

MYEONG-DONG CATHEDRAL

명동성당

Korea's first Gothic cathedral is known for its majestic beauty. Remains of Catholic martyrs are enshrined in this 120-year-old cathedral founded by Koreans themselves, which is unprecedented in the history of the nation's churches.

📍 74, Myeongdong-gil, Jung-gu, Seoul (Near Exit 7, 8 of Line 4 Myeong-dong Station) ☎ 82-2-774-1784
 @ mdsd.or.kr



EULJIRO

SEWOON PLAZA 세운상가

The first residential high-rise in South Korea, the Sewoon Plaza building was completed in 1968 and reconstructed in 2014 as part of the Seoul city's urban regeneration project called 'Sewoon Again Project'. If you walk around Sewoon Plaza, you can find traces of the past and the new design from a modern perspective.

📍 159, Cheonggyecheon-ro, Jongno-gu, Seoul (Near Exit 12 of Line 1, 3, 5 Jongno 3-ga Station)
 🕒 09:00-19:00 (hours vary by stores), Closed on Sun., holidays
 ☎ 82-2-2271-2344 @ sewoonplaza.com





DONGDAEMUN DONGDAEMUN DESIGN PLAZA (DDP)

동대문디자인플라자 (DDP)

This cultural multiplex was designed by world-renowned architect Zaha Hadid. She created a large-scale space that is safe and feels like outer space with a minimum number of indoor pillars. Various exhibition spaces such as a Citizens lounge, a Design Store, and a Design Museum where you can see the design lifestyle, and a rest area for citizens is available.

📍 281, Eulji-ro, Jung-gu, Seoul (Near Exit 1, 2 of Line 2, 4, 5 Dongdaemun History & Culture Park Station)

🕒 Business hours and holidays vary with different facilities

☎ 82-2-2153-0000 🌐 ddp.or.kr



DONGDAEMUN HEUNGINJIMUN GATE

흥인지문

Heunginjimun Gate, a Treasure designated by the country, is also called Dongdaemun Gate as it is located in the east of the city. This gate is the only one of the eight gates of the capital city that has crescent-shaped defensive wall and shows the architectural style of the late Joseon era. The walls on the left and right have disappeared, but the gates remain as majestic and beautiful as they were in the Joseon era.

📍 288 Jong-ro, Jongno-gu, Seoul (Near Exit 6, 7 of Line 1, 4 Dongdaemun Station)



DONGDAEMUN

DONGDAEMUN SHOPPING MALLS 동대문패션몰

As a major shopping town where wholesale and retail shopping malls and clothing markets are concentrated, this is leading not only Korean but also global fashion trends. Different fashion malls, such as Hyundai City Outlet, Doota Mall, Migliore, and Hello apm, flaunt distinctive atmospheres and items, providing for shopping according to the tastes of men and women of all ages.

📍 Eulji-ro 6-ga, Jung-gu, Seoul (Near Exit 13, 14 of Line 2, 4, 5 Dongdaemun History & Culture Park Station)

🕒 Business hours and holidays vary with different facilities



DONGDAEMUN

GWANGJANG MARKET 광장시장

This wholesale market since 1905 is where you can buy fabric, hanbok, and bedding and many other things. Visit some of hot spots like Guje(secondhand) Market, and Mokjagolmok(Eatery Alley) to get generous portions of cheap street foods, such as teokbokki, gimbap, bindaetteok, and jokbal.

📍 88, Changgyeonggung-ro, Jongno-gu, Seoul (Near Exit 7, 8 of Line 1 Jongno 5-ga Station)

🕒 09:00-18:00, The used clothing mall is open 10:00-19:00, Closed on Sun., Food alley open 09:00-23:00

☎ 82-2-2267-0291 🌐 kwangjangmarket.co.kr



DONGDAEMUN

DONGDAEMUN SHOPPING COMPLEX 동대문종합시장

The world's largest fabric and clothing material market is where you can get the latest fabrics in Korea. Accessories, bedding and hanbok are on sale too. Also it is a perfect place to buy an off-the-rack or even custom-made hanbok at affordable price.

📍 272, Jong-ro, Jongno-gu, Seoul (Near Exit 8, 9 of Line 1, 4 Dongdaemun Station)

🕒 Opening hours vary by stores, Closed Sundays of the 1st and 4th week (partially open Sundays of the 1st, 3rd, and 5th week), New Year's Day, Seollal (Lunar New Year's Day), and Chuseok

☎ 82-2-2262-0114 🌐 ddm-mall.com



DONGDAEMUN

PYEONGHWA MARKET 평화시장

This wholesale clothing market has 60 years of history. You can choose from a huge collection of high-quality goods at wholesale prices. Over 2,000 stores here sell underwear, socks, clothing, and more.

📍 274, Cheonggyecheon-ro, Jung-gu, Seoul (Near Exit 8 of Line 1, 4 Dongdaemun Station) 🕒 22:00-18:00, closing at 18:00 Friday 09:00-18:00 Saturday, opening at 22:00 Sunday

☎ 82-2-2265-3531 🌐 pyeonghwa.com



Best Walks 1

JEONGDONG-GIL

From the royal palace of the Joseon Dynasty, to Ewha Hakdang, the first modern girls' school, and Jeongdong Jeil Church, the first Protestant chapel, Jeongdong-gil has written the history of Seoul for a long time. Let's walk along this path that creates a new culture in harmony with the old.



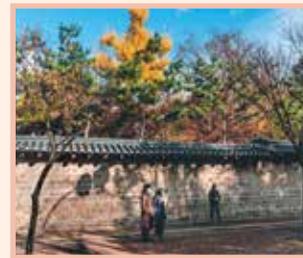
- A** Appenzeller/Noble Memorial Museum
- B** Seoul Museum of Art p.025
- C** Deoksugung Stonewall Walkway
- D** Jeongdong Jeil Church
- E** Jeongdong Theater
- F** Jungmyeongjeon Hall of Deoksugung Palace
- G** Sina Memorial Hall
- H** Ewha Girls' High School Centennial Hall

A APPENZELLER/NOBLE MEMORIAL MUSEUM

배재학당역사박물관

At this museum you can explore Korea's diplomacy, politics, culture, religion, and education in the late 19th and early 20th century. It retains its original appearance when it was established in 1916. Experiential classrooms where poet Sowel Kim studied and relics of missionary Appenzeller who founded Paichai School are on display.

- 📍 19, Seosomun-ro 11-gil, Jung-gu, Seoul (Near Exit 10 of Line 1, 2 City Hall Station) 🕒 10:00-17:00, Closed on Sun., Mon. and holidays
- 🆓 Free 📞 82-2-319-5578
- @ appenzeller.pcu.ac.kr



G Deoksugung Stonewall Walkway 덕수궁 돌담길

This beautiful and historic stone wall road that runs along Deoksugung Palace was mainly used by King Gojong and King Sunjong during the Joseon Dynasty for rituals and ceremonies. Since road was fully opened to the public in 2018, many people have come to love it in all seasons. In autumn, when the ginkgo leaves turn yellow, many people visit to feel the atmosphere of autumn.

- 📍 24, Sejong-daero 19-gil, Jung-gu, Seoul (Near Exit 1-3 of Line 1, 2 City Hall Station)

D Jeongdong Jeil Church 정동제일교회

The history of Korea's first Methodist Christian church began in 1885 when an American missionary, Appenzeller, worshiped for the first time at his private residence in Jeongdong. The Gothic red brick building was completed in 1897.

- 📍 46, Jeongdong-gil, Jung-gu, Seoul (Near Exit 10 of Line 1, 2 City Hall Station) 📞 82-2-753-0001



F Jungmyeongjeon Hall of Deoksugung Palace 덕수궁 중명전

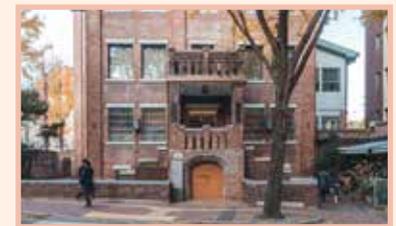
Jungmyeongjeon Hall is oldest remaining Western building of Deoksugung Palace. As an annex of Deoksugung Palace, it was built in 1901 as an imperial library. It is also the site of the painful history of the 1905 Eulsa Treaty, which took away the diplomatic rights of the Korean Empire.

- 📍 41-11, Jeongdong-gil, Jung-gu, Seoul (Near Exit 12 of Line 1, 2 City Hall Station)
- 🕒 09:30-17:30 (last admission: 17:00), closed every Monday 📞 82-2-771-9952

G Sina Memorial Hall 신아기념관

This memorial hall has a striking red brick exterior. Built in the 1930s, this building was used as the headquarters of the America-based Singer Corporation, the maker of sewing machines, and was purchased by the Sina Ilbo in 1963 and used until 1980.

- 📍 33, Jeongdong-gil, Jung-gu, Seoul (Near Exit 12 of Line 1, 2 City Hall Station) 📞 82-2-777-9875



H Ewha Girls' High School Centennial Hall 이화100주년기념관

This multimedia education center was built with funds raised by graduates over 30 years after Frey Hall, built in 1975 to commemorate Lulu E. Frey, the fourth principal of Ewha Hakdang, was lost in a fire. It houses Ewha Art Gallery, a cafe, and a performance hall.

- 📍 26, Jeongdong-gil, Jung-gu, Seoul (Near Exit 5 of Line 5 Seodaemun Station)

CENTRAL PART

Harmony of Past and Present

Jungbu is where you can see various aspects of Seoul from the past to the present. Streets, buildings, and traditional crafts full of Korean traditional beauty are found here and there.



SEOCHON | GWANGHWAMUN | JONGNO | INSA-DONG | DAEHANGNO | DONGMYO



SEOCHON **LEE SANG'S HOUSE** 이상의 집

The house of Lee Sang, a poet and novelist who was active in the 1930s, faced possible demolition, but was purchased and managed through city residents' fundraising and corporate sponsorships.

- 📍 18, Jahamun-ro 7-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Gyeongbokgung Station)
- 🕒 10:00-17:00, Closed on Seollal (Lunar New Year's Day) and Chuseok 📞 82-70-8837-8374



SEOCHON **SEOCHON CAFE AND RESTAURANT STREET** 서촌 카페거리

Old shops, hanok, and new cafes, restaurants, and shops that have opened amongst them are creating a new street and attracting people. On this street, the old and the new mix well and you can feel the simple, trendy sensibility unique to Seocheon.

- 📍 Throughout Nuha-dong, Jongno-gu, Seoul (Near Exit 1 of Line 3 Gyeongbokgung Station)



SEOCHON **HONG GEONIK'S HOUSE** 흥건익 가옥

This is the only hanok remaining in Seoul with ilgakmun ('two-post gate'), binggo ('ice storage'), and a well. This house features the elements of traditional and modern hanok. In recognition of its value, the house was designated as a Seoul Folk Cultural Property. Various cultural programs and exhibitions are held inside the house.

- 📍 14-4, Pirundae-ro 1-gil, Jongno-gu, Seoul (Near Exit 1, 2 of Line 3 Gyeongbokgung Station) 🕒 10:00-18:00, closed every Monday and public holidays 📞 82-2-735-1374



SEOCHON **PARK NO-SOO MUSEUM**

박노수 미술관

This is a museum in a house that's over 80 years old. The museum used to be where the artist Park No-Soo used to live and it is designated as Seoul Cultural Heritage No. 1. More than 1,000 antique paintings and furniture pieces are displayed in eight exhibition halls.

- 📍 34, Ogin 1-gil, Jongno-gu, Seoul
- 🕒 10:00-18:00 (last admission 30 minutes before closing), closed Monday, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok
- 👤 Adults KRW 3,000, Students KRW 1,800, Children KRW 1,200
- 📞 82-2-2148-4171



SEOCHON

TONGIN MARKET 통인시장

At Tongin Market, you can find fresh vegetables, meat, and side dishes. The market is known for Yeopjeon Lunch Box, lunch boxes you can purchase with brass coins that you can use exclusively in the market. There are artworks across the market, too.

- 📍 18, Jahamun-ro 15-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Gyeongbokgung Station)
- 🕒 07:00-21:00 (hours vary by stores), closed the third Sunday of every month; Lunchbox Cafe: 11:00-15:00 on weekdays and 11:00-16:00 on weekends, closed Monday and the third Sunday of every month. 📞 82-2-722-0911
- 🌐 tonginmarket.modoo.at



SEOCHON

SANGCHONJAE 상촌재

Sangchonjae is a cultural space where you can find traditional Hanok houses. It was created to preserve the traditional housing heritage of Korea. In Sangchonjae, you will feel like you have gone back in time to the late 19th century. The name of the place originated from the former name of Sejong Village, Sangchon.

- 📍 12-11, Jahamun-ro 17-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Gyeongbokgung Station)
- 🕒 09:00-18:00, Closed on Mon., New Year's Day, Lunar New Year's Day and Chuseok
- 🆓 Free 📞 82-2-6013-1142



SEOCHON **SEOUL COMMUNITY CULTURAL CENTER CHEBU**

서울생활문화센터 체부

The center used to be a church built in 1931, under Japanese colonial rule, that was renovated to become a cultural space with orchestra theater, practice room, and a coffee shop. You can see both traditional and contemporary construction styles. It was designated as Seoul's first Valuable Construction Asset for its exterior that incorporates French, British, and American brick wall building techniques.

- 📍 3-2, Jahamun-ro 1 na-gil, Jongno-gu, Seoul (Near Exit 1, 2 of Line 3 Gyeongbokgung Station)
- 📞 82-2-6272-0111 🌐 ccasc.or.kr


SEOCHON CHEONGWADAE 청와대

Cheongwadae has been used as the residence of the Korean president since the establishment of the government of the Republic of Korea in 1948. Cheongwadae, where the president lived and worked, is now fully open for the first time in 74 years and can be toured after reservation. It consists of the main building of Cheongwadae, which is located on the south side of the Bukaksan Mountain, the main mountain of Seoul during the Joseon Dynasty, the Guesthouse where large-scale conferences and official events for foreign state guests were held, and the presidential residence where the president and his family lived. In particular, the Bukaksan hiking trail that leads to the back road of Chilgung in the west of Cheongwadae and the back road of the Chunchugwan in the east has been recently opened.

- 📍 1, Cheongwadae-ro, Jongno-gu, Seoul
- 🕒 09:00-18:00 (last admission 30 minutes before closing), closed every Tuesday
- ※ However, the facilities may not be open to the public due to acts of God, holding national events, etc. 🆓 Free
- 📞 reservation only, reserve.opencheongwadae.kr


GWANGHWAMUN
GWANGHWAMUN SQUARE 광화문광장

This large plaza 557m long and 34m wide was built in front of Gwanghwamun, the main gate of Gyeongbokgung Palace. In order to reproduce the street in front of Gwanghwamun, restoration work was carried out and Gwanghwamun Plaza as it is now was created. Along with Gyeongbokgung Palace and Bukaksan Mountain, you can see the statues of King Sejong the Great and Admiral Yi Sun-sin, and in the basement underneath the statues, there is the 'Story of Sejong' exhibition hall. The Sejong-daero Pedestrian Forest Path, a pedestrian-friendly street that runs from Sejong-daero Intersection to Seoul Station, is also well maintained.

- 📍 172, Sejong-daero, Jongno-gu, Seoul (Near Exit 2 of Line 5 Gwanghwamun Station)


GWANGHWAMUN

GWANGHWAMUN SEJONG CENTER FOR THE PERFORMING ARTS 세종문화회관

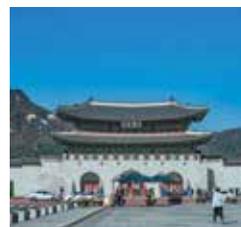
One of the biggest theaters in Korea holds not only performances but also exhibitions and cultural experiences. The facilities include an art museum, a gallery, a concert hall, and theaters that can seat over 3,000 people.

- 📍 175, Sejong-daero, Jongno-gu, Seoul (Near Exit 1, 8 of Line 5 Gwanghwamun Station)
- ☎ 82-2-399-1000
- @ sejongpac.or.kr


GWANGHWAMUN
NATIONAL MUSEUM OF KOREAN CONTEMPORARY HISTORY 대한민국 역사박물관

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

- 📍 198, Sejong-daero, Jongno-gu, Seoul (Near Exit 2 of Line 5 Gwanghwamun Station)
- 🕒 10:00-18:00 (Wed. & Sat. 10:00-21:00 (last admission 30 mins before closing), closed New Year's Day, Seollal (Lunar New Year's Day), and Chuseok 🆓 Free
- ☎ 82-2-3703-9200 @ much.go.kr


GWANGHWAMUN
GYEONGBOKGUNG PALACE 경복궁 P.016

The representative palace of Korea has Gwanghwamun to the south, Hongyemun to the north, and Geunjeongjeon, Sajeongjeon, Gangnyeongjeon, and Gyotaejeon inside.

- 📍 161, Sajik-ro, Jongno-gu, Seoul
- ※ For more information, see the top page


TIP. SAENGGWABANG OF GYEONGBOKGUNG PALACE 경복궁 생과방

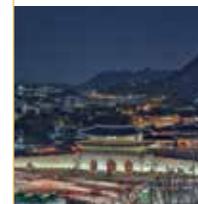
This is where desserts and specialty foods were prepared for the king and queen, and it is located in the hall of Sojubang in Gyeongbokgung Palace. Based on the records in the annals of the Joseon Dynasty, there are also irregular programs where you can taste and experience the courtly confectionery and medicinal tea that the king actually ate.

- ☎ 82-2-3210-3507

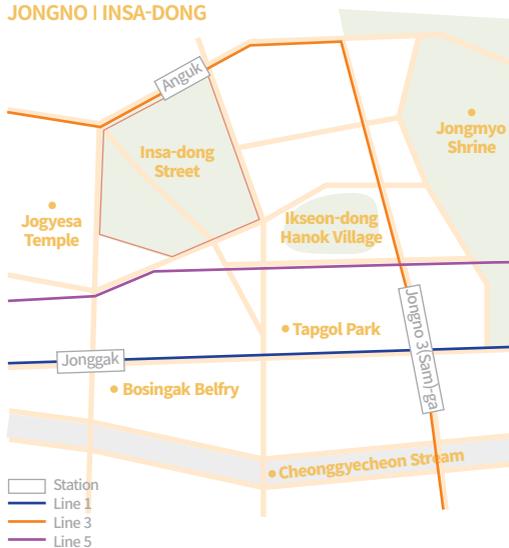

TIP. STARLIGHT TOUR AT GYEONGBOKGUNG PALACE
경복궁 별빛야행

On a starry night, visitors can join a professional guide on a special tour of Gyeongbokgung Palace. It starts from the National Folk Museum of Korea, the center of the northern part of Gyeongbokgung Palace, and continues to Oesojubang, Janggo, Jibokjae, Geoncheonggung Palace, and Hyangwonjeong. It operates irregularly every year.

- ☎ 82-2-3210-4633



JONGNO | INSA-DONG

**JONGNO JONGMYO**

SHRINE 종묘 P.017

This shrine is where ancestral rites are held for the memorial tablets of the kings and queens of the Joseon dynasty. It has been listed as a UNESCO World Heritage site.

📍 157, Jong-ro, Jongno-gu, Seoul
 ※ For more information, see the top page

**JONGNO****CHEONGGYECHEON STREAM** 청계천

This 10.84km-long river that flows from Gwanghwamun to Dongdaemun serves as a walking trail during the day, and at night, it allows visitors to appreciate the night view of the Cheonggyecheon Stream glowing under the lights, including its twenty-two bridges. We hope that your night in Seoul will be romantically colored with the sparkling Cheonggyecheon Stream.

📍 Seorin-dong to Changsin-dong in Jongno-gu, Seoul (Near Exit 5 of Line 5 Gwanghwamun Station, Exit 4 of Line 1, 2 City Hall Station)

**JONGNO****TAPGOL PARK** 탑골공원

Tapgol park was designated Historic Site No. 354 in commemoration of 33 Korean activists who read out Korea's Declaration of Independence on the day of March 1st Independence Movement, 1919. You will find a National Treasure, the Ten-story Stone Pagoda at Wongaksa Temple Site, and a Treasure, the Stele for the Construction of Daewongaksa Temple at Wongaksa Temple Site in the park. Since it is located in the urban center, many local residents visit the site.

📍 99 Jong-ro, Jongno-gu, Seoul (Near Exit 1, 5 of Line 1, 3, 5 Jongno 3-ga Station)

**JONGNO IKSEON-DONG HANOK VILLAGE** 익선동 한옥마을

This hanok village boasts a 100-year history since the 1920s. Plenty of restaurants can be seen between the low-lying stone wall and the narrow alley. As a business boom began to form mainly for small business owners, the area emerged as a dating course and tourist attraction in downtown Seoul.

📍 Ikseon-dong, Jongno-gu, Seoul (Near Exit 6 of Line 1, 3, 5 Jongno 3-ga Station)

**INSA-DONG INSA-DONG****STREET** 인사동거리

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

📍 Insadong-gil, Jongno-gu, Seoul (Near Exit 6 of Line 3 Anguk Station)

**INSA-DONG****BOSINGAK BELFRY** 보신각

During the Joseon period, the Bosingak bell was rung to announce the time. This practice of ringing the bell is still reenacted every day except for Mondays. A bell-tolling ceremony is held on January 1 to mark the new year.

📍 54, Jong-ro, Jongno-gu, Seoul (Near Exit 4 of Line 1 Jonggak Station)

**INSA-DONG****JOGYESA TEMPLE** 조계사

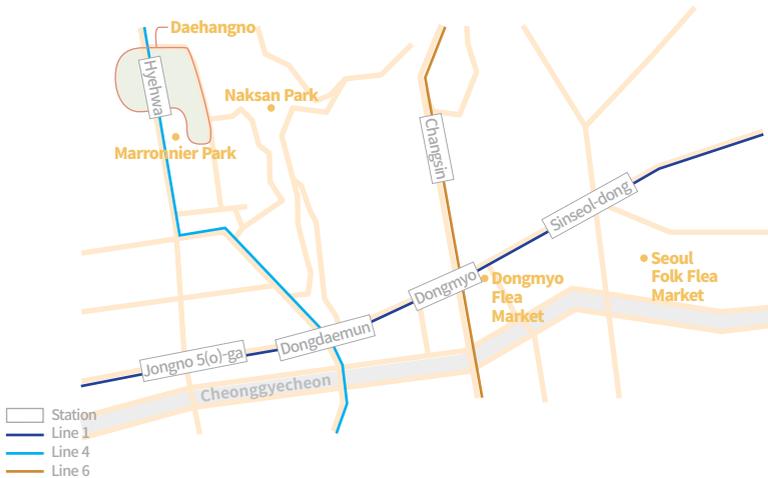
This Buddhist temple operates daily templestay programs for foreign visitors. Each year on Buddha's birthday, the Yeon Deung Hoe (Lotus Lantern Festival) around Jongno and Insa-dong area begins from here.

📍 55, Ujeongguk-ro, Jongno-gu, Seoul (Near Exit 2 of Line 1 Jonggak Station)

☎ 82-2-768-8600 @ jogyesa.kr

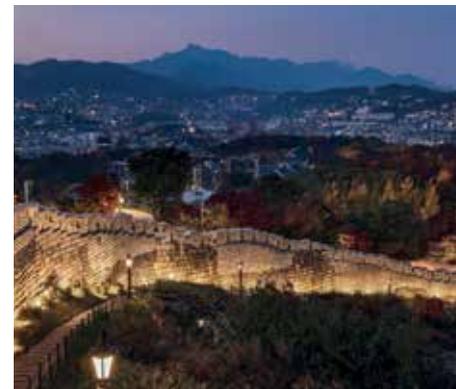


DAEHANGNO | DONGMYO

**DAEHANGNO** **DAEHANGNO** 대학로거리

Small theaters mass in this meccas of theatrical performances. In small theaters, actors flaunt vivid performance, and in the streets, young artists improvise. Amid the small theaters, there are various things to enjoy day and night, such as galleries, restaurants, and movies.

📍 Dongsung-dong, Jongno-gu, Seoul
(Near Exit 1 of Line 4 Hyehwa Station)

**DAEHANGNO** **NAKSAN PARK** 낙산공원

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

📍 41, Naksan-gil, Jongno-gu, Seoul 📞 82-2-743-7985

**DONGMYO** **DONGMYO FLEA MARKET** 동묘 벼룩시장

This old market place started in the Joseon Dynasty. A market was formed here in the 1980s when merchants gathered in earnest. They sell antiques, vinyl records, second-hand clothing, and food. If you look carefully, you can buy quality clothes at an affordable price.

📍 102-8, Sungin-dong, Jongno-gu, Seoul
(Near Exit 3 of Line 1, 6 Dongmyo Station)
🕒 Business hours and closed days vary by stores

**DAEHANGNO****MARRONNIER PARK** 마로니에공원

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

📍 104 Daehak-ro, Jongno-gu, Seoul
(Near Exit 2 of Line 4 Hyehwa Station)
📞 82-2-2148-4158

**DONGMYO** **SEOUL FLEA MARKET** 서울풍물시장

This traditional market sells a variety of items from antiques to household goods and second-hand clothing. This place offers a variety of things to see and eat, and on Youth Alley, the theme zone of the Seoul Folk Flea Market, there is the Good Old Days Photo Studio where you can take photos wearing school uniforms from the 60s and 70s, and Pungmul Hair Salon as a reproduction of an old barber shop.

📍 21, Cheonho-daero 4-gil, Dongdaemun-gu, Seoul (Near Exit 9 of Line 1, 6, Ui-Sinseol LRT Line Sinseol-dong Station)
🕒 10:00-19:00, Closed on Tue.
📞 82-2-2232-3367 @ pungmul.or.kr

Best Walks 2

BUKCHON

The place where the tradition of our ancestors, which has lasted for over 600 years, lives on. In this place where traditional hanok is concentrated between Gyeongbokgung Palace and Changdeokgung Palace, there are unique shops that remain intact while maintaining the appearance of traditional hanok.



- A Samcheong-dong
- B Bukchon Hanok Village
- C Changdeokgung Palace p.016
- D Changgyeonggung Palace p.016

A SAMCHEONG-DONG 삼청동거리

Korean traditional houses (Hanoks) and modern buildings in the same area create a uniquely beautiful sight. You can find modern-looking restaurants and wine bars built in a Hanok as well as designer shops and museums everywhere.

📍 74-1, Samcheong-dong, Jongno-gu, Seoul



B BUKCHON HANOK VILLAGE 북촌한옥마을

This district between the palaces is packed with over 900 traditional Korean houses, retaining the old appearance of the city. Members of the royal family and aristocrats used to live in the neighborhood, which has become a popular filming location. It is strongly requested that you keep quiet for local residents.

📍 37, Gyedong-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Anguk Station)
 📞 82-2-2133-1372 📧 hanok.seoul.go.kr



Best Walks 3

BUAM-DONG

Several spaces where you can enjoy culture are found in the alleys of Buam-dong, a neighborhood where artists such as writers and painters lived. We hope that you will take a leisurely stroll through the winding alleys and enjoy culture and arts with a cup of coffee.



- A Seoul Museum
- B Jahamun Tunnel Parasite filming location
- C Buam-dong Cafe Town
- D Changuimun One of the four small gates of the Seoul Fortress
- E Bukaksan Hanyangdoseong p.019
- F Literary Museum of Yun Dong-Ju the Poet



A SEOUL MUSEUM 석파정 서울미술관

This space blends traditional houses of the Joseon Dynasty, a beautiful pavilion, and a modern art museum. It has an exhibiting room that frequently presents new exhibitions, a museum shop that sells art books, art products, prints, etc., and Matrix Hall, a multi-purpose space.

📍 4-1, Changuimun-ro 11-gil, Jongno-gu, Seoul
 🕒 10:00-18:00 for M1 (Main Hall) and 11:00-17:00 for Seokpajeong (last admission 1hr before closing), closed Monday and Tuesday
 🎫 Adults KRW 15,000, Teens KRW 12,000, Children KRW 9,000
 📞 82-2-395-0100 📧 seoulmuseum.org



C BUAM-DONG CAFE TOWN 부암동 카페거리

Cute cafes and shops are lined up in the alleys of Buam-dong, which retains the old-fashioned atmosphere. Bugaksan Seoul City Wall, art museums, and literature centers are also nearby, so let's enjoy a cup of coffee at a cafe after looking around.

📍 Buam-dong, Jongno-gu, Seoul



F LITERARY MUSEUM OF YUN DONG-JU THE POET 윤동주문학관

This literary museum was built to remember the footsteps of poet Yun Dong-ju. It is remodeled from Cheongun Water Pump and water tank, which were abandoned at the foot of Inwangsan Mountain. Behind the literature museum, there is a small park called Poet Yun Dong-ju's Hill.

📍 119, Changuimun-ro, Jongno-gu, Seoul 🕒 10:00-18:00 (last admission 30 minutes before closing), closed Monday, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok 🎫 Free
 📞 82-2-2148-4175 📧 jfac.or.kr/site/main/content/yoondj01

NORTHWEST

Street Blooming with Culture

The northwestern region is blooming with culture and art. It is a place of cultural inspiration where a variety of cultural events such as music, performance, and art take place.



SANGAM | HAPJEONG | SANGSU | MANGWON | SINCHON | HONGIK UNIV. | YEONNAM | YEONHUI

SANGAM | HAPJEONG | SANGSU | MANGWON



SANGAM OIL TANK CULTURE PARK 문화비축기지

Oil Tank Culture Park used to be Mapo Oil Reserve Base, which stored 69.1 million liters of oil (the average monthly amount of oil consumed by Seoul citizens). It was closed for safety reasons before the 2002 World Cup, but it was transformed into a cultural center through a contest for rehabilitation ideas in 2013. It has become a multi-purpose cultural space for performances and exhibitions.

- 📍 87, Jeungsan-ro, Mapo-gu, Seoul (Near Exit 2 of Line 6 World Cup Stadium Station)
- 🕒 [Outdoor Parks] Open 24hrs a day [Indoor Spaces] 10:00-18:00, Closed on Mon. 🆓 Free ☎ 82-2-376-8410
- 🌐 blog.naver.com/culturetank



HAPJEONG HAPJEONG CAFE STREET 합정 카페거리

When you come out of Exit 5 or 6 of Hapjeong Station, it will lead you to a street filled with charming cafes and shops. There are also many illustration shops and vintage stores where you will find what you are looking for.

- 📍 Yanghwa-ro 6-gil, Mapo-gu, Seoul (Near Exit 5 of Line 2, 6 Hapjeong Station)



SANGSU SANGSU CAFE STREET 상수 카페거리

If you walk in the direction of Hapjeong Station from Sangsu Station Line #6, you will come across charming alleys filled with cafes renovated from old houses. There are many cafes with unique concepts that will immerse you into the ambience.

- 📍 313-7, Sangsu-dong, Mapo-gu, Seoul (Near Exit 1 of Line 6 Sangsu Station)



MANGWON MANGWON MARKET 망원시장

This market has emerged as a hot destination in Seoul. New facilities such as an arcade have been added in order to make the market more convenient, and there are plenty of delicious and low-priced foods. Croquette, Hotteok (sugar-filled Korean pancake), Kalguksu (noodle soup), Dak gangjeong (sweet and sour chicken), Hongoe muchim (fermented and seasoned skate) as well as fresh fruits, are especially popular.

- 📍 14, Poeun-ro 8-gil, Mapo-gu, Seoul (Near Exit 2 of Line 6 Mangwon Station)
- 🕒 10:00-20:00 (hours vary with stores)
- ☎ 82-2-335-3591
- 🌐 mangwonsijang.modoo.it



MANGWON MANGRIDAN ROAD 망리단길

If you come out of Exit 2 of Mangwon Station and turn right, you will find the Mangridan Road. A variety of charming restaurants and cafes are lined up, as well as stylish gift shops where you will recognize the owner's personal tastes. After a nice walk, it is recommended you check out the Mangwon Market and World Cup Market.

- 📍 403-7, Mangwon-dong, Mapo-gu, Seoul (Near Exit 2 of Line 6 Mangwon Station)



SINCHON | HONGIK UNIV. | YEONNAM | YEONHUI


HONGIK UNIV. | HONGDAE PEDESTRIAN-FRIENDLY STREET

홍대 걷고 싶은 거리
Filled with artistic murals, this street runs from Exits 8 and 9 of Hongik University Station to Seogyo Elementary School and no cars are allowed during weekends. There is an outdoor stage where you can see a variety of performances. Clothing and accessory shops, clubs, and concert halls are also located so you can enjoy shopping, entertainment, and culture.

📍 Eoulmadang-ro, Mapo-gu, Seoul (Near Exit 9 of Line 2, Gyeongui-Jungang Line, Airport Railroad Hongik Univ. Station)


SINCHON
SINCHON YONSEI-RO

신촌 연세로
This cultural street from Sinchon Station to Yonsei University is filled with lots of restaurants, attractions, and entertainment for young people. You can take a break in underground rendezvous, cultural cafes, and many other places while shopping.

📍 Yonsei-ro, Seodaemun-gu, Seoul (Near Exit 2-4 of Line 2 Sinchon Station)


HONGIK UNIV. | HONGDAE CLUBS

홍대 클럽

Hongdae is known as the main hub for nightlife. It offers music and dances of different genres such as electronic, hip-hop, K-pop, house, deep-house and jazz. If you find clubs to be uncomfortable, visit live bars where indie bands perform.

📍 Wausan-ro, Mapo-gu, Seoul (Near Exit 9 of Line 2, Gyeongui-Jungang Line, Airport Railroad Hongik Univ. Station, Exit 1, 2 of Line 6 Samsu Station)


YEONNAM | GYEONGUI LINE FOREST PARK & CAFE STREET

경의선 숲길공원 & 카페거리

The revitalized Gyeongui Line Forest Park is a wonderful place for family outings, to hang out with friends, go on a date, or spend some time walking your pet. Walking through the traces of the 100-year-old railroad is a wonderful way to experience Seoul history.

📍 Yeonnam-dong, Mapo-gu, Seoul (Near Exit 3, 4 of Line 2, Gyeongui-Jungang Line, Airport Railroad Hongik Univ. Station)


HONGIK UNIV.
GYEONGUI LINE BOOK STREET

경의선 책거리
This is a book-themed street that runs from Hongik University Station to Wau Overpass. Along the promenade, there are spaces created by publishing companies with themes such as travel, humanities, and music, and cultural events along with various exhibitions, experience programs and book signings with authors.

📍 35, Wausan-ro 37-gil, Mapo-gu, Seoul (Near Exit 6 of Line 2, Gyeongui-Jungang Line, Airport Railroad Hongik Univ. Station)
🕒 11:00-20:00, closed Monday, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok 📞 82-2-324-6200 🌐 gbookst.or.kr


YEONHUI | YEONHUI MULTI-CULTURE STREET

연희 복합문화거리
There are many places offering cultural events in Yeonhui-dong where you can experience a variety of cultural activities enjoying coffee, books, and art in one place. It is recommended you check out the bookstores, cafes, concept stores, and galleries.

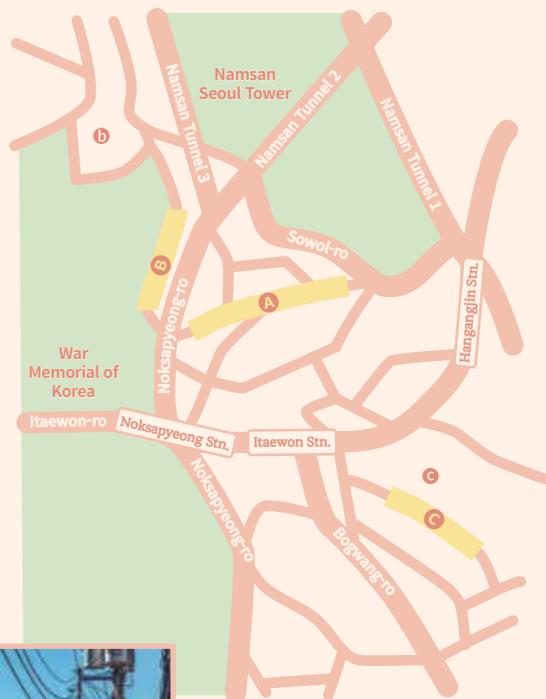
📍 Yeonhui-ro, Seodaemun-gu, Seoul



Best Walks 4

ITAEWON'S
THREE MAIN
ALLEYS

A place where cultures and people from different countries mingle. Exotic restaurants, cafes, and trendy spaces fill the streets. Let's walk through the alleys and sample various cultures.



- A** Gyeongnidan-gil
- B** Haebangchon Village
- b** 108 Steps
- C** Usadan-gil
- c** Seoul Central Mosque

**A GYEONGNIDAN-GIL** 경리단길

A unique street lined with restaurants and cafes in a residential area. It extends from the main gate of the Armed Forces Financial Management Corps to the road leading to the Namsan Grand Hyatt Hotel and the surrounding alleys. Since a US military base is located nearby, this place, where many foreigners lived, has restaurants and cafes of various types and characteristics, and you can enjoy the original taste reproduced by foreign chefs and chefs trained overseas.

📍 Itaewon-dong, Yongsan-gu, Seoul
(Near Exit 2 of Line 6 Noksapyeong Station)

B HAEBANGCHON VILLAGE

해방촌

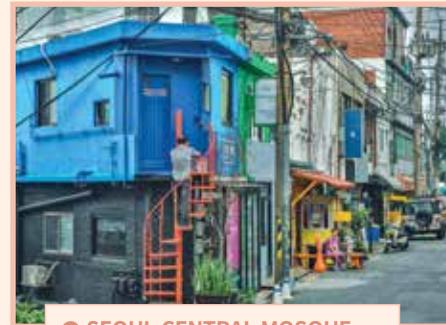
After Korea regained its independence, refugees from North Korea fleeing the hardships of the Korean War settled in Haebangchon, the name literally translates into "Independence Village". Now there are unique cafes, stores, and restaurants in the area, adding exotic vibes to this district.

📍 Yongsan-dong 2-ga, Yongsan-gu, Seoul
(Near Exit 2 of Line 6 Noksapyeong Station)

**b 108 STEPS** 108계단

The 108 steps were built as an access road to Gyeongseong Hoguk Shrine, built during the Period of Japanese Occupation. Now, only the stairs remain and the 108-step inclined elevator has been installed, attracting many tourists.

📍 1-1342, Yongsan-dong 2-ga, Yongsan-gu, Seoul

**C USADAN-GIL** 우사단길

This street flaunts exotic scenery and a Korean atmosphere at the same time. Restaurants that serve foods from Pakistan, Turkey, Lebanon, Egypt, India, etc. and signs written in Arabic appear on this street, creating an exotic landscape. As there are old houses and a residential area connected by alleys, this area has an atmosphere that is both Korean and foreign at the same time.

📍 763-7, Hannam-dong, Yongsan-gu, Seoul
(Near Exit 3 of Line 6 Itaewon Station)

c SEOUL CENTRAL MOSQUE

한국이슬람교 서울중앙성원

The first Islamic mosque opened in Korea in 1976. It is a place that excellently represents the atmosphere of Usadan-gil. Built in an Islamic style, it was intended to introduce the Islamic culture to Korea and for worship by Muslims. There are many halal food restaurants around the mosque.

📍 39, Usadan-ro 10-gil, Yongsan-gu, Seoul
(Near Exit 3 of Line 6 Itaewon Station)

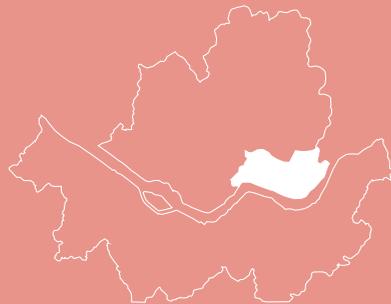
☎ 82-2-793-6908



NORTHEAST

The new emerging trend

The Northeast creates new trends by making use of its uniqueness. You can see things here such as long-time favorites and newly emerging places.



SEONGSU | KONKUK UNIV.



SEONGSU
SEOUL FOREST 서울숲 P.028

This park faces the Hangang River. The site that used to be LetsRun Park Seoul and a sports park was renovated and reborn as a diverse cultural and recreational space.

📍 273, Ttukseom-ro, Seongdong-gu, Seoul
※ For more information, see the top page



SEONGSU
SEONGSUDONG CAFE STREET
성수동 카페거리

More and more people started visiting this area after abandoned factories near Seongsu-dong were renovated into cafes. Low rent prices drew in more and more cafes to the area, forming a cafe street over time. You can find many cafes here with stylish interior design and eye-catching brunch menus.

📍 Seongsu-dong 2-ga, Seongdong-gu, Seoul (Near Exit 3, 4 of Line 2 Seongsu Station)



SEONGSU
UNDER STAND AVENUE 언더스탠드에비뉴

This container-style work-culture complex is located near Seoul Forest. Private enterprises, young entrepreneurs, and social companies comprise most of its tenants.

📍 63, Wangsimni-ro, Seongdong-gu, Seoul (Near Exit 3, 4 of Suin-Bundang Line Seoul Forest Station)
☎ 82-2-725-5526 @ understandavenue.com



SEONGSU
SEONGSUDONG HANDMADE SHOE STREET 성수동 수제화 거리

On this street where about 500 shoe shops are concentrated, you can purchase shoes made by handmade shoe craftsmen or up-and-coming designers at affordable prices. There is also a space in Seongsu Station where you can see the history of handmade shoes at a glance.

📍 15, Yeonmujang 7-gil, Seongdong-gu, Seoul (Near Exit 3, 4 of Line 2 Seongsu Station)
@ seongsushoes.or.kr



KONKUK UNIV.
COMMON GROUND 커먼그라운드

Korea's first pop-up container platform aims for the spread of street fashion and independent culture, and to boost the local economy. With the new and trendy shopping and lifestyle experience the place provides, you will experience fun that you've never had anywhere else.

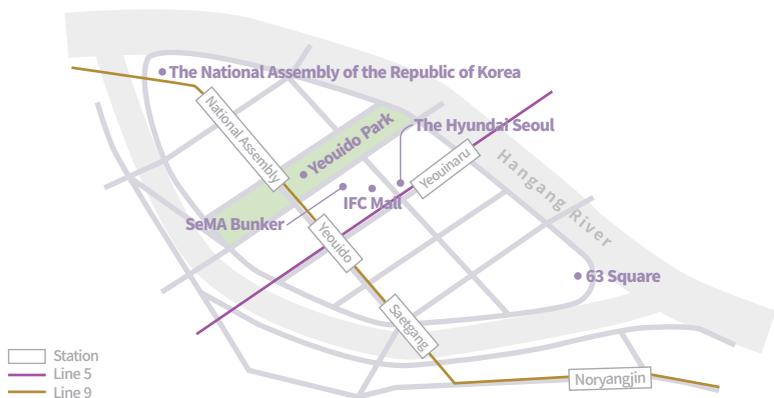
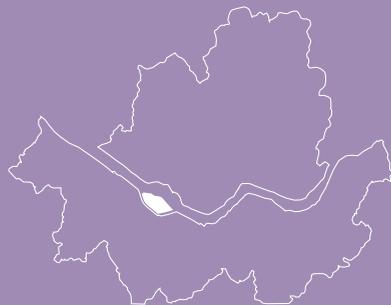
📍 200, Ahasan-ro, Gwangjin-gu, Seoul (Near Exit 6 of Line 2 Konkuk Univ. Station)
🕒 11:00-22:00 ☎ 82-2-467-2747
@ common-ground.co.kr



YEUIDO

The Center of Korean Politics

Yeouido, the center of South Korean politics and business. Although tall buildings are densely populated, the real charm of Yeouido lies in the coexistence of beautiful nature with the buildings.



YEUIDO PARK 여의도공원

Surrounded by a forest in the middle of the city, this plaza provides a space for rest and leisure for city people. It was first opened as Yeouido Gwangjang in 1971 on the site of the runway. Cultural events such as various performances were also held, making this park a popular destination for many people.

📍 68, Yeouigongwon-ro, Yeongdeungpo-gu, Seoul (Near Exit 3 of Line 5, 9 Yeouido Station, Exit 3, 4 of Line 9 National Assembly Station) 📞 82-2-761-4079
 🌐 parks.seoul.go.kr/yeouido



YEUIDO 63 SQUARE 63스퀘어

63 Square, called 'The Golden Bar' because of its golden exterior, is a high-rise cultural multiplex with diverse entertainment such as 63 Art (observatory art museum) and Aqua Planet 63 (aquarium). It is a major attraction in Seoul that has been loved by people for over 30 years. The night view of Seoul from 63 Art, an exhibition space on the 60th floor, is beautiful.

📍 50, 63-ro, Yeongdeungpo-gu, Seoul (you can use the free shuttle bus in front of the bus stop about 10m in the direction of Yeouido Station, Exit 1 of Saetgong Station on Line #9)
 ⌚ Operating hours vary with stores
 🎫 Aqua Planet 63 + 63 Art Adults KRW 32,000, Children/Elderly KRW 28,000
 📞 82-1833-7001 🌐 63art.co.kr



YEUIDO THE NATIONAL ASSEMBLY OF THE REPUBLIC OF KOREA 국회의사당

The National Assembly Building, completed in 1975, is supported by 24 pillars that symbolize 24 hours a day and 24 solar terms, and is covered with a dome-shaped roof that reflects the will of the people. You can also visit the National Assembly and see the facilities and exhibits in the main assembly hall and National Assembly Memorial Hall while listening to the guide.

📍 1, Uisadang-daero, Yeongdeungpo-gu, Seoul (Near Exit 1, 6 of Line 9 National Assembly Station)
 ⌚ Tour (online reservation required): 10:00-11:00, 14:00-17:00 weekdays, 10:00-12:00 Saturday, closed every Sunday, national holidays, and National Assembly opening anniversary (May 31)
 📞 82-2-6788-2865
 🌐 assembly.go.kr



YEUIDO SeMA BUNKER SeMA방커

The bunker, presumed to have been built during the military regime in the 1970s, was discovered during a field investigation for the construction of the Yeouido Transit Center in 2005 and was then transformed into an art space. Here, a special exhibition of the history gallery and experimental projects that reflect the aesthetic and spatial characteristics of the space are presented.

📍 B 76, Yeoui-daero, Yeongdeungpo-gu, Seoul (Near Exit 3 of Line 5, 9 Yeouido Station) ⌚ 11:00-19:00 (last admission 30 minutes before closing), closed Monday and New Year's Day
 📞 82-2-2124-8942 🌐 sema.seoul.go.kr



Best Walks 5

HANGDONG RAILROAD TRAIL

If you walk following the Hangdong Railroad signs, you will see a railroad track not used for train operation. How about taking some time to contemplate while walking along the railroad track?

A Pureun Arboretum 푸른수목원

Seoul's first municipal arboretum has more than 2,100 different rare plants. The arboretum operates about 20 themed gardens, including a wildflower garden and children's garden, a forest education center, a library (opened in 2022), and a gardening program. You can feel the four seasons while walking along the toenmaru (narrow wooden porch) promenade, which is laid flat in the reed reservoir.

📍 2117, Seohaean-ro, Guro-gu, Seoul
 🕒 05:00-22:00 📞 82-2-2686-3200
 🌐 parks.seoul.go.kr/pureun



+ FOREST EDUCATION CENTER

An experiential eco-education space in Pureun Arboretum. Various useful plant resources from around the world are displayed to show plants characteristic of different countries.

🕒 09:00-18:00 Apr.-Nov. and 09:00-17:00 Dec.-Mar.



B Hangdong Railroad Trail 향동철길

Hangdong Railroad Trail, built in 1959, is a single-track railroad that connects Oryu Station to Okgil-dong, Bucheon. It was used as a freight transport rail in the past, but due to the closure of Gyeonggi Chemical, the freight train service was suspended. Now, it is used by lovers as a date spot and as a photoshoot.

📍 1189, Ori-ro, Guro-gu, Seoul



Best Walks 6

MULLAE ART VILLAGE

Works of art are hidden amidst ironworks on this street. If you want to feel the retro sensibility in Seoul, please visit Mullae Art Village, which sublimates the results of industrialization into art.



A Mullae Art Village 문래창작촌

This street is where art and ironworks coexist. In 2010, a creative space for artists was established, attracting artists one by one. Artworks made with scrap iron and old tools found in alleys, graffiti drawn on the shutters of ironworks, unique cafes, and workshops are emerging, making it a good place to take photos with a vintage look.

📍 13-8, Dorim-ro 128ga-gil, Yeongdeungpo-gu, Seoul
 (Near Exit 7 of Line 2 Mullae Station)

+ SHUTTER GRAFFITI

On weekends when the ironworks are closed, visitors can appreciate the graffiti painted on the lowered shutters. As a street that may feel cold has been transformed into an art space, people are dropping by to see paintings in the art gallery without a roof, a photoshoot location.

! Caution

You should refrain from taking pictures inside, as people working in the ironworks have their portrait rights. If you want to take a picture, ask for permission first.



SOUTHEAST

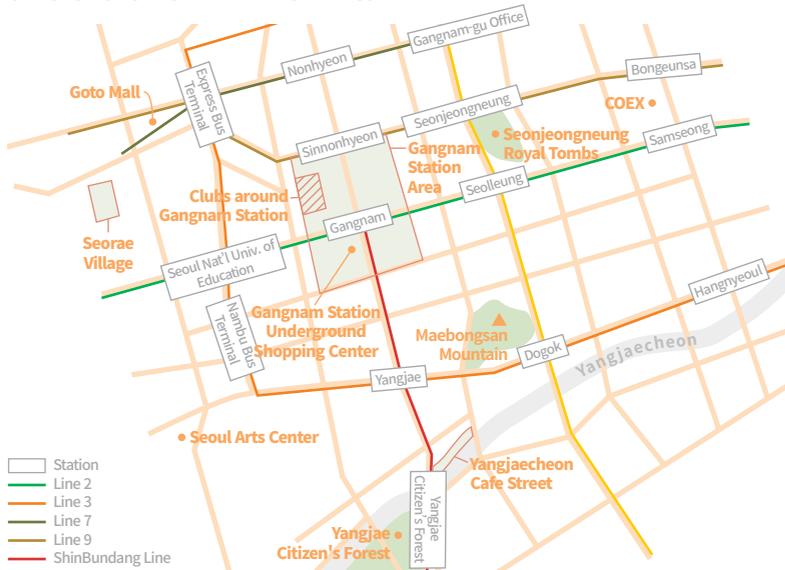
Center of Trends

The southeastern region represents the trend of Korea. From the luxury street to the Hallyu street, this is where you will see the trends of this era first.

SAMSEONG | GANGNAM | BANPO | YANGJAE | SINSA | APGUJEONG | CHEONGDAM | SONGPA | JAMSIL



SAMSEONG | GANGNAM | BANPO | YANGJAE



SAMSEONG COEX 코엑스

This cultural and business platform is located within the World Trade Center Seoul (KWTC). Global exhibitions and international conferences are held here, and cultural facilities such as luxury hotels, casinos, shopping malls, and aquariums are also available.

📍 513, Yeongdong-daero, Gangnam-gu, Seoul (Near Exit 5, 6 of Line 2 Samseong Station)
🕒 10:30-22:00 (hours vary by stores) ☎ 82-2-6000-0114



GANGNAM

GANGNAM STATION AREA 강남역 거리

Gangnam Station is one of the busiest subway stations in South Korea and is in the heart of Gangnam-gu. As a place that abounds in fashion brand stores, designer shops, theaters, large bookstores, restaurants, and hotels, the Gangnam Station area is always crowded with people.

📍 Yeoksam-dong, Gangnam-gu, Seoul (Near Exit 1-12 of Line 2, Shinbundang Line Gangnam Station)



GANGNAM

GANGNAM STATION UNDERGROUND SHOPPING CENTER 강남역 지하쇼핑센터

This shopping center is located in the basement of Gangnam Station on Subway Line #2. In this complex of many shops, famous South Korean beauty brand shops and street shops occupy most of the space, and visitors can purchase hot items at reasonable prices. Herb Plaza also provides a comfortable resting space for customers.

📍 B396, Gangnam-daero, Gangnam-gu, Seoul (connected to Line 2, Shinbundang Line Gangnam Station) 🕒 09:00-23:00 (hours vary by stores), closed Seollal (Lunar New Year's Day) and Chuseok ☎ 82-2-553-1898



GANGNAM

CLUBS AROUND GANGNAM STATION 강남역 주변 클럽

This is where you can enjoy various music trends from hip-hop to electronic all night long. Here, you can meet the latest club culture in Seoul. There are many hip clubs around Gangnam Station, so on weekend nights, the clubs are full of people who want to party.

📍 Around Gangnam-daero, Gangnam-gu, Seoul (Near Exit 10 of Line 2, Shinbundang Line Gangnam Station)


BANPO SEORAE VILLAGE 서래마을

This is where Korean culture and French culture blend. It was named Seorae because the creek in front of the village meanders seori-seori ('in an orderly fashion'). With more French-style wine bars, high-end coffee shops, and restaurants with balconies in all its alleys, the village is a very popular and stylish place.

📍 Banpo 4-dong, Seocho-gu, Seoul (Near Exit 5 of Line 3, 7, 9 Express Bus Terminal Station)


BANPO GOTO MALL 고투몰

This shopping mall is located in the basement of Express Bus Terminal Station. As the mall has over 600 stores including clothing, accessories, and children's goods, visitors can enjoy shopping here. As the nearby express bus terminal can take them to other areas, travelers can shop here before moving on.

📍 200, Sinbanpo-ro, Seocho-gu, Seoul (connected to Line 3, 7, 9 Express Bus Terminal Station)

🕒 10:00-22:00 (hours vary by stores)

📍 gotomall.kr


YANGJAE YANGJAECHON CAFE STREET 양재천 카페거리

Unique cafes and cultural spaces line up along Yangjaecheon Stream, which flows through Gangnam-gu and Seocho-gu. In particular, there are many cafes run by baristas who roast their own beans, so visitors can enjoy finding a coffee that suits their taste.

📍 99-3, Yangjae-dong, Seocho-gu, Seoul (Near Exit 8 of Line 3, Shinbundang Line Yangjae Station)


YANGJAE YANGJAE CITIZEN'S FOREST 시민의 숲

As a park with a dense forest, this was the first in Korea to introduce the concept of a forest. In the north section, there are Maehun Yun Bonggil Memorial Hall, a children's playground, and a barbecue area. In the southern section, there are the Memorial Tower of the Baekma Division Guerrilla Unit and the Memorial Pagoda.

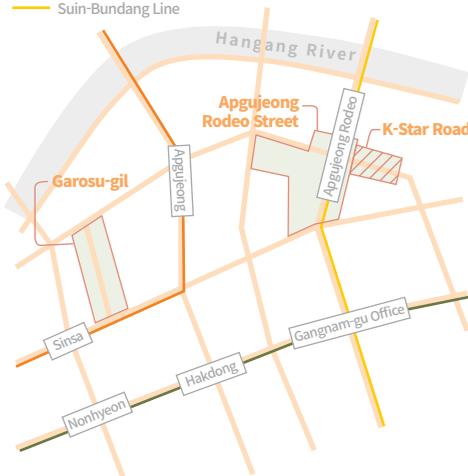
📍 99 Maeheon-ro, Seocho-gu, Seoul (Near Exit 1 of Shinbundang Line Yangjae Citizens' Forest Station)

🆓 Free 📞 82-2-575-3895

📍 parks.seoul.go.kr/citizen


SINSA | APGUJEONG | CHEONGDAM

□ Station
 — Line 3
 — Line 7
 — Suin-Bundang Line


APGUJEONG
APGUJEONG RODEO STREET

압구정 로데오거리

This is where world-class luxury brand stores are concentrated. From large luxury shopping malls to luxury road shops, second-hand luxury stores, and luxury repair shops, there is nothing missing relating to luxury goods. It has become a must-visit shopping destination for trendsetters. Besides shopping, there are plenty of places to dine and see.

📍 Sinsa-dong, Gangnam-gu, Seoul (Near Exit 6 of Suin-Bundang Line Apgujeong Rodeo Station)


SINSA GAROSU-GIL 가로수길

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

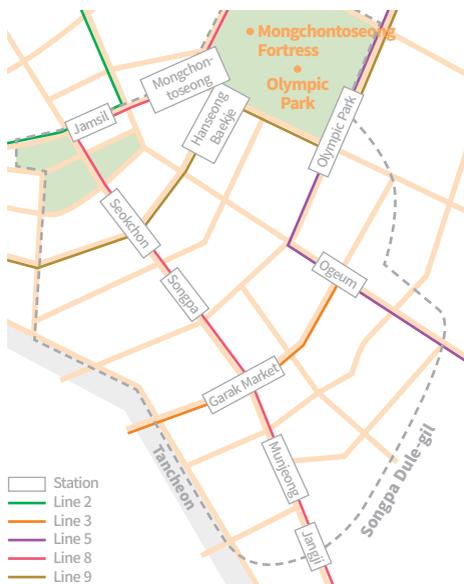
📍 Sinsa-dong, Gangnam-gu, Seoul (Near Exit 8 of Line 3, Shinbundang Line Sinsa Station)


CHEONGDAM
K-STAR ROAD 한류스타로드

This street was created for those who love Hallyu culture. On the 1km K-Star Road that runs from Exit 2 of Apgujeong Rodeo Station to the Cheongdam Intersection, Gangnamdol with the names of idols welcomes tourists. On the street, visitors can see not only the stores that Hallyu stars love, but also entertainment agencies.

📍 394, Apgujeong-dong, Gangnam-gu, Seoul (Near Exit 2, 3 of Suin-Bundang Line Apgujeong Rodeo Station)

SONGPA


SONGPA
SONGPA DULE-GIL 송파둘레길

This city waterfront promenade connects the Hangang River, Seongnaecheon Stream, Jangjicheon Stream, and Tancheon Stream, which are four waterways flowing along the outskirts of Songpa-gu. The 21-kilometer-long road has been preserved in its natural state, so visitors can have a healing experience during their walk. Visitors who receive all stamps at the stamp certification stands for all four sections can also receive a certificate of completion and a commemorative badge.

📍 Munjeong-dong, Songpa-gu, Seoul
 🌐 songpa.go.kr/culture/contents.do?key=3775&


SONGPA **OLYMPIC PARK** 올림픽공원

This park complex has various uses such as culture, art, history, sports, and recreation. In addition to the 200 sculptures displayed in commemoration of the 1988 Seoul Olympics, art galleries and museums, various games, and concerts are often held, offering plenty to see. The scenery is beautiful all year round, making it one of the best places to shoot.

📍 424, Olympic-ro, Songpa-gu, Seoul (Near Exit 3 of Line 5, 9 Olympic Park Station) 🕒 05:00-22:00 (Its outside plaza closes at 24:00) 🆓 Free ☎ 82-2-410-1114 🌐 olympicpark.kspo.or.kr

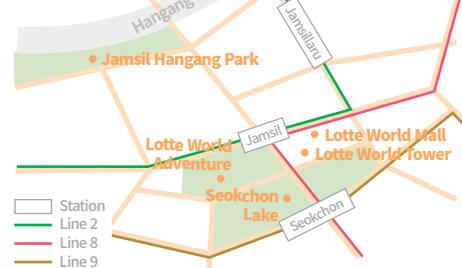

SONGPA **MONGCHONTOSEONG FORTRESS** 몽촌토성

This 2.7km long fortress wall was built in the early days of Baekje. It is a relic of Baekje based in Hanseong, where you can see the architectural culture of the time along with the clay wall fortress in Pungnap-dong. As a shelter equipped with a spacious lawn, many people come to visit to face the historic scene. The Hanseong Baekje Royal Road, a walking tour that starts from the clay wall fortress in Pungnap-dong and continues to the ancient tombs in Bangi-dong, is also well maintained.

📍 424, Olympic-ro, Songpa-gu, Seoul
 ☎ 82-2-2147-2001



JAMSIL


LOTTE WORLD
JAMSIL ① **LOTTE WORLD ADVENTURE** 롯데월드 어드벤처


This theme park has indoor and outdoor facilities with the themes "adventure" and "mystery". Parades are held a couple of times a day along the parade route. Right next door is the Folklore Museum, which divides Korean history by period and displays real artifacts and reproduction models.

📍 240, Olympic-ro, Songpa-gu, Seoul (connected to Line 2, 8 Jamsil Station) 🕒 10:00-22:00
 🎫 General 1 Day Pass KRW 59,000 for adult, KRW 52,000 for youth, KRW 46,000 for child, KRW 15,000 for baby
 ☎ 82-1661-2000 🌐 adventure.lotteworld.com 🚶 🚼 🛏


JAMSIL **SEOKCHON LAKE (SONGPA NARU PARK)** 석촌호수 (송파나루공원)

This lake park with a circumference of 2.5 km is divided into East Lake and West Lake with Songpa-daero in the center. The East Lake is mainly used as a resting or exercise space for residents, and the West Lake has Lotte World Magic Island and Seoul Norimadang.

📍 Jamsil-dong, Songpa-gu, Seoul (Near Exit 2, 3 of Line 2, 8 Jamsil Station)
 ☎ 82-2-412-0190


JAMSIL ② **LOTTE WORLD TOWER** 롯데월드타워


The tallest building in South Korea has 123 floors and a height of 555 meters. There are hotel, department stores, and movie theater, as well as an observatory 500m above the sky, so you can enjoy a beautiful view of Seoul from a glance here.

📍 300, Olympic-ro, Songpa-gu, Seoul (Near Exit 1, 2 of Line 2, 8 Jamsil Station) 🕒 hours vary by store
 ☎ 82-2-3213-5000 🌐 lwt.co.kr


JAMSIL ③ **LOTTE WORLD MALL** 롯데월드몰 P.083

Lotte World Mall is where you can see the latest trends in fashion and lifestyle. The largest aquarium in downtown Seoul, a movie theater, and a department store are in the mall.

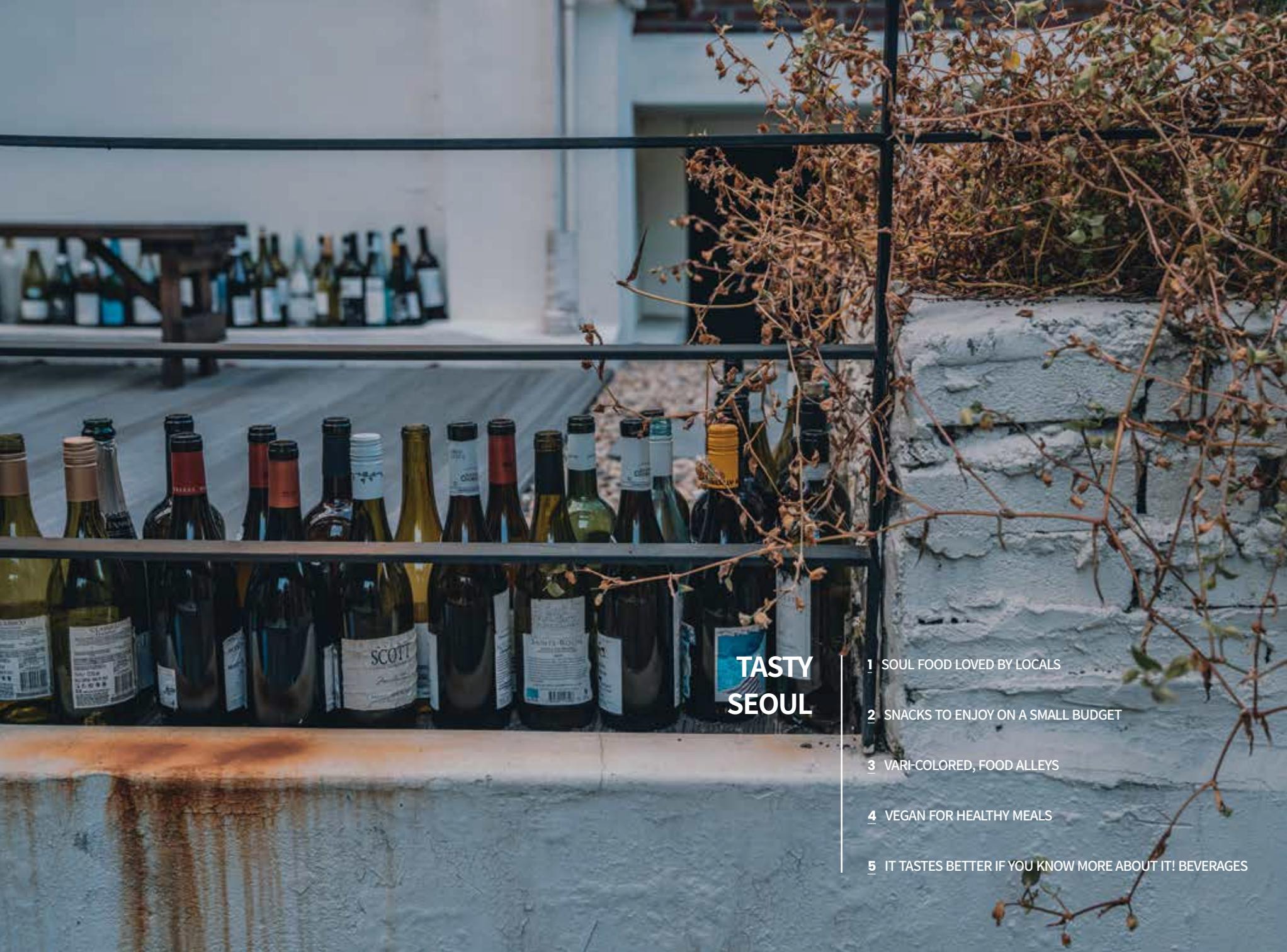
📍 300, Olympic-ro, Songpa-gu, Seoul (Near Exit 10, 11 of Line 2, 8 Jamsil Station)
 ※ For more information, see the top page


JAMSIL **JAMSIL HANGANG PARK** 잠실한강공원

This portion of Hangang Park is equipped with sports and leisure facilities, so visitors can use facilities such as bicycle trails and basketball courts. The nature study center is popular as a picnic spot for families, displaying various flowers, wildflowers, and crops.

📍 65, Hangaram-ro, Songpa-gu, Seoul
 ☎ 82-2-3780-0511





TASTY SEOUL

- 1 SOUL FOOD LOVED BY LOCALS
- 2 SNACKS TO ENJOY ON A SMALL BUDGET
- 3 VARI-COLORED, FOOD ALLEYS
- 4 VEGAN FOR HEALTHY MEALS
- 5 IT TASTES BETTER IF YOU KNOW MORE ABOUT IT! BEVERAGES

Soul food loved by locals

There are many foods that you must try when you're in Seoul. From crispy fried chicken to spicy kimchi stew, here are some foods that people of all ages love.



Samgyeopsalgi

Samgyeopsal, grilled on an open fire and served with vegetables, is a tender, oily pork cut with a savory flavor.



Fried Chicken

The fried chicken is crispy on the outside and soft on the inside. Different brands sell fried chicken in different flavors. In particular, 'Chimaek' that combines chicken with draft beer is the best.

Budae-jjigae

A representative fusion Korean dish made with Western-style ingredients such as sausages cooked Korean style



Kimchi-jjigae
(Kimchi Stew)

A stew made with kimchi, the representative fermented food of Korea. Depending on the ingredients you put in, such as pork and tofu, you can enjoy various tastes.



Naengmyeon

A traditional dish topped with boiled noodles and garnish in a cold broth. The noodles are chewy and the taste of the cold broth is excellent.



Doenjang-jjigae
(Soybean Paste Stew)

A stew made by boiling doenjang (soy bean paste) mixed with water and various ingredients. It tastes savory.

So Bulgogi

A traditional home-made dish of beef marinated in gravy with spices and vegetables. It is sweet and tender.



Snacks to Enjoy on a Small Budget

Seoul smells delicious in every alley. From spicy Tteok-bokki to Bungeo-ppang as a signature winter snack, let's check out foods you can enjoy on a small budget on the streets of Seoul.

Hotteok (Sugar-filled Korean Pancake)

A dish made of wheat flour and glutinous rice, baked in a round shape with brown sugar inside. Crispy on the outside and sweet on the inside.



Bungeo-ppang (Fish-Shaped Pastry)

Bread made with red bean paste in wheat flour dough. It is a typical winter street snack. Not only bungeo-ppang with red beans but one with cream puffs and cheese is also available.



Gimbap

A dish made by placing rice on seaweed and adding various ingredients to it. Depending on the ingredients, such as tuna and pork cutlet, you can enjoy a variety of flavors.



Gyeran ppang (Egg Bun)

Egg bread with a whole egg inside. It is a street snack that is loved for its soft, moist texture and savory taste.

+ SINDANG-DONG TTEOK-BOKKI TOWN

A street where you can taste instant tteok-bokki, which is cooked in a pan with tteok-bokki, ramen noodles, and eomuk (fish cake)

📍 77, Cheonggu-ro, Jung-gu, Seoul

Tteok-bokki (Stir-fried Rice Cake)

A snack made by adding a spicy sauce to rice cakes. If you like a chewy and sticky texture, we recommend rice cake, and if you like a chewy texture only, we recommend wheat cake.



Fries

Deep-fried food such as seaweed rolls, squid, and vegetables. Dip it in Tteok-bokki sauce for a fabulous bite.



Hot Dog
(Corn Dog)

A snack served with long sausages coated in flour dough and breadcrumbs, deep-fried, and then sprinkled with sugar and ketchup. There are also hot dogs with cheese and potatoes.

Patbingsu (Shaved Ice with Sweetened Red Beans and Other Toppings)

A popular summertime snack. Grind ice and put boiled red beans, condensed milk, fruit, etc. on top of it.



Vari-Colored Food Alleys

If you want seafood, go to Noryangjin Fish Market, and if you want to eat pork feet and a glass of soju, visit Jangchung-dong Jokbal Alley. Seoul is home to very many time-honored food alleys.



GWANGJANG MARKET JEON ALLEY

광장시장 전골목

A traditional market with over 100 years of history located in the middle of Jongno. Visitors can try various delicacies such as fried jeon, Bindaetteok, Hotteok, addictive Gimbap, and Kalguksu in the alley.

📍 Jongno 4-ga, Jongno-gu, Seoul
(Near Exit 7, 8 of Line 1 Jongno 5-ga Station)



DONGDAEMUN DAKHANMARI ALLEY (WHOLE CHICKEN ALLEY) 동대문 닭한마리골목

By adding Kalguksu noodles to a dish that has a whole chicken boiled in the broth, you can make a hearty meal. Stores have different sauces and broths for dipping the chicken, so you may want to find a restaurant that suits your taste.

📍 37-7, Jongno 5-ga, Jongno-gu, Seoul
(Near Exit 9 of Line 1, 4 Dongdaemun Station)



DONGDAEMUN GRILLED FISH ALLEY 동대문 생선구이골목

A street packed with grilled fish restaurants. Fish such as cutlassfish, mackerel, Spanish mackerel, and Pacific saury are grilled over briquettes and served. In addition to fish, there are several side dishes that come with it. If you eat moist grilled fish and side dishes on top of white rice, no delicacy can quite compare to it.

📍 37-7, Jongno 5-ga, Jongno-gu, Seoul
(Near Exit 9 of Line 1, 4 Dongdaemun Station)



OJANG-DONG HAMHEUNG NAENGYEON ALLEY

오장동 합흥냉면거리

A street where you can taste Hamheung naengmyeon topped with spicy raw fish mix on chewy noodles made from sweet potatoes. It started when the displaced people who fled to South Korea after the Korean War settled around Ojang-dong and made Hamheung naengmyeon.

📍 Ojang-dong, Jung-gu, Seoul (Near Exit 6 of Line 2, 4, 5 Dongdaemun History & Culture Park Station)



NAMDAEMUN MARKET KALGUKSU & GALCHI ALLEY

남대문시장 칼국수골목 & 갈치골목

These places are always crowded with people lined up to taste the delicacies. Naengmyeon noodles and cooked barley rice served with Kalguksu noodles are must-try dishes. Don't forget to have cutlass fish braised with special sauce that you can try only in Namdaemun Market.

📍 42-1, Namdaemunsijang 4-gil, Jung-gu, Seoul
(Near Exit 5 of Line 4 Hoehyeon Station)



EULJIRO GOLBAENGI STREET 을지로 골뱅이골목

From the late 1960s, restaurants selling golbaengi (whelk) began to appear one after another, forming a food alley. Golbaengi seasoned with spicy green onion makes the perfect side dish with alcohol.

📍 344-22, Eulji-ro 3-ga, Jung-gu, Seoul (Near Exit 11 of Line 2, 3 Euljiro 3-ga Station)



JANGCHUNG-DONG JOKBAL ALLEY

정충동 족발골목

It is where Jokbal restaurants are gathered between the main street and the narrow alleys. Here, visitors can eat soft and chewy pork feet in generous amounts and at reasonable prices.

📍 176, Jangchungdan-ro, Jung-gu, Seoul
(Near Exit 3 of Line 3 Dongguk Univ. Station)



NORYANGJIN FISHERIES WHOLESALE MARKET

노량진수산물도매시장

The largest seafood wholesale market in Seoul. It deals with fresh seafood supplied from all over the country, and an auction for merchants is held at dawn. In some stores, you can try a variety of seafood dishes.

📍 674, Nodeul-ro, Dongjak-gu, Seoul
(Near Exit 9 of Line 1, 9 Noryangjin Station)



SILLIM-DONG SUNDAE TOWN 신림동 순대타운

In the Sundae Town building, you can try sundae, the Korean-style sausage which stuffs various ingredients such as cellophane noodles into the intestines of cattle or pigs. They sell a variety of dishes using sundae, from spicy seasoned stir-fried sundae to sundae gopchang stir-fry and Baeksundae stir-fried, a specialty of Sundae Town.

📍 14, Sillim-ro 59-gil, Gwanak-gu, Seoul
(Near Exit 3 of Line 2, Sillim LRT Line Sillim Station)



Vegan for Healthy Meals

As vegetarians are increasing for various reasons, there are more and more restaurants in Seoul that satisfy both taste and health at the same time. There are many traditional Korean foods suitable for vegetarians, so please try them.



Dotorimuk Muchim (Seasoned Acorn Jelly Salad)

A dish made with acorn curd and various vegetables such as carrot and sesame leaf, marinated in soy sauce. Due to the sauce, it is sweet and the unique savory taste of acorn curd envelops the palate.



Deulkkae Kalguksu (Noodle Soup with Perilla Seed)

Deulkkae Kalguksu is a dish made by adding Kalguksu to perilla water that has been prepared by adding water to finely ground perilla seeds and filtered through a sieve.

Hobak-juk (Pumpkin Porridge) & **Patjuk** (Red Bean Porridge)

A pumpkin porridge made by boiling sweet pumpkin or old pumpkin and a red bean porridge made by boiling red beans and adding rice to the filtered red bean water. Both dishes are sweet and soft, so people of all ages can enjoy them.



Pajeon (Green Onion Pancake)

A flattened food made by mixing wheat flour dough with green onions and carrots. It is perfect to have with traditional liquor.



Buddhist Temple Cuisine

You can taste the monks' food with the taste of nature with simple ingredients at temple restaurants. Most of the dishes are simple and refreshing.

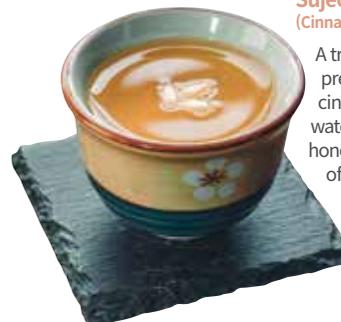
Yachae Bibimbap (Vegetable Bibimbap)

It is a major Korean food enjoyed by mixing rice and various vegetables. You can add vegetables of your choice according to your taste.



It Tastes Better if You Know More about It! Beverages

A glass of wine enjoyed with delicious food removes the fatigue of travel. From the currently popular Korean alcohols of soju and makgeolli to traditional drinks, we introduce beverages that are good to drink with food or on their own.



Sujeonggwa (Cinnamon Punch)

A traditional Korean drink prepared by boiling cinnamon and ginger in water and adding sugar or honey to it. The spiciness of cinnamon and ginger and the sweetness of sugar go well together.



Makgeolli (Rice Wine)

A unique Korean alcoholic beverage made by steaming glutinous rice, non-glutinous rice, barley, and wheat flour and mixing it with nuruk yeast and water for fermentation. Different types of makgeolli have different tastes, but in general, makgeolli has a sour and savory taste.



Yuja-cha (Citrus Tea)

A Korean tea made from thinly sliced citron pickled in sugar and brewed in boiling water. It has a sweet and sour taste.

Soju

As an alcoholic beverage distilled by fermenting grain, it is the most popular drink at bars. Most of the soju brands come in a green bottle and have a strong alcohol flavor. Sweet fruit soju is also available for those who can't drink alcohol.



Sikhye (Sweet Rice Punch)

A traditional Korean drink with floating grains of rice. It has a sweet taste as a cold drink that has rice fermented in malt.

Maekju (Beer)

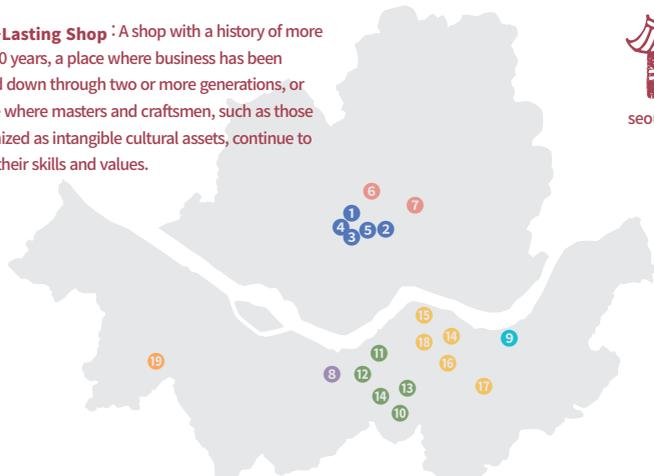
You would be amiss if you did not have beer with your fried chicken. Beer in a cool glass registers a tangy, cool, and savory taste.



Meet the Old Seoul in Long-Lasting Shops

In Seoul, there are many shops that carry on their history and tradition over a long time. We hope you enjoy visiting these shops and discovering the old Seoul.

***Long-Lasting Shop** : A shop with a history of more than 30 years, a place where business has been passed down through two or more generations, or a store where masters and craftsmen, such as those recognized as intangible cultural assets, continue to share their skills and values.



1 Donglim Knot Workshop

Knotting
Opened in 2004
10, Bukchon-ro 12-gil, Jongno-gu

2 Haneul Mulbit Dyeing

Opened in 1973
6F, 8, Jongro 63ra-gil, Jongno-gu, Seoul

3 Jidaebang Tea

Opened in 1982
33, Insadong-gil, Jongno-gu

4 Myungsindang Pilbang

Seal Carving
Opened in 1932
34, Insadong-gil, Jongno-gu

5 Seoul Record Album

Opened in 1976
154, Jong-ro, Jongno-gu

6 The Han Sang Soo Embroidery Museum

Embroidery
Opened in 1963
4-10, Seongbuk-ro 16-gil, Seongbuk-gu

7 Bohemian Coffee House

Coffee
Opened in 1990
22-3, Gaeunsa-gil, Seongbuk-gu

8 Apple House Snack

Opened in 1986
2F, 29, Dongjak-daero 27da-gil, Dongjak-gu

9 Myeongga Ddeokjib Rice Cake

Opened in 1980
7, Seokchonhosu-ro 12-gil, Songpa-gu

10 Hill String Western Musical Instruments

Opened in 1967
8, Banpo-daero 1-gil, Seocho-gu

11 Ewha Myeong Joo Hanbok

Opened in 1978
3F, 30, Sapyeong-daero 26-gil, Seocho-gu

12 Seowoo Bakery Crispy Rice Crepe

Opened in 1980
50, BangbaeJungang-ro, Seocho-gu

13 Doosung Paper Paper

Opened in 1982
41, Saimdang-ro 23-gil, Seocho-gu

14 Gembros Jewelry Craft

Opened in 1984
41, Gangnam-daero 146-gil, Gangnam-gu

15 Mannadang Korean Confectionery

Opened in 1963
1F, 61, Nonhyeon-ro 175-gil, Gangnam-gu

16 Motungjib Snack

Opened in 1988
20, Teheran-ro 1-gil, Gangnam-gu

17 Manna Bunsik Snack

Opened in 1990
A-63, Eunma Shopping Mall, 212, Samseong-ro, Gangnam-gu

18 Sangsindang Seal Carving

Opened in 1977
Unit 505, Geumwon Building, 7, Gangnam-daero 146-gil, Gangnam-gu

19 Jinsun Audio Musical Instruments (Turmtables)

Opened in 1988
Unit 142, Ra-yeol, Gocheok Tool Mall, 50, Jungang-ro 3-gil, Guro-gu

Looking for Treasures to Remember Seoul by

From cosmetics of Korea, which have emerged as a beauty powerhouse, to instant food that can be enjoyed with ease. Here are some souvenirs that will help you remember your trip and make good gifts.



Cosmetics

Korean cosmetics are loved by people all over the world for their excellent quality and reasonable price, and are grouped under the epithet of 'K-beauty'. Considering the price, inexpensive mask packs, lip balms, etc. are also good gifts.



Stationery & Socks

A variety of stationery items such as colorful highlighters, colored pencils, character pens, and notebooks are indispensable souvenirs. High-quality socks with cute designs are also popular.



Traditional Handicrafts

Korean traditional crafts, including accessories such as hanbok and hair ornaments, fans, and embroidered lucky bags, are popular souvenirs for both men and women of all ages.



Hallyu Products

If you are interested in K-pop or K-drama, it would be good to buy Hallyu products as mementoes. They sell products for Hallyu fans in Myeong-dong, Dongdaemun, Apgujeong, and COEX.



Food

Laver, ramen, processed red ginseng products, and instant food that can be eaten just by adding hot water are popular souvenirs. They can be bought through quick visits to nearby convenience stores or supermarkets.



Traditional Liquor

Soju and Makgeolli, the most popular Korean liquors, are popular because they are cheap and complement Korean food very well. Traditional liquor, which comes in paper packages and cans rather than bottles, is a must-buy.

Shopping Malls for Shopaholics

Shopping is an essential part of travel. In Seoul, you can find your shopping more fun, as there are complex cultural spaces where you can experience various elements in addition to shopping.



THE HYUNDAI SEOUL 더현대서울

This shopping mall is 13 soccer fields large. The shopping mall built in 2021 flaunts a glass ceiling designed to allow shopping in natural light. In addition to shopping, there is also a space where you can enjoy various recreational activities.

📍 108, Yeoui-daero, Yeongdeungpo-gu, Seoul (Near Exit 1 of Line 5 Yeouinaru Station)
 🕒 Mon.-Thu. 10:30-20:00, Fri.-Sun. 10:30-20:30
 ☎ 82-2-767-2233
 @ thehyundaiseoul.com



IFC MALL IFC몰

This is the first mall in Yeouido that performs complex functions such as shopping, dining, culture & arts, and business. It is located in the basement of the International Finance Center Seoul and is directly connected to the subway station, providing easy access. It offers a variety of attractions including fashion, restaurants, movie theaters, and bookstores.

📍 10, Gukjegeumyung-ro, Yeongdeungpo-gu, Seoul (Near Exit 3 of Line 5, 9 Yeouido Station)
 🕒 10:00-22:00 (hours vary by stores)
 ☎ 82-2-6137-5000
 @ ifcmallseoul.com



LOTTE WORLD MALL 롯데월드몰

This shopping mall includes Lotte Avenuel, the largest luxury department store in South Korea. As it offers a variety of stores, restaurants, and content including famous overseas brands, the city's largest aquarium, movie theater, Star Avenue as a Hallyu content mall, restaurants, and a food court, you can enjoy one-stop shopping and a fun experience.

📍 300, Olympic-ro, Songpa-gu, Seoul (Near Exit 1, 2, 10, 11 of Line 2, 8 Jamsil Station) 🕒 hours vary by stores
 ☎ 82-2-3213-5000 @ lwt.co.kr/mall



D-CUBE CITY 디큐브시티

This mall has shops, a concert hall, restaurants, and hotels. There are Sheraton Hotel, Hyundai Department Store, D-Cube Art Center, a theater dedicated to musicals, and many restaurants. So, not only tourists but also city residents visit this place a lot.

📍 662, Gyeongin-ro, Guro-gu, Seoul (Near Exit 1, 5 of Line 1, 2 Sindorim Station)
 🕒 hours vary by stores



TIMES SQUARE 타임스퀘어

This shopping mall was designed to provide a view of the sky from inside the building with glass ceilings and facades. There are department stores, multiplexes, shopping malls, restaurants, hotels, etc., so you can shop and stay at the same time. Entertainment performances and exhibitions are held under a new theme each time, so you can enjoy more culture in your life.

📍 15, Yeongjung-ro, Yeongdeungpo-gu, Seoul (Near Exits 5, 6 of Line 1 Yeongdeungpo Station)
 🕒 10:30-22:00 ☎ 82-2-2638-2000
 @ timesquare.co.kr



COEX MALL 코엑스몰

Asia's largest underground shopping mall has about 260 stores, including Fashion Multi Square, which showcases sensual fashion items, Megabox, the largest movie theater in Korea, an aquarium where you can see a variety of fish, Byeolmadang Library, and a space to view special exhibitions.

📍 513 Yeongdong-daero, Gangnam-gu, Seoul (Near Exits 5, 6 of Line 2 Samseong Station)
 🕒 10:30-22:00 (hours vary by stores)
 ☎ 82-2-6002-5300 @ starfield.co.kr/coexmall/main.do



A Day to Try Something Different

If you want to make your trip to Seoul more special, why not try an experience that can be had only here? You can enjoy mountain climbing and temple stay in Seoul.

AQUARIUMS

1 COEX AQUARIUM 코엑스 아쿠아리움

This is a marine theme park where you can see an aquatic environment close to nature and a variety of aquatic creatures. Visitors here can see a total of 40,000 aquatic creatures in 650 species including 110 sharks in 17 species.

📍 513, Yeongdong-daero, Gangnam-gu, Seoul (Near Exit 7 of Line 9 Bongeunsa Station)

🕒 10:00-20:00 (last admission 1 hour before closing)

💰 Adults-Students KRW 32,000, Children KRW 28,000

☎ 82-2-700-7200 @ coexaqua.com



2 AQUA PLANET 아쿠아플라넷 63

Visitors can meet various aquatic creatures such as otters, sea turtles, and penguins here. Various programs such as underwater performances and ecology briefing sessions are available here.

📍 50, 63-ro, Yeongdeungpo-gu, Seoul

🕒 10:00-19:00 (last admission 30 minutes before closing)

💰 Adults KRW 27,000, Children-Seniors KRW 23,000

☎ 82-1833-7001

@ aquaplanet.co.kr/63/index.do



SANGAM DMC 상암DMC

This media industrial complex is home to domestic media companies such as MBC, SBS, JTBC, and CJ E&M. There are many places where you can experience Hallyu content in various ways, such as the e-Sports Hall of Fame, where you can experience e-sports, the DMC Promotion Center, and the Korean Film Museum.

📍 255, Seongam-ro, Mapo-gu, Seoul (Near Exits 2, 8, 9 of Line 6, Gyeongui-Jungang Line, Airport Railroad Digital Media City Station)
@ sba.seoul.kr



HYBE INSIGHT 하이브 인사이트

This is where you can get a glimpse into the music world of Hybe Labels artists. Consisting of the first and second basement floors, this place has created a space where people can communicate through music beyond listening to music. The time limit for each visitor is 2 hours, and we recommend that you make a reservation in advance as it 100% operated through a reservation system.

📍 B1 & B2, 42, Hangang-daero, Yongsan-gu, Seoul (Near Exit 2 of Line 4 Sinhyongsan Station) 🕒 11:00-21:00 (last admission 2 hours before closing), closed every Monday

💰 KRW 22,000 @ hybeinsight.com



BONGEUNSA TEMPLE STAY 봉은사 템플스테이

Bongeunsa Temple, which was the largest temple in Seoul that dates back to the Joseon Dynasty, provides a special experience in the Buddhist culture. Its program includes Sangwol Seonwon Temple Stay (3 days 2 nights) that starts at 7 pm Fridays and Suim Temple Stay (2 days 1 night).

📍 531, Bongeunsa-ro, Gangnam-gu, Seoul (Near Exit 1 of Line 9 Bongeunsa Station)

💰 KRW 100,000 for Sangwol Seonwon Temple Stay, KRW 70,000 for Suim Temple Stay

☎ 82-2-3218-4826 @ temple.bongeunsa.org



SEVEN LUCK CASINO 세븐럭 카지노

Located at the heart of Gangnam and Yongsan, Seven Luck Casino is a foreigner-only casino with an oriental atmosphere and state-of-the-art facilities. The users can feel the joy of various games, including table games, the latest machine games, and electronic tables.

📍 Gangnam COEX Branch: 58, Teheran-ro 87-gil, Gangnam-gu, Seoul (Near Exit 4 of Samsung Jungang Station on Line 9)

Seoul Dragon City Branch: 95, Cheongpa-ro 20-gil, Yongsan-gu, Seoul (Near Exit 3 of Yongsan Station on Line 1, Gyeongui-Jungang Line)

🕒 24 hrs @ 7luck.com



SEOUL HIKING TOURISM CENTER

서울 도심 등산관광센터

Seoul, with its outstanding natural scenery, flaunts the mingling of the charm of the city and nature. Seoul Hiking Tourism Center is located a 5-minute walk from Bukhansan Ui Station on the Ui Sinsseol LRT and provides a variety of services for mountaineering tourists.

📍 52, Samyang-ro 173-gil, Gangbuk-gu, Seoul

(Near Exit 2 of Bukhansan Ui Station on Ui Sinsseol LRT Line)

🕒 09:00-18:00, closed Monday, Seollal (Lunar New Year's Day), and Chuseok ☎ 82-1533-2608 @ seoulhiking.or.kr

TIP. CENTER'S MAIN SERVICES

- Rental of mountaineering equipment (mountain boots, mountaineering clothes, etc.)
※With reservation: www.seoulhiking.or.kr
- It provides multilingual services (English, Chinese, Japanese) for information on mountaineering tourism in Seoul and Seoul tourism promotion materials such as Seoul Tourism Guidebook and maps
- The center has a lounge in it where visitors can prepare for climbing and relax
- Visitors can use changing rooms, luggage storage lockers, and shower facilities
※ Personal items not provided (socks, towels, underwear, etc.)



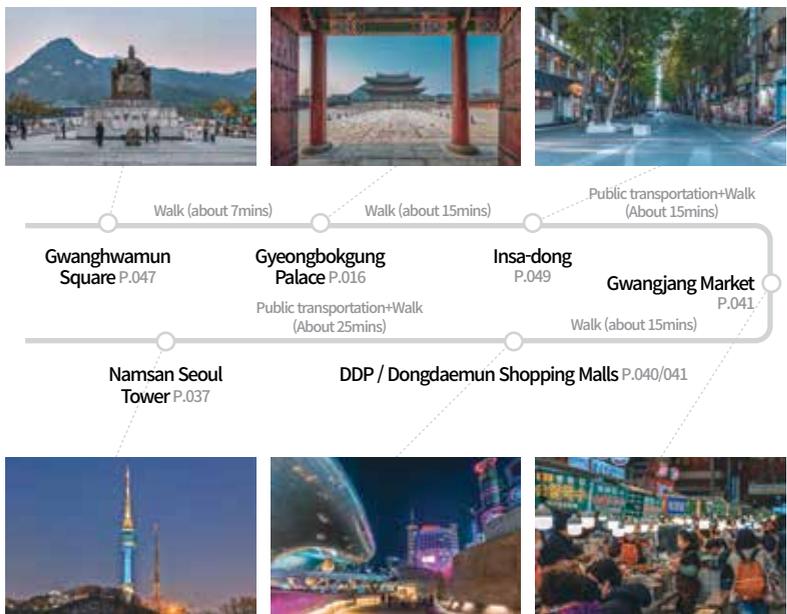
Recommended Routes by Itinerary

For first-time visitors to Seoul, we introduce routes by itinerary selected from recommended spots.

Half-day itinerary

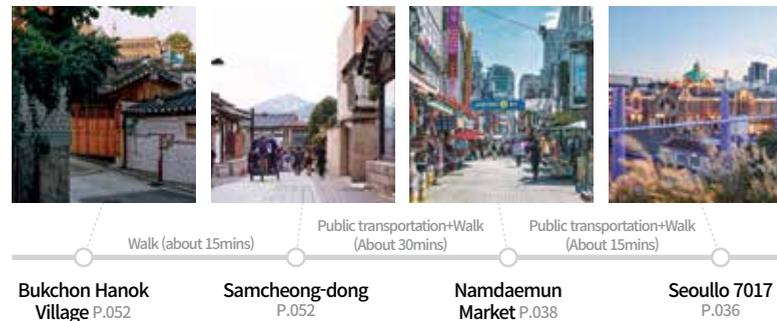


1 day itinerary



3 days 2 nights itinerary

Day 1



Day 2



Day 3



Walking Guided Tours

Seoul operates a tour program that allows you to walk around the city with a professional commentary on its history, culture, and nature. There are about 40 routes, including the Gyeongbokgung Palace route, the Changdeokgung Palace route, the Bukchon route, the Cheonggyecheon route, the Namsan Fortress Wall route, the Mongchontoseong Fortress route, the Sungkyunkwan route, and the Seoul City Hall “Tong-Tong” Tour.

- 📅 Reservation on the web or mobile website at least 3 days prior to the tour date 🕒 Weekdays 10:00, 14:00 / Weekends 10:00, 14:00, 15:00 (Please refer to the website for closing days and operating hours of each course)
- 🆓 Free (Fees for palace admission, cultural experience, and transportation to be paid by participants)
- 🗣️ Korean, English, Japanese, Chinese, Thai, Vietnamese, Indonesian/Malay 📞 82-2-6925-0777 🌐 dobo.visitseoul.net

THEME COURSE

40 courses including major tourist attractions in Seoul
📍 5 major palaces, Seoulo 7017, Seoul City Wall (Namsan/Naksan mountain sections), Seoul Pilgrimage Route, etc.

COURSE FOR PERSONS WITH DISABILITIES

6 courses for the visually impaired, the hearing impaired, and the weak with difficulty in walking
📍 Deoksugung Palace, Jeongdong Gyeonghuigung Palace, Gyeongbokgung Palace, etc.

Seoul Guided Walking Tours

GYEONGBOKGUNG PALACE COURSE

Gyeongbokgung Gwanghwamun Gate - Heungnyemun Gate - Geunjeongmun Gate - Geunjeongjeon Hall - Sajeongjeon Hall - Gyeonghoeru Pavilion - Gangnyeongjeon Hall - Gyotaejeon Hall - Jagyeongjeon Hall - Hyangwonjeong Pavilion
🕒 About 2 hrs.

INSA-DONG COURSE

Tapgol Park - The Store from Tong-in - Myeongsindang Calligraphy Atelier - Central Temple of Cheondogyo - Kyung-in Museum of Fine Art - Napcheong-notjeon (brassware shop) - Ssamzie-gil - Jogyesa Temple - Bosingak Pavilion
🕒 About 2-3hrs.

NAKSAN COURSE

Heunginjimun Gate - Seoul City Wall Museum - Palgakjeong Pavilion (Heungdeogibat) - Naksan Observatory - Naksan Exhibition Hall - Naksan 1-gil - Marronnier Park
🕒 About 2-3hrs.

MONGCHONTOSEONG FORTRESS ROUTE

Gangdong-gu Office Station - Pungnaptoseong - Palgakjeong Pavilion - Gommal Bridge - Mongchontoseong - Peace Plaza - Seoul Baekje Museum
🕒 About 2-3hrs.

SEONGBUK-DONG COURSE

No. 2 (Village Bus) - Gilsangsa Temple - Seonjamdanji - House of Choi Sun-woo - Villa of Lee Jong-seok - Simujang House - House of Lee Tae-jun
🕒 About 2-3hrs.

SEOSOMUN PILGRIMAGE ROUTE

Myeongdong Cathedral - Myeongdong Theater - Hana Financial Group - Woori Financial Group Jongno Center (formerly, Gwangtonggwang) - Seoul City Hall - Seoul Hall of Art & Urbanism - Seoul Cathedral Anglican Church of Korea - Jeongdong Stonewall Walkway - Seoul Museum of Art - Paichai Academy - Seosomun Catholic Martyrs Shrine Memorial Hall - Jungnim-dong Yakhyeon Catholic Church
🕒 About 2hrs 30mins.

Festival Calendar

Seoul is full of visual attractions no matter when you visit.

Festivals that enrich your trip in Seoul, which is full of things to see and enjoy in all four seasons.



Spring

Hangang Yeouido Spring Flower Festival

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

- 📅 Sometime in April annually 📍 Yeouido Yeouiseo-ro area



Summer

Hangang Summer Festival

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

- 📅 July-August annually 📍 11 Hangang parks



Autumn

Seoul Street Arts Festival

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

- 📅 End of September-October annually 📍 Around Seoul

Seoul International Fireworks Festival

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

- 📅 Early October 📍 Yeouido Hangang Citizen's Park



Seoul Silver Grass Festival

A cultural and music festival with beautiful landscape and lightings on the silver grass field in World Cup Park

- 📅 Sometime in October annually 📍 World Cup Park



Winter

Seoul Lantern Festival

A major light festival that displays various light sculptures made mainly with hanji, etc.

- 📅 Sometime in November annually 📍 Cheonggyecheon Stream

Seoul Kimchi Festival

A special cultural festival dedicated to kimchi

- 📅 Sometime in November annually 📍 Seoul Plaza

Things to know before traveling to Seoul

WEATHER

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

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

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

WINTER Average temperatures: -6 to 7°C (21°F to 45°F). The weather is cold and dry. There are days when it will snow, so you will need a hat or umbrella and warm clothes.
Dec.-Feb.

CURRENCY

Unit **₩**
WON (KRW)

Note



50,000won



10,000won



5,000won



1,000won

Coin



500won 100won 50won 10won

VOLTAGE



EXCHANGE

Currency exchange is available at official foreign exchange booths, banks, airports, department stores, and hotels, based on the current exchange rate. Exchange fees vary by exchange locations.

EXCHANGE TIP

Make sure to use authorized exchange service centers, with currency symbols or "Certified" marks; do not use unauthorized booths. Banks, which normally offer the best exchange rate, usually open from 09:30 to 15:30 on weekdays.

USEFUL PHONE NUMBERS

- Provincial Police Agency Lost and Found Information www.lost112.go.kr
- Emergency Medical Services 119
- Tourist Interpretation Guide 82-2-1330
- Immigration Contact Center 1345
- 24hrs Free phone interpretation service 82-1588-5644 (bbb Korea)
- Police 112
- Tourist Complaint Center 1800-9008
- Inquiries about Seoul DASAN Call Center 02-120

TOURIST INTERPRETATION CALL CENTER 1330

1 Korean / 2 English / 3 Japanese / 4 Chinese / 5 Russian / 6 Vietnamese / 7 Thai / 8 Malay-Indonesian
Tourist information center, interpretation service, tourist police, and complaint center accessible.

☎ Open 24x7 all year round (Services in some languages only available from 08:00-19:00)

📞 In Korea 1330 / From Overseas +82-2-1330

TOURIST INFORMATION CENTERS

Traveler Cafe & Seoul Tourist Souvenirs Exhibition Room at Seoul Tourism Plaza

: A space that can be used by any city resident who wants to get information about Seoul tourism
Seoul Tourism Plaza ☎ 82-2-6365-3100 Tourist Information Center ☎ 82-2-720-0872

Permanent Tourist Information Centers

Tourist information center	Phone	Tourist information center	Phone
Itaewon Tourist Information Center (BF)	82-2-3785-0942	Songpa Tourist Information Center	82-2-421-0970
Gwanghwamun Tourist Information Center	82-2-735-8688	Nam Insa Tourist Information Center	82-2-737-7885
Seoul City Hall Tourist Information Center	82-2-739-7755	Insadong Tourist Information Center	82-2-734-0222
Dongdaemun Tourist Information Center	82-2-2236-9135	Bukchon Village Information Center	82-2-2148-4161
Namdaemun Market Tourist Information	82-2-752-1913	Samcheong-ro Tourist Information Center	82-2-723-9472
Sinchon Tourist Information Center	82-2-363-7832~3	Insadong Information Center	82-2-737-7890
Hongdae Tourist Information Center	82-2-323-2240	Gyeongbokgung Palace Tourist Interpretation Center	82-2-738-9171
Incheon Int'l Airport Terminal 1 Tourist Information Center	82-32-743-3270, 3272	Yongsan Station Tourist Information Center	82-70-4224-4597
Incheon Int'l Airport Terminal 2 Tourist Information Center	82-32-743-3269	Yeongdeungpo Tourist Information Center	82-2-2675-5600
Myeong-dong Tourist Information Center	82-2-778-0333	Mapo Tourist Information Center	82-2-334-7878
Gimpo Airport Tourist Information Center	82-2-2660-2486~7	Seoul Danurim Tourism Center	82-1670-0880 (For tourists with disabilities)
K-Style Hub of Korea Tourism Organization	82-2-729-9497~9		

Red Angel

Guides wearing uniform with a red mark are located in Myeong-dong, Namdaemun Market, Dongdaemun, Seochon, Bukchon, Hongdae, Gwangjang Market, Express Bus Terminal and City Hall. They offer interpretation, introduction to tourism sites, directions, and traveler information on Seoul.

- ☎ Myeong-dong · Dongdaemun · Hongdae · Gwangjang Market · Express Bus Terminal · City Hall 10:00-19:00
- ☎ Namdaemun Market · Seochon · Bukchon 09:00-18:00

EMBASSIES AND CONSULATES IN SEOUL

Country	Address	Contact
China	27, Myeongdong 2-gil, Jung-gu, Seoul	82-2-738-1038
Japan	8F, Building A, Twin Tree Tower, 6, Yulgok-ro, Jongno-gu, Seoul	82-2-2170-5200
Thailand	42, Daesagwan-ro, Yongsan-gu, Seoul	82-2-795-3098
Vietnam	123, Bukchon-ro, Jongno-gu, Seoul	82-2-725-2487
Philippines	80, Hoenamu-ro, Yongsan-gu, Seoul	82-2-796-7387
Malaysia	129, Dokseodang-ro, Yongsan-gu, Seoul	82-2-2077-8600
Indonesia	380, Yeoidaebang-ro, Yeongdeungpo-gu, Seoul	82-2-783-5675
Cambodia	14F, Buyeong Taepyeong Building, 55, Sejong-daero, Jung-gu, Seoul	82-2-3785-1041
Türkiye	40, Dongho-ro 20na-gil, Jung-gu, Seoul	82-2-3780-1600
U.S.	188, Sejong-daero, Jongno-gu, Seoul	82-2-397-4114
Brazil	73, Cheongwadae-ro, Jongno-gu, Seoul	82-2-738-4970
Russia	43, Seosomun-ro 11-gil, Jung-gu, Seoul	82-2-318-2116
UK	24, Sejongdae-ro 19-gil, Jung-gu, Seoul	82-2-3210-5500
Germany	8F, Seoul Square, 416, Hangangdae-ro, Jung-gu, Seoul	82-2-748-4114
France	18F, Woori Building, 42, Chilpaero-ro, Jung-gu, Seoul	82-2-3149-4300
Italy	3F, Ilshin Bldg, 98, Hannamdae-ro, Yongsan-gu, Seoul	82-2-750-0200/1
Spain	17, Hannamdae-ro 36-gil, Yongsan-gu, Seoul	82-2-794-3581
Australia	19F, Kyobo Bldg, Jongno-1, Jongno-gu, Seoul	82-2-2003-0100
EU	11F, Seoul Square, 416, Hangang-daero, Jung-gu, Seoul	82-2-3704-1700

LUGGAGE STORAGE FOR TOURISTS

Lockers in major subway stations and public facilities: 5,557 lockers in 346 locations in 279 stations (Seoul Metro Line 1-9)

Luggage storage lockers at major subway stations

☞ small size KRW 2,000, middle size KRW 3,000, large size KRW 4,000 (4 hours)

☞ Number of locker locations at subway stations

Seoul Station (5), Jamsil Station (5), Myeongdong Station (4), Hongik Univ. Station (4), Express Bus Terminal Station (4), Sinchon Station (3), Dongdaemun Station (2), Anguk Station (2), Hoehyeon Station (2), Gangnam Station (2), Gwanghwamun Station (2), Yeongdeungpo Station (1)

Other public/private locker facilities

☞ Myeong-dong Tourist Information Center (Available lockers - 5 small, 6 large)

☞ KRW 1,000 for small size, KRW 2,000 for large size (09:00-17:30; disposed after operating hour)

☞ Raon Luggage Storage (Hongik Univ. Station), Zimfree (Hongik Univ. Station)

☞ KRW 4,000 to 10,000 per day (varies depending on size)

TRAVEL INFORMATION SITES & APPS

Visit Seoul Homepage

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



@ visitseoul.net

Seoul's Official Travel App VISITSEOUL

You can check all of Seoul's attractions, shopping, restaurants, recommended tourist routes, events, tourist information, tour guide/interpreter phone service, tour guides, maps, etc. through the app.



How to Get the App
Search and download VISITSEOUL from major app stores. The app supports Korean, English, Japanese, and both simplified and traditional Chinese.

ROAMING & WI-FI

Internet access is available throughout Seoul where its speed and accessibility are the best in the world. Wireless Internet is available at airports, hotels, tourist information centers, public facilities, including subways and train stations, and even many restaurants and cafes. Visitors can access the Internet by logging in at hotspots through major carriers such as KT, SK, and LG or paying fees with a credit card. Prepaid SIM cards can be purchased at most convenience stores and be selected according to the length of stay. Those who need continued access to the Internet may rent a smartphone or portable router at Incheon International Airport or Gimpo International Airport to create a hotspot. After making a reservation online, it can be picked up at a mobile phone rental shop of carriers or can be rented at major tourist attractions such as Seoul Station, Insa-dong, and Myeong-dong.

Mobile phone rental service : Mobile phone rental service is available for foreign tourists

(※ Please check the website of each service provider for details and how to make a reservation.)

☞ SKT www.skroaming.com ☞ KT roaming.kt.com ☞ LG lgroaming.uplus.co.kr

How to make an international call in Korea

After dialing one of the international call codes (001, 002, 005, 008, 00365, 00700, and 00770), enter the country code for where you are calling, followed by the area code and the phone number.

Example: To call the USA, dial the international call code, followed by the country code, area code (555), and phone number (123-4567)

001+1+555+123-4567

ACCOMMODATION

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

☞ visitseoul.net

Seoul Stay : Seoul Stay is a directory of certified accommodations located throughout Seoul's 25 districts. Foreign visitors can stay over at the homes (guesthouses, homestay, hanok houses) of local Seoul residents for a unique Seoul experience.

☞ stay.visitseoul.net

Traffic Information in Key Areas of Seoul

GETTING TO SEOUL

Airport Limousine

Incheon International Airport

Boarding location

To Seoul : Terminal 1 Arrivals 1st Floor Bus Stops 3B~6B, as well as Terminal 2 B1 floor

Ticket offices

Inside Terminal 1 by exits 4 and 9, also outside exits 4, 6, 7, 8, 11, and 13 /
At Terminal 2, it is by the transportation center in the B1 bus terminal

Gimpo International Airport

Boarding location

Domestic Line : Seoul Downtown - 1F, bus stop no. 3~5 / Incheon Airport - 1F, bus stop no. 13~15
Int'l Line : Bus stop 6 on the 1st floor going to Seoul city center / Bus stop 7 on the 1st floor going to Incheon Int'l Airport

Ticket offices

Domestic Line : Gimpo International Airport Domestic Terminal Building, by 1st floor gate 5
Int'l Line : Located in front of Bus stop 6 at Gate 1 on the 1st floor of the Gimpo International Airport Int'l Terminal Building.

Airport Railroad(A'REX)

There are non-stop trains and all-stop trains (14 stops). Operating times and fares for both are different, so do check in advance.

🕒 05:15-23:50 (toward Seoul Station), every 3-18 minutes

📞 Incheon Int'l Airport Railway 82-1599-7788

🌐 www.arex.or.kr

MODES OF TRANSPORTATION

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

Taxi

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

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

💰 Prices vary depending on course 📞 82-1644-2255 🌐 www.intttaxi.co.kr

Subway

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



Disposable Subway Card

Available from vending machines at each subway station. The first time you get one, you need to pay a deposit of ₩500, and then charge it. However, you can get the deposit back at the card-return machines when you arrive at your destination.

👉 KRW 1,250~

Bus

Seoul has four types of buses, each color-coded (Based on fares paid in cash)



Blue bus

For long distances within Seoul.

👉 KRW 1,300~



Green bus

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

👉 KRW 1,300~



Yellow bus

Circulates in downtown Seoul.

👉 KRW 1,200~



Red bus

Inter-city express transit.

👉 KRW 2,900~

Search bus stops close to the current location



You can check nearby bus stops by searching for neighborhood information in the VISITSEOUL app.

Seoul Bike (Ttareungyi)

Seoul's bicycle rental system. Depending on the frequency of use, various commuter passes are available, including a one-day pass (non-members should purchase the daily pass).

📞 82-1599-0120 🌐 www.bikeseoul.com



Classification	Basic fees		Additional fees	Payment method
	1hr	2hrs		
Daily Pass	KRW 1,000	KRW 2,000	-	-
All-day pass (for foreigners only)	KRW 5,000		-	Mobile phone, Credit card, Zero Pay, Easy Pay (Payco, Kakao Pay)
Commuter pass	7 Days	KRW 3,000	KRW 200 per 5 mins	
	30 Days	KRW 5,000		
	180 Days	KRW 15,000		
	365 Days	KRW 30,000	KRW 40,000	

TRANSPORTATION CARDS

Tmoney

Tmoney card is a top-up transit card that you can use on airport shuttles, public buses in the Seoul Metropolitan Area, subway, taxis, as well as in convenience stores, telephone booths, and package lockers. Make sure to tag the card when getting on and off to get a transfer discount.



Retail Locations : Convenience stores that accept T-Money cards and Tmoney service centers at subway stations in the Seoul Metropolitan Area (Line 1-8)

Fare KRW 2,500 for a card / minimum top-up amount starting from KRW 1,000

Tmoney card refunds

Up to KRW 30,000 at CU, Ministop, and eMart 24, up to KRW 20,000 at 7-Eleven, individual convenience stores (365 Plus, lalavla), some charging stalls, and GS25. At subway T-money service desks, refunds of up to KRW 50,000 are available. For amounts exceeding KRW 50,000, please visit a bank, T-money headquarters (near Seoul Station), or mobile app (pay.tmoney.co.kr). pay.tmoney.co.kr

MPASS

MPASS is a transportation pass for international travelers. With MPASS, you can use the public transit system (Seoul bus and AREX) up to 20 times per day. An MPASS card is also a Tmoney card that you can top-up and use in convenience stores or on taxis.



Retail Locations : Retail Locations: Gates 5 and 10 on the 1F (arrival area) of Incheon International Airport Terminal 1, Myeongdong Tourist Information Center at Exit 5 of Euljiro 1(il)-ga Station, and T-money Town on 1F of Seoul City Tower at Exit 10 of Seoul Station.

1-Day Pass: KRW 15,000, **2-Day Pass**: KRW 23,000, **3-Day Pass**: KRW 30,500, **5-Day Pass**: KRW 47,500, **7-Day Pass**: KRW 64,500 (Get KRW 3,000 on the pass when purchasing after 5 P.M.) The prices include a KRW 5,000 deposit. (KRW 4,500 will be refunded when you return the pass card.)

Discover Seoul Pass (Foreigners Only)

It is Seoul City's first 'free pass-style' tourist pass that allows you to use major tourist attractions in Seoul for 24 hours, 48 hours, or 72 hours, respectively, with one card. With one pass, users can enjoy various benefits such as transportation, shopping, and performances as well as tourist attractions. It can be purchased from an offline store or by downloading the Discover Seoul Pass app on mobile.



Major Benefits

- Free admission to popular tourist attractions in Seoul
- Discounts on tourist facilities including arts and culture performances and shopping facilities
- Transit card (top-up)
- One Airport Express (AREX) one-way ticket
- Remaining time and tourist attractions can be viewed using a mobile application
- Choose a card type (physical or mobile) and a plan (24h, 48h, and 72h)

Retail Locations

[Online] Discover Seoul Pass official website or official mobile app

[Offline] Myeongdong Tourist Information Center, Dongdaemun Seoul City Tour Bus, Hongik University Tourist Information Center, Dongdaemun Tourist Information Center, Seoul Tourist Plaza Tourist Information Center, CU convenience stores nationwide (※ Cash only at CU convenience stores)

24-hour pass KRW 39,900, **48-hour pass** KRW 55,000, **72-hour pass** KRW 70,000

www.discoverseoulpass.com

EXPLORING BEYOND SEOUL

Express bus

Seoul Express Bus Terminal : Gyeongbu Line (Daejeon, Daegu, Gyeongju, Pohang, Busan, etc.), Yeongdong Line

Express Bus Terminal Station (Subway Line 3, 7 or 9) ☎ 82-1688-4700 🌐 www.exterminal.co.kr

Central City Terminal : Honam Line (Jeonju, Gwangju, Mokpo, etc.)

Express Bus Terminal Station (Subway Lines 3, 7, 9) ☎ 82-2-6282-0114 🌐 www.hticket.co.kr

Sangbong Bus Terminal

Sangbong (Intercity Bus Terminal) Station (Subway Line 7, Gyeongui-Jungang Line)

☎ 82-2-323-5885

Nambu Bus Terminal

Nambu Bus Terminal (Seoul Arts Center) Station (Subway Line 3) ☎ 82-1688-0540

Dong Seoul Terminal

Gangbyeon (Dong Seoul Terminal) Station (Subway Line 2) ☎ 82-1688-5979

Railroad

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

KTX KORAIL

☎ 82-1544-7788 🌐 www.letskorail.com

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

Yongsan Station : Yongsan Station (Subway Line 1, Gyeongui-Jungang Line)

Cheongnyangni Station : (Jungang Line) Yangpyeong, Wonju, Jecheon, Andong, (Yeongdong Line) Train to Jeongdongjin / Cheongnyangni Station (Subway Line 1, Gyeongui-Jungang Line, Suin-Bundang Line, Gyeongchun Line)

Suwon Station : Suwon Station (Subway Line 1, Suin-Bundang Line, Gyeongbu Line)

SRT SRT

☎ 82-1800-1472 🌐 www.srail.or.kr

Suseo Station : Suseo Station (Subway Line 3, Suin-Bundang Line)

Air

8 destinations: Jeju, Busan/Gimhae, Gwangju, Muan, Yeosu, Ulsan, Jinju/Sacheon, and Pohang/Gyeongju

Gimpo Airport Station (Subway Line 5, 9 / Gimpo Gold Line)

☎ 82-1661-2626 🌐 www.airport.co.kr

K-Shuttle

Bus tour service for foreigners to reach major tourist cities such as Daegu, Yeosu, Gongju, Jeonju, Busan, and Gyeongju. Accompanied by guides who can speak English, Chinese, and Japanese.

How to make reservations : Please visit www.k-shuttle.com or call 82-2-720-1515



SEUL CITY TOUR BUS

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

Services provided

Course guide leaflets and audio guide available in 12 languages (Korean, English, Japanese, Chinese, French, German, Russian, Spanish, Thai, Vietnamese, and Indonesian/Malay)



	Downtown Palace & Namsan Course	Night Course	Panorama Course	Around Gangnam Course
Departure Location	Koreana Hotel, Gwanghwamun (Exit 6 of Line 5 Gwanghwamun Station)			Ticket Box 200 meter-staight ahead from Exit 11 of Gangnam Station (Subway Line 2)
Ticket Counters	Purchase a ticket from a ticket box next to Koreana Hotel (Gwanghwamun) or from the bus driver	Purchase a ticket from a ticket box next to Koreana Hotel (Gwanghwamun)	Purchase a ticket from a ticket box next to Koreana Hotel (Gwanghwamun) or from the bus driver	Exit 11 of Gangnam Station (Subway Line 2) or from the bus driver
Departure Time	09:30-16:30	Jan. 1- Apr. 15, Sep. 16-Dec. 31 19:00 Apr. 16-Jun. 15, Aug. 16-Sep. 15 19:30 Jun. 16-Aug. 15 20:00	Temporary suspension of operation (due to COVID-19)	Temporary suspension of operation (due to COVID-19)
Departure Interval	About 60 mins	Once a day	-	-
Holiday	Closed on Mon. ※ Runs on Holiday Mon. ※ Run everyday during Summer Vacation (from the 4th week of the Jul. to Aug. 15th)			
Inquiries	82-2-777-6090, www.seoulcitybus.com			

	Traditional Culture Course	Nighttime Course	Hangang River Jamsil Course
Departure Location	In front of Dongdaemun Design Plaza(DDP) Art Hall A3		
Ticket Counters	Ticket Box In front of Dongdaemun Design Plaza(DDP) or from the bus driver	Ticket Box in front of Dongdaemun Design Plaza(DDP)	Ticket Box In front of Dongdaemun Design Plaza(DDP) or from the bus driver
Departure Time	9:30-17:00 (Last Departure 17:00)	19:00 (Not operating if less than 8 persons)	Temporary suspension of operation (due to COVID-19)
Departure Interval	Mon.-Fri. 40 mins Sat.-Sun. 30 mins	Once a day	-
Holiday	Mon. (Subject to change)	Nov.-Feb. (Subject to change)	-
Inquiries	82-1544-4239, www.seoulcitytourbus.co.kr		

For more information, please check inquiries by courses or visit www.visitseoul.net

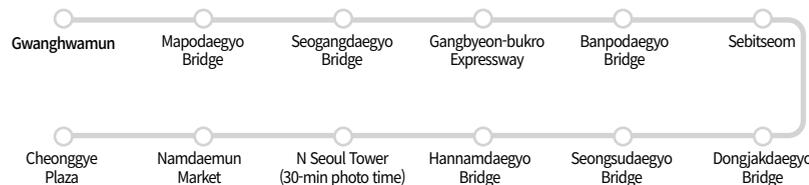
SEUL CITY TOUR BUS COURSE OVERVIEW

Downtown Palace & Namsan Course

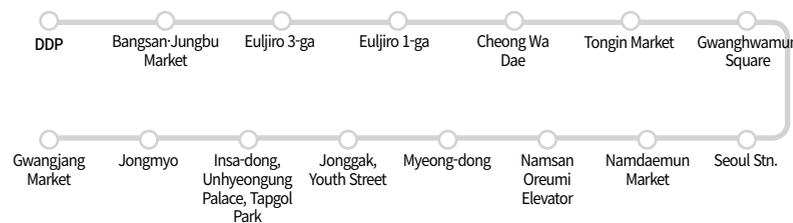


Night Course

※ Passengers are not allowed to get in or get off in the middle of the course.



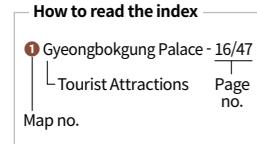
Traditional Culture Course



Nighttime Course



Seoul Tourist Guide Index



Cultural Heritage

- 1 Gyeongbokgung Palace ---- 16/47
- 2 Gyeonghuigung Palace ---- 17/33
- 3 Deoksugung Palace ---- 16
- 4 Mongchontoseong Fortress ---- 70
- 5 Seonjeongneung Royal Tombs 31
- 6 Jongmyo Shrine ---- 17/48
- 7 Changgyeonggung Palace ---- 16
- 8 Changdeokgung Palace ---- 16/33

Tourism Resources

- 9 108 Steps ---- 59
- 10 63 Square ---- 63
- 11 Gwanghwamun Square ---- 47
- 12 National Assembly Building ---- 63
- 13 Namsangol Hanok Village ---- 39
- 14 Namsan Seoul Tower ---- 37
- 15 Namsan Cable Car ---- 37
- 16 Deoksugung Jungmyeongjeon 43
- 17 Dongdaemun Design Plaza ---- 40
- 18 Lotte World Tower ---- 71
- 19 Myeong-dong Cathedral ---- 39
- 20 Bosingak Belfry ---- 49
- 21 Bongyeonsa Temple ---- 85
- 22 Bukchon Hanok Village ---- 52
- 23 Sangchonjae ---- 45
- 24 Seoul Plaza ---- 38
- 25 Seoul Hiking Tourism Center 85
- 26 Seoullo 7017 ---- 32/36
- 27 Sewoon Plaza ---- 33/39
- 28 Sungnyemun ---- 38
- 29 Sina Memorial Hall ---- 43
- 30 Lee Sang's House ---- 44
- 31 Ikseon-dong Hanok Village ---- 49
- 32 Jahamun Tunnel ---- 33
- 33 Jeongdong Jeil Church ---- 43
- 34 Jogyesa Temple ---- 49

INDEX

- 35 Changuimun Gate ---- 53
- 36 Cheonggyecheon Stream ---- 48
- 37 Cheongwadae ---- 46
- 38 Seoul Community Cultural Center Chebu ---- 45
- 39 Seoul Central Mosque ---- 59
- 40 Hong Geonik's House ---- 45
- 41 Heunginjimun Gate ---- 40

Streets

- 42 Gangnam Station Street ---- 67
- 43 Gyeongnidan-gil ---- 58
- 44 Gyeongui Line Forest Park & Cafe Street ---- 57
- 45 Gyeongui Line Book Street ---- 57
- 46 Deoksugung Stonewall Walkway 43
- 47 Mangridan Road ---- 55
- 48 Myeong-dong ---- 38
- 49 Mullae Art Village ---- 65
- 50 Buam-dong Cafe Town ---- 53
- 51 Samcheong-dong ---- 52
- 52 Sangsu Cafe Street ---- 55
- 53 Seorae Village ---- 68
- 54 Seochon Cafe and Restaurant Street 44
- 55 Seongsudong Handmade Shoe Street 61
- 56 Seongsudong Cafe Street ---- 60
- 57 Garosu-gil ---- 69
- 58 Sinchon Yonsei-ro ---- 56
- 59 Apgujeong Rodeo Street ---- 69
- 60 Yangjaecheon Cafe Street ---- 68
- 61 Yeonhui Multi-Culture Street --- 57
- 62 Usadan-gil ---- 59
- 63 Itaewon Street ---- 32
- 64 Insa-dong Street ---- 49
- 65 K-Star Road ---- 69
- 66 Hapjeong Cafe Street ---- 54
- 67 Hangdong Railroad Trail ---- 64
- 68 Haebangchon Village ---- 59
- 69 Hongdae Pedestrian-Friendly Street 56
- 70 Hip-jiro ---- 39

Shopping & Restaurant

- 71 Gangnam Station Underground Shopping Center ---- 67
- 72 Goto Mall ---- 68
- 73 Gwangjang Market ---- 41
- 74 Gwangjang Market Jeon Alley - 76
- 75 Namdaemun Market ---- 38
- 76 Namdaemun Kalguksu & Galchi Alley 77
- 77 Noryangjin Fisheries Wholesale Market 77
- 78 The Hyundai Seoul ---- 82

- 79 Dongdaemun Whole Chicken Alley 76
- 80 Dongdaemun Grilled Fish Alley 76
- 81 Dongdaemun Shopping Complex 41
- 82 Dongdaemun Shopping Malls - 41
- 83 Dongmyo Flea Market ---- 51
- 84 D Cube City ---- 83
- 85 Lotte World Mall ---- 71/83
- 86 Mangwon Market ---- 55
- 87 Seoul Folk Flea Market ---- 51
- 88 Sindang-dong Tteok-bokki Town 75
- 89 Sillim-dong Sundae Town ---- 77
- 90 Ojang-dong Hamheung Naengmyeon Alley ---- 77
- 91 Euljiro Golbaengi Street ---- 77
- 92 Jangchung-dong Jokbal Alley - 77
- 93 CommonGround ---- 61
- 94 COEX ---- 66/83
- 95 Time Square ---- 83
- 96 Tongin Market ---- 45
- 97 Pyeonghwa Market ---- 41
- 98 IFC Mall ---- 82

Museums & Galleries

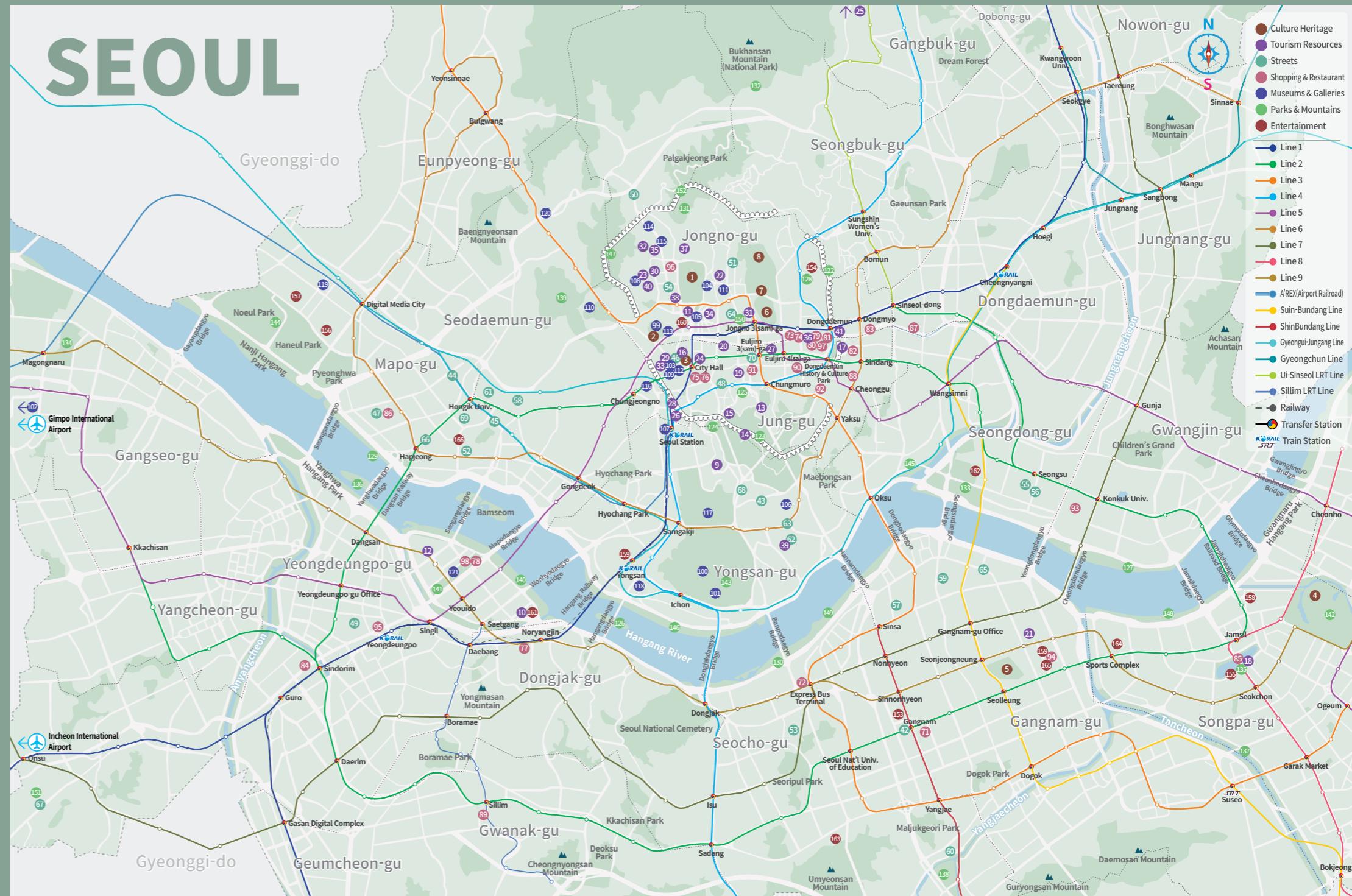
- 99 National Meteorological Museum 23
- 100 National Museum of Korea ---- 22
- 101 National Hangeul Museum ---- 22
- 102 National Aviation Museum ---- 23
- 103 MMCA Deoksugung ---- 24
- 104 MMCA Seoul ---- 24
- 105 National Museum of Korean Contemporary History ---- 46
- 106 Leum, Samsung Museum of Art 25
- 107 Culture Station Seoul 284 ---- 36
- 108 Park No-Soo Museum ---- 45
- 109 Appenzeller/Noble Memorial Museum ---- 42
- 110 Seodaemun Prison History Hall 22
- 111 Seoul Museum of Craft Art ---- 23
- 112 Seoul Museum of Art ---- 25
- 113 Seoul Museum of History ---- 23
- 114 Seoul Museum ---- 53
- 115 Literary Museum of Yun Dong-Ju the Poet ---- 53
- 116 Ewha Girls' High School Centennial Hall ---- 43
- 117 War Memorial of Korea ---- 23
- 118 Hybe Insight ---- 84
- 119 Korean Film Museum ---- 33
- 120 Hongje Yuyeon ---- 25
- 121 SeMA Bunker ---- 63

Parks & Mountains

- 122 Naksan Park ---- 51
- 123 Namsan Park ---- 37
- 124 Namsan Baekbeom Square ---- 37
- 125 Namsan Yejang Park ---- 37
- 126 Nodeulseom ---- 26
- 127 Ttukseom Hangang Park ---- 27
- 128 Marronnier Park ---- 51
- 129 Mangwon Hangang Park ---- 26
- 130 Banpo Hangang Park ---- 27
- 131 Bugaksan Mountain ---- 18
- 132 Seoul Dulle-gil ---- 20
- 133 Seoul Forest ---- 28/60
- 134 Seoul Botanic Park ---- 30
- 135 Seokchon Lake ---- 31/71
- 136 Seonyudo Park ---- 30
- 137 Songpa Dulle-gil ---- 70
- 138 Yangjae Citizen's Forest ---- 31/68
- 139 Ansan Mountain ---- 18
- 140 Yeouido Hangang Park ---- 26
- 141 Yeouido Park ---- 62
- 142 Olympic Park ---- 29/70
- 143 Yongsan Park ---- 30
- 144 World Cup Park ---- 29
- 145 Eungbongsan Mountain ---- 18
- 146 Ichon Hangang Park ---- 26
- 147 Inwangsan Mountain ---- 18
- 148 Jamsil Hangang Park ---- 27/71
- 149 Jamwon Hangang Park ---- 27
- 150 Taggol Park ---- 49
- 151 Pureun Arboretum ---- 64
- 152 Hanyang doseong Trail ---- 19

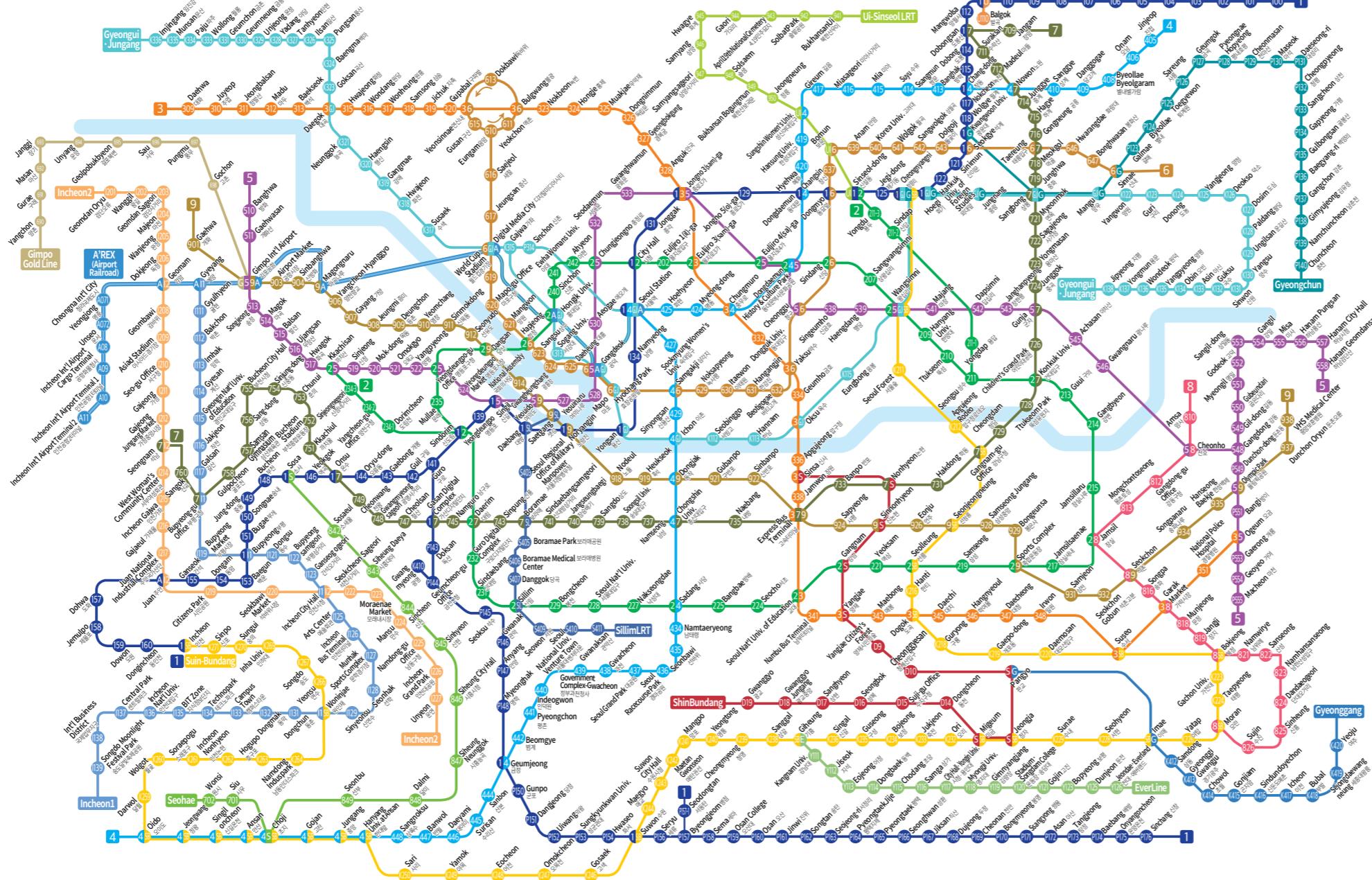
Entertainment

- 153 Clubs around Gangnam Station 67
- 154 Daehangno ---- 33/50
- 155 Lotte World Adventure ---- 71
- 156 Oil Tank Culture Park ---- 54
- 157 Sangam DMC ---- 84
- 158 Seoul Book Bogo ---- 33
- 159 Seven Luck Casino ---- 85
- 160 Sejong Center for the Performing Arts ---- 46
- 161 Aqua Planet 63 ---- 84
- 162 Under Stand Avenue ---- 61
- 163 Seoul Arts Center ---- 25
- 164 Jamsil Sports Complex ---- 11
- 165 COEX Aquarium ---- 84
- 166 Hongdae Clubs ---- 56



Seoul Subway Map

- Line 1
- Line 2
- Line 3
- Line 4
- Line 5
- Line 6
- Line 7
- Line 8
- Line 9
- Incheon Line 1
- Incheon Line 2
- A'REX(Airport Railroad)
- Suin-Bundang Line
- ShinBundang Line
- Gyeongui-Jungang Line
- Gyeongchun Line
- Uijeongbu LRT Line
- EverLine
- Gyeonggang Line
- Ui-Sinseol LRT Line
- Gimpo Gold Line
- Seohae Line
- Sillim LRT Line
- Transfer Station





Seoul Tourist Guide