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SEOUL TOURISM ORGANIZATION

Seoul

Tourist Guide

2020



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LOTTE WORLD ADVENTURE

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(Valid : 31. 12. 2020)

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UNDERSEA KINGDOM

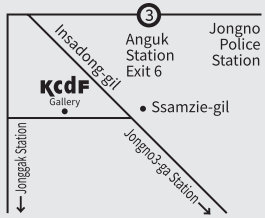
(Valid : 31. 12. 2020)

2018 Craft&Design Product Development Project (Photos by STUDIO 516)



KCDF GALLERY

"KCDF Gallery, The most Korean beauty in Insa-dong"



KCDF GALLERY & GALLERY SHOP

8, Insadong 11-gil, Jongno-gu, Seoul
TEL: **+82-2-733-9041**
On-line Shop: **kcdfshop.kr**
Official Web : **www.kcdf.kr**

KCDF 한국공예·디자인문화진흥원 Korea Craft & Design Foundation

The Korea Craft and Design Foundation (KCDF), leading the excellence of Korea's culture in craft, design, and Hanbok, promotes the beauty of traditional Korean craft and design culture.

Always new and fascinating, Discover Seoul!

Seoul, a modern city with timeless beauty

A city full of novelty and tradition of 2,000 years —
Seoul used to be synonymous with rapid change and trendiness.

Reviving and recreating old things
it has seen the winds of urban change, regeneration and modernization
making Hanok and Hanbok hot attractions in the city.

Tradition does not disappear, but is born again in today's Seoul.
Discover the amazing harmony of the old and the new,
amidst the charms of Seoul hidden in various alleyways.

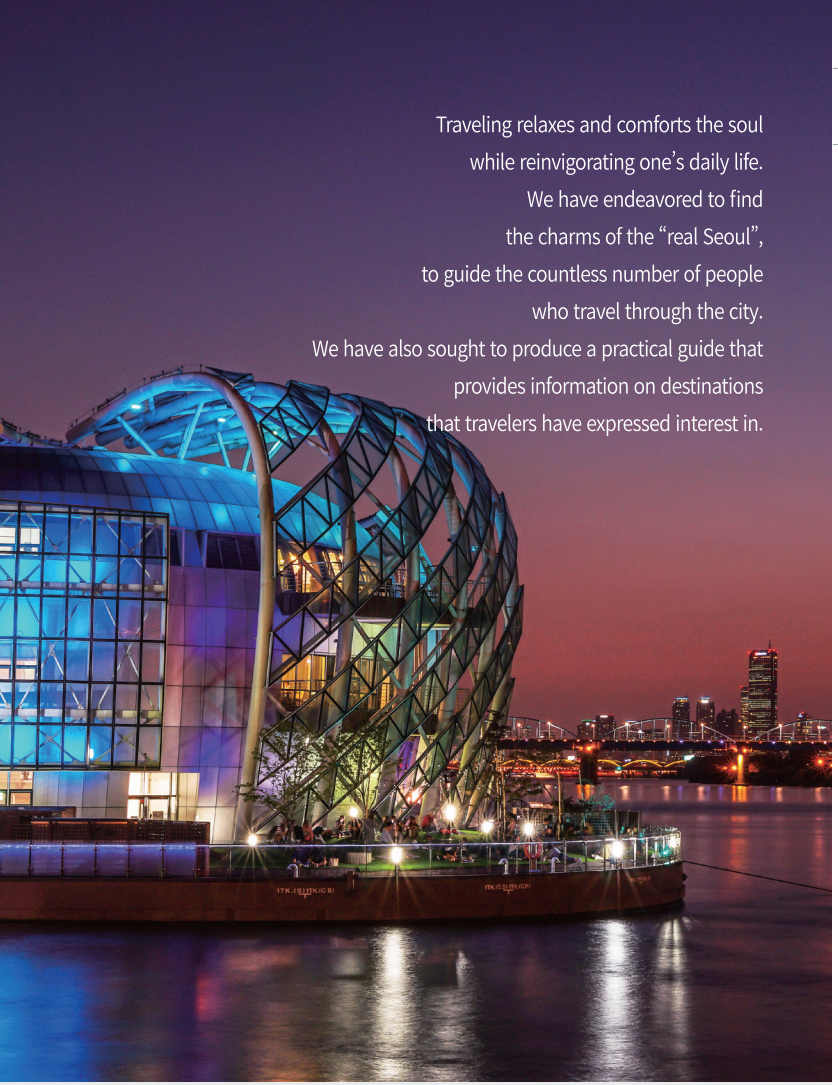
Official title	Seoul Metropolitan Government
Area	605.21㎢ (Seoul statistical standards stat.seoul.go.kr)
Population	9,740,398 persons (as of September 2019)
Language	Korean
Climate	Temperate
Currency unit	won (₩, KRW)
Local standard time	GMT+9 (Korea Standard Time)
Country code	+82
Local code	Seoul 02 (when calling from abroad, omit "0" and just press "2.")

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Seoul MICE Alliance (miceseoul.com/photolibrary)
Map reference Map of Seoul (gis.seoul.go.kr)
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Publisher CEO of the Seoul Tourism Organization
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Designed by SIKR







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

Key to Symbols

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

CONTENTS

10 Essential Information for Seoul Tour
18 Seoul City Tour Bus
20 Delicious Korean Dishes of Seoul
21 Must-Buy Items in Seoul
22 Cultural Heritage
23 Seoul City Guided Walking Tours
24 Recommended Itineraries by Duration



26 City Center
28 City Hall Area
30 Myeong-dong · Euljiro
32 Namdaemun Market · Namsan Mountain
34 Seoullo 7017



36 Gwanghwamun & Jongno
38 Gwanghwamun
40 Cheonggyecheon Stream · Jongno
42 Insa-dong
44 Samcheong-dong · Bukchon



46 Dongdaemun & Around
48 Dongdaemun Market
50 Daehangno



52 Mapo
54 Hongik Univ. · Sangsu · Yeonnam
56 Sinchon · Ewha Womans Univ. Stations
58 Sangsam · Mangwon



60 Yongsan & Yeouido
62 Yongsan
63 Itaewon
64 Yeouido



66 Gangnam
68 Apgujeong-dong · Cheongdam-dong
70 Around Sinsa-dong Garosu-gil
72 Around Gangnam Station
74 Around Samseong Station
76 Seocho



78 Jamsil & Seongsu
80 Jamsil
82 Songpa
84 Seongsu

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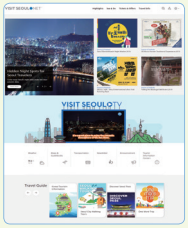
In partnership with more than 2000 institutions worldwide, UnionPay International has enabled card acceptance in 177 countries and regions. UnionPay cards are accepted at 70,495 ATMs in South Korea. Almost all merchants supporting signature payment accept UnionPay credit cards and 3 million merchants accept UnionPay cards for PIN payment.

www.unionpayintl.com
A Global Payment Network

UnionPay Your Way

A Quick and Easy Guide to Travel in Seoul

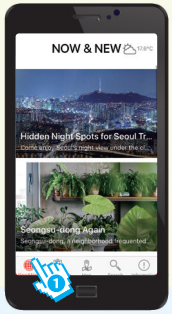
Visit Seoul Homepage www.visitseoul.net



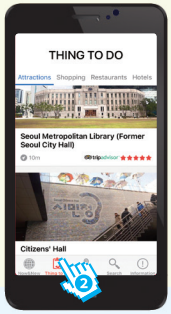
This is the official tourism information website offering real-time tourist information, such as information about tourist attractions and gourmet restaurants, as well as reservation services for walking tours and the Seoul Citizens' Hall "Tong-Tong" tour. You can access the website through your PC,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

VISIT SEOUL NET

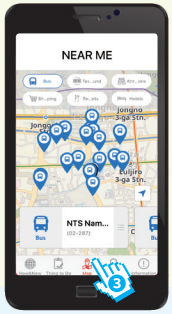
Seoul's Official Travel App iTourSeoul



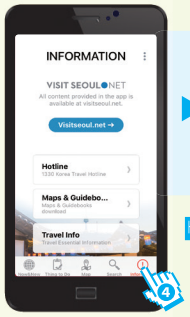
1 Seoul festivals, events, travel information, **All the latest info in the palm in of your hand!**



2 Enjoy tourist attractions, shopping, dining, and recommended tours. **Through the iTourSeoul app!**



3 Want to know more about the Seoul City Tour Bus and the areas near you? **See it all easily on the map!**





4 Contact numbers for interpretation services and travel assistance, **guidebooks, maps, and more all in one location!**

How to Get the App Google play App Store Galaxy Apps

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

Korea Travel Hotline 1330

1. Korean 2. English 3. Japanese 4. Chinese 5. Russian 6. Vietnamese 7. Thai 8. Malay and Indonesian
Travel information, interpretation, and complaint service available every day, 24/7 (Certain languages only available 08:00-19:00)

In Korea 1330 From Overseas 82-2-1330

Useful Phone Numbers

- Provincial Police Agency Lost and Found Information www.lost112.go.kr
- Free phone interpretation service (24 hours by bbb Korea) 82-1588-5644
- Emergency Medical Services 119
- Police 112
- Tourist information or to report complaints 82-2-1330
- To report unreasonable prices charged to foreign tourists, obtain damage compensation and file complaints 1800-9008
- Immigration Contact Center 1345
- Inquiries about Seoul DASAN Call Center 120

Currency, Voltage

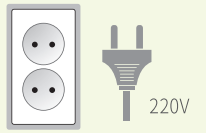
The Korean currency is the Korean won (KRW - ₩). Currency exchange is available at official foreign exchange booths, banks, airports, department stores, and hotels, based on the current exchange rate. Exchange fees vary by exchange locations. There are four kinds of Notes (1,000 won, 5,000 won, 10,000 won, 50,000 won) and coins (10 won, 50 won, 100 won, 500 won).

Make sure to use authorized exchange service centers, with currency symbols or 'Certified' marks; do not use unauthorised booths. Banks, which normally offer the best exchange rate, open from 09:00 to 16:00 on weekdays.

For your convenience please bring a multi adapter as Korea uses 220V outlets. If you have not prepared an adaptor, you can buy one at the airport, convenience stores, or wholesale markets, etc. Retail price is cheaper in city downtown than in the airport.







Accommodation

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

[Seoul Stay] 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. For more information, visit stay.visitseoul.net.

Essential Information for Seoul Tour

Getting to Seoul

Airport Limousine

Incheon International Airport

[Boarding location] Towards Seoul: Terminal 1 Arrivals 1st Floor Bus Stops 3B~6B, 7A, 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, as well as by bus stop 9C. At Terminal 2, it is by the transportation center in the B1 bus terminal

Gimpo International Airport

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

[Ticket offices] Domestic Line: Gimpo International Airport, by 1st floor gate 5
Int'l flights: 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 is a both a non-stop and an all stop train (14 stops). Operating times and fares for both are different, so do check in advance.
05:18-23:50 (Towards Seoul Station, every 5-20 mins)
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 T-money card and tap it on a scanner when exiting a bus or a subway station. Please note that the transfer discount doesn't apply when making transfers for the same buses and subway lines.

Subway



Seoul has nine subway lines—from 1 to 9— which are connected to the Bundang Line, Shinbundang Line, Suin Line, Airport Railway, Gyeongui-Jungang Line, 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 demarcated by color and the route and station numbers are all labeled. ₩ Fare starts from ₩1,250

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. But, you can get the deposit back at the card-return machines when you arrive at your destination.

Taxi

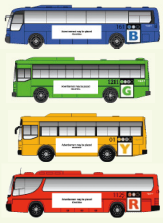


There are standard, deluxe, and jumbo taxis in Seoul, as well as taxis specifically for foreign tourists.

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.intltaxi.co.kr

Bus



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

Blue bus
For long distances within Seoul.
₩ Basic fare ₩1,300

Green bus
For transportation between blue bus stops and subway station stops, these buses run parallel to the subways in some areas. ₩ Basic fare ₩1,300

Yellow bus
Circulates in downtown Seoul.
₩ Basic fare ₩1,200

Red bus
Inter-city express transit.
₩ Basic fare ₩2,400

Search bus stops close to the current location
Use the Near You feature in the iTour Seoul app.
※ Read (p.10) to learn how to use the iTour Seoul app.

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 1hr	Basic fees 2hr	Additional fees	Payment method
All-day pass (for foreigners only)		5,000 won		200 won per 5 mins	Mobile phone Credit card
Commuter pass	7-day	3,000 won	4,000 won		
	30-day	5,000 won	7,000 won		
	180-day	15,000 won	20,000 won		
	365-day	30,000 won	40,000 won		

Exploring Beyond Seoul

Express bus

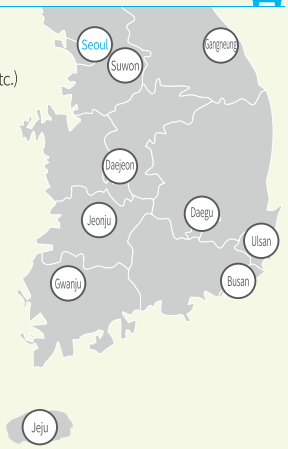
Seoul Express Bus Terminal
Gyeongbu Line (Daejeon, Daegu, Gyeongju, Pohang, Busan, etc.)
Yeongdong Line
Express Bus Terminal Station (Subway Line 3, 7 or 9)
82-1688-4700 www.exterminal.co.kr

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) 82-1644-2992

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

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 Cheongryangni Station (Subway Line 1, Gyeongui-Jungang Line)
- Suwon Station Suwon Station (Subway Line 1, Bundang Line, Gyeongbu Line)

SRT 82-1800-1472 www.srail.co.kr
- Suseo Station Suseo Station (Subway Line 3, Bundang Line)

Flight

Domestic flights to Jeju, Busan, Gwangju, Ulsan, Pohang, Sacheon and Yeosu from Gimpo Airport
Airport Railway Gimpo Airport Station (Subway Line 5, 9) 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

EG shuttle bus (for foreigners only)

A shuttle bus for foreigners only, departing from Insa-dong and Hongik Univ. Station to major tourist attractions in Gyeonggi Province.
A (Security Theme) Course Imjingak Pyeonghwa Nuri Park, DMZ Eco Peace Park, Paju Premium Outlet, Provence Village
B (Traditional Culture Theme) Course Suwon Hwaseong Fortress, Suwon Nammun Market, Korean Folk Village
C (History Theme) Course Namhansanseong Fortress, Hwadam Botanic Garden, Icheon Rice (lunch), Icheon Pottery Village
Inquiries and reservations 82-2-365-1500, www.eg-shuttle.com

Transportation Cards

CARD

T-money

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



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

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

[T-money card refunds]
At GS 25 convenience stores refunds of up to ₩20,000 are possible, whereas other convenience stores offer up to ₩30,000. At subway T-money service desks, refunds of up to ₩50,000 are possible. For refund amounts exceeding ₩50,000, visitors should check with a bank, Korea Smart Card headquarters (by Seoul Station), or mobile app.

※ For more information,please visit https://pay.tmoney.co.kr

MPASS

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



Where to buy Incheon Int'l Airport Arrivals Hall, in front of Exits 5, 10; Incheon Int'l Airport Tourist Information Center, Myeong-dong Tourist Information Center near exit 5 of Euljiro 1-ga Station, T-money Town on the 1st floor of Seoul Station Building(exit 10 of Seoul Station)

Fare 1-Day Pass: ₩15,000, 2-Day Pass: ₩23,000, 3-Day Pass: ₩30,500, 5-Day Pass: ₩47,500, 7-Day Pass: ₩64,500 (All purchases after 17:00 have a ₩3,000 discount) ₩5,000 deposit included. (₩4,500 refund when card is returned.)

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

Discover Seoul Pass (Foreigners Only)

DSP

The Discover Seoul Pass is Seoul's first tourist pass for 'free individual tour' that allows you to travel around Seoul for 24, 48 and 72 hours with a single pass. The number of affiliated facilities has been significantly expanded since October 2019 for you to enjoy more than 100 benefits with one pass, including traditional and modern tourist attractions of Seoul as well as transportation, shopping, performances, and many more.

Homepage www.discoverseoulpass.com

Major Benefits

- Free admission to popular tourist attractions in Seoul
- Discounts on tourist facilities including arts and culture performances and shopping facilities
- Public transportation (you can use the pass as a top-up transportation card)
- One-way trip (Incheon Airport <-> Seoul Station) on the Airport Railroad included (one time)
- Remaining time and tourist attractions can be viewed using a mobile application
- Choice of various types (24 hours, 48 hours, and 72 hours)



Roaming & Wi-Fi

In Seoul, Internet access is available throughout the city, and the speed as well as accessibility is the best in the world. Wireless Internet is available at airports, hotels, tourist information centers, public facilities such as subways and train stations, and 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 cards can be purchased at most convenience stores and the cost is 1,000 won per hour or 3,000 won per day.

Those who need continued access to the Internet can 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 carries 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
● SKT : www.sktroaming.com ● KT : roaming.kt.com ● LG : lguroaming.uplus.co.kr
※ Please check the website of each service provider for details and how to make a reservation.

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 codes, followed by the country code, area code (555), and phone number(82-123-4567)
001+1+555+123-4567

Luggage storage for tourists

There are storage lockers available at major subway stations and public facilities located at popular tourism spots.
※ For more detailed information, please visit official Seoul tourism information website www.visitseoul.net and Official Seoul Travel App iTourSeoul.

Luggage storage lockers at major subway stations : 5,084 lockers in 332 places at 270 stations
₩ Price : small size 2,000 won, middle size 3,000 won, large size 4,000 won (4 hours)

※ Number of locker location at subway station
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)
  - ₩ Price : small size 1,000 won, large size 2,000 won (12 hours)
- Premium Lounge (Seoul Station, Hapjeong Station), Raon Luggage Storage (Hongik Univ. Station), Zimfree (Hongik Univ. Station)
  - ₩ Price : Approx. 3,000 won to 10,000 won (for full day use, Prices vary by luggage size)

Essential Information for Seoul Tour

Weather

Spring Mar.-May



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

Summer Jun.-Aug.



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

Autumn Sep.-Nov.



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

Winter Dec.-Feb.



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

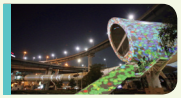
Must-visit Festivals



Hangang Yeouido Spring Flower Festival Spring

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

Period Sometime in April annually Venue Yeouido Yeouiseo-ro area



Hangang Summer Festival Summer

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

Period July-August annually Venue 11 Hangang parks



Seoul Street Arts Festival Autumn

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

Period End of September-October annually Venue Around Seoul

Seoul International Fireworks Festival Autumn

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

Period End of September-October annually Venue Yeouido Hangang Citizen's Park

Silver Grass Festival Autumn

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

Period Sometime in October annually Venue World Cup Park



Seoul Lantern Festival Winter

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

Period Sometime in November annually

Venue Cheonggyecheon Stream

Seoul Kimchi Festival Winter

A special cultural festival dedicated to kimchi.

Period Sometime in November annually Venue Seoul Plaza

Tourist Information Centers

Permanent Tourist Information Centers

Tourist information center	Phone	Tourist information center	Phone
Inside Itaewon Station (p.63)	82-2-3785-0942	Seoul Global Cultural Center (p.30)	82-2-3789-7961
In front of Hamilton Hotel (p.63)	82-2-749-9221	Gangnam Tourist Information Center (p.68)	82-2-3445-0111
Samilgyo (p.40)	82-2-720-0872	Songpa Tourist Information Center (p.81)	82-2-2147-2109
Gwanghwamun (p.38)	82-2-735-8688	Naminsa Tourist Information Center (p.42)	82-2-737-7885
Seoul Citizens' Hall (p.28)	82-2-739-7755	Bukinsa Tourist Information Center (p.42)	82-2-734-0222
Dongdaemun (p.48)	82-2-2236-9135	Bukchon Village Information Center (p.44)	82-2-2148-4161
Namdaemun Market (p.32)	82-2-752-1913	Samcheong-ro Information Stand (p.44)	82-2-723-9472
Jamsil (p.81)	82-2-3431-9472	Insa-dong P.R Center (p.45)	82-2-737-7890
DDP Tourist Information Center (p.48)	82-2-2153-0307	Gyeongbokgung Palace Tourist Interpretation Center (p.38)	82-2-738-9171
Sinchon Subway Station (p.57)	82-2-363-7833	Itaewon Tourist Interpretation Center	82-2-794-5579
Hongik University (p.54)	82-2-323-2240	Seoul Station Tourist Information Center (p.34)	82-70-4224-4596
Incheon Int'l Airport Terminal 1	82-32-743-3270, 3272	Yongsan Station Tourist Information Center	82-70-4224-4597
Incheon Int'l Airport Terminal 2	82-32-743-3269	Yeongdeungpo Tourist Information Center	82-2-2675-5600
Myeong-dong Tourist Information Center (p.30)	82-2-778-0333	Mapo Tourist Information Center (p.54)	82-2-334-7878
Gimpo Int'l Airport Tourist Information Center	82-2-2660-2486~7	Seoullo 7017 Call Center (p.35)	82-2-312-9575
Korea Tourism Organization Tourist Information Center	82-2-729-9497~9	Seoul Danurim Tourist Center	82-1670-0880

Mobile Tourist Information Centers

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

Namdaemun Market, Samcheong-dong 09:30-18:30 / **Myeong-dong** 09:30-19:30 / **Bukchon** (Summer 09:30-18:30, Winter 09:00-18:00) / **Sinchon, Express Bus Terminal, Gwangjang Market** 10:00-19:00 / **Dongdaemun and Hongdae** 12:00-20:00

Public Holidays (2020~2021)

Holiday	2020	2021	Holiday	2020	2021
New Year's Day	January 1st(Wed.)	January 1st(Fri.)	National Liberation Day	August 15th(Sat.)	August 15th(Sun.)
Lunar New Year(Jan. 1 on the lunar calendar)*	January 25th(Sat.)	February 12th(Fri.)	Chuseok (Aug. 15 on the lunar calendar)*	October 1st(Thu.)	September 21st (Tue.)
Independence Movement Day	March 1st(Sun.)	March 1st(Mon.)	National Foundation Day of Korea	October 3rd(Sat.)	October 3rd(Sun.)
Children's Day	May 5th(Tue.)	May 5th(Wed.)	Hangeul Day	October 9th(Fri.)	October 9th(Sat.)
Buddha's Birthday (April 8 on the lunar calendar)*	April 30th(Thu.)	May 19th(Wed.)	Christmas	December 25th(Fri.)	December 25th(Sat.)
Memorial Day	June 6th(Sat.)	June 6th(Sun.)			

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

Seoul 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 Audio guide and tour course brochure available in 11 languages (Korean, English, Japanese, Chinese, French, German, Russian, Spanish, Thai, Vietnamese, Indonesian/ Malay)

※ Italian, Arabic, Hindi, and Portuguese will be available soon.





	Downtown Palace & Namsan Course	Panorama Course	Night Course	Around Gangnam Course
Departure Location	In front of Donghwa Duty-free at Exit 6 of Gwanghwamun Station (Subway Line 5)			Ticket Box 200 meter-straight ahead from Exit 11 of Gangnam Station (Subway Line 2)
Ticket Counters	Ticket Box Next to Koreana Hotel in Gwanghwamun, Seoul Station, Yongsan Staion, or Buy from Tour Bus Driver			Exit 11 of Gangnam Station (Subway Line 2) or Buy from Tour Bus Driver
Departure Time	9:00-18:00 (on Weekdays)	09:30-17:00	19:30 (Jul.-Sep. 20:00)	10:30-17:30
Departure Interval	About 30 mins	70 mins	Once a day	About 1 hr
Holiday	Closed on Mondays ※ Runs on Holiday Monday ※ Run everyday during Summer Vacation (from the 4th week of the July to August 15th)			
Inquiries	82-2-777-6090, www.seoulcitybus.com			

	Traditional Culture Course	Hangang River Jamsil Cours	Nighttime course
Departure Location	200 meter-straight ahead from Exit 1 of Dongdaemun History & Culture Park (Subway Line 4·5)		
Ticket Counters	Ticket Box In front of Dongdaemun Design Plaza(DDP)		
Departure Time	9:30-17:30 (Last Departure 17:30)	14:00 - 17:00 (Last Departure 17:00)	Apr.-Aug. (20:00) Sep.-Oct. (19:30)
Departure Interval	30 mins	30 mins	Once a Day
Business Day	Opens all year round	On Saturdays only	Apr.-Oct.
Inquiries	82-1544-4239, www.seoulcitytourbus.co.kr		

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

Seoul City Tour Bus Course Overview

Downtown Palace & Namsan Course

Gwanghwamun → Deoksugung Palace → Namdaemun Market → Seoul Station → The War Memorial of Korea (U.S.O) → Yongsan Station → National Museum of Korea → Itaewon → Myeongdong → Namsangol Hanok Village → Hotel Ambassador → The Shilla Hotels & Resorts, Jangchungdan Park → Cheong Wa Dae → Insa-dong → Changdeokgung Palace → N Seoul Tower → Grand Hyatt Hotel → Changgyeonggung Palace → Daehangno → Gyeongbokgung Palace, Folk Museum, National Museum of Contemporary Art, Seoul → Sejong Center for the Performing Arts → Dongdaemun Design Plaza

Traditional Culture Course

Dongdaemun Design Plaza → Bangsan, Jungbu Market → Euljiro 3-ga → Euljiro 1(il)-ga → Tongin Market → Sejong Center for the Performing Arts → Seoul Station → Namdaemun Market → Sindang-dong Jungang Market → Majang Livestock Products Market → Seoul Yangnyeong Market → Seoul Pungmul Market → Gwangjang Market → Jongmyo → Insadong, Unhyeongung Palace, Tapgol Park → Jonggak, Youth Street → Myeongdong → Namsan Oreumi Elevator

Panorama Course

Gwanghwamun → Myeong-dong → Namsan Cable Car → Millennium Seoul Hilton Hotel → Namsan Public Library → Grand Hyatt Hotel → Gangnam Station (Transfer Station) → Seobitseom Islet → Sebitseom Islet → Museum of Agriculture → Ewha Womans University → Hongik Univ. (Airport Railroad Station) → Hongik University → Yeouinaru Station (Subway Line 5) → 63 Square, Hangang Cruise → Seoul Museum of History

Night Course

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

Gwanghwamun → Mapodaegyo Bridge → Seogangdaegyo Bridge → Gangbyeon-bukro Expressway → Banpodaegyo Bridge → Sebitseom Islet → Dongjakdaegyo Bridge → Hannamdaegyo Bridge → Seongsudaegyo Bridge → N Seoul Tower → Namdaemun Market → Cheonggye Plaza

Hangang River Jamsil Course

Dongdaemun Design Plaza → Seoul Forest → Ttukseom Park → Jamsil Lotte World Tower → Rose Plaza → Seoul Baekje Museum → Olympic Park → Konkuk University → Seongsu Station (Handmade Shoes Street) → Hanyang University

Delicious Korean Dishes of Seoul



Gimbap Rice and a variety of ingredients wrapped in seaweed.



Fried chicken with beer(Chi Maek) Fried/seasoned chicken with beer, short for "Chi Maek(chicken and maekju(beer)" is the best in Korea.



Bulgogi Grilled beef marinated in soy sauce.



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



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



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



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



Haemul-pajeon Seafood and green onion pancake with other vegetables go well with traditional liquor.



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



Budae-jjigae This stew, made by boiling ripe kimchi, vegetables, and Western ingredients, such as sausages, is one of the most popular fusion Korean foods.



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



Galbi gui (Grilled Beef Ribs) Beef ribs or pork ribs can be enjoyed seasoned and grilled.

Must-visit Eatery Alleys in Seoul

Gwangjang Market Jeon Alley
This traditional market in the middle of Jongno, which is more than 100-year-old is well-known for on-the-spot pan-fried Bindaetteok(mung bean pancake).
5-minute walk from Exit 8 of Jongno 5-ga Station (Subway Line 1)

Eungam-dong Gamjaguk Alley
This street is full of Gamjaguk restaurants showcasing spicy Gamja-tang (pork back-bone stew), made from the spine or neck bones of a pig with potatoes and Siraegi (dried radish greens), etc.
10-minute walk from Exit 2 of Saejeol Station (Subway Line 6)

Sillim-ding Sundae Town
Many people visit Sillim to taste Sundae (Korean blood sausage); pig intestines stuffed with glass noodles, vegetables, and other spices.
5-minute walk from Exit 3 of Sillim Station (Subway Line 2)

Mapo Jumulleok & Pork Galbi Alley
Both Jumulleok, short cut sirloins massaged and seasoned with spices, and Pork Galbi (grilled rib), marinated with sweet sauce, are the main eatery around Mapo.
1-minute walk from Exit 1 of Mapo Station (Subway Line 5)

Ojang-dong Hamheung Naengmyeon Alley
Sweet potato starches in noodles make this delicious Hoe-naengmyeon (cold noodles with slices of seasoned raw fish) nicely chewy.
15-minute walk from Exit 6 of Dongdaemun History & Culture Park (Subway Line 2,4,5)

Namdaemun Market Kalguksu & Galchi Alley
Kalguksu(Knife-cut noodle soup) and Galchi-jorim(Braised hairtail fish stew) sold in here are delicious enough to build a food alley.
3-minute walk from Exit 5 of Hoehyeon Station (Subway Line 4)

Sindang-dong Tteokbokki Town
A huge pan in front of you, full of tteok(rice cake) with spicy sauce and broth, is just a beginning to enjoy Korean fancy food – Jeukseok-TTeokbokki. You can add many other ingredients such as Ramen noodles, Eomuk (fish cake), fried Mandu (dumpling), etc. to enjoy even more flavorful taste.
3-minute walk from Exit 7 of Sindang Station (Subway Line 2,6)

Must-buy Items in Seoul

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



Cosmetics Korean cosmetics are popular among many people around the world for their excellent quality, reasonable prices and have had a positive influence on the growth of Hallyu(Korean Wave). Basic cosmetics containing herbal ingredients are especially popular. The makeup and systematic beauty care for K-stars as well as the Korean cosmetics industry is widely known as "K-beauty."



Design stationery and goods Dolls and cell phone cases with popular mobile emoticons are especially popular.

Hallyu Products There are many stores selling goods for Hallyu (Korean wave) fans in Myeong-dong, Dongdaemun, Apgujeong, COEX, and Hongdae.



Traditional Handicrafts As hanbok and historical dramas are gaining popularity, relatively inexpensive modern hanbok, accessories such as hair ornaments, and fashion items using traditional motifs such as multi-colored patterns are popular among foreigners.



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.



Food Popular Korean foods such as Gim(Seaweed) and Kimchi can easily fit in your suitcase, along with snacks, noodles, and various instant foods.

Must-visit Shopping Streets in Seoul

Myeong-dong and Namdaemun Market
Namdaemun is famed for its wide variety of shops and bustling marketplace, while Myeong-dong is full of trendy shops and eateries.
Exit 6 or 7 of Myeong-dong Station (Subway Line 4) / Exit 5 or 6 of Hoehyeon Station (Subway Line 4)

Sinsa-dong Garosu-gil
Trendy and where you go to be seen, Garosu-gil is full of the most popular flagship stores in Seoul.
5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)

Apgujeong and Cheongdam
Traditional, high-end products as well as global brands from all over the world.
Exit 2, 3 or 6 of Apgujeong Rodeo Station (Bundang Line)

Gangnam and Starfield COEX Mall
Gangnam, which has drawn world-wide attention due to the popularity of PSY's "Gangnam Style," and Starfield COEX Mall, which offers a variety of trendy brands in one place, are must-visit shopping areas in Seoul.
Exit 10 or 11 of Gangnam Station (Subway Line 2) / Connected to Samseong Station (Subway Line 2)

Dongdaemun
As Seoul's No. 1 fashion district, Dongdaemun has a variety of brands and designer shops as well as trendy fashion stores.
5-minute walk from Exit 8 of Dongdaemun Station (Subway Line 1 or 4)

Hongdae
This area is packed with creative independent shops and is very popular among young people who love fashion and the arts.
5-minute walk from Exit 9 of Hongik Univ. Station (Subway Line 2)

Itaewon and Hannam-dong
Itaewon and Hannam-dong have lots of wildly creative boutiques and designer shops.
Itaewon Station (Subway Line 6)

Insa-dong and Samcheong-dong
Insa-dong and Samcheong-dong are the best places to buy traditional Korean products, including various souvenirs and traditional crafts.
Exit 2 or 6 of Anguk Station (Subway Line 3)

Cultural Heritage

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

Seoul City Wall Seoul was once called Hanyang. When the Joseon Dynasty was founded, an extensive 18 km-long wall for the fortress was built to protect the new capital. Amazingly, after over 600 years, the wall is well-preserved and maintains its original shape. Nature and the colorful urban landscape of Seoul meet along this wall, as it stretches along the foothills of a mountain range in the center of the city.
Presenting an ID for admission is no longer required since May 2018, so now you can freely explore Mongmyeoksan Mountain (The Shilla Hotels & Resorts, Banyan Tree Club & Spa 09:00-18:00), Naksan Mountain, and Inwangsan Mountain sections which are open for 365 days.



Baegak Section: Mar.-Oct. 09:00-16:00, Nov.-Feb. 10:00-15:00 (Closed on Mondays, and Tuesday following after Holiday Monday) 10 minutes by taxi from Exit 5 of Gyeongbokgung Station (Subway Line 3) Malbawi Information Center 82-2-765-0297~8, Sukjeongmun Information Center 82-2-747-2152, Changuimun Information Center 82-2-730-9924~5 seoulcitywall.seoul.go.kr

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



Korean citizens: Ages 25-64 3,000 won / Foreigners: Ages 19-64 3,000 won, ages 7-18 1,500 won Feb-May, Sep-Oct 09:00-18:00 (last entry 17:00), Jun-Aug 09:00-18:30 (last entry 17:30), Nov-Jan 09:00-17:30 (last entry 16:30) (Closed on every Monday) ※Changdeokgung Palace's Secret Garden has limited opening hours. (Reservations are required to see the garden. Reserve online or at the palace.) English guided tours available twice a day, Japanese guided tours available once a day and Chinese guided tours available twice a day 5-minute walk from Exit 3 of Anguk Station (Subway Line 3) 82-2-3668-2300 (Select 9 for information) www.cdg.go.kr

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



Adults: 1,000 won Seonjeongneung: Mar-Oct 06:00-21:00, Nov-Jan 06:30-17:30, Feb 06:00-18:00(Last entry 1 hour before closing time, Closed on Mondays) *Visiting hours vary for each royal tomb 5-minute walk from Exit 8 of Seolleung Station (Subway Line 2) 82-2-3700-1817 royaltombs.cha.go.kr

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



Korean citizens: Ages 25-64 1,000 won / Foreigners: Ages 19-64 1,000 won, ages 7-18 500 won Self-guided tours available every Saturday and last Wednesday of the month, Feb-May, Sep-Oct 09:00-18:00, Jun-Aug 09:00-18:30, Nov-Jan 09:00-17:30 (Closed on Tuesdays) Guided tours held on weekdays and Sundays; Korean: 8 times a day (Mar.-Sep. 9 times a day); Japanese: 8 times a day (Mar.-Sep. 9 times a day); English: 4 times a day; Chinese: 3 times a day (inquire about available times) 5-minute walk from Exit 8, 11 of Jongno 3(sam)-ga Station (Subway Line 1, 3, 5) 82-2-765-0195 jm.cha.go.kr

Seoul City Guided Walking Tours

A walking tour program with an expert guide who will provide commentary on Seoul's history, culture and nature. You can travel to literally every corner of Seoul, and currently 37 courses are available including Gyeongbok Palace, Changdeokgung Palace, Bukchon, Cheonggyecheon Stream, Namsan City Wall, Mongchontoseong Fortress, Seongkyunkwan Courses as well as Tongtong Tour of Seoul City Hall. For groups of 1 ~10 persons, a reservation must be made three days in advance and for 11 or more people, five days in advance via the Internet, or the mobile website.

Free (Fees for palace admission, cultural experience, and transportation to be paid by participants)
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) English, Japanese, Chinese, Thai, Vietnamese, Malaysian
dobo.visitseoul.net

Theme Course

28 courses including major tourist attractions in Seoul

5 major palaces, Seoullo 7017, Seoul City Wall (Namsan/Naksan mountain sections), Seoul Pilgrimage Route, etc.

Regular Course

3 regular courses with a guide

Tong Tong Tour of Seoul City Hall, War Memorial of Korea, Namsangol Hanok Village

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.)

Naksan Course

Heunginjimun Gate → Seoul City Wall Museum → Palggakjeong Pavilion (Heungdeogi-bat) → Naksan Observatory → Naksan Exhibition Hall → Naksan 1-gil → Marronnier Park (about 2~3 hrs).

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 2~3 hrs).

Insa-dong Course

The Store from Tongin → Myeongsindang Stationery Store → Central Temple of Cheondogyo → Kyung-in Museum of Fine Art → Napcheong-notjeon (brassware shop) → Ssamzie-gil → Jogyesa Temple → Bosingak Pavilion (about 2-3 hrs)

Seoullo 7017 Course (from Hanyang to Seoul)

Culture Station Seoul 284 → Seoullo 7017 → Severance Building → Sungnyemun Gate → Hanyangdoseong → Baekbeom Square → Ahn Junggeun Memorial Museum → Samsuni Stairs → Hoehyeon Sibeom Apt. → Namsan Overpass → Hoehyeon Station Exit 5 (about 2 hrs and 30 mins.)

Seosomun Pilgrimage Route

Myeongdong Cathedral → Seoul Anglican Cathedral → Seoul Museum of Art → Seosomun-bak-negeori Catholic Martyrs' Shrine → Junglim-dong Yakhyun Catholic Church (2 hrs and 30 mins.)

Recommended Itineraries by Duration

Half-day itinerary




Enjoy the DMC Tour in Digital Media City → Tour Oil Tank Culture Park → World Cup Stadium Station by subway

Have fun at gourmet restaurants and shops in the Hongdae area ← Hongik Univ. Station by subway ← Take a stroll around the five parks of World Cup Park




1-day itinerary




Myeong-dong or City Hall via limousine bus → Historical sites around Gwanghwamun and Jongno → Board Seoul City Tour Bus at Gwanghwamun Gate (Downtown Palace Course) → Itaewon

Gyeongbokgung Palace → Insa-dong → Namsan Seoul Tower → Hanok Village




3-day/2-night itinerary

Day 1

Enjoy Samcheong-dong hanok cafes and traditional handicrafts → Gyeongbokgung Station by subway → Try Korean food in Tongin Market

Enjoy the night market and clothing stores in Dongdaemun Shopping Town ← View exhibitions at Dongdaemun Design Plaza (DDP) and look around the Design Market ← Dongdaemun History & Culture Park Station by subway




Day 2

Gangnam Station → Board the Around Gangnam Course Bus at Exit 11 of Gangnam Station → Visit restaurants, cafes, and brand shops in Sinsa-dong Garosu-gil → Board the subway or Around Gangnam Course Bus

Clubbing in the Hongdae area → Hongik Univ. Station on the subway → Shop at designer stores in Cheongdam-dong Fashion Area → Shop at select shops in Apgujeong Rodeo Street




Day 3

Browse clothing and beauty products in department stores, duty free stores, and the shopping district in Myeong-dong → Tour Namdaemun Market and shop for souvenirs

Night View Course

Hyehwa Station → See the Sunset at Naksan Walls, the La La Land in Seoul → Watch Daehak-ro performance → Enjoy coin karaoke → Travel on the subway → Go to Seoul Tower to see the night view




Area 01
City Center

Meet Seoul's past and present!

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

City Hall

Located in the center of Seoul, City Hall is known as the heart of not only Seoul but Also Korea. As a hub of political and administrative activities, City Hall is the first choice of many foreigners visiting Seoul. If you want to see the past, present, and future of Korea, this is the perfect place to visit, and it is conveniently located near Gyeongbokgung Palace and Deoksugung Palace.

Exit 1~7 of City Hall Station (Subway Line 1 2)

Myeong-dong·Namdaemun Market

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

Myeong-dong
2-minute walk from Exit 6 of Euljiro 1(il)-ga Station (Subway Line 2) / Exit 6~10 of Myeong-dong Station (Subway Line 4)

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

Namsam Mountain

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

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

Seoullo 7017

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

Exit 2, 15 of Seoul Station (Subway Lines 1 4 GJ A) / Exit 4, 5 of Hoehyeon Station (Subway Line 4)



Deoksugung Palace Watch Sumunjang (royal guards) changing ceremony before setting off on a laid-back stroll on the beautiful Doldam-gil by Deoksugung. (29p.)

Cultural Heritage

Donuimun Museum Village This outdoor museum showcases Hanok from the Joseon Dynasty and alleys from the 19th century. Some of them have been renovated into exhibition spaces, experience facilities, and cafes. Special performances and events are held in the yard.

Namsangol Hanok Village Visitors can experience various Korean traditions, such as wearing Hanbok and a tea ceremony. (31p.)

Deoksugung Doldam-gil A historical road, used mainly for ceremonies during the Joseon Dynasty, was reopened up to the public in 2017. (29p.)

Highlights

Myeong-dong After experiencing Myeong-dong, the center of K-culture and shopping, explore Guanqian('in front of a district office') Street. At the end of the alley lined with unique Chinese-style shops and restaurants, is the Embassy of China. (31p.)

Seoul City Hall Sky Square, an ecological landmark in Seoul that boasts the world's largest "green wall" at the new Seoul City Hall building, is a place where you can take a break at the gallery or cafe on the 8th and 9th floors, respectively. (29p.)

Landmark

Namsan Seoul Tower Go up Namsan Seoul Tower in Namsan Park where a beautiful walking path harmonizes with nature, and enjoy the night view of Seoul that can be seen from this vantage point. (33p.)

Namdaemun Market Food Alley Visit the so-called Mokjagolmok (Eatery Alley) and indulge in popular street food such as Galchi-jorim(braised hairtail fish), Kalguksu (noodle soup) and Hotteok (fried buns), to name just a few. (33p.)

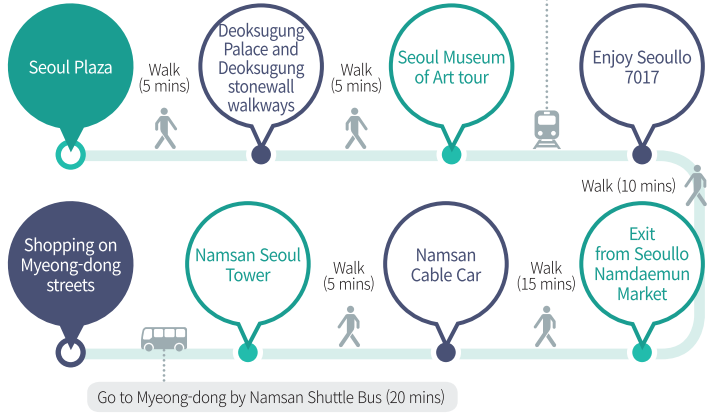
Food Zone

The Namsan Seoul Tower Roof Terrace Originally built as a wooden deck for an aerial view of the city, the Roof Terrace is now more popular as a place where visitors hang their "love locks" on the fence. You may want to leave your own lock with your loved one's name on it and let it be part of the endless parade of memories. (33p.)

Photo Zone

Touring Course
Suggested Itinerary

Take the subway to Seoul Station (10 mins)
Exit 2, 15 of Seoul Station
(Subway lines 1, 4, Gyeongui Line, Airport Railroad) (5 mins)



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

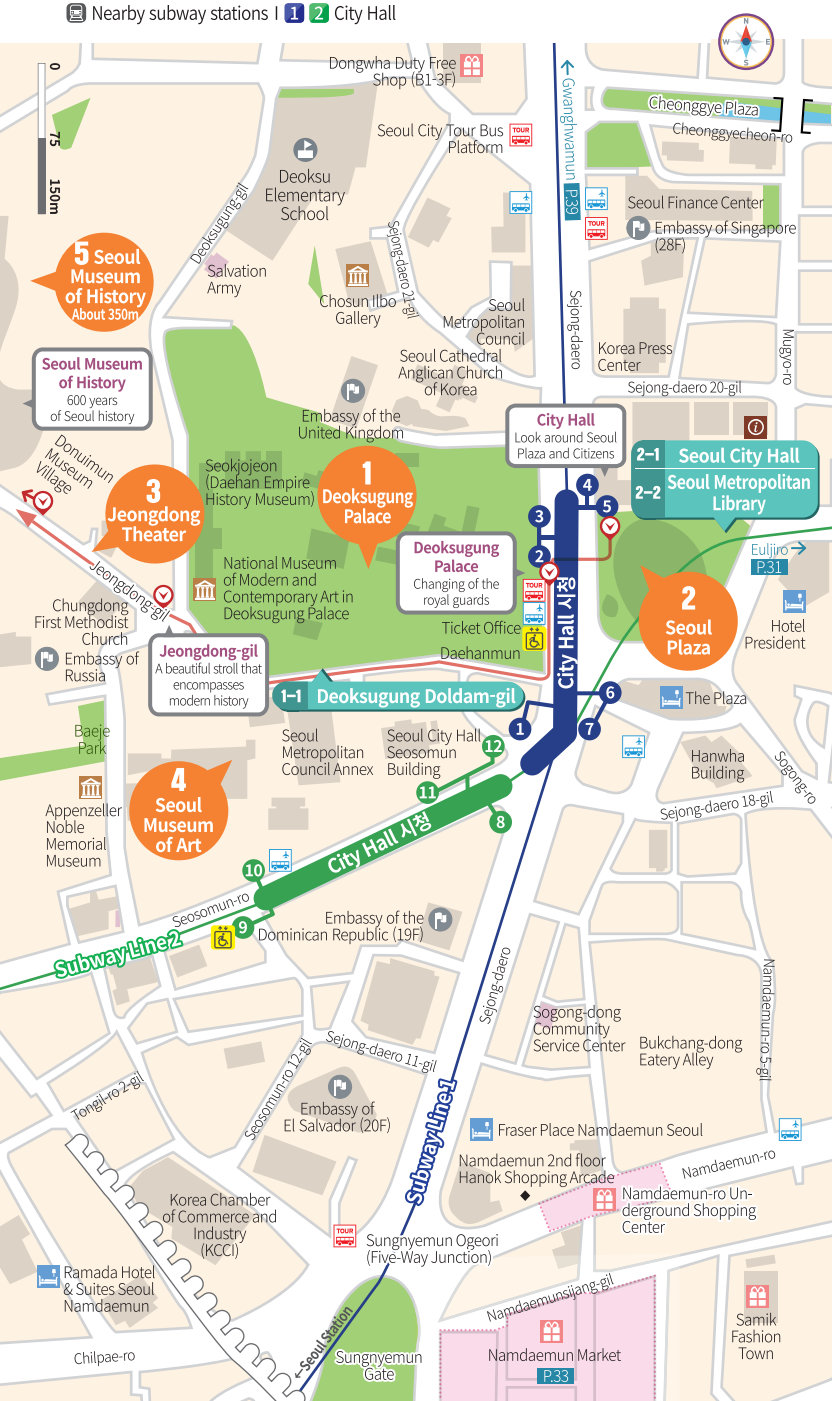
01 City Center

City Hall Area
시청 주변

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

visitseoul

Nearby subway stations I 1 2 City Hall





1 Deoksugung Palace 덕수궁

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

Korean citizens Ages 25-64 1,000 won Foreigners Ages 19-64 1,000 won, ages 7-18 500 won 09:00-21:00 (last entry 20:00) (Closed on Mondays) ※ Permanent event: Changing of the Royal Guard Ceremony 11:00, 14:00, 15:30 Twice daily in English, Japanese, and Chinese (not available on Sundays and Holidays), Call to inquire about schedule Exit 2, 12 of City Hall Station (Subway Line 1 or 2)
82-2-771-9951 www.deoksugung.go.kr

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



2 Seoul Plaza 서울광장

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

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

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

Weekdays 09:00-21:00 (some reference rooms 09:00-18:00), Weekends 09:00-18:00 (Closed on Mondays, Holidays)
82-2-2133-0300~1 lib.seoul.go.kr



3 Jeongdong Theater 정동극장

It has led the popularization of traditional music presenting creative performances faithful to the classics. Daily regular stages at 16:00, as well as special stages and various cultural programs such as Janggu(traditional drum) experience await visitors.

Closed on Mondays. Performance schedules vary by day (Check official website for details) 5-minute walk from Exit 1, 2, 12 of City Hall Station (Subway Line 1, 2) 82-2-751-1500
www.jeongdong.or.kr



4 Seoul Museum of Art 서울시립미술관

Near Deoksugung Doldam-gil, this museum holds not only the annual exhibitions showcasing the masterpieces of Chagall, Matisse, Picasso, and etc, but also modern artworks by artists from all around the world. Since 2010, free permanent exhibitions have been held to offer residents and tourists more opportunities to enjoy culture.

Free for regular exhibitions, fees apply for special exhibitions
Weekdays 10:00-20:00, Weekends and Holidays: Mar.-Oct. 10:00-19:00, Nov.-Feb. 10:00-18:00 (Closed on Mondays and Jan. 1) 5-minute walk from Exit 1, 10, 11, 12 of City Hall Station (Subway Line 1, 2) 82-2-2124-8800 sema.seoul.go.kr



5 Seoul Museum of History 서울역사박물관

This museum, which protects and displays relics, remains, and historic houses of Seoul, offers visitors a glimpse of the life and culture of the early days of Seoul. In particular, the large model that reduces the scale of Seoul to 1/1,500 is impressive.

Free 09:00-20:00, Weekends and Holidays: Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00(Closed on Mondays except National Holiday Monday, Jan. 1). 1st floor amenities open on Weekdays Audio guide rental available in Korean, English, Chinese and Japanese 7-minute walk from Exit 6, 7, 8 of Gwanghwamun Station (Subway Line 5), Exit 4 of Seodaemun Station (Subway Line 5) 82-2-724-0274~6
museum.seoul.kr

01 City Center

Myeong-dong · Euljiro
명동·을지로

Plan your trip

* Shop for Korean cosmetics and clothing at major department stores and duty free shops.
* Enjoy the hidden history of Myeong-dong and see the changes in lifestyle of Chinese expats in Korea following the world tour course within the city.
* Experience the traditions of Korea at Namsangol Hanok Village (midday nap, traditional massage).

visitseoul

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





1 Myeong-dong 명동거리

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

1-1. Myeongdong Theater A Baroque-style building, constructed in 1934 and recently renovated, is considered a mecca for Korean live theater with its antique appearance and auditorium design narrowing down the distance between the stage and the audience.
7-minute walk from Exit 6 of Euljiro 1(il)-ga Station (Subway Line 2), Exit 6 of Myeong-dong Station (Subway Line 4) 1644-2003 www.ntck.or.kr

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

1-3. Guanqian Street In the home to the Embassy of China and Overseas Chinese Primary School, visitors can experience Chinese culture through Chinese dishes and goods.



2 Myeong-dong Tourist Information Center
명동관광정보센터

The biggest tourist information center in Korea, offering over 400 different travel brochures, also features a tourist complaint center and a souvenir shop full of government-certified items. Visitors can make online reservations for accomodation and performances with free internet access, and experience Chroma key technology.

09:00-20:00 (Closed on Lunar New Year day, Chuseok day), Souvenir Shop 10:30-19:30 3-minute walk from Exit 5 of Euljiro 1(il)-ga Station (Subway Line 2) 82-2-778-0333

2-1. Seoul Global Cultural Center(5F Haechi Hall, M Plaza) This is where foreign residents and tourists can get information, participate in cultural programs, and take advantage of convenient services related to living in Korea.
10:00 - 19:00 (Closed on New Year's Day, Lunar New Year day, Chuseok day) Hanbok Experience 10:00-17:00 3-minute walk from Exit 6 of Myeong-dong Station (Subway Line 4) 82-2-3789-7961



3 Myeong-dong Cathedral
명동대성당

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 history of the nation's churches.

8-minute walk from Exit 7, 8 of Myeong-dong Station (Subway Line 4) www.mdsd.or.kr



4 Department Stores and Shopping Malls
백화점·쇼핑몰

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

4-1. Shinsegae Department Store The last department store using its original building.
Department Store 10:30-20:00 (Fri-Sun 10:30-20:30), Duty-free 09:00-20:30 (open throughout the year) ※ Department Store closed once a month Connected to Exit 7 of Hoehyeon Station (Subway Line 4) 1588-1234 shinsegae.com

4-2. Lotte Town Department Store 10:30-20:00(Fri-Sun 10:30-20:30, closed once a month) Duty-free 09:30-21:00(open throughout the year) Connected to Exit 7 of Euljiro 1(il)-ga Station (Subway Line 2)

4-3. Noon Square 11:00-22:00(opens throughout the year) Connected to Exit 6 of Euljiro 1(il)-ga Station (Subway Line 2), 5 minutes on foot

4-4. ALAND 11:00-23:00(opens throughout the year) 3-minute walk from Exit 6 of Myeong-dong Station (Subway Line 4)



5 Namsangol Hanok Village
남산골한옥마을

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

Admission: Free Apr.-Oct. 09:00-21:00, Nov.-Mar. 09:00-20:00 (Closed on Mondays) Korean, English, Japanese, and Chinese interpretation is available (call for schedule) 3-minute walk from Exit 3, 4 of Chungmuro Station (Subway Line 3, 4) 82-2-2261-0517

5-1. Korea House A cultural space that introduces traditional Korean culture. Enjoy royal cuisine from the Joseon Dynasty, traditional experiences, performances etc.
Closed on every on Monday of 3rd week, Lunar New Year day, Chuseok day 3-minute walk from Exit 3 of Chungmuro Station (Subway Line 3, 4) 82-2-2266-9101~3 www.koreahouse.or.kr

01 City Center

Namdaemun Market·Namsam Mountain 남대문시장·남산

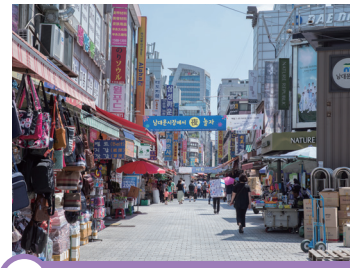
Plan your trip

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

visitseoul

Nearby subway stations I 4 Hoehyeon





1 Namdaemun Market 남대문시장

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

00:00-23:00(Running hours vary by stores, Closed on Sundays) Exit 5, 6, 7 of Heohyeon Station(Subway Line 4)
www.namdaemunmarket.co.kr

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

1-2. Restaurants in Namdaemun Market There are a lot of alleys filled with restaurants in Namdaemun Market, where Yachae Hotteok (vegetable pancakes), Wangmandu(giant dumplings), Kalguksu (noodle soup) and Galchijorim (braised hairtail fish) are especially popular.



2 Sungnyemun 숭례문

Listed as National Treasure No. 1 in Korea, Sungnyemun Gate, also known as Namdaemun Gate, served as the main southern entrance of the Seoul City Wall. It was the oldest wooden structure in Seoul until being destroyed by arson attack in 2008, but it has fortunately been lovingly restored using traditional construction methods, and reopened to visitors in 2013.

Free 09:00-18:00 (Jun-Aug 09:00-18:30, Nov-Jan 09:00 - 17:30, Closed on Mondays) 8-minute walk from Exit 5 of Hoehyeon Station (Subway Line 4), Exit 4 of Seoul Station (Subway Line 1,4) 82-2-779-8547~8

2-1. Namdaemun 2nd floor Hanok shopping arcade This two-story building built in around 1910 has important historical and architectural values because of its hanok-style wooden house and tiled roof.



3 Namsan Park 남산공원

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

Namsan Cable Car Adult: Round trip 9,500 won, One-way trip 7,000 won, Children: Round trip 6,500 won, One-way trip 4,000 won Namsan Cable Car 10:00-23:00 (may work longer on Fri.-Sun.) Exit 1 of Hoehyeon Station (Subway Line 4) → Banporo (towards Namsan no. 3 Tunnel) → Use Namsan Oreumi ※ You can go up to the hill of Namsan comfortably with the slope elevator Daytime 82-2-753-2403, Nighttime 82-2-757-1308 www.cablecar.co.kr



4 Namsan Seoul Tower 남산서울타워

Standing at 236.7 meters tall, Namsan Seoul Tower is Namsan's main tourist attraction where visitors can enjoy a complete view of Seoul. Enjoy Seoul's beautiful night views from the observatory on the 4th and 5th floor, or in the revolving restaurant on the 7th floor.

Observatory Admission: Adults 10,000 won, Children 8,000 won Observatory 10:00-23:00 (Sat. 10:00-24:00), Restaurants 11:00-23:00(Running hours vary by restaurants) Board Namsam Circular Bus 02, 03, 05 or Namsam Cable Car
82-2-3455-9277, 9298 www.seoultower.co.kr



5 Culture Station Seoul 284 문화역서울 284

After a whole remodel, The previous 90-year-old Seoul Station building is now a multi-purpose cultural space holding many Korean contemporary arts exibitions.

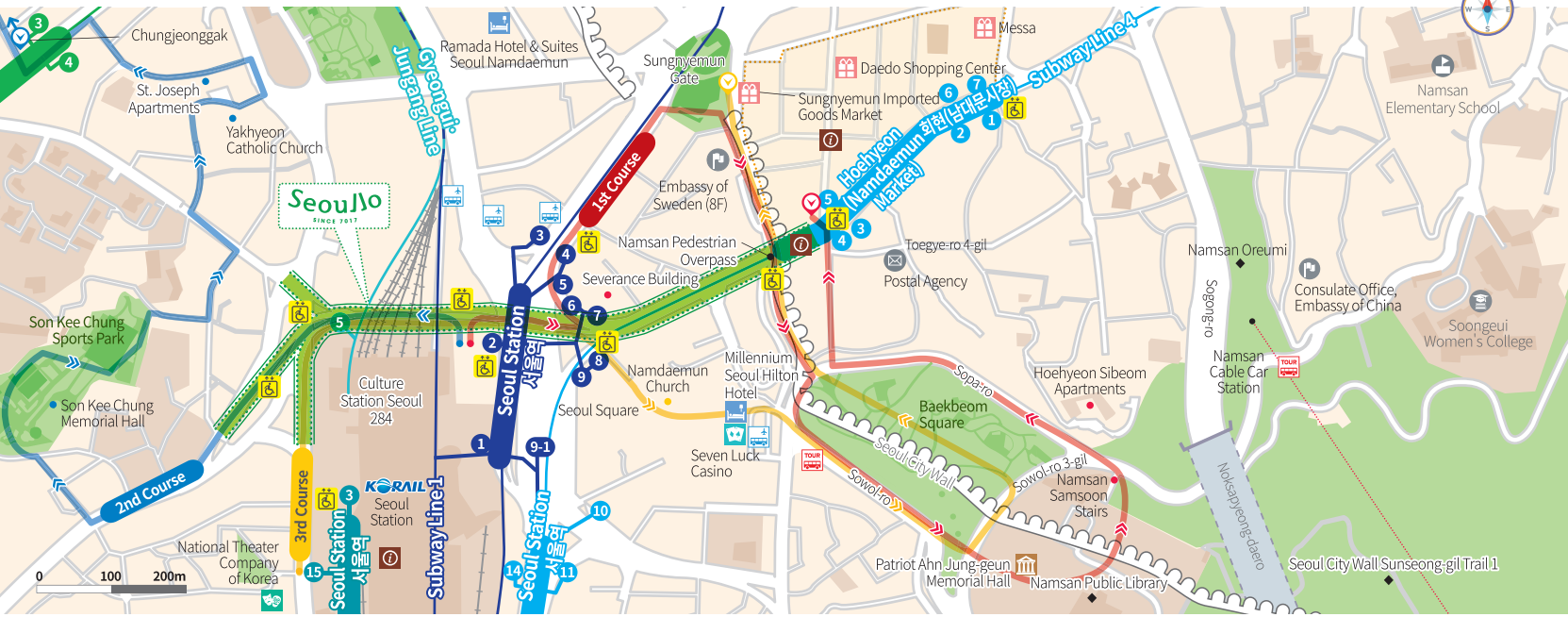
Free or paid admission depending on exhibition
10:00-19:00 (Closed on Monday), 10:00-21:00 on every last Wednesday of the month Exit 2 of Seoul Station (Subway Line 1, 4, Airport Railroad Line) 82-2-3407-3500
www.seoul284.org

Seoullo 7017
서울로7017

Plan your trip
* Explore the traces left by Seoul in its almost 47 years of history.
* Enjoy music and art on stages holding various cultural performances.
* Look around the beautiful scenery and garden in the morning and watch a spectacular view at night.

visitseoul

Nearby subway stations I 1 4 GJ A Seoul Station 4 Hoehyeon





1 Seoullo 7017 서울로7017

An elevated highway, transformed into pedestrian walkways 'Seoullo 7017', is named after the year the overpass is first constructed(1970), and totally renovated(2017). Paths for people to enjoy history and culture revitalize the city's hidden stories from the Seoul City Walking Tour.



1st Course From Hanyang to Seoul Take a journey through time, from the old Hanyang city to the exciting Seoul today. Enjoy beautiful city views walking along Sungnyemun Gate and Hanyangdoseong Seoul Fortress Walls. (2 hrs 30 mins)

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



2nd Course Exploration of Modern & Contemporary Architecture at Seoul This course explores the modern and contemporary history of Seoul. While walking from Seoul Station to Chungjeong-ro, the buildings along the way show the gradual changes that took place in the city after the Joseon Dynasty. (2 hrs 30 mins)

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



3rd Course Night Tour of Seoullo Enjoy amazing amazing 'night views of Seoul' and experience the history of the city at the same time. Seoul Station is an iconic landmark of the capital, and this course shows you unique nighttime views of the area. (2 hrs)

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

2 Tourist Attractions Around Seoullo 7017 서울로7017 주변 명소



2-1. Yakhyun Catholic Church Yakhyun Catholic Church was built in 1892 as a second main Catholic hall branching off from the main Myeongdong Cathedral. As Korea's first Western-style brick building, Yakhyun has been designated as Seoul Historic Site no. 252. The present church building was restored in 2000; previous building designed by french Father and built by Chinese engineers was lost in 1998 by fire.



2-3. Baekbeom Square Located next to Namsan Park, Baekbeom Square is a great spot for enjoying night time views of N Seoul Tower. In 2009, sections of the Seoul City Wall were restored as part of the 'Namsan Renaissance' project.

15-minute walk from Seoullo 7017 (8-minute walk from Exit 4 of Hoehyeon Station, Subway Line 4)



2-2. Son Kee Chung Sports Park This park was established on the site of Son Keechung's former school, notable for the laurel trees planted there to mark his Olympic victories. There's a memorial building commemorating Son's 100th anniversary, a community sports center, and cultural facilities.

10-minute walk from Seoullo 7017(13-minute walk from Seoul Station, Exit 2)



2-4. Namdaemun Presbyterian Church

Namdaemun Presbyterian Church originated from a section of Chejungwon, Korea's first Western-style hospital. This stone building, modeled after Gothic architecture, was moved to its current site following the relocation of Chejungwon in 1904.

6-minute walk from Seoullo 7017 (4-minute walk from Exit 9 of Seoul Station, Subway Line 1, 4)

Area 02

Gwang-hwamun & Jongno

Walk through Ancient Palaces that Breathe History

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

Gwanghwamun Square

Gwanghwamun, the main gate of Gyeongbokgung Palace is located at the northern end of Sejong-daero, the widest street in Korea. Gwanghwamun Square is the center of the street where statues of Admiral Yi Sunsin and King Sejong stand. Located across the street is Sejongno Park where you can see artistic calligraphies at Hangeul Geulja Madang.

Exit 1, 2, 8 of Gwanghwamun Station (Subway Line 5)
Exit 6, 7 of Gyeongbokgung Station (Subway Line 3)

Cheonggyecheon Stream

A 10.84 km-long waterway flowing from the south of Gwanghwamun Square to Dongdaemun passes under historic structures and through present days of Seoul. Originally a crowded laundry spot and playground became a popular area for relax now. Take a break from busy itinerary and read the historical plaques at the 22 bridges spanning the stream.

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

Insa-dong, Samcheong-dong, Bukchon Hanok Village

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

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

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

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



Gyeongbokgung Palace
'Gyeongbokgung' translates as "greatly-blessed palace". The palace is the largest and the most majestic of the five ancient palaces that remain in Seoul today. (39p.)

Cultural Heritage

Jogyesa Temple This is the home of the Jogye Order and is its largest temple. Participate in a temple-stay program, where you can enjoy sampling various floral teas, making lotus lanterns, walking around the pagoda, and more. (43p.)

Jongmyo Shrine A shrine that holds rituals for kings and queens of the Joseon Dynasty. Usually, it is possible to visit the shrine in a group with a guide and at specific times only. If you want a self-guided tour, visit on Saturday or the last Wednesday. (41p.)

Ikseon-dong In Ikseondong, Hanok houses built in the 1920s as well as many restaurants are lined in narrow passages with low stone walls. Since most hanok villages have been redeveloped, Ikseon-dong is in the spotlight as the last remaining 'urban hanok' village. (41p.)

Highlights

Insa-dong Insa-dong uses Hangeul signs only and is transformed into a pedestrians-only street on weekends. Here you can shop for beautiful handicrafts in the craft workshops and galleries, or visit traditional tea houses to sample traditional Korean teas. (43p.)

Cheonggyecheon Stream The restored ecological stream stretching from Gwanghwamun to Dongdaemun is all the more beautiful when lit up late at night. The Seoul Lantern Festival in November, is what you should not miss while visiting Seoul. (41p.)

Landmark

Sewoon Shopping Center Once a center of electronic goods, Sewoon Shopping Center has been reborn as the central hub of the Fourth Industrial Revolution. Tours offering glimpses of the city's past and present are available, giving visitors a whole new perspective and appreciation for this site.

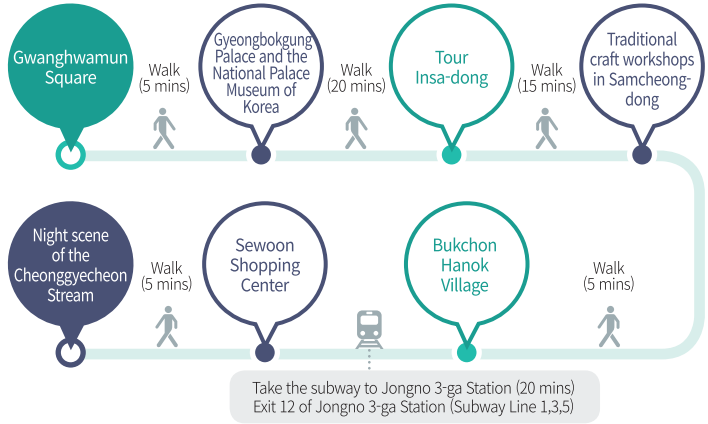
Tongin Market Tongin Market is about a 10-minute walk away from Gyeongbokgung Station. The market is famous for various types of food such as fried tteokbokki and take-out restaurants. You can take out the food and move to Suseong-dong Valley by bus to enjoy a light stroll.

Food Zone

Wearing Hanbok in Gyeongbokgung Palace Taking pictures in hanbok has become a must for tourists. If you wear hanbok, admission to the palace is free. There are many hanbok rentals near Gyeongbokgung Station, Samcheong-dong, and Insa-dong. The rental fee varies depending on the traditional Hanbok / Fusion Hanbok, ranging from 10,000 won for 2 hours to 40,000 won for 24 hours. (39p.)

Photo Zone

Touring Course
Suggested Itinerary



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

02 Gwang-hwamun & Jongno

Gwanghwamun
광화문

Plan your trip

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

visitseoul

Nearby subway stations | 3 Gyeongbokgung 5 Gwanghwamun





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 provides Joseon's royal culture, palace life, and architecture through Geunjeongjeon, Gyeonghoeru Pavilion, and other structures. National Palace Museum and National Folk Museum of Korea are nearby for more about royal culture and historical living conditions.

₩ Korean citizens Ages 25-64 3,000 won Foreigners Ages 19-64 3,000 won, ages 7-18 1,500 won Mar-May, Sep-Oct 09:00-18:00 (last entry 17:00), Jun-Aug 09:00-18:30 (last entry 17:30), Nov-Feb 09:00-17:00 (last entry 16:00) Ongoing events: Opening and Closing of the Royal Palace Gates and Royal Guard Changing Ceremonies (10:00, 14:00); Gwanghwamun Guard Changing Ceremony (11:00, 13:00) (Closed on and no events on Tuesdays) ? Guided tours: English, Japanese, Chinese (3 times a day) 5-minute walk from Exit 5 of Gyeongbokgung Station (Subway Line 3)
82-2-3700-3900 @ www.royalpalace.go.kr

1-1. National Palace Museum of Korea
82-2-3701-7500
@ www.gogung.go.kr

1-2. National Folk Museum of Korea
82-2-3704-3114
@ www.nfm.go.kr



2 Gwanghwamun Square
광화문광장

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

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



3 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 includes an art museum, a gallery, a concert hall, and theaters that can seat over 3,000 people.

Exit 1 or 8 of Gwanghwamun Station (Subway Line 5)
82-2-399-1000 @ www.sejongpac.or.kr

3-1. The Story of King Sejong·The Story of Admiral Yi Sunsin
Exhibitions about the lives and achievements of King Sejong and Admiral Yi Sunsin
₩ Free 10:30-19:30 (Last entry 19:00) (Closed on Mondays and first weekday of the following week after bank holiday Monday) 82-2-399-1177 @ www.sejongstory.or.kr



4 National Museum of Korean Contemporary History
대한민국역사박물관

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

₩ Free 10:00-18:00 (Wed, Sat 10:00-21:00, Closed on 1st of Jan, Lunar New Year day and Chuseok day) ? Audio guides available in Korean, English, Chinese, and Japanese Exit 2 of Gwanghwamun Station (Subway Line 5) 82-2-3703-9200 @ www.much.go.kr



5 Cheong Wa Dae Sarangchae
청와대 사랑채

Visitors of Cheong Wa Dae(Blue House) sarangchae can enjoy attractions such as exhibition halls specialized for K-food, K-culture, and more on the 1st floor. On the 2nd floor, it provides not only information about the lives of Korean presidents in the history, but also about the administrations and vision of the Korean government. Seoul-themed souvenirs on sale at the gift shop.

₩ Free 09:00-18:00 (Closed on Mondays, January 1st. If Monday falls on a holiday, the first weekday of next week will be closed on. ? 10:00, 14:00 English, Chinese guided tours, 12:00, 16:00 Japanese guided tours 12-minute walk from Exit 4 of Gyeongbokgung Station (Subway Line 3) 82-2-723-0300 @ www.cwdsarangchae.kr

Cheonggyecheon Stream · Jongno 청계천·종로

Plan your trip

* Take a stroll along the walking path at the Cheonggyecheon Stream that stretches from Gwanghwamun to Dongdaemun Market.
* Enjoy the night view at Cheonggyecheon Stream and the 22 bridges that are fantastically illuminated.
* Enjoy a wide variety of delicious foods while walking around Ikseon-dong Hanok Village.

visitseoul

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



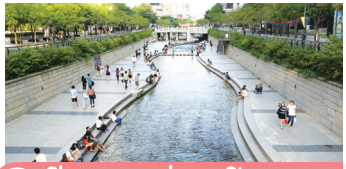


1 Jongmyo Shrine 종묘

This Confucian shrine, designated as a UNESCO World Heritage site in 1995, is to keep the memorial tablets for the kings and the queens of the Joseon Dynasty. Jongmyo Jerye(UNESCO Masterpieces of the Oral and Intangible Heritage of Humanity) on every May since 1464, is one of the oldest ancestral rites held today.

₩ Korean citizens Ages 25-64 1,000 won Foreigners Ages 19-64 1,000 won, ages 7-18 500 won Ⓢ Self-guided tours available every Saturday and last Wednesday of the month, Feb-May, Sep-Oct. 09:00-18:00, Jun-Aug 09:00-18:30, Nov-Jan 09:00-17:30 (Closed on Tuesdays) ? Weekdays, Sundays, and national holidays (guided tours with some restrictions) Korean: 8 times a day (Mar.-Sep. 9 times a day), Japanese: 8 times a day (Mar.-Sep. 9 times a day), English: 4 times a day, Chinese: 3 times a day (inquire about available times) Ⓜ 5-minute walk from Exit 11 of Jongno 3(sam)-ga Station (Subway Line 1), Exit 8 of Jongno 3(sam)-ga Station (Subway Line 3 or 5)

82-2-765-0195 @jm.cha.go.kr



2 Cheonggyecheon Stream 청계천

A stream under the elevated highway was transformed into an ecological park in 2005 after 3 year-long restoration project. Take a stroll down the path along the stream with 22 bridges shining fantastically under the lighting give the perfect night view of the area. Seoul Lantern Festival held for two weeks in November featuring thousands of lanterns along the stream makes it even more beautiful.

2-1. Wall of Hope A wall made of 20,000 tiles on which the hopes of citizens are written.

2-2. Cheonggyecheon Museum Exhibits a whole process about the Cheonggyecheon stream restoration project.

₩ Free Ⓢ Weekdays 09:00-19:00, Weekends & national holidays Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (Closed on Mondays, January 1st) Ⓜ Exit 4 of Jegi-dong Station (Subway Line 1), Exit 5 of Yongdu Station (Subway Line 2)

82-2-2286-3410

@museum.seoul.kr/cgcm

2-3. Seoul Lantern Festival Seoul Lantern Festival A "hallyu festival" that highlights the cultural heritage of Korea, including its folk culture, kimjang (making kimchi), and royal culture, through lanterns made of beautifully colored hanji, traditional Korean paper. Held every year in November.

@www.seoullantern.com



3 Ikseon-dong Hanok Village 익선동 한옥마을

The alleys of Ikseon-dong are lined with many Hanok houses, which were built in the 1920s, as well as many restaurants located between low stone walls and narrow passages. Because most hanok villages have been redeveloped, Ikseon-dong is in the spotlight as the last remaining 'urban hanok' village. Seoul is making efforts to preserve the landscape by designating it as a hanok area and promoting a regeneration project.

Ⓜ 3-minute walk from Exit 4 of Jongno 3(Sam)-ga Station (Subway Line 1)



4 Tapgol Park 탑골공원

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

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



5 Nakwon Musical Instrument Arcade 낙원상가

The world's largest musical instrument shop complex located in Nakwon-dong, Jongno, the social center of entertainment culture from the Joseon Dynasty, by musicians and celebrities that had gathered into the Jumak(pub). Now it is on a development project to change the public space as an observatory and performace stages to preserve the K-pop music history and attract the visitors.

Ⓢ Mon.-Sat. 09:00-20:00(May vary on Sundays), Open throughout the year(Closed on Sundays, National Holidays), Temporary holiday and Summer Vacation schedule announced separately) Ⓜ 11-minute walk from Exit 1,5 of Jongno 3-ga Station (Subway Line 1,3,5)

02 Gwang-hwamun & Jongno

Insa-dong
인사동

Plan your trip

* Shop for a wide selection of souvenirs, such as antiques, hanbok, and traditional arts and crafts that only Insa-dong can offer.
* Taste traditional Korean teas and dishes at tea shops and restaurants.
* Try out a templestay program at Jogyesa Temple.

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Nearby subway stations | 1 Jonggak 3 Anguk





1 Insa-dong Street 인사동거리

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

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

1-1. Insa-dong P.R Center 09:30-18:30 Open all year round 82-2-737-7890~1

1-2. Gana Insa Art Center Free (Fees may apply to certain exhibitions.) 10:00-19:00 (Closed on Tuesdays) 82-2-736-1020

1-3. Ssamzigil This is a multi-cultural space where visitors can shop for a wide variety of traditional arts and crafts. Various exhibitions and performances are available as well. Free 10:30-20:30 Closed on Lunar New Year day, Chuseok day 82-2-736-0088 www.ssamzigil.co.kr

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

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



2 Unhyeongung Palace 운현궁

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

Free Apr.-Oct. 09:00-19:00, Nov.-Mar. 09:00-18:00(Closed on Monday. If Monday falls on a holiday, it will operate normal hours.) Audio guide available in English, Japanese, and Chinese (charged) Exit 4 of Anguk Station (Subway Line 3) 82-2-766-9090 www.unhyeongung.or.kr



3 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.

Free 7-minute walk from Exit 6 of Anguk Station (Subway Line 3) 82-2-768-8600 www.jogyesa.kr

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

09:00-19:00 (Mon-Sat), 09:00-18:00 (Sun), Closed on Holidays 82-2-2031-2000



4 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.

Exit 4 of Jonggak Station (Subway Line 1)



5 Sangsaeng Sanghoe 상생상회

Sangsaeng Sanghoe is an exchange platform where residents of Seoul and other regions in Korea can meet and communicate. Locals provide information on unique attractions and recreational spaces, sell regional specialty and seasonal food, and offer various cooking programs.

11:00-20:00 (Tue-Sun), Closed on Mondays Exit 1 of Anguk Station(Subway Line 3) 82-2-738-1010

https://sangsaeng.seoul.go.kr

Samcheong-dong · Bukchon 삼청동·북촌

Plan your trip

* Visit the UNESCO World Heritage-listed Changdeokgung Palace and Secret Garden.
* Visit craft workshops, galleries, and cafes in remodeled traditional hanok structures.
* Taste Hanjeongsik(Korean table d'hôte) and explore the trail of Hanyangdoseong (Seoul City Fortress).

visitseoul

Nearby subway stations | 3 Anguk





1 Changdeokgung Palace 창덕궁

A detached royal villa built in 1405 is the most well-preserved royal residential palace from the Joseon period. It was listed to UNESCO World Heritage List in 1997 with its perfect harmony with nature.

Korean Ages 25-64 3,000 won Foreigners Ages 19-64 3,000 won, ages 7-18 1,500 won Feb-May, Sep-Oct 09:00-18:00(Last Entry 17:00), Jun-Aug 09:00-18:30(Last Entry 17:30), Nov-Jan 09:00-17:30(Last Entry 16:30) (Closed on Mondays) ※ Reservations required to see the Secret Garden of Changdeokgung Palace's Secret Garden. English·Chinese guided tours available twice a day, Japanese guided tours are available once a day 5-minute walk from Exit 3 of Anguk Station (Subway Line 3) 82-2-3668-2300(Select 9 for information) www.cdg.go.kr



2 Changgyeonggung Palace 창경궁

King Seongjong dedicated this palace to the wives of three preceding kings, symbolizing his filial piety towards them. Visitors can enjoy the palace's history and appreciate the outstanding architectural aesthetic throughout the palace, particularly Honghwamun (main gate).

Korean Ages 25-64 1,000 won Foreigners Ages 19-64 1,000 won, ages 7-18 500 won Feb-May, Sep-Oct 09:00-18:00(last entry 17:00), Jun-Aug 09:00-18:30(last entry 17:30), Nov-Jan 09:00-17:30(last entry 16:30) (Closed on Mondays) English, Japanese, Chinese guided tours available twice a day 15-minute walk from Exit 3, 4 of Hyehwa Station (Subway Line 4) 82-2-762-4868 cgg.cha.go.kr

3 Samcheong-dong 삼청동거리

Contemporary restaurants and wine bars in traditional houses along with galleries, designer shops, specialty shops, and themed museums in modern buildings creates unusual scenes.

12-minute walk from Exit 2 of Anguk Station (Subway Line 3)

3-1. National Museum of Modern and Contemporary Art, Seoul

A cultural complex with various facilities, such as a digital information hall, multi-project hall, and cinema, showcases a wide range of modern art.

Combined entry ticket 4,000 Won Sun-Thu 10:00-18:00, Fri-Sat 10:00-21:00(Free admission after 18:00) (Closed on January 1, Lunar New Year, Chuseok) 15-minute walk from Exit 1 Anguk Station (Subway Line 3) 82-2-3701-9500 www.mmca.go.kr



4 Bukchon Hanok Village 북촌한옥마을

District between palaces, packed with over 900 traditional Korean houses, retains the old appearance of the city. Long-established habitation of the royal family members and aristocrats has become a popular filming location. Strongly requested to keep silent for local residents.

Mon-Sat 10:00-17:00 10-minute walk from Exit 2 of Anguk Station (Subway Line 3)

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

[Hanok Homestay Information Center] It promotes hanok tourism by providing information on hanok guesthouses in Seoul. 82-2-742-9987

4-1. Bukchon Guesthouse 50,000 won~ Check-in 15:00~, Check-out ~11:00 3-minute walk from Anguk Station (Subway Line 3) 82-2-10-6711-6717

4-2. Baek Inje's House Well-preserved example of modern hanok that shows the lifestyle of the beginning of the 20th century in Seoul.

Free 09:00-18:00 (Last entry 17:30) (Closed on Mondays, January 1) 82-2-724-0200, 82-2-724-0232



5 Samcheonggak 삼청각

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

Free shuttle bus available at Exit 6 of Anguk Station (Subway Line 3)(Refer to website for shuttle schedule and location) 82-2-765-3700 www.samcheonggak.or.kr

Area 03

Dong-daemun & Around

Perfect Streets for Shopping and the Arts

Dongdaemun Market / Daehangno

Fashion Malls at Dongdaemun Market

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

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

Dongdaemun Design Plaza (DDP)

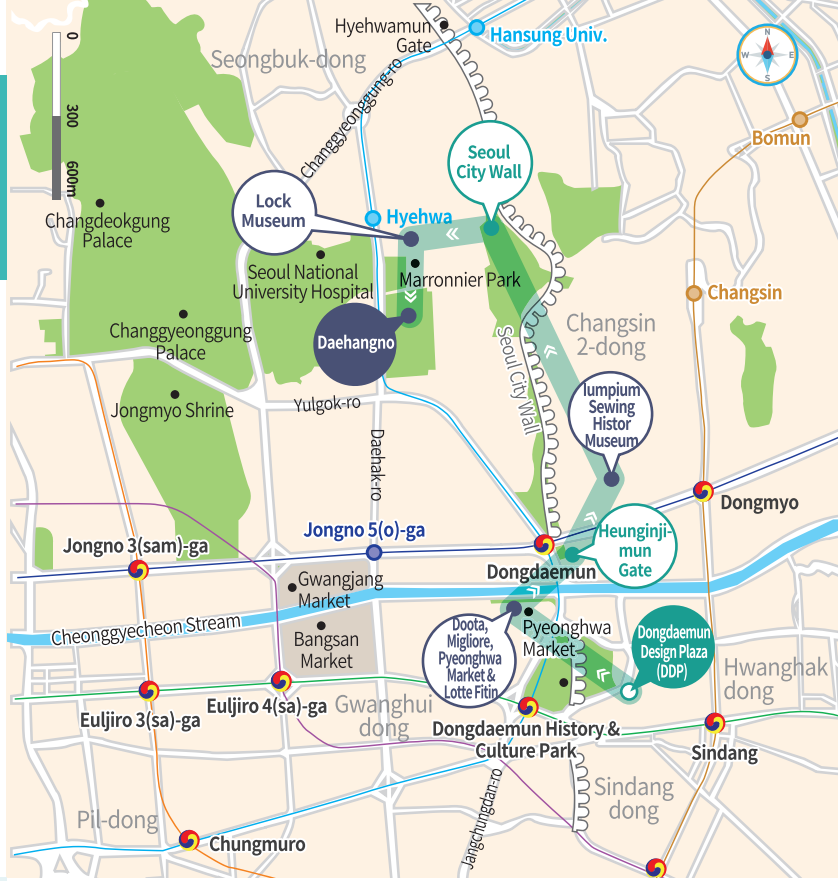
Opened in 2014, Dongdaemun Design Plaza (DDP) was designed by the world-renowned architect Zaha Hadid and has become the most recognizable structure in Dongdaemun. The glistening exterior of the DDP comprises about 45,000 aluminum panels, none of which are of the same shape.

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

Daehangno

Sunseong-gil, a walking trail along the Seoul City Wall which connects the four great gates of the city, is a must-see site. Stretching from Heunginjimun Gate to Naksan Park and Hyehwamun Gate, Sunseong-gil is the best place to take in a full view of Seoul. As you approach Naksan Park, Daehangno, an art street lined with over 90 small theaters and galleries will come into view. Approaching Marronnier Park, you can encounter various entertaining street performances (busking).

Exit 1 of Hyehwa Station (Subway Line 4)



Seoul City Wall This 18.6-kilometer-long city wall, surrounding Seoul, was built with the foundation of Joseon Dynasty. Walk along the trail to enjoy the full view of the city as well as to meet hidden gate houses and flood gates. (51p.)

Cultural Heritage

Heunginjimun Gate It is also called Dongdaemun as it is the easternmost one among the eight gates of the Seoul City Wall. The gate, which remains as it was during the Joseon Dynasty, boasts its grand beauty. (49p.)

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

Highlights

Marronnier Park When you are at Marronnier Park, you can immerse yourself in the performances of young street artists. The park is considered the Montmartre of Seoul. You can get a hand-drawn portrait of yourself done by one of the many artists here. (51p.)

Dongdaemun Fashion Town This is a shopping haven with a global reputation, patronized by domestic and overseas clothing wholesalers. The pre-dawn hours are generally busy with wholesalers. Tourists will find it more advantageous to visit during the day or evening hours. (49p.)

Landmark

Dongdaemun Design Plaza (DDP) A new landmark in Dongdaemun and also in Seoul, designed by the world-renowned architect Zaha Hadid. The impressive exterior is decorated with aluminum panels, and inside are various exhibition spaces, rest areas, and souvenir shops. (49p.)

Gwangjang Market Eatery Alley One of the most popular street foods in this eatery alley is "Mayak gimbap", which is served and enjoyed with a spicy mustard dipping sauce. Other popular dishes include bindaetteok and yukhoe, a dish of shredded and seasoned raw beef. (49p.)

Food Zone

Night Views of Heunginjimun Gate When night falls, the sparkling neon signs of the surrounding shopping town creates a beautiful night view of Heunginjimun Gate. Taking a photo after a full day of shopping is a must. (49p.)

Photo Zone

Touring Course
Suggested Itinerary



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

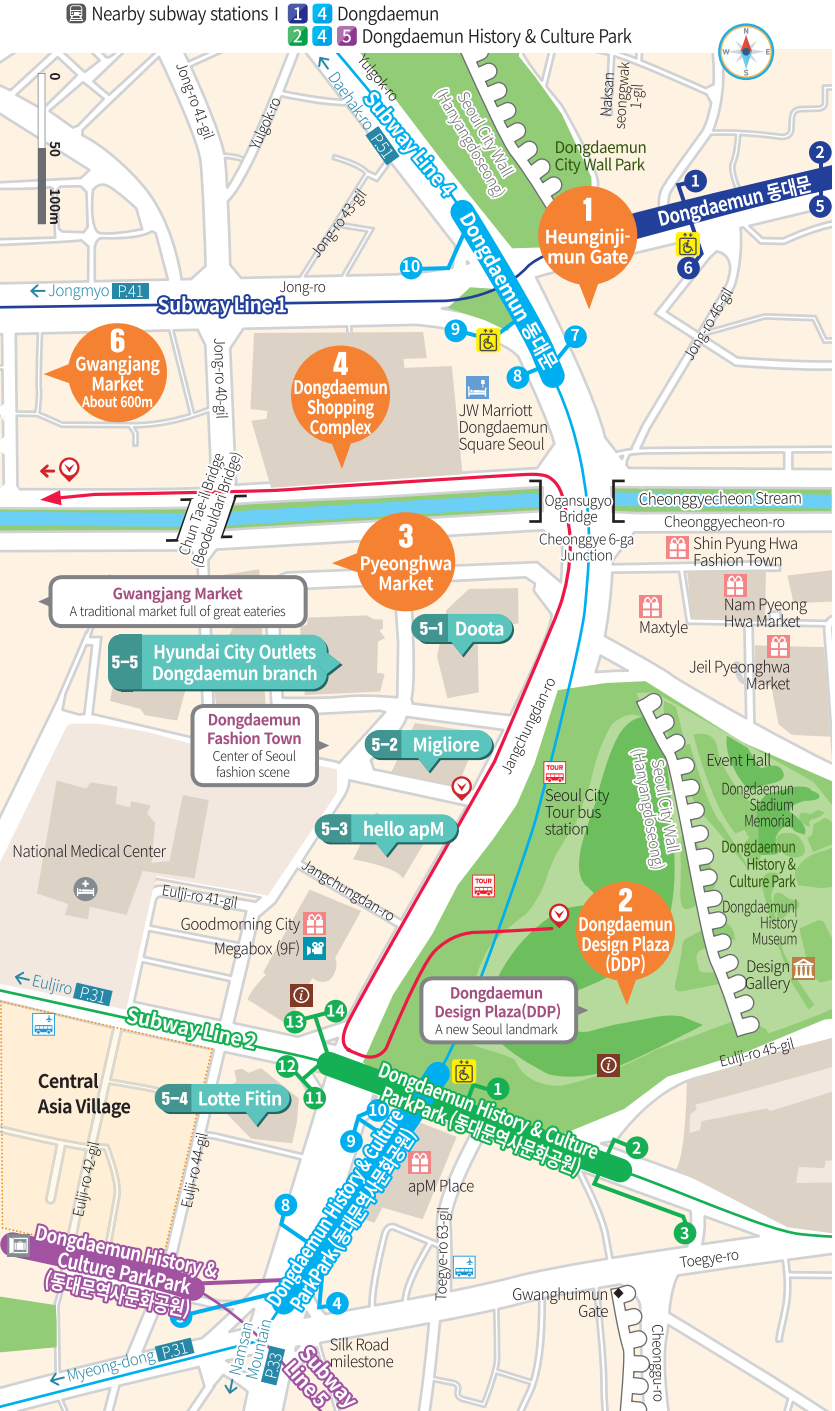
03 Dong-daemun & Around

Dongdaemun Market
동대문시장

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

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





1 Heunginjimun Gate 흥인지문

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

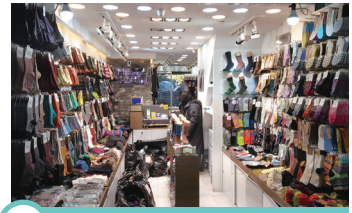
Exit 6 or 7 of Dongdaemun Station (Subway Line 1 or 4)



2 Dongdaemun Design Plaza (DDP) 동대문디자인플라자(DDP)

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

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



3 Pyeonghwa Market 평화시장

A clothing wholesale market with 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.

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



4 Dongdaemun Shopping Complex 동대문종합시장

World's largest fabric and clothing material market 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 a qualified or even custom-made hanbok at affordable price.

08:00-19:00. (Partially open every 1st and 3rd Monday of the month), Closed on Sundays, New Year's Day, Lunar New Year's Day and Chuseok Day 5-minute walk from Exit 8 or 9 of Dongdaemun Station (Subway Line 1 or 4)

www.ddm-mall.com



5 Shopping Malls 패션몰

These shopping malls with their own unique characteristics and items offer a wide variety of fashion apparel and accessories on each floor. Explore to find out what matches your taste.

5-Minute walk from Exit 8 of Dongdaemun Station(Subway Line 1,4)

5-1. Doota 10:30-5:00 of the following day, Sundays 10:30-24:00 (Closed on Chuseok, day before Lunar New Year, and Lunar New Year's Day)

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

5-3. hello apM From 10:20-04:30 of next day (Closed on Tuesdays)

5-4. Lotte Fitin 11:00-23:00 open throughout the year (except Chuseok day, Luna New Year's Day)

5-5. Hyundai City Outlets Dongdaemun branch 11:00-22:30, open throughout the year (except Chuseok day, Luna New Year's Day)



6 Gwangjang Market 광장시장

A 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 tteokbokki, gimbap, bindaetteok, and jokbal.

09:00-18:00(Guje Market 10:00-19:00), Closed on Sundays(Eater alley opens all year round) 3-minute walk from Exit 7, 8 of Jongno 5-ga Station (Subway Line 1)

03 Dong-daemun & Around

Daehangno
대학로

Plan your trip

* Enjoy various genres of street performances at Daehangno and Marronnier Park.
* Take a walk along the Seoul City Wall Sunseong-gil trail that takes you from Heunginjimun Gate to Naksan Park and Hyehwamun Gate.
* Experiencing the rich history through viewing modern and contemporary buildings.

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Nearby subway stations I 4 Hyehwa 1 Jongno 5(o)-ga 1 4 Dongdaemun





1 Daehangno 대학로거리

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

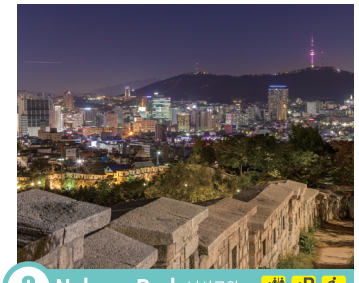
Exit 1 of Hyehwa Station (Subway Line 4)
[Recommended Theaters] Dongsoong Art Center (82-2-766-3390), Marronnier Theater (82-2-764-0686)



2 Marronnier Park 마로니에공원

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

2-1. ARKO Arts Theater ARKO Arts Theater Marronnier Park's landmark, showing various performances
Exit 2 of Hyehwa Station (Subway Line 4)
82-2-3668-0007
2-2. Artist House This Romanesque brick building was built during the 1920s and used as the Daehangno branch of Seoul National University. Currently, the National ARKO Arts Archive, where you can view art, and the Art Tree Cafe are located here.
Artist House Office weekdays 10:00-19:00 Artistree Café weekdays 10:00-19:00 Arts Archive(main building) Mon-Sat 10:00-19:00 (Closed on May 1st, Sep. 29th, and the last Monday of each month) 5-minute walk from Exit 2 of Hyehwa Station (Subway Line 4) 82-2-760-4715



3 Naksan Park 낙산공원

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

3-1. Seoul City Wall (Hanyangdoseong) This is an 18.6 km-long fortress wall built around Seoul at the very beginning of the Joseon Dynasty. You can get a panoramic view of Seoul when you walk on the trail along the wall. You will be pleasantly surprised when you come across many other structures from the same period hidden along the trail. A few of these include hidden guard towers and gates. The walking trail that spans from Dongdaemun to Naksan Park is also part of the fortress wall.
seoulcitywall.seoul.go.kr



4 Lock Museum 쇳대박물관

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

Adults 4,000 won, Teens 3,000 won 10:00-18:00 (Closed on Sundays, Mondays) 5-minute walk from Exit 2 of Hyehwa Station (Subway Line 4) 82-2-766-6494
www.lockmuseum.co.kr

Area 04 Mapo

Streets with Cafes, Galleries, and College Life

Hongik Univ. · Sangsu · Yeonnam / Sinchon · Ewha Womans Univ. / Sangam · Mangwon

Sinchon and E-Dae(Ewha Womans University) Area

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

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

Sangam and Mangwon

Since 2002, a former oil tank reservoir has undergone transformation into a major urban regeneration landmark in Sangam-dong. The former oil tanks have been turned into cultural spaces for the citizens. And there are many attractions such as Mangwon Market and Korean Film Museum.

Exit 8, 9 of Digital Media City Station(Subway Line 6 GJ A)
Exit 2, 3 of Mangwon Station(Subway Line 6)

Hongdae Area

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

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



Yonsei University Campus Three Gothic-style buildings with beautiful gardens — the Underwood Hall, the Stimson Hall, and the Appenzeller Hall — have been designated as historic sites and are popular as great photo spots.(56p.)

Cultural Heritage

World Cup Park A former landfill, reborn as a forest and a park, became a popular attraction. There is a playground, a grass field, a sculpture park, an observatory, a camping ground, and a pool, which are visited by many tourists and families. (59p.)

Highlights

Pedestrian-Friendly Street The Sinchon and Ewha Womans University area is well known for its streets of food vendors and stalls. Absorb the youthful energy of the area while walking down the street after enjoying some traditional Dakgalbi (spicy stir-fried chicken in an iron pan). (56p.)

Book Sculptures of Gyeongui Line Book Street The book-themed street in Hongdae, called the 'city of books,' where small publishers and independent bookstores are concentrated. The 'Waugyo Bridge Photo Zone,' where you can look down at the street of bookstores, has a beautiful night view. The whistle-stop with brightly mint-colored walls and old atmosphere offers a great background for photos. (55p.)

Photo Zone

Gyeongui Line Forest Park As part of the Gyeongui railway line was placed underground, the Forest Park was created above the ground as a trail for citizens. Equipped with diverse amenities and abundant greenery, visitors can enjoy the nature and animated city culture.(55p.)

Landmark

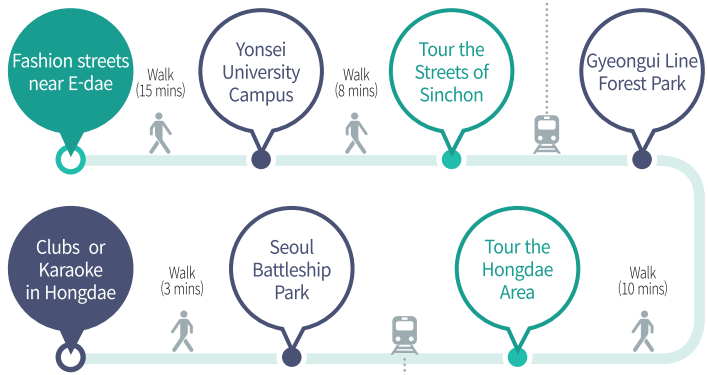
Oil Tank Culture Park Mapo Oil Tank Reservoir, which is no longer in use, has been reborn as a cultural space. The community center, outdoor concert hall, exhibition hall, and trails meet the diverse needs of tourists and other residents. (59p.)

Mangwon Market A place where many young people have their own stalls, creating a lively atmosphere. The market is known for its charming cafes and restaurants and is gaining great popularity as a dating destination, or for dining among young people. Although it is a newly created market offering creative marketing activities and cultural experiences for visitors and residents, it also provides a variety of delicious foods at low prices, like in the traditional markets. (59p.)

Food Zone

Touring Course
Suggested Itinerary

Take the subway to Hongik Univ. Station (15 mins)
Exit 3,4 of Hongik Univ. Station
(Subway Line 2, Gyeongui·Jungang Line, Airport Railroad)



Take the subway to Mangwon Station (20 mins)
Exit 2 of Mangwon Station(Subway Line 6)

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

04 Mapo

Hongik Univ.· Sangsu · Yeonnam 홍대·상수·연남

Plan your trip

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

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Nearby subway stations I 2 A Hongik Univ. 6 Sangsu





1 Hongdae 홍대거리

With the renowned art college of Hongdae(Hongik University), streets around here had naturally evolved with the tastes of the trendy youths. It is filled with clothing shops, accessory shops, clubs, and theaters for you to enjoy shopping, entertainment, and culture. At night, indie bands often perform in playgrounds or vacant lots, and you may even see a dance contest in the streets.

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

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

Mar.-Nov. Saturdays 13:00-18:00

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



2 Hongdae Clubs 홍대 앞 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.

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



3 Gyeongui Line Forest Park&Cafe Street 연남동 경의선숲길&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.

Exit 3, 4 of Hongik Univ. Station(Subway Line 2, Gyeongui-Jungang Line, Airport Railroad)



4 Gyeongui Line Book Street 경의선 책거리

Book theme street leads to the Wausan Overpass, which is on the opposite side of the Yeonnam-dong Forest Park near Hongik Univ. Station. There are theme-related sculptures as well as culture booths where you can enjoy various exhibitions, experiences and meetings with authors throughout the year. It is a perfect place to relax, sit on a bench and read a book.

Exit 6 of Hongik Univ. Station (Gyeongui-Jungang Line)



5 Yanghwajin Foreign Missionary Cemetery 양화진 외국인 선교사 묘원

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

Free(Reservation required for advanced global language support) 10:00-17:00(closed on Sundays) 5-minute walk from Exit 7 of Hapjeong Station(Subway Line 2, 6) 82-2-332-9174 www.yanghwajin.net



6 Seonyudo Park 선유도공원

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

Free 06:00-24:00(Opens all year round) 7-minute walk from Exit 2,7 of Seonyudo Station (Subway Line 9) / Buses 602, 603, 604, 761, 5712, 5714, 6712, 6716, 7612

04 Mapo

Sinchon·Ewha Womans Univ. Stations 신촌·이대역 주변

Plan your trip

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

visitseoul

Nearby subway stations I 2 Sinchon, Ewha Womans Univ.





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

A 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 cafés, and many other places while shopping.

1-1. Sinchon Play Bus A bus converted into a music club with a stage and DJ booth for you to enjoy and make wonderful memories with your loved ones also offers tourist information.
11:00-21:00 (Closed on Mondays and Holidays) 5-minute walk from Exit 2 of Sinchon Station (Subway Line 2) Mar.-Nov. 13:00-18:00 on every Saturdays

1-2. Sinchon Station (Gyeongui·Jungang Line) Be sure not to confuse this train station with the subway station of the same name. A train that comes about once an hour leads you to Munsan, Paju, and other suburbs.

1-3. Sinchon Tourist Information Center (formerly Sinchon Train Station) Since 2012, the oldest train station in the city opened in 1920, runs as a tourism information center, providing travel guides and services.
10:00-19:00 (Closed on Lunar New Year's Day and Chuseok Day) 15-minute walk from Exit 3, 4 of Sinchon Station (Subway Line 2) 82-2-363-7833



2 Yonsei University 연세대학교

An ivy-draped campus of Yonsei University, founded in 1885 when Gwanghyewon(Korea's first Western hospital) was reborn as a medical school, is a frequent shooting location for movies and television dramas. Three college buildings-Stimson Hall, Appenzeller Hall, and Underwood Hall- are excellent examples of modern university architectures.

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



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

Clothes, accessories, beauty parlors, and many more items found in this area are especially popular among young women. Lots of small, fascinating shops clustered along the side streets that branching off from the main road leads you from Ewha Womans Univ. Station to the university's main gate.

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



4 Ewha Womans University 이화여자대학교

Founded in 1886 as Korea's first women's college, Ewha Womans University is Korea's largest university for women. The famous Ewha Campus Complex (ECC) was designed by world-renowned architect Dominique Perrault who won an award for his design. ECC has a valley-like design crossing the Ewha Square and sports ground, and it has outstanding lighting despite being an underground campus.

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

4-1. Art House Momo The first permanent movie theater in Korea that opened inside a university, mostly plays art films.
82-2-363-5333

04 Mapo

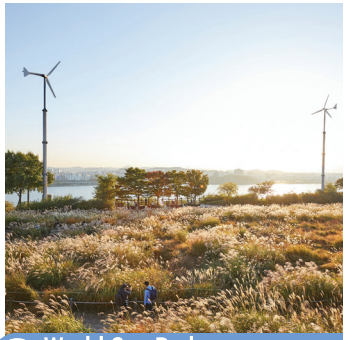
Sangam·Mangwon
상암·망원

Plan your trip
* Taking photos of the beautiful scenery at Haneul Park and Noeul Park.
* Experience what it's like to be a news anchor, weather forecaster, or K-pop idol at MBC World.
* Look around Oil Tank Culture Park, an area that has been reborn as a cultural space.

visitseoul

Nearby subway stations | 6 A GJ Digital Media City GJ Susaek
6 World Cup Stadium





1 World Cup Park 월드컵공원

Some spots inside the World Cup Park, an ecological site transformed from a landfill, are named for its location: for example, Haneul(Sky) Park, the closest to the sky, is a great place to take in the swaying white cogon grass and Chinese silver grass against backdrop of the Bukhansan Mountain, Namsan Mountain, Hangang River, and other Seoul sceneries. At Noeul(Sunset) Park, you can see the most beautiful sunset in Seoul. Visitors can enjoy the wide grass fields, sculptures, observation deck, and more. There are also a golf course, a camping ground, a water park facility, and an eco playground where people are brought closer to the nature.

06:00-20:00 (Schedule vary by month;refer to the official website for more information)
@ parks.seoul.go.kr/worldcuppark



2 MBC World MBC월드

Korea's first broadcasting related theme park. You can sing and dance with Hallyu stars and become a main character in a drama. It also has various cultural spaces, including a photo zone.

W Adults 18,000 Won, Children 9,000-13,000 Won (Vary by age)
10:00-18:00(Opens all years around), Last entry is 2 hours before closing, Closed on Lunar New Year's day and Chuseok day ? Guided Tour (90 min) available 13 times a day (English guide available for a group of 20 people or more) Exit 9 of Digital Media City Station (Subway Line 6, Gyeongui·Jungang Line, Airport Railroad) 82-2-789-3705~6
@ mbcworld.imbc.com



3 Oil Tank Culture Park 문화비축기지

Former Mapo Oil Tank Reservoir has been reborn into a multi-purpose cultural space with community centers, lecture halls, etc. Because of the unique appearance, it is popular as a photo spot as well.

W Free Opens all years round (Exhibition hall closed on Mondays) 82-2-376-8410 @ parks.seoul.go.kr/culturetank



4 Korean Film Museum 한국영화박물관

This museum, run by the Korean Film Archive, shows the history of Korean film, and also holds a variety of permanent and temporary exhibitions. There is also a movie theater, and a movie library where various movies are screened throughout the year.

W Free 10:00-19:00, Weekends and Holidays 10:00-18:00 (Closed on Mondays, New Year's Day, Foundation Day (Jan. 18), Lunar New Year's Day, Chuseok Holidays)
Exit 9 of Digital Media City Station (Subway Line 6, Gyeongui·Jungang Line, Airport Railroad)
82-2-3153-2001 @ www.koreafilm.or.kr



5 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), Hongeo muchim (fermented and seasoned skate) as well as fresh fruits, are especially popular.

09:00-22:00 (Schedule may vary by shops)
82-2-335-3591 @ mangwonsijang.modoo.at

Area 05

Yongsan & Yeouido

Global Districts in Seoul on the Banks of the Hangang River

Yongsan / Itaewon / Yeouido

Yongsan

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

National Museum of Korea, National Hangeul Museum
Exit 2 of Ichon Station (Subway Line 4, GJ)
War Memorial of Korea
Exit 11 or 12 of Samgakji Station (Subway Line 4, 6)

Itaewon

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

Itaewon Station (Subway Line 6)

Yeouido

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

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



Yeouido Hidden Underground Bunker (SeMA Bunker) This underground bunker was discovered on May 2005 during construction of the Yeouido Bus Transfer Center. It is estimated to have been built in the 1970s and is now open to the public to show the history of modern Korea.
82-2-2124-8868
Cultural Heritage

Gyeongnidan-gil If you need to take a break from the bustle of Itaewon, Gyeongnidan-gil is just for you. On weekends, many people fill the narrow street, but on weekdays or in daytime, you can leisurely walk along the street. Small restaurants run by chefs from other countries or internationally trained Korean chefs are so popular that you may need to wait in line. (63p.)
Highlights

Dokseodang-ro A hill-side road from Hannam-dong to Oksu-dong, named after "Dokseodang" which is a space built by King Sejong for scholars to spend a vacation reading books. A gallery course is especially popular, including the D Museum, a multicultural space, and other galleries established along this road. You can relax in one of the exotic restaurants and cafes situated in the quiet alleys.

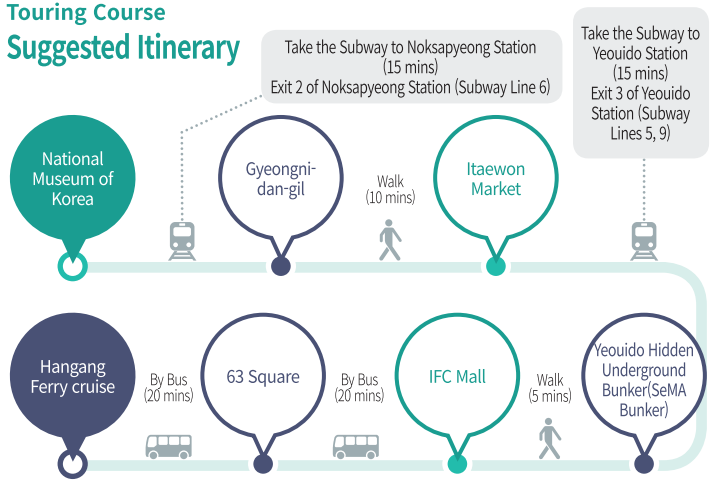
The National Museum of Korea As the largest national museum in Korea, it offers a diversity of programs to experience Korean culture for you to enjoy. (62p.)
Landmark

63 Square Although it is no longer the tallest building in Seoul, it continues to be an attractive multi-cultural space with its aquarium and Sky Art observatory. (64p.)

Samgakji Daegutang (Codfish Soup) Alley Nearby Samgakji Station was filled with lots of old restaurants and stores before recent urban redevelopment. Daegutang Alley, created 40 years ago, is just one of the left. Daegutang(Codfish Soup) is one of the Koreans' favorite hangover soups. Find Woori Bank and Pyongyang-jip Restaurant behind the Station to get here.
Exit 14 or 1 of Samgakji Station (Subway Line 4, 6)
Food Zone

Hangang Yeouido Spring Flower Festival Yeouiseo-ro in Yeouido turns into a street full of cherry blossoms for about two weeks beginning in mid-April each year. You would not want to miss the spectacular scene created by the cherry blossom petals raining down on you with the spring breeze. (65p.)
Photo Zone

Touring Course
Suggested Itinerary



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

Yongsan
용산

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Nearby subway stations I 4 GJ Ichon





1 National Museum of Korea
국립중앙박물관

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

₩ Free (Fee may apply to special exhibitions.) 🕐 Mon·Tue·Thu·Fri 10:00-18:00, Wed·Sat 10:00-21:00, Sunday and Holidays 10:00-19:00 (Closed on New Year's Day, Lunar New Year's day, Chuseok Day; Permanent exhibition hall closed on the 1st Monday of April and November) ? Guided tours: English (4 times a day on weekdays, Twice a day on weekends), Japanese·Chinese (Twice a day), French (Once a month), (Schedules change every month) Ⓜ Exit 2 of Ichon Station (Subway Line 4, Gyeongui·Jungang Line) 📞 82-2-2077-9000
@ www.museum.go.kr



2 National Hangeul Museum
국립한글박물관

Since 2014, this museum promotes and disseminates the linguistic and cultural value of Hangeul(Korean alphabet) with Hangeul-themed exhibitions, children's playground and Learning Center for whom wishing to learn all about hangeul.

₩ Free 🕐 10:00-18:00 (Sat·Last Wednesday of the month 10:00-21:00), Closed on Jan. 1, Lunar New Year's day, Chuseok day ? Guided tours: English(Wed. 14:00), Chinese(Thu. 14:00), Japanese(Fri. 14:00) Ⓜ Exit 2 of Ichon Station (Subway Line 4, Gyeongui·Jungang Line) 📞 82-2-2124-6200
@ www.hangeul.go.kr



3 War Memorial of Korea
전쟁기념관

This only war museum in Korea houses more than 9,000 items about the entire history of Korean war across 9 rooms.

₩ Free(special exhibitions may charge) 🕐 09:30-18:00(09:30-20:00 on Last Saturday of the month), Closed on Mondays, and following day after National Holiday Monday ? Guided Tour: Korean(4 times a day), English·Japanese·Chinese(10:00, 14:00) ※Schedules may change Ⓜ Exit 11, 12 of Samgakji Station (Subway Line 4, 6) 📞 82-2-709-3139 @ www.warmemo.or.kr

Itaewon
이태원

visitseoul

Nearby subway stations I 6 Itaewon, Hangangjin, Noksapyeong





1 Itaewon Street
이태원거리

With signs in foreign languages and exotic shops, restaurants, and cafes, visitors may feel they are in another countries. Enjoy Itaewon-only brunch menus, party culture, and shop full of unique products from around the world.

Ⓜ Itaewon Station (Subway Line 6)



2 Gyeongnidan-gil
경리단길

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

Ⓜ 5-minute walk from Exit 2 of Noksapyeong Station of Subway Line 6 (Town Bus Yongsan No.3)



3 Leeum, Samsung Museum of Art
삼성미술관 리움

This museum, established with the art collection of the founder of Samsung Group exhibits old Korean artworks and the works by globally-renowned artists including Andy Warhol and Nam June Paik.

₩ 10,000 Won (Discount 5,000 Won to students of age 7-24, seniors(65+), veterans, and the disabled) 🕐 10:30-18:00(Closed on Mondays, Jan. 1, Holidays) ? Korean·English·Japanese·Chinese digital audio guides available(1,000 Won) Ⓜ 10-minute walk from Exit 1 of Hangangjin Station (Subway Line 6) 📞 82-2-2014-6901
@ www.leeum.org



4 Yongsan Crafts Museum
용산공예관

See, hear, and enjoy the beauty of traditional Korean crafts in Hannam-dong, Yongsan, the heart of the city. Growing in popularity through its various traditional craftwork experience programs and exhibitions, the museum also sell some of its fine craft as souvenirs.

₩ Free 🕐 10:00-19:00(Closed on Mondays, Holidays) Ⓜ 1-min walk from Exit 3 of Hangangjin Station (Subway Line 6) 📞 82-2-2199-6180 @ crafts.yongsan.go.kr

Yeouido
여의도

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

visitseoul

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





1 63 Square 63스퀘어(한화생명빌딩)

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

10:00-22:00(Last Tickets at 21:30) [63 Art] Adults 13,000 Won, Youths 12,000 Won, Children and Seniors 11,000 Won [Aqua Planet] Adults 25,000 Won, Youths 23,000 Won, Children and Seniors 21,000 Won 15-minute walk from Exit 4 of Yeouinaru Station (Subway Line 5) 82-2-780-6382 www.63art.co.kr



2 Hangang Cruise 한강유람선

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

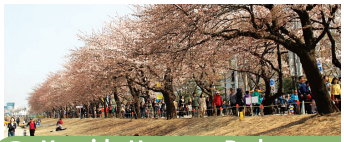
Tour (40-50 mins, depending on the route) Adults/teens 15,000 won, children 10,500 won (price varies with program)
Weekdays 11:30-21:00(Varies with program)
[Yeouido Pier] Exit 3 of Yeouinaru Station (Subway Line 5)
[Jamsil Pier] Exit 7 of Jamsilsaenae Station (Subway Line 2)
82-2-6291-6900 www.elandcruise.com



3 Yeouido Park 여의도공원

Yeouido Park, surrounded by woods in the center of the city is where you can truly relax. Take a walk among the trees, or rent a bike or in-line skates to enjoy a ride through the park. Outdated facilities has been renovated, opening the Seoul Garden Show.

Open all hours 5-minute walk from Exit 2 or 3 of Yeouido (Subway Line 5, 9), Exit 3, 4 of National Assembly Station (Subway Line 9) 82-2-761-4078
parks.seoul.go.kr/yeouido



4 Yeouido Hangang Park 여의도한강공원

Its proximity to Yeouiseo-ro, a road famous for beautiful cherry blossoms, this park attracts various stages and urban festivals. It serves as the venue for Yeouido's Spring Flower Festival in April, and Seoul International Fireworks Festival in October.

4-1. Yeouido Hangang Park Swimming Pool This place is loved by many in summertime due to the fact you can swim while enjoying a great view of the Hangang River in the center of the city.
Adults: 5,000 Won, Teens: 4,000 Won, Children: 3,000 Won
Jul.-Aug. 09:00-19:00 82-2-785-0478

4-2. The National Assembly of the Republic of Korea Built in 1975, this is where National Assembly sessions are held. With 24 granite pillars that represent the 24 seasons of the lunar calendar, the building is covered by a dome roof.
Online Reservation Required, 09:00-18:00(Saturday 09:00-13:00), Closed on Sundays, Holidays, Labor Day(May 1), National Assembly Open Anniversary(May 31) Exit 1, 6 of National Assembly Station (Subway Line 9)
82-2-788-3656, 3664 memorial.assembly.go.kr

Area 06 Gangnam

All the Latest Trends in Seoul

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

Gangnam

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

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

Cheongdam-dong Fashion Area
10-minute walk from Exit 2 or 3 of Apgujeong Rodeo Station (Subway Bundang Line B)

Sinsa-dong Garosu-gil
5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)

Banpo Hangang Park

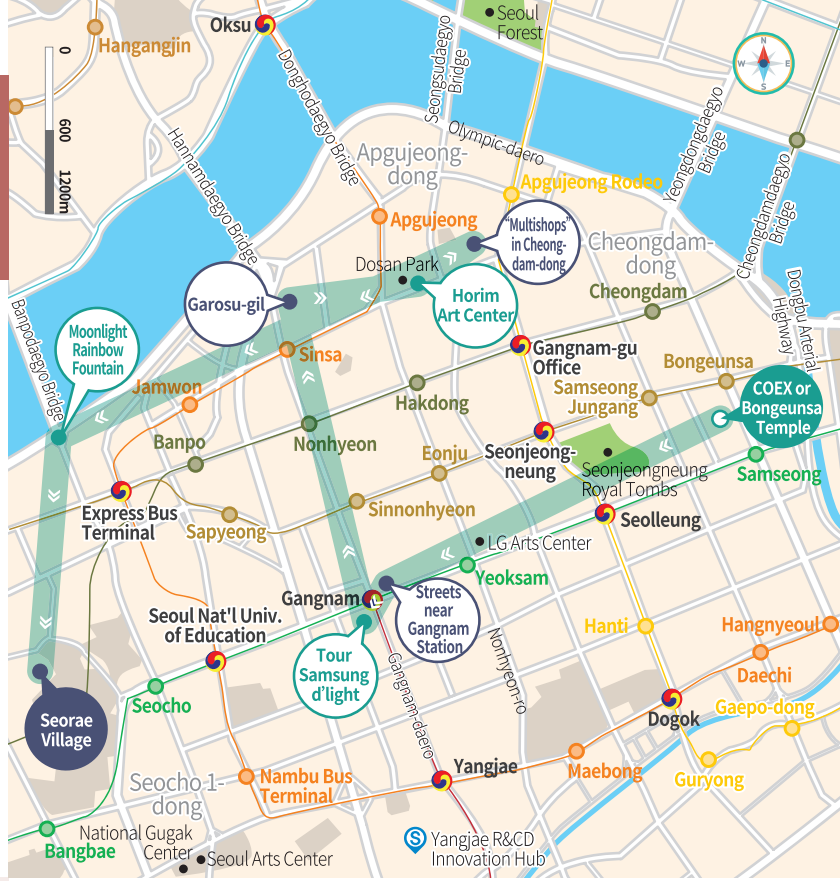
The Banpodaegyo Bridge Moonlight Rainbow Fountain can be viewed from Banpo Hangang Park. This fountain is the centerpiece of the Hangang Renaissance project, and at night you can see an amazing light and water show, with the night lights of Seoul in the backdrop.

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

Seoul Arts Center(SAC)

This first multi-cultural art center in Korea has offered qualified performances and exhibitions across genre – from operas, ballets, orchestral music, and choral music on concert chambers, halls, and theatres, to modern paintings and sculptures of artists from worldwide in Hangaram Art Museum and Seoul Calligraphy Art Museum, etc. Buildings motivated from traditional Korean items such as Gat(hat), Buchae(folding fan) or Seokkarae(rafter) show the 'beauty of Korea', as well as the great scenery of Umyeonsan Mountain nearby.

10-minute walk from Exit 5 of Nambu Bus Terminal(Seoul Arts Center) Station (Subway Line 3), Shuttles available at Bus stop



Bongeunsa Temple This temple was built in 794 CE. It was the largest temple in Seoul during the Joseon Dynasty, and the splendor of the old days still remains. Registered cultural heritages such as Wooden Seated Statue of Three Buddhas in Daeungjeon Hall as well as local cultural properties are found throughout the temple. Experience Buddhist culture in the heart of the city. (75p.)

Cultural Heritage

Seonjeongneung Royal Tombs So-called 'Samneung'(Three royal tombs), as tombs and mausoleums of King Seongjong and his Queen Jeonghyeon, and their son King Jungjong are located in, Seonjeongneung is designated to both national historic site and UNESCO world heritage site. You can take a walk in the center of Seoul, appreciating royal funeral culture of Joseon Dynasty.

Exit 10 of Seolleung Station (Subway Line 2, Bundang Line) / Exit 3 of Seonjeongneung Station (Subway Line 9)

Sinsa-dong Garosu-gil One of the most popular hot spots in the Gangnam district, this is where you will find romantic outdoor cafes, boutique shops run by designers, and the latest trends of Seoul sooner than anywhere else. (71p.)

Highlights

National Gugak Center This is where you can watch first-rate Gugak(traditional Korean music) and dance performances. These include the music for the royal ancestral rites and Cheoyongmu (the Cheoyong Dance), which are registered as Intangible Cultural Heritages by UNESCO. (77p.)

Landmark

COEX This is where the G-20 Summit Conference was held in 2010. COEX is a multipurpose venue that includes a shopping mall with more than 180 stores and an attractive aquarium. Located near the CALT City Airport Terminal, this is also the best place for last-minute shopping before your departure. (75p.)

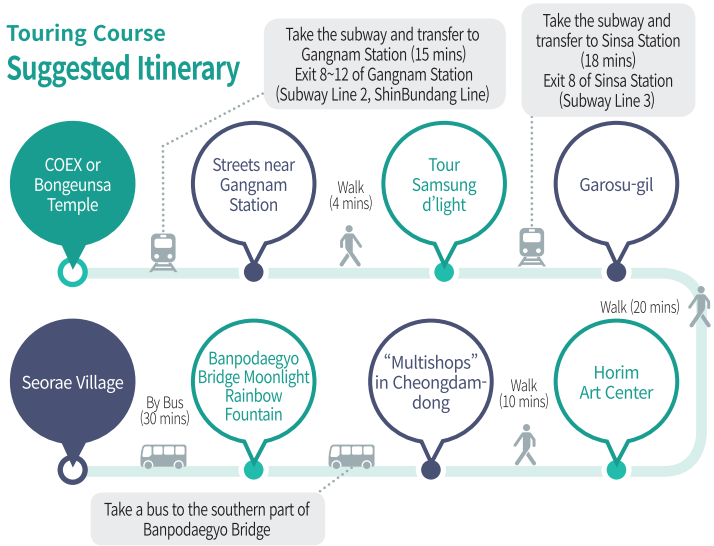
Explore Eateries in Seorae Village Called the "French village" in Seoul, this is a place where you will find many outdoor cafes and restaurants with wonderful atmospheres. This is a good place to enjoy a laid-back brunch during the late morning hours. (77p.)

Food Zone

Banpodaegyo Bridge Moonlight Rainbow Fountain It is listed as the world's longest bridge fountain in the Guinness Book of World Records. Nearly 190 lighted jets create a festival of light and water designed to carry images of hope and positive energy. (77p.)

Photo Zone

Touring Course
Suggested Itinerary



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

06 Gangnam

Apgujeong-dong · Cheongdam-dong 압구정동·청담동

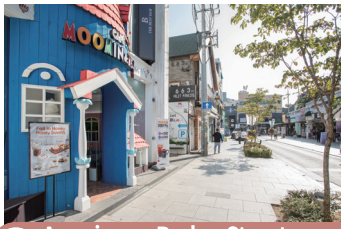
Plan your trip

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

visitseoul

Nearby subway stations I 3 Apgujeong B Apgujeong Rodeo





1 Apgujeong Rodeo Street 압구정 로데오거리

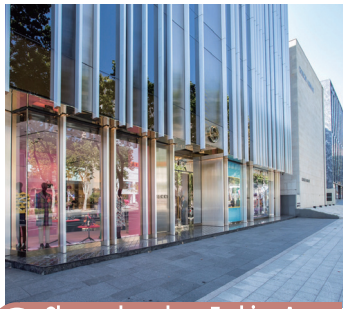
This street is packed with luxury brand stores. From mega shopping malls that sell luxury goods to designer brand outlets, from used luxury goods shops to luxury goods repair shops, anything related to luxury goods can be found in this area, making it the essential shopping destination for trendsetters.

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

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

Weekdays 10:30-20:00, Fridays and Weekends 10:30-20:30 (closed once a month) Connected to Exit 7 of Apgujeong Rodeo Station (Subway Bundang Line) 82-2-3449-4114

dept.galleria.co.kr



2 Cheongdam-dong Fashion Area 청담동 패션지역

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

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



3 Dosan Park 도산공원

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

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



4 K-STAR ROAD K스타로드

Packed with the most famous Korean entertainment companies, this street is a popular attraction for K-pop fans.

Eixt 2, 3 of Apgujeong Rodeo Station (Subway Bundang Line)



5 Horim Art Center 호림아트센터

Horim Art Center, a beautiful museum with an impressive exterior motivated from ceramics and comb-pattern earthenware has become a local landmark. The Sinsadong branch of the Horim Museum in the Art Center displays ancient works of art including cultural heritage assets.

8,000 won, Disctounted Price 5,000 Won for the Teens, Disabled, and Seniors 10:30-18:00 (Closed on Sundays, Jan. 1, Lunar New Year's Day, Chuseok) 15-minute walk from Exit 3 of Apgujeong Station (Subway Line 3), Exit 5 of Apgujeong Rodeo Station (Subway Bundang Line) 82-2-541-3523~5

www.horimmuseum.org

Around Sinsa-dong Garosu-gil 신사동 가로수길 주변

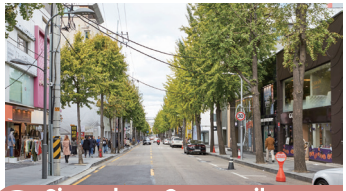
Plan your trip

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

visitseoul

Nearby subway stations | 3 Sinsa





1 Sinsa-dong Garosu-gil 신사동 가로수길

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

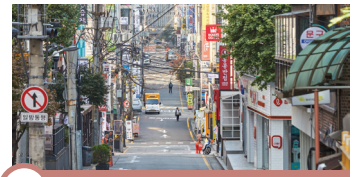
5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)



2 Nonhyeon Furniture Street 논현 가구거리

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

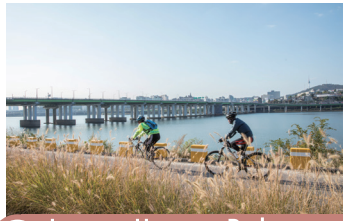
Exit 1, 8 of Nonhyeon Station (Subway Line 7), Exit 5, 6 of Hakdong Station (Subway Line 7)



3 Serosu-gil 세로수길

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

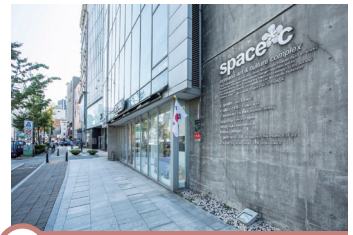
5-minute walk from Exit 8 of Sinsa Station (Subway Line 3)



4 Jamwon Hangang Park 잠원한강공원

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

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



5 space*c 스페이스 씨

A multicultural space established by Coreana Cosmetics Company. There is a museum displaying Korea and Asia's makeup culture, toiletries and makeup materials, and a gallery exhibiting experimental contemporary art. There are many different programs offered like perfume tests, and the space is especially popular amongst women interested in cosmetics.

W Adults 4,000 won, students 3,000 won (may vary with program) Apr-Oct 10:00-19:00, Nov-Mar 10:00-18:00 (closed on Sundays, Jan. 1, Lunar New Year's Day, Chuseok, and and Other Holidays designated by Director General) 10-minute walk from Exit 3 of Apgujeong Station (Subway Line 3)
82-2-547-9177 www.spacec.co.kr

06 Gangnam

Around Gangnam Station 강남역 주변

Plan your trip

* Taste Korean traditional liquor at THE SOOL (Traditional Liquor Gallery).
* Shop for affordably priced clothing and accessories at Gangnam Station Underground Shopping Center.
* Enjoy arts and performances, such as music, plays, and dance at LG Arts Center.

visitseoul

Nearby subway stations | 2 D Gangnam 9 Sinnonhyeon





1 Yeoksam Park 역삼공원

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

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



2 Gangnam Station Underground Shopping Center 강남역 지하쇼핑센터

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

10:00-23:00 (Hours vary by shop), Open all year round
Connected to Gangnam Station (Subway Line 2)
82-2-553-1898



3 Samsung d'light 삼성딜라이트

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

Free 10:00-19:00 (Closed on Sundays, holidays, Labor Day) Korean, English, Chinese, Japanese, Spanish, and French interpretation services are available (advance reservations required) 3-minute walk from Exit 8 of Gangnam Station (Subway Line 2) 82-2-2255-2277



4 LG Arts Center LG아트센터

A multipurpose performance hall featuring world-class special performances. Here you can enjoy high-quality programs in various genres such as drama, dance, classical music, jazz, world music, and more, showcasing rising artists as well as international maestros.

Ticket prices and schedules vary depending on performance
Exit 7 of Yeoksam Station (Subway Line 2)
82-2-2005-0114 www.lgart.com



5 Clubs around Gangnam Station 강남역 주변 클럽

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

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



6 THE SOOL (Traditional Liquor Gallery) 전통주 갤러리

The Traditional Liquor Gallery, operated by the Ministry of Agriculture, Food and Rural Affairs for the development of traditional liquor, displays traditional alcoholic beverages according to monthly themes. You can listen to explanations about and taste various traditional beverages. It also offers a traditional liquor education program for foreigners.

Free Tue-Sun 10:00-20:00 (closed on Mondays); Reservation required for traditional liquor tasting Programs for foreigners: English (Tue, Wed, and Fri, 14:00, 18:00), Japanese (Thu, Sat, and Sun, 13:00, 15:00, and 17:00), and Chinese (Weekends, from time to time) 10-minute walk from Exit 11 of Gangnam Station (Subway Line 2), Exit 5 of Sinnonhyeon Station (Subway Line 9) 82-2-555-2283 http://thesool.com

06 Gangnam

Around Samseong Station 삼성역 주변

Plan your trip

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

visitseoul

Nearby subway stations I 2 Samseong 9 Bongeunsa





1 Seonjeongneung Royal Tombs 선정릉

Seonjeongneung Royal Tombs, 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.

₩ Korean citizens Ages 25-64 1,000 won Foreigners Ages 19-64 1,000 won, ages 7-18 500 won Mar-Oct 06:00-21:00, Nov-Jan 06:30-17:30, Feb 06:00-18:00 (Last entry 1 hour before closing time, closed on Mondays) 5-minute walk from Exit 8 of Seolleung Station (Subway Line 2·Bundang Line) 82-2-568-1291 @ royaltombs.cha.go.kr



2 COEX 코엑스

A venue with exhibition halls, a convention center, and meeting rooms designed for global exhibitions and international conferences. It is a culture-business platform with numerous cultural facilities, including a five-star hotel, casino, the largest underground shopping mall in Asia, museums, and an aquarium.

Connected to Exit 5, 6 of Samseong Station (Subway Line 2)

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

10:30-22:00 (opening hours vary by store)
82-2-6082-2-5300 @ www.coexmall.com

2-2. Gangnam COEX Aquarium Visitors can see diverse aquatic animals and plants in a marine theme park reenacting underwater environment.

₩ Adult: 28,000 won, Teens: 24,000 won, Children: 22,000 won, Seniors, Disabled : 20,000 won Sun-Fri 10:00-20:00, Saturday, Holidays 10:00-21:00 (Open throughout the year)
Connected to Exit 5 of Samseong Station (Subway Line 2), 3-min walk from Exit 7 of Bongeunsa Station (Subway Line 9)
82-2-700-7200 @ www.coexaqua.com



3 Seven Luck Casino 세븐럭 카지노

Located in the heart of Gangnam, Seven Luck Casino is a Korean casino with an oriental atmosphere and state-of-the-art facilities. Equipped with the latest gaming tables and machines, this casino offers visitors a unique gaming experience.

24 hours (Open all year round) 5-min walk from Exit 5 of Samseong Station (Subway Line 2), 3-min walk from Exit 7 of Bongeunsa Station (Subway Line 9) 82-2-3466-6100 @ www.7luck.com



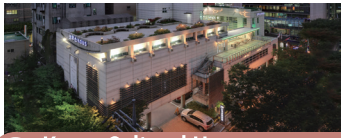
4 Bongeunsa Temple 봉은사

It was the largest temple in Seoul during the Joseon Dynasty, and the splendor of the old days still remains. At this temple, you can experience Buddhist culture in the heart of the city and even participate in a 1-day or 2-day temple stay program.

Exit 1 of Bongeunsa Station (Subway Line 9), 15-minute walk from Exit 6 of Samseong Station (Subway Line 2)
82-2-3218-4800 @ www.bongeunsa.org

4-1. Bongeunsa Temple Stay This is a cultural experience program through which participants can experience the daily lives of monks for one or two days. If you wish, you can participate in Temple Life Program held every Thursday from 14:00.

[Temple Life] Every Thursday 14:00-16:30
[Temple Stay] 2 days, 1 night (Every Saturday and Sunday)



5 Korea Cultural House 한국문화의 집

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

7-minute walk from Exit 4 of Samseong Station (Subway Line 2) 82-2-3011-1788 @ www.kous.or.kr



6 CALT City Airport Terminal 도심공항터미널

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

Korean Air, Asiana Airlines 05:20-18:30, LCC (Low Cost Airline) and foreign airlines 05:10-18:30 ※ Check-in services are only available with 16 airlines: Check with your carrier in advance. Departure Process 05:30-18:30, Limousine Bus: 04:10-09:30 5-minute walk from Exit 5, 6 of Samseong Station (Subway Line 2) 82-2-551-0077 @ www.calt.co.kr

06 Gangnam Seocho 서초

Plan your trip

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

visitseoul

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





1 Banpo Hangang Park 반포한강공원

This park is full of many Hangang River attractions, including Banpodaegyo Bridge Moonlight Rainbow Fountain, Jamsugyo Bridge, and Moonlight Square. Around the Seoraeseom artificial Island, you can enjoy various water sports, such as water skiing and riding motorboats.

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

1-1. Banpodaegyo Bridge Moonlight Rainbow Fountain
From April to October, rainbow jets at either end of the bridge together create a 1,140m-stretch of water illuminated by 200 colored lights for a picturesque view. This spectacular show was listed in the Guinness Book of World Records for the longest bridge fountain.
Apr.-Jun., Sep.-Oct. 12:00-21:00 (5 times on weekdays), Jul.-Aug. 12:00-21:30 (6 times on weekdays) The schedule is subject to change 82-2-3780-0578



2 Seoul Express Bus Terminal 서울고속버스터미널

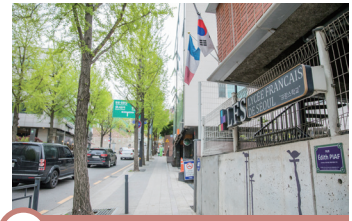
The Express Terminal by nine companies was renamed Seoul Express Bus Terminal in 1979. It still runs Gyeongbu Line and Yeongdong Line, while Honam Line operates at the Central City Terminal, located next to the Seoul Express Bus Terminal. This gateway to travel to 70 cities and towns is commonly called Seoul Express Bus Terminal together with Central City.

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

2-1. Central City This is one of the single-largest buildings in the country and contains a department store, theater, bus terminal, and hotel.
82-2-6282-0114

2-2. NewCore Outlet NewCore is an outlet with 3 buildings and feels like any department store, except for its outlet-like prices, making it very popular with customers.
Mon-Thu 10:30-21:00 / Fri-Sun 10:30-22:00
82-2-530-5000

2-3. Kim's Club A large-scale specialty discount grocery chain, the Kim's Club offers a diverse selection of products, most notably its fresh products imported directly from the world's most famous producers. Unsurprisingly the store is very popular with young couples.
08:00-24:00(Closed on every 2nd and 4th Sunday)
82-2-530-5752



3 Seorae Village 서래마을

As a habitation of about half of the French residents in Korea, Seorae Village has such an exotic environment as if you are in a street of open cafes somewhere in Paris. You can find wine bars, cafes, and restaurants, boasting famous chefs and great atmospheres.

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



4 Seoul Arts Center 예술의 전당

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

Exit 5 of Nambu Bus Terminal Station (Subway Line 3), transfer to local bus 82-2-580-1300 www.sac.or.kr

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

4-2. National Gugak Center This center has been preserving and promoting Korea's traditional music culture through a regular series of performances. You can enjoy the royal ancestral rites, designated by UNESCO as a Masterpiece of the Oral and Intangible Heritage of Humanity, as well as folk music, Geomungo Sanjo (free-style solo), fan dance, and Samulnori.
[Saturday Premium Performance] W A seats 20,000 Won, B seats 10,000 Won (Prices vary depending on performance and seats) 15:00 English-language brochures on performances are available Exit 1 of Bangbae Station (Subway Line 2), Exit 3 of Naebang Station (Subway Line 7), Exit 5 of Nambu Bus Terminal Station (Subway Line 3) transfer to local bus 82-2-580-3300 www.gugak.go.kr

Area 07

Jamsil & Seongsu

A Green Retreat in Seoul That Is Full of Surprises

Jamsil / Songpa / Seongsu

Jamsil Hangang Park

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

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

Mongchontoseong Fortress

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

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

Olympic Park

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

Exit 3 of Olympic Park Station (Subway Line 5)

Seoul Forest

Unusual eco-friendly places to learn more about nature in educational facilities, like insect botanical garden, wildflower garden, and protective forest, etc., in Eco Forest, Experiential Learning Parkm and Marsh Plansts Garden. It is natural habitat for not only butterflies and honey bees in the garden, but also animals like formosan deer and water deer. At Hill of Wind, located in the highest, you can glance down the wide-spread silver grass thriving along the whole riverside.

Exit 3 of Seoul Forest Station(Subway Bundang Line B)



Hanseong Baekje Wangdo-gil Take a walk on the Hanseong Baekje Wangdo-gil, which connects Mongchontoseong and Pungnaptoseong, two historical sites from the early Baekje Period. This is where you will find outstanding cultural heritage from the Baekje Period and also traces of the ancient history of Seoul, which was already the capital city of an ancient kingdom before the birth of Christ. (82p.)

Cultural Heritage

Mongchontoseong Fortress An old earthen fortress is a site from the Baekje Dynasty that you can find within Seoul Olympic Park. A historically significant place, it is more popular today for its walking trail. (p.82)

Highlights

Seokchon Lake Formed on silty ground after riverbed development project, it has such great facilities like jogging circuits and footpaths, and also connected to Lotte World Magic Island, Seoul Norimadang and Seokchon Lake Café Streets. In spring, Cherry Blossom Festival is held here with flowers in full bloom on lakeside.

Exit 2,3 of Jamsil Station (Subway Line 2)

Nine must-see sights in Olympic Park Nine of the best sights for photographs in Olympic Park. Visit all the sights indicated in the tourist information leaflet and take pictures of them all to receive stamps, exchanged as a souvenir. (83p.)

Photo Zone

Lotte World Tower This is a new landmark in Seoul. It is 123 stories and 555m high, the tallest building in Korea, and the fifth-tallest in the world. A lift operating at a speed of 600 m/min will take you to the observatory located at 500m above within one minute. In addition to the view, it offers a variety of facilities such as a movie theater, aquarium, shopping malls, business facilities, studio apartment, and hotels. (81p.)

Landmark

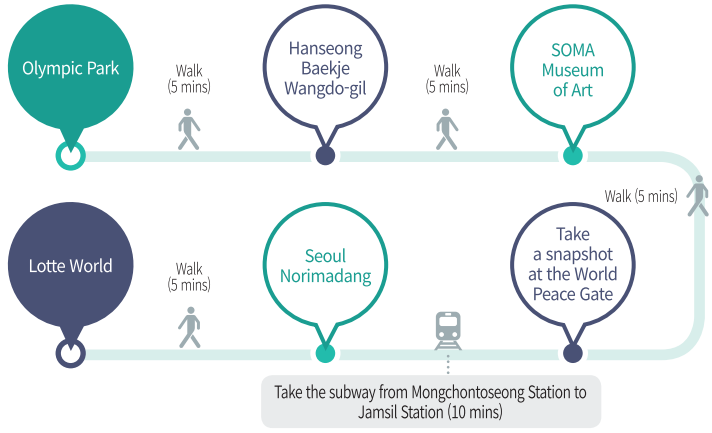
Olympic Park Built to host the Seoul Olympics, the facilities of the park include a water garden that features a music fountain, the historic site Mongchontoseong, SOMA Museum of Art, and over 200 outdoor sculptures. (83p.)

Ttukdo Market Gungmaritteok (Rice Cake for Soup) + Haejang-guk (Hangover Soup) Buy rice cake for a soup at 'Tteongmaeul(Tteok Village)' and then go to Seolleongtang (ox bone soup) shop to enjoy the soup with the rice cake. The rice cake in the soup will lower the temperature of the broth properly and it stretches like cheese, making the soup even more special. (85p.)

Food Zone

Touring Course

Suggested Itinerary



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

07 Jamsil & Seongsu

Jamsil
잠실

Plan your trip

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

visitseoul

Nearby subway stations I 2 9 Sports Complex 2 Jamsilsaenae 2 8 Jamsil





1 Jamsil Hangang Park
잠실한강공원

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

20-minute walk from Exit 6, 7 of Jamsilsaenae Station, Exit 6, 7 of Jamsil Station (Subway Line 2) 82-2-3780-0511



2 Songpanaru Park
송파나루공원(석촌호수)

A lake park representing Songpa-gu in a 2.5 kilometer-circumference, divided into the east and the west lake by Songpa-daero in the middle. The east lake is where the locals can relax and excerise, while the west features Magic Island and Seoul Norimadang.

15-minute walk from Exit 2, 3 of Jamsil Station (Subway Line 2) 82-2-2147-3380

2-1. Songpa Tourist Information Center You can experience chroma key technology, taking a picture with famous sights in the back, and relax enjoying the views of Seokchon Lake.

Located in Songpanaru Park, behind Lotte World Tower and Lotte World Mall Service language: English, Chinese, Japanese

2-2. Seoul Norimadang An outdoor venue in Songpanaru Park that hosts traditional performances.

[Weekend Performances] Apr.-Oct. 15:00 on Sundays

[Folk Holiday Performances] Lunar New Year's Day, 1st Full Moon of the Lunar New Year, and Chuseok, etc.



3 Jamsil Sports Complex
잠실종합운동장

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

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

3-1. Jamsil Baseball Stadium This is Korea's most famous baseball stadium and was opened in 1982. During the professional baseball season (April-September), over 20,000 baseball fans gather here. No games are held on Mondays, or in inclement weather.



4 Lotte World Tower & Lotte World Mall
롯데월드타워&롯데월드몰

At 123 stories tall, Lotte World Tower is the tallest building in the country and the fifth tallest in the world. On top of being a hotel, it has the largest aquarium in downtown Seoul, department stores, movie theaters, and an observation deck of 500 meters above offering a beautiful view of Seoul.

Exit 2, 11 of Jamsil Station (Subway Line 2, 8)
82-2-3213-5000 @ www.lwt.co.kr

4-1. Lotte World Theme park with indoor and outdoor amusement facilities

Weekdays 9:30-22:00, Weekends 9:30-23:00 Connected to Jamsil Station (Subway Line 2·8) 82-1661-2000
@ www.lotteworld.com

4-2. Lotte World Folk Museum The history of Korea is exhibited through actual relics and reproductions.

Adults 5,000 won, Teens 3,000 won, Children 2,000 won
10:00-20:00 82-2-411-4761~5

07 Jamsil & Seongsu

Songpa
송파

Plan your trip

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

visitseoul

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





1 Mongchontoseong Fortress
몽촌토성

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

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

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

Free 09:00-18:00 (closed on Mondays, Jan. 1)
20-minute walk from Exit 1 of Mongchontoseong Station (Subway Line 8) 82-2-2152-5900

1-2. Hanseong Baekje Wangdo-gil This walking trail offers visitors the chance to experience nearly five centuries of the history and culture of Songpa, the ancient capital of the Hanseong Baekje Kingdom. The trail begins from Pungnaptoseong, the principal fortress of the early Hanseong Baekje Period, and passes through Mongchontoseong, an earthen fortress built to defend the kingdom, then to the ancient tombs of Seokchondong. There are three trails and each takes approximately two hours to complete.

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

Free Weekdays 09:00-21:00, Weekends & national holidays Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (Closed on Mondays, Jan. 1, and Certain National Holidays chosen by the Director General (Opens on Holiday Monday)
10-minute walk from Exit 1 of Mongchontoseong Station (Subway Line 8), Exit 2 of Hanseong Baekje Station (Subway Line 9) 82-2-2152-5800



2 Olympic Park
올림픽공원

Walking trails following the Mongchontoseong Fortress, along with more than 200 sculptures donated to commemorate the open of Seoul Olympics in 1988. There are not only museums and galleries nearby, but also popular filming places due to its all year round beautiful sceneries, which attracts many visitors.

Free 05:00-22:00 (Its outside plaza closes at 24:00)
Exit 3 of Olympic Park Station (Subway Line 5)
82-2-410-1114 olympicpark.kspo.or.kr

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

2-2. K-Pop Music Special Exhibition Hall (Olympic Hall)
The gallery is located on the 1st floor of the Olympic Hall, which is a dedicated performance hall for K-pop. You can learn about the history of K-pop.

Free 10:00-19:00 (Closed on Mondays, Jan. 1, Lunar New Year's Day, Chuseok) 82-2-3270-5900 www.k-pop.or.kr



3 SOMA Museum of Art
소마미술관

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

Adults: 3,000 Won, Minors: 2,000 Won, Children: 1,000 Won
10:00-18:00, Last Wednesday of every month 10:00-21:00 (closed on Mondays, Jan 1, Year's Day, Chuseok) Exit 3 of Hanseong Baekje Station (Subway Line 9) 82-2-425-1077
soma.kspo.or.kr

Seongsu
성수

Plan your trip
* Enjoy some leisure in the middle of the city by relaxing at Seoul Forest.
* Shop for custom-made shoes while enjoying some treats at local cafes.
* Take photos in and around the hip and cool Understand Avenue.

Nearby subway stations | 2 Hanyang Univ., Ttukseom, Seongsu 5 Janghanpyeong B Seoul Forest





1 Seoul Forest 서울숲

Formerly the site of Seoul Race Park and various athletic facilities, Seoul Forest is now a park and resting area for the locals. Divided into 5 sections (Cultural and Arts Park, Eco Forest, Experiential Learning Park, Marsh Plants Garden, and Hangang Riverside Park), it is a popular spot for dating and family outings.

5-minute walk from Exit 3 of Seoul Forest Station (Bundang Line) / 10-minute walk from Exit 8 of Ttukseom Station (Subway Line 2) 82-2-460-2905 seoulforest.or.kr



2 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.

Near Seongsu Station, Ttukseom Station (Subway Line 2)



3 Seongsudong Handmade Shoe Street 성수동 수제화 거리

On this street, there are approximately 500 shoes shops offering unique hand-made shoes at affordable prices. Also, there is a museum you can explore to learn about the history of handmade shoes!

Near Exit 1, 3 of Seongsu Station (Subway Line 2)
seongsushoes.or.kr



4 Understand Avenue 언더스탠드 에비뉴

Located near Seoul Forest, Understand Avenue is a cultural space made of 116 colorful container boxes. 7 stands are shared among small companies run by young entrepreneurs, multicultural families, and individuals working for fair trades and other businesses.

Exit 3, 4 of Seoul Forest Station (Bundang Line)
82-2-725-5526 www.understandavenue.com



5 CommonGround 커먼그라운드

Made up of shipping containers, it is a shopping complex with various fashion and lifestyle brand stores. Through its on-going street art projects, it has gone through various transformation and changes over the years.

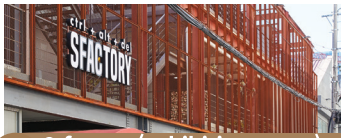
Exit 6 of Konkuk Univ. Station (Subway Line 2 -7)
82-2-467-2747 www.common-ground.co.kr



6 Ttukdo Market 뚝도시장

Open since 1962, Many visitors flock to this traditional market to try out the many delicious eateries featured on various social media channels.

15-minute walk from Exit 3 of Seongsu Station (Subway Line 2) 82-2-464-4426



7 S-factory(exhibition space) 에스팩토리(전시공간)

A complex cultural space that has become a center of emerging cultural arts. S-factory features designer workshops, trendy restaurants, and an open space for exhibitions and events.

5-minute walk from Exit 3 of Seongsu Station (Subway Line 2) www.sfactory.kr



8 The Seouliteum(exhibition space) 더서울라이티움(전시공간)

Located next to Seoul Forest, The Seouliteum, designed by architect Jean Novel and is be the largest public exhibition space in Korea. Various cultural experiences can be enjoyed through exhibitions and concerts here.

11:00-19:00 (Closed on Monday of the 4th week, Lunar New Year's Day, Chuseok Day) Exit 4 of Seoul Forest Station (Subway Bundang Line), Exit 8 of Ttukseom Station (Subway Line 2) 82-2-516-2513 www.seouliteum.com



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Seoul Tourist Map

How to read the index

Coordinates
1 Gyeongbokgung Palace [B2] 39
Tourist attractions
Map no. Page no.

Cultural Heritage

1 Gyeongbokgung Palace [B2] 39
2 Gyeonghuigung Palace [B2] 27
3 Deoksugung Palace [B2] 29
4 Mongchontoseong Fortress [C3] 82
5 Seonjeongneung Royal Tombs [C3] 75
6 Unhyeongung Palace [B2] 43
7 Jongmyo Shrine [B2] 41
8 Changgyeonggung Palace [B2] 45
9 Changdeokgung Palace [B2] 45
10 Seoul City Wall (Hanyangdoseong) [B1] 51

Landmarks

11 63 Square [B3] 64
12 Gwanghwamun Square [B2] 39
13 Namsan Seoul Tower [B2] 33
14 Dongdaemun Design Plaza (DDP) [B2] 49
15 Lotte World [C3] 81
16 Oil Tank Culture Park [A2] 59
17 Banpodaegyo Bridge Moonlight Rainbow Fountain [B3] 77
18 Bosingak Belfry [B2] 43
19 Seoul Plaza [B2] 29
20 Seoullo 7017 [B2] 34
21 Seoul City Hall [B2] 29
22 Sungnyemun Gate [B2] 33
23 Cheonggye Plaza [B2] 38
24 Cheonggyecheon Stream [B2] 41
25 Heunginjimun Gate [B2] 49

Experience Traditional Culture

26 Namsangol Hanok Village [B2] 31
27 Bongeunsa Temple [C3] 75
28 Bukchon Hanok Village [B2] 45
29 Samcheonggak [B1] 45
30 Jogyesa Temple [B2] 43
31 Korea Cultural House [C3] 75
32 Korea House [B2] 31

Shopping

33 Gangnam Station Underground Shopping Center [B3] 73
34 Galleria Department Store [B2] 68
35 Gwangjang Market [B2] 49
36 Nakwon Musical Instrument Arcade [B2] 41
37 Namdaemun Market [B2] 33
38 Noon Square [B2] 31
39 Dongdaemun Shopping Complex [B2] 49
40 Doota [B2] 49
41 Ttukdo Market [C2] 85
42 Lotte Duty Free Shop & Lotte Department Store [B2] 31
43 Lotte World Tower & Lotte World Mall [C3] 81
44 Lotte Fitin [B2] 49
45 Mangwon Market [A2] 59
46 Myeong-dong [B2] 31
47 Migliore [B2] 49
48 Sangsaeng Sanghoe [B2] 43
49 Serosu-gil [B3] 71
50 Central City [B3] 77
51 Sungnyemun Imported Goods Market [B2] 33
52 Sinsa-dong Garosu-gil [B3] 71
53 Shinsegae Department Store & Shinsegae Duty Free [B2] 31
54 Ssamzigil [B2] 43
55 Apgujeong Rodeo Street [C2] 68
56 M Plaza [B2] 31
57 Ewha Womans University 'Street You Want to Visit' [B2] 57
58 Itaewon Street [B2] 63
59 Cheongdam-dong Fashion Area [C2] 68
60 Starfield COEX Mall [C3] 75
61 Pyeonghwa Market [B2] 49
62 Hyundai City Outlets Dongdaemun branch [B2] 49
63 Hongdae Free Market [A2] 55

Museums and Galleries

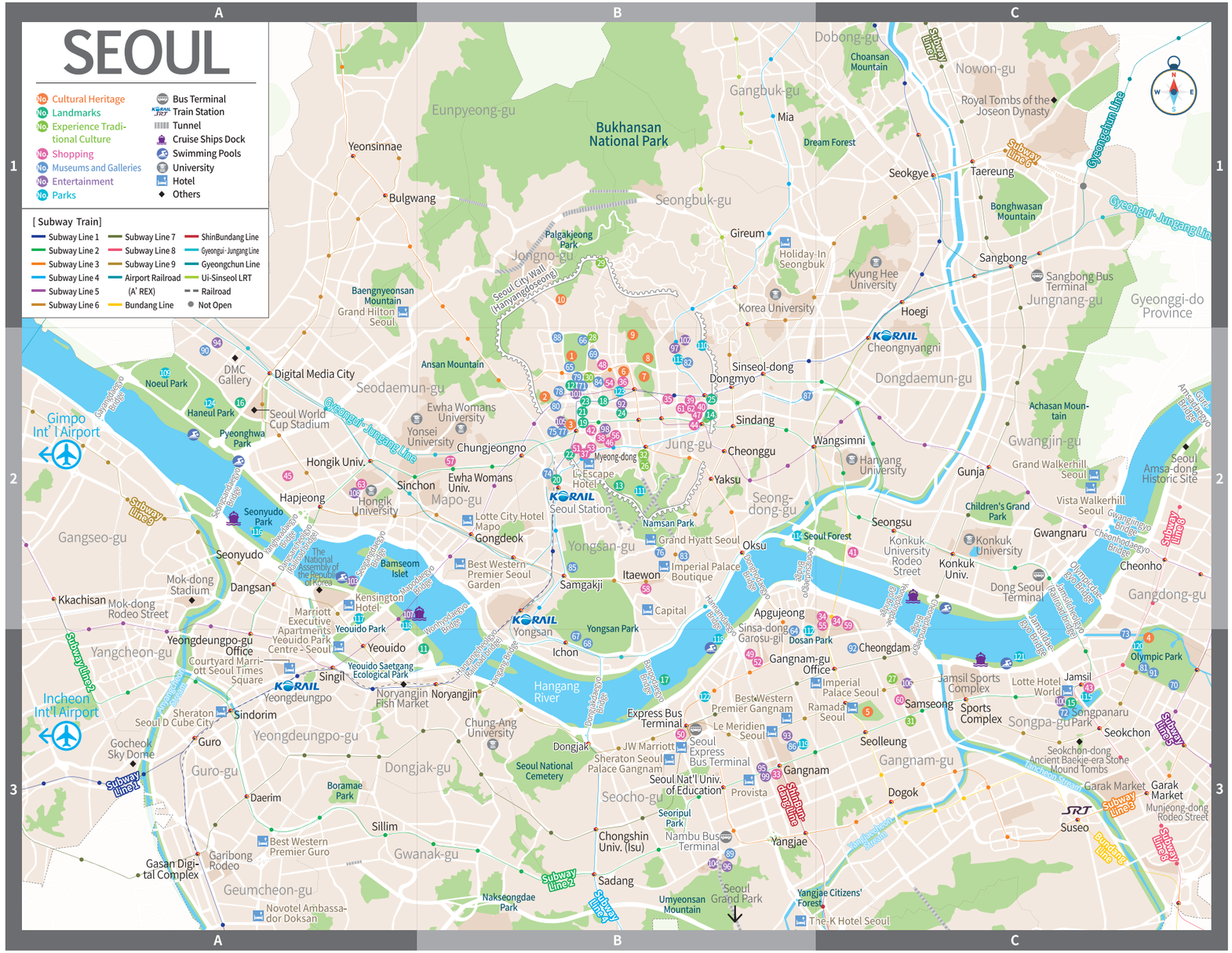
64 space*c [B3] 71
65 National Palace Museum of Korea [B2] 39
66 National Folk Museum of Korea [B2] 39
67 National Museum of Korea [B3] 62
68 National Hangeul Museum [B3] 62
69 National Museum of Modern and Contemporary Art, Seoul [B2] 45
70 K-Pop Music Special Exhibition Hall (Olympic Hall) [C3] 83
71 National Museum of Korean Contemporary History [B2] 39
72 Lotte World Folk Museum [C3] 81
73 Mongchon Museum of History [C3] 82
74 Culture Station Seoul 284 [B2] 33
75 Appenzeller Noble Memorial Museum [B2] 28
76 Leeum, Samsung Museum of Art [B2] 63
77 Seoul Museum of Art [B2] 29
78 Seoul Museum of History [B2] 29
79 The Story of King Sejong·The Story of Admiral Yi Sunsin [B2] 39
80 Sehwa Museum [B2] 27
81 SOMA Museum of Art [C3] 83
82 Lock Museum [B2] 51
83 Yongsan Crafts Museum [B2] 63
84 Gana Insa Art Center [B2] 43
85 The War Memorial of Korea [B2] 62
86 THE SOOL (Traditional Liquor Gallery) [C3] 73
87 Cheonggyecheon Museum [B2] 41
88 Cheong Wa Dae Sarangchae [B2] 39
89 Hangaram Art Museum [B3] 77
90 Korean Film Museum [A2] 59
91 Seoul Baekje Museum [C3] 82
92 Horim Art Center [B3] 69

Entertainment

93 LG Arts Center [B3] 73
94 MBC World [A2] 59
95 Clubs Around Gangnam Station [B3] 73
96 National Gugak Center [B3] 77
97 Daehangno [B2] 51
98 Myeongdong Theater [B2] 31
99 Samsung d' light [B3] 73
100 Seoul Norimadang [C3] 80
101 Sejong Center for the Performing Arts [B2] 39
102 ARKO Arts Theater [B2] 51
103 Yeouido Hangang Swimming Pool [A2] 65
104 Seoul Arts Center [B3] 77
105 Jeongdong Theater [B2] 29
106 Gangnam COEX Aquarium [C3] 75
107 Hangang Cruise [A2] 64
108 Hongdae Clubs [A2] 55

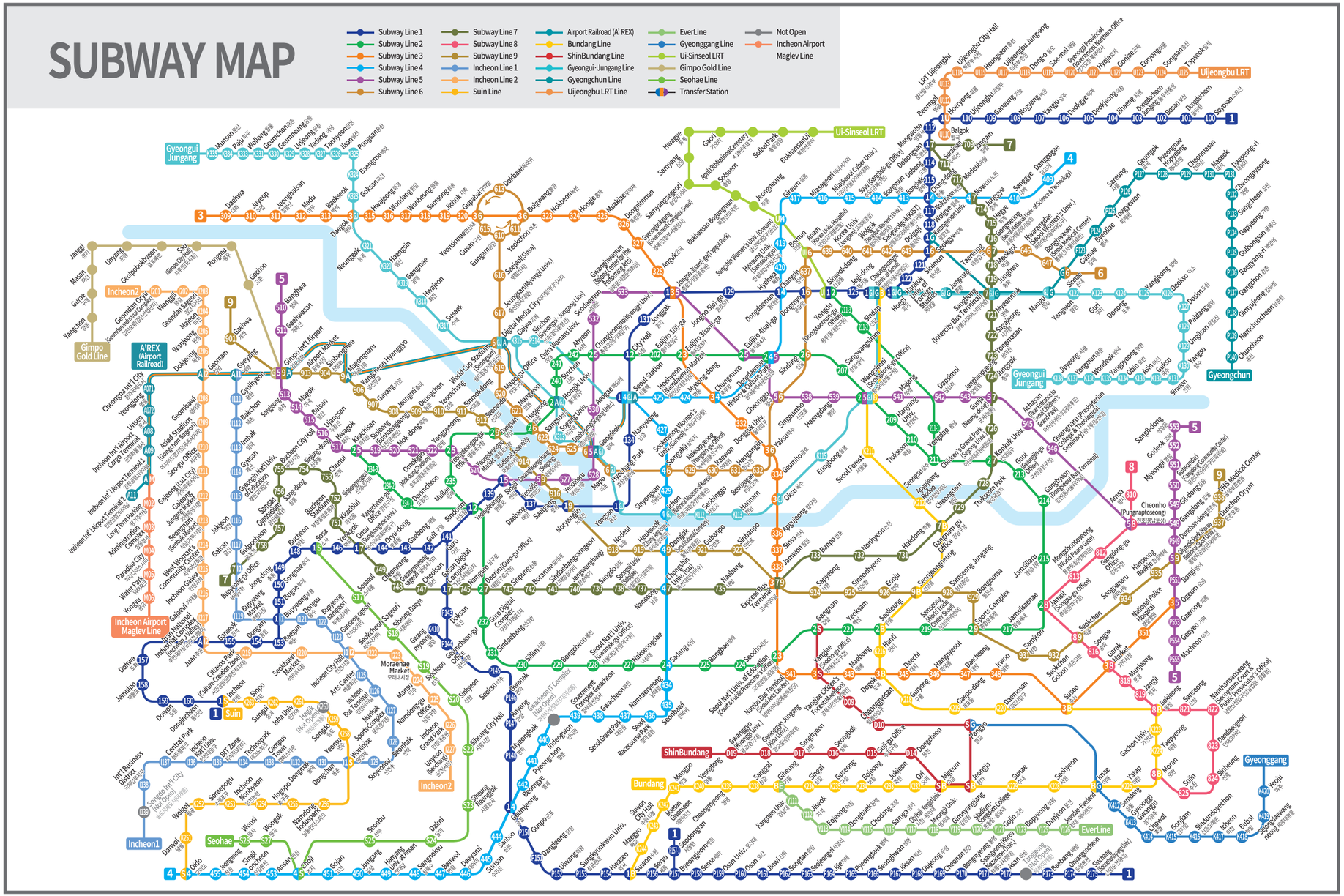
Parks

109 Noeul Park [A2] 59
110 Naksan Park [B2] 51
111 Namsan Park [B2] 33
112 Dosan Park [B2] 69
113 Marronnier Park [B2] 51
114 Seoul Forest [B2] 85
115 Songpanaru Park [C3] 80
116 Seonyudo Park [A2] 55
117 Yeouido Park [A2] 65
118 Yeouido Hangang Park [A2] 65
119 Yeoksam Park [B3] 73
120 Olympic Park [C3] 83
121 Jamsil Hangang Park [C3] 80
122 Jamwon Hangang Park [B3] 71
123 Tapgol Park [B2] 41
124 Haneul Park [A2] 59



SUBWAY MAP

Subway Line 1
Subway Line 2
Subway Line 3
Subway Line 4
Subway Line 5
Subway Line 6
Subway Line 7
Subway Line 8
Subway Line 9
Incheon Line 1
Incheon Line 2
Suin Line
Airport Railroad (A' REX)
Bundang Line
ShinBundang Line
Gyeongui · Jungang Line
Gyeongchun Line
Uijeongbu LRT Line
EverLine
Gyeonggang Line
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