



PLUS SEŌUL

# DISCOVER BLEISURE *Charms of Seoul*

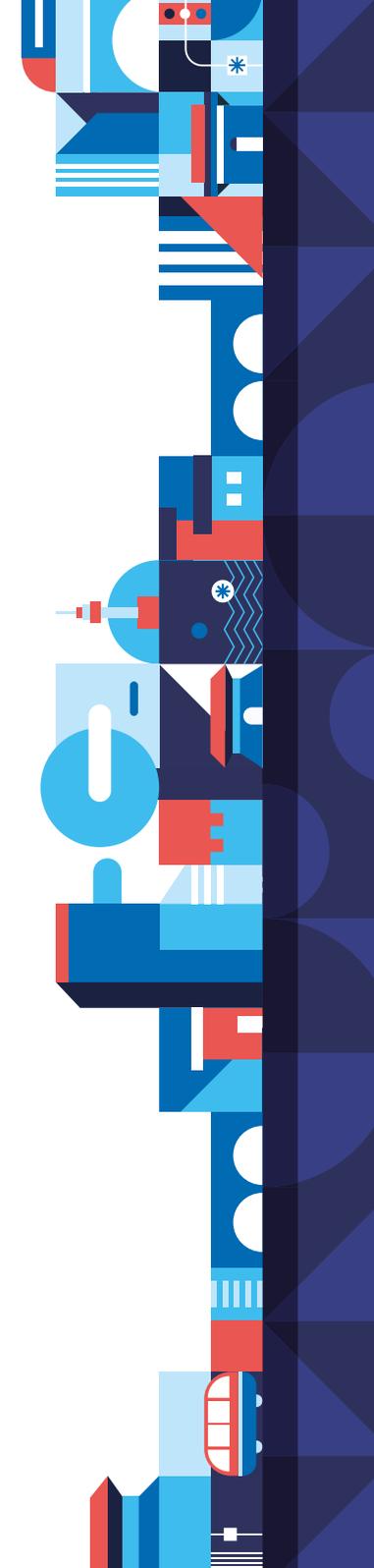
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Planning · production Seoul Tourism Organization



THEME 01

# A Checklist of Must-visit Spots in Seoul

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## 01

Exploring the Joseon Dynasty

## The Five Grand Palaces of Seoul



A must-visit for any traveler seeking a glimpse into the history of the Joseon Dynasty, which preceded today's Republic of Korea. Wearing some *hanbok* (traditional Korean clothing) rented from one of the many stores around the palaces will grant you free entry to all five palace locations and add immeasurably to the memorable photos you take at and around Seoul's most historic sites.

## Gyeongbokgung Palace

Gyeongbokgung Palace, built in 1395, served as the main Joseon royal palace for most of the dynasty's history. The largest and most magnificent of all the Five Grand Palaces in Seoul, Gyeongbokgung Palace displays traditional Korean architecture and landscaping as well as the royal culture of the dynasty. The palace is also home to the National Palace Museum of Korea and the National Folk Museum, both of which showcase historic artifacts used in daily life during those times.

- 📍 161 Sajik-ro, Jongno-gu, Seoul  
(Gyeongbokgung Station, Exit 5)
- 🌐 [www.royalpalace.go.kr](http://www.royalpalace.go.kr)
- ☎ +82-2-3700-3900

## Gyeonghuigung Palace

Gyeonghuigung Palace was used as the main royal seat by ten kings of the Joseon Dynasty after its construction in 1617. At the height of its glory, the palace was a large complex with over 100 buildings. During the Japanese colonial period, the palace was ruined and only a third of the original buildings remain, including Heunghwamun, the main gate, and Hwanghakjeong, the pavilion in the back garden. Visitors interested in history and culture will also enjoy the Seoul Museum of History on the palace grounds.

- 📍 55 Saemunan-ro, Jongno-gu, Seoul  
(Gwanghwamun Station, Exit 7)
- ☎ +82-2-724-0274

## Changgyeonggung Palace

Changgyeonggung Palace was built by King Seongjong, the 9th king of Joseon, as the royal residence for three queens. The only east-facing palace from the Joseon Dynasty, Changgyeonggung Palace is architecturally beautiful. During Japanese occupation, the palace was converted into an amusement park with a zoo and a botanical garden, but became a palace once again after undergoing a series of restorations in the 1980s.

- 📍 185 Changgyeonggung-ro,  
Jongno-gu, Seoul  
(Hyeхва Station, Exit 4)
- 🌐 [cgg.cha.go.kr](http://cgg.cha.go.kr)
- ☎ +82-2-762-4868

## Changdeokgung Palace

Changdeokgung Palace, designated as a UNESCO World Heritage Site, is praised as the most beautiful of the Five Grand Palaces from the Joseon Dynasty. With its unique architectural style and garden designs, visitors can feel the essence of Joseon's royal gardens, particularly in Huwon, or "Secret Garden," where the pavilions blend in with the trees, ponds, flower beds, and other aspects of the natural surroundings.

- 📍 99 Yulgok-ro, Jongno-gu, Seoul  
(Anguk Station, Exit 3)
- 🌐 [www.cdg.go.kr](http://www.cdg.go.kr)
- ☎ +82-2-3668-2300

## Deoksugung Palace

Deoksugung Palace, the smallest of the Five Grand Palaces, was originally built to be a royal residence for the relatives and queens of Joseon kings. Deoksugung earned its status as an official royal palace during the Gwanghaegun era after its temporary use as a royal seat by King Seonjo when Gyeongbokguk, the main palace, was destroyed by fire during the Imjin War. Deoksugung features a blend of traditional Korean wooden and Western-style architecture. Don't miss the picturesque Deoksugung Stonewall Walkway that runs next to the palace.

- 📍 99 Sejong-daero, Jung-gu, Seoul  
(City Hall Station, Exit 2)
- 🌐 [www.deoksugung.go.kr](http://www.deoksugung.go.kr)
- ☎ +82-2-771-9951

02

A vantage point from which to enjoy Seoul's four seasons

## N Seoul Tower

- 📍 103 Namsan Park-gil, Yongsan-gu, Seoul (Chungmuro Station, Exit 2)
- 🌐 [www.seoultower.co.kr](http://www.seoultower.co.kr)



Rising a further 236.7 m from the top of Namsan Mountain (which itself is 262 m above sea level), N Seoul Tower is one of the city's most famous landmarks and beloved cultural attractions. Offering 360-degree panoramic views of the metropolis from its observatory, the tower has been used as a filming location for many Korean TV shows and dramas, increasing its popularity and recognition among international visitors. The tower houses a cafe, a restaurant, a VR (virtual reality) experience hall, exhibition halls and an observatory. Of these, visitors to Korea seem to enjoy the digital observatory and the Hanbok Culture Experience Hall, where you can try on *hanbok* the most. The tower also attracts courting couples and visitors to "Locks of Love" - thousands of padlocks attached to the fence by those in love, with their names written on them, as symbols of their "everlasting love". For access, get off at Chungmuro Station or Donguk University Station and take a shuttle bus to the tower. For those arriving at Myeongdong Station, a cable car can be used to get to the tower. Whether you visit in spring, summer, autumn, or winter, day or night, each visit will reveal new charming aspects of Korea's largest city.

03

A village of traditional Korean beauty

## Bukchon Hanok Village

- 📍 37 Gyedong-gil, Jongno-gu, Seoul (Anguk Station, Exit 2)
- 🌐 [hanok.seoul.go.kr](http://hanok.seoul.go.kr)



*Hanok* is a unique Korean-style house with *maru* (a wide wooden floor area for cooling) and *ondol* (an underfloor heating system). In the heart of downtown, surrounded by high-rises, Bukchon Hanok Village has survived more than six hundred years. The name "Bukchon," which literally translates as "northern village", came about as the neighborhood lies north of Cheonggyecheon Stream and Jongno. Bukchon Hanok Village was a residential neighborhood for many in the ruling class, royal family members and elected officials and currently houses nine hundred *hanok* including many luxurious examples. A walk through the village alleyways will awaken your senses to the traditional beauty of this unique architectural style. Although the village is an actual neighborhood where people still live, many of the hanok homes operate as cultural centers for visitors to experience a variety of cultural programs such as making flower tea, playing *gayageum*, a traditional Korean string instrument, and *muninхва* (Korean portrait painting) classes. Guided walking tours are also available. Be sure to check out the Seoul Hanok website prior to your visit.

04

Picnic among the cherry blossoms and fireworks

## Yeouido Hangang Park

- 📍 330 Yeouidong-ro, Yeongdeungpo-gu, Seoul (Yeouinaru Station, Exit 2)
- ☎ +82-2-3780-0561 ~ 5



Home to the National Assembly, financial institutions, and broadcasting stations, Yeouido is the center of Korean politics, media, banking and finance. Yeouido Hangang Park, situated in the heart of Yeouido Island, stretches 8.4 km from the center of the Hangang Railway Bridge to the sloping ground of Saetgang behind the National Assembly. On a sunny day, the park attracts many visitors and locals for a picnic or a walk on the lawn. In April or October, don't miss the opportunity to visit the park. The Spring Flower Festival takes place in April when the main road is adorned with cherry blossoms, while the Seoul International Fireworks Festival is in October, when the autumn night sky explodes with colorful fireworks. These two events are the most popular of all festivals held in Seoul. There is also a dock for the Hangang Eland Cruise, which brings you on a river cruise down the Hangang River – yet another unforgettable memory in Seoul.

05

Heaven for shoppers and foodies

## Myeong-dong

- 📍 Myeongdong 8-gil, Jung-gu, Seoul (Myeongdong Station, Exit 6)



Myeong-dong is a traditional shopping "mecca" patronized by fashionistas since the 1980s. Myeong-dong offers a wide selection of department stores, along with luxury brand stores, global SPA brands, and local brand shops - all making it the go-to place for all kinds of things. Popular items include proven-effective Korean cosmetics, Korean groceries, and cheap fashion goods and accessories sold from street stalls. The area is also a street food paradise for foodies as the pedestrian-friendly streets are lined with rows of stalls selling exotic food of various ingredients and from a vast range of recipes. Try out some of the popular offerings, sure to satisfy your eyes as well as your hunger. If you have enough time, visit the 120-year-old Myeongdong Cathedral and take in the collection of *hanok* from the Joseon Dynasty at Namsangol Hanok Village.

06

Alleyways brimming with traditional Korean culture

## Insa-dong

- 📍 Inсадong-gil, Jongno-gu, Seoul (Jonggak Station, Exit 3)
- 🌐 [www.insainfo.or.kr](http://www.insainfo.or.kr)
- ☎ +82-2-734-0222



For more traditional item shopping, come see Insa-dong Street. Near Tapgol Park in Jongno, Insa-dong is a neighborhood chock-full of artisan craft stores, antique shops, and traditional eateries. Get an eyeful of traditional Korean art at some of the many galleries, or discover strange, yet inspiring items such as *munbangsau* (brush, solid ink, traditional paper, and ink stone), the four essential literary tools used by Confucian scholars (*seonbi*) during the Joseon Dynasty, and *bojagi*, a traditional Korean wrapping cloth, often made in a patchwork style. A spoon and chopstick set in a beautiful case, a jewelry box decorated in traditional patterns, modernized or traditional hanbok – each of these things make for excellent souvenirs or gifts. If you get tired from walking, relax at a nearby traditional tea house for a taste treat of omija, ginseng, jujube and other traditional teas.

07

Open public spaces for Seoulites

## Gwanghwamun Square & Seoul Plaza

### Gwanghwamun Square

- 📍 172 Sejong-daero, Jongno-gu, Seoul (Gwanghwamun Station, Exits 1, 2, and 8)
- 🌐 [gwanghwamun.seoul.go.kr](http://gwanghwamun.seoul.go.kr)

### Seoul Plaza

- 📍 12 Eulji-ro, Jung-gu, Seoul (City Hall Station, Exit 5)
- 🌐 [plaza.seoul.go.kr](http://plaza.seoul.go.kr)



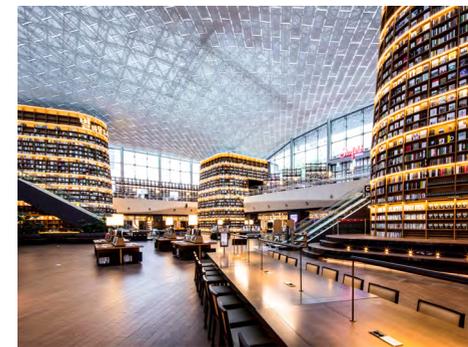
“Squares” are as much a part of daily life as they have been part of key historic moments shaping the past and present for both Seoul and Korea, with Gwanghwamun Square and Seoul Plaza the most representative and popular of them all. Gwanghwamun Square stretches out in a straight line from Gwanghwamun Gate, once the main gate of Gyeongbokgung Palace, all the way to City Hall, passing over Cheonggyecheon Stream. At its center stands statues of King Sejong the Great and Admiral Yi Sunshin, heroes most admired by Koreans. Gwanghwamun Square is also the site where candlelight protests have been held and serves as a stage for a variety of festivals. Underground, in an area named Haechi Madang, can be found Arisu drinking fountains, an information center, souvenir shops, and a cultural gallery. Seoul Plaza is an oval-shaped wide lawn in front of City Hall, which sees concerts, festivals and commemorative events take place year-round. During the 2002 Korea-Japan World Cup, tens of thousands of fans packed the plaza to cheer on the national team, filling it with red uniforms and turning it into “street cheering central.” In winter, an ice skating rink is created on the plaza while in summer, children can enjoy an outdoor swimming pool.

08

Asia's largest cultural complex

## Starfield COEX Mall

- 📍 524 Bongeunsa-ro, Gangnam-gu, Seoul (Samsung Station, Exits 5 and 6)
- 🌐 [www.starfield.co.kr](http://www.starfield.co.kr)
- ☎ +82-2-6002-5300



Travelers arriving in Korea for a conference or on business are mostly likely to visit COEX due to the number of fairs, international conferences, and exhibitions held there year-round. If you've got a couple of hours of free time after work and you're nearby, go to Starfield COEX Mall, the largest underground shopping mall and cultural complex in Asia. Starfield COEX Mall accommodates a multi-screen movie theater, an aquarium, a bookstore, a department store, cafés, and restaurants as well as a variety of brand stores. Even a full day will not be enough to explore the gigantic mall in its entirety. The most popular attraction and photo spot is Starfield Library. This one-of-a-kind library will leave you in awe as it features two-story bookshelves 13 meters high and is designed in a graceful curve with over 70,000 books on display, stacked all the way to the ceiling. Tables and chairs are located at different places, making it easy to sit down to read or work on a laptop.

THEME 02

# Discover treasures in local alleyways

- 01 Euljiro a.k.a. "Hipjiro"
- 02 Seongsu-dong Cafe Street
- 03 Samcheong-dong Artist Street
- 04 Sinsa-dong Garosu-gil
- 05 Haebangchon Gyeongnidan-gil
- 06 Ikseon-dong Hanok Street
- 07 Yeonnam-dong Gyeongui Line Forest Park
- 08 Gangnam-gu K-Star Road

01

Alleys in Seoul that are Instagram hits

**Euljiro a.k.a. "Hipjiro"**

©Korea Tourism Organization &amp; Hoyun Jung (@Fanta)

📍 Euljiro 3-ga Station

Euljiro is where old hardware stores, tool shops, and print shops blend effortlessly with trendy cafes and pubs, and the area has recently been gaining popularity among millennials as an "Instagramable" place in Korea. The neighborhood is often dubbed "Hipjiro", which of course is a combination of "hip" and "Euljiro". Search for "Hipjiro" on Instagram for hidden gems in Euljiro, from a bar that serves specific cocktails for the birth years of its customers, a cafe offering a variety of cups to choose from and a wine bar unmarked by any sign outside. For something more traditionally unique for the area, check out Golbangi Alley or Nogari Alley, both of which are crowded every night during the week with people who work in the offices nearby. Try the spicy and tangy *golbangi-muchim* (moon snail salad) served with vermicelli noodles and *nogari* (dried and grilled young pollack), the all-time popular snacks with alcohol for those in their 40s and 50s in Korea.

02

A world of coffee

**Seongsu-dong Cafe Street**

📍 around Seongsu-dong 2-ga, Seongdong-gu, Seoul  
(Seongsu Station, Exit 3)

Near Exits 3 and 4 of Seongsu Subway Station is Seongsu-dong Cafe Street, lined with cafes and galleries converted from abandoned factories and warehouse buildings. The trendy, atmospheric cafes here have mesmerized the 2030 generation for their unique props and colorful, photogenic drinks and desserts. Join up on a "cafe tour" with other young people to spend the entire day cafe-hopping and posting photos of different drinks on social media. Be sure to confirm the opening hours beforehand because many shops on the street close early.

03

Immerse yourself in Korean beauty

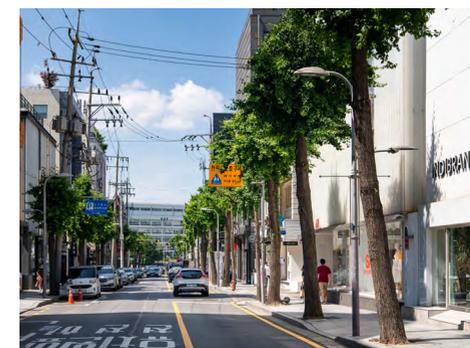
**Samcheong-dong Artist Street**

📍 around Samcheong-dong, Jongno-gu, Seoul  
(Anguk Station)

Leading northeast to Gyeongbokgung Palace and Bugaksan Mountain, Samcheong-dong Artist Street is lined with galleries, artistic shops, and restaurants in a neighborhood once dedicated to artists' handicraft shops. For about 1 1/2 km, from the National Museum of Modern and Contemporary Art, Seoul to Samcheong Park, enjoy a leisurely stroll through the beauty of Korean art in a unique landscape of *hanok* (traditional Korean housing) that blends neatly with modern buildings. You might also want to visit the exhibitions of emerging Korean artists at Gallery Hyundai, Kumho Museum of Art, and Hakgojae Gallery, or make handicraft souvenirs at one of the artist-run handicraft shops.

04

Catch a glimpse of the latest trends in Seoul

**Sinsa-dong Garosu-gil**

📍 Sinsa-dong, Gangnam-gu, Seoul (Sinsa Station)

Extending from Hyundai High School to the Hangang River, Garosu-gil in Sinsa-dong is adorned with 160 ginkgo trees, as suggested by its name, "Garosu-gil", which means "tree-lined street". Garosu-gil is particularly dazzling in autumn when the ginkgo tree leaves turn a luminous gold-yellow and fall to the ground. Catch a glimpse of the latest trends while shopping at designer boutiques and flagship stores of global clothing brands. The alleys on either side of Garosu-gil are collectively called "Serosu-gil", and are lined with brunch cafes and stylish restaurants suitable for business meetings.

05

Cultural diversity and an exotic atmosphere

## Haebangchon Gyeongnidan-gil



📍 Itaewon-dong, Yongsan-gu, Seoul  
(Noksapyeong Station, Exit 2)

Stretching from the Armed Forces Financial Management Corps building to the Grand Hyatt Seoul, Gyeongnidan-gil was formerly a residential neighborhood for international visitors to Korea, including members of the US military, based nearby. Later, restaurants and pubs crowded along the street, turning the area into a bustling hot spot. The street is lined with craft beer pubs and international restaurants, lending the area an exotic feel. In contrast to adjacent Itaewon, the shops are less crowded and have a simpler atmosphere. Independent publishing and handicraft stores can be found in Haebangchon or Liberation Village towards Boseong Girls' High School across from Gyeongnidan-gil. Sitting on the slopes of Namsan Mountain, Haebangchon is the perfect place to enjoy the sunset, adding to the area's appeal from its new popularity as the location for "Itaewon Class," a recently-aired popular Korean drama.

06

Blending past and present

## Ikseon-dong Hanok Street



📍 Jongno 3-ga Station, Exit 4

Located in Jongno-gu, the heart of Seoul, Ikseon-dong is the oldest *hanok* (traditional Korean housing) village in Seoul with high concentrations of these beautiful buildings. After the area was excluded from an urban redevelopment project in 2014, young entrepreneurs moved in and renovated century-old *hanok* into stores, pubs, cafes, and restaurants. With alleys too narrow for cars to pass through, the walkways wind like a maze, making for great fun as you stroll around and discover hidden gems. Featuring impressive, time-honored *hanok* enclosed by high rise buildings, Ikseon-dong Hanok Street will please any generation, from young people curious about "retro" styles to older people feeling nostalgic about the past.

07

An abandoned railroad track, transformed

## Yeonnam-dong Gyeongui Line Forest Park



📍 around Yeonnam-dong, Mapo-gu, Seoul  
(Hongik University Station, Exit 3)

The Gyeongui Line Forest Park stretches for 6.3 km from Hyochang-dong in Yongsan-gu to Yeonnam-dong in Mapo-gu. Created by the Seoul Metropolitan Government, the park is a closed railroad track-turned urban respite. The Yeonnam-dong area, in which the longest section of the trail lies, features cafes, restaurants, clothing stores, and select boutique shops along the greenery that crosses the city center. Locals often refer to this area as "Yeon-tral Park," comparing it to New York's Central Park. Exhausted from a hectic day at work? Why not take a walk in "Yeon-tral Park" and find some peace of mind and physical refreshment? Keep walking toward Hongik University Station's Exit 6, and you will discover a pleasant bonus "Gyeongui Line Book Street," which often hosts a variety of cultural events such as book curations and conversations with authors.

08

K-Culture - capturing the world

## K-Star ROAD, Gangnam-gu



📍 394 Apgujeong-dong, Gangnam-gu, Seoul  
(Apgujeong Rodeo Station, Exit 2)

Find Korean popular culture exciting? Interested in doing business in a related area? Then come see "K-Star Road" in Apgujeong-dong, Gangnam-gu. Referring to the 1 km section from Apgujeong Rodeo Station's Exit 2 to Cheongdam Intersection, K-Star Road is a cultural street designed to promote *Hallyu* (the "Korean wave") and attract its fans. On the road, you can see "Gangnamdol", art toys, symbolizing K-pop groups such as EXO, BTS, and Girls' Generation. A portmanteau combining "Gangnam", referring to the predominant district for *Hallyu*, and "idol," it is not uncommon to see fans from around the world taking a photo in front of their favorite group's Gangnamdol. K-Star Road is home to Korea's leading entertainment companies and many of nearby restaurants are patronized by popular *Hallyu* stars. If you're lucky enough, you just may run into one of your favorites here.

THEME 03

# Picture Perfect Seoul

- 01 **Seoulism**
- 02 **One Tree Hill in Olympic Park**
- 03 **Yongma Land**
- 04 **Eunpyeong Hanok Village & Namsangol Hanok Village**
- 05 **Seoul Botanical Park**
- 06 **Noksapyeong Bridge**
- 07 **COMMON GROUND**
- 08 **I · SEOUL · U**

01

A rooftop cafe with a stunning view

**Seoulism**

- 📍 6th fl. Yes Building, 435 Baekjegobun-ro, Songpa-gu, Seoul (Songpanaru Station, Exit 1)
- ☎ +82-2-412-0812



Seoulism, known for its stunning rooftop view, is nestled at the beginning of Songnidang-gil, a trendy street stretching from Songpanaru Station to Seokchon Lake. Sitting on the top floor of a six-story building, Seoulism offers a panoramic view of the city, with the landmark Lotte World Tower standing taller than the rest. Atop the center edge of the roof top sits a sign that simply reads "SEOUL", providing a perfect photo opportunity to memorialize your visit. A picture taken here at sunset, with the sign bathed in red light, will forever capture the brilliance and sophistication of this grand city. Seoulism's signature drink, a salted caramel cream latte, is also a must-try!

02

Seoul's iconic picnic and photo spot

**One Tree Hill in Olympic Park**

- 📍 424 Olympic-ro, Songpa-gu, Seoul (Hanseong Baekje Station, Exit 2)
- 🌐 [olympicpark.kspo.or.kr/](http://olympicpark.kspo.or.kr/)
- ☎ +82-2-410-1114



Olympic Park is a legacy of the 1988 Seoul Olympics, and features several attractions including Mongchontoseong Fortress from Baekje, one of Korea's ancient kingdoms, Soma Museum, and an open-air exhibition of 200 sculptures. The urban respite presents a beautiful blend of natural elements, historic relics and artwork, which culminates in the park's Top 9 Highlights - the nine best photo spots picked by the Korean Photographers Association. The most popular of these is One Tree Hill. "One Tree" is a ten-meter-tall cypress standing alone in the middle of a wide field. One Tree Hill offers the perfectly harmonized photo spot of picturesque blue sky, green grass, and a lone tree – and has been featured as the backdrop for a range of films, TV dramas, and adverts. Perhaps this is why it's always bustling with couples taking romantic pictures or wedding photos. If you are not pressed for time, take a stroll around the park and visit the remaining eight spots too.

**Top 9 Highlights in Olympic Park** | World Peace Gate, The Thumb (sculpture), Mongchon Moat Music Fountain, Dialogue (sculpture), Mongchontoseong Fortress Walking Paths, One Tree Hill, 88 Lake, Wild Flower Garden, and Rose Plaza

03

Transformation of an abandoned amusement park

**Yongma Land**

- 📍 118 Mangwoo-ro 70-gil, Jungnang-gu, Seoul (Myeonmok Station, Exit 2)
- 🌐 [cafe.naver.com/yongmaland/](http://cafe.naver.com/yongmaland/)
- ☎ +82-2-436-5800



Nestled at the foot of Yongmasan Mountain, Yongma Land is a small amusement park that opened in 1983 and closed in 2011. The long-deserted park began to gain popularity as a unique photo spot after becoming the filming location for music videos by Baek Ji-young and Crayon Pop, the TV dramas "Heartless City" and "Iris 2", and a variety of album covers and magazine pictorials. The colorful rides and the vintage scenery of the abandoned park create the perfect ambience without the need for professional photography skills. The rides no longer run, but admission is still only open to paying visitors. Check for opening hours on its website prior to your visit, as the place is often closed for filming.

04

Hanok photo spots imbued with traditional beauty

**Eunpyeong Hanok Village & Namsangol Hanok Village****Eunpyeong Hanok Village**

- 📍 127-27 Jingwan-dong, Eunpyeong-gu, Seoul (Gupabal Station, Exit 2)

**Namsangol Hanok Village**

- 📍 28 Toegye-ro 34-gil, Jung-gu, Seoul (Chungmuro Station, Exit 4)
- 🌐 [www.hanokmaeul.or.kr/](http://www.hanokmaeul.or.kr/)
- ☎ +82-2-2261-0517



If you're looking for photo spots at authentic locations in Seoul, why not put on *hanbok* (traditional Korean clothing) for some photos, complete them with a collection of *hanok* in the background? Located in Jingwan-dong, Eunpyeong-gu, Eunpyeong Hanok Village is a recently-created location of magnificent and stylish *hanok* blending gracefully with Bukhansan Mountain to create a picturesque landscape. The many nearby attractions include museums and literature halls as well as cool streams in the valleys of Bukhansan Mountain and Jingwansa Temple, the latter known as a "millennium temple." Namsangol Hanok Village is a collection of restored *hanok* from the Joseon Dynasty, home to a range of people from commoners to aristocrats, and today offering a taste of traditional life. Enjoy the simple beauty of the *hanok* exterior, along with their traditional gardens outfitted with pavilions and ponds, and take a peek inside at the furnishings. Traditional games, tea ceremonies and other experiential programs are also on offer, while on weekends, you might see an actual couple in the middle of a traditional wedding.

05

A place of healing in an urban green space

## Seoul Botanical Park

- 📍 161 Magokdong-ro, Gangseo-gu, Seoul (Magoknaru Station, Exits 3 and 4)
- 🌐 [botanicpark.seoul.go.kr](http://botanicpark.seoul.go.kr)



Seoul Botanical Park, which officially opened in May 2019, is enjoying great popularity as an urban healing spot despite its short history. Boasting a massive area of 504,000 square meters (equivalent to 70 soccer fields), the park consists of an Open Forest, a Theme Zone, a Lake Zone, and a Marsh Zone, with a greenhouse in Theme Zone the highlight of the park. Measuring 100 meters in diameter and 28 meters high, the greenhouse showcases plants from the Mediterranean and tropical climates representing twelve major cities around the world, offering an exotic photo opportunity all-year round. At night, the entire greenhouse is lit up with rainbow colored lights, generating a dreamlike ambience that will take your breath away. Other gardens in the park outside the greenhouse are also splendid and worth a visit. For their part, the Lake Zone has walking trails and waterside observation decks while the Marsh Zone boasts an amazing ecological landscape.

06

Film location for "Itaewon Class"

## Noksapyeong Bridge

- 📍 7-76 Yongsan-dong 2-ga, Yongsan-gu, Seoul (Noksapyeong Station, Exit 1)



Filming locations for the TV drama "Itaewon Class," which was a hit in Korea and Southeast Asia, have emerged as must-visits for tourists. Of these, Noksapyeong Bridge, where the protagonists, Park Sae-ro-yi and Yi-Seo, talked while standing shoulder to shoulder is one of the most popular. Once outside Noksapyeong Station and if you climb up to the bridge, you'll be rewarded with a stunning view overlooking Haebangchon, N Seoul Tower, and Noksapyeong-daero all at once. Even the ordinary scene of cars whizzing by underneath the bridge is an essential part of the landscape here, with incredible photos waiting to be taken both during the day and at night, with a different charm for each. If you cross over the bridge towards Itaewon Station, you can find "Danbam" Pocha, which was run by Park Sae-ro-yi and his colleagues in the drama.

07

A trendy container shopping mall

## COMMON GROUND

- 📍 200 Ahasan-ro, Gwangjin-gu, Seoul (Konkuk University Station, Exit 6)
- 🌐 [www.common-ground.co.kr](http://www.common-ground.co.kr)
- ☎ +82-2-467-2747



Located near Konkuk University, COMMON GROUND is constructed of 200 shipping containers, making it the largest pop-up shopping mall in Korea. The unusual sight of the large blue containers stacked up to form a huge shopping mall draws both the eyes and the feet of passers-by. With two wings connected by a bridge and a yard called "Market Ground," the place features the brands of emerging young designers, with the interior decorated as uniquely as its exterior, making it a popular photo spot for shopping mall pictorials and dating snaps. After sunset, COMMON GROUND is softly lit up and becomes far more atmospheric. Trendy cafes and restaurants on its roof serve up a variety of food in a perfect ambience.

08

A new city slogan for Seoul

## I · SEOUL · U



If you want to take pictures that show you've been to Seoul, join in the treasure hunt for "I·SEOUL·U" symbols placed across the city. "I·SEOUL·U", Seoul's new official slogan, means "My Seoul and Your Seoul", signifying that the city wants to be at the center of all relationships, between "you" and "I", between Koreans and between people all around the world. It also refers to Seoul being a city where diverse nationalities and generations, and the past and present coexist in harmony. "I·SEOUL·U" symbols have been installed at 14 popular picnic spots bustling with Seoulites, which include Seoul Plaza, Yeouido Hangang Park, Children's Grand Park, World Cup Park, and Dream Forest. The symbols differ slightly, in terms of design and size, from location to location, making it fun to compare them.

**Installation locations** | Seoul Plaza (12 Eulji-ro, Jung-gu, Seoul) / Children's Grand Park (216 Neungdong-ro, Gwangjin-gu, Seoul) / World Cup Park (108-1 Haneulgongwon-ro, Mapo-gu, Seoul) / Yeouido Hangang Park (330 Yeoidong-ro, Yeongdeungpo-gu, Seoul) / Dream Forest (173 Wolgye-ro, Gangbuk-gu, Seoul) / Seoul Forest (273 Ttukseom-ro, Seongdong-gu, Seoul) / The Oil Tank Culture Park (87 Jeungsan-ro, Mapo-gu, Seoul) / Seoul Citizens Hall (110 Sejong-daero, Jung-gu, Seoul) / Seoul Science Center (160 Hangeulbiseok-ro, Nowon-gu, Seoul) / Seoul Upcycling Plaza (49 Seongdong-gu, Car Market Street) / Seoul Startup Hub (21 Baekbeom-ro 31-gil, Mapo-gu, Seoul) / Donuimun Museum Village (7-24 Sinmun-ro 2-ga, Jongno-gu, Seoul) / Dasi Sewoon (159 Cheonggyecheon-ro, Jongno-gu, Seoul)

# Dynamic Nights in Seoul



- 01 Banpo Hangang Park
- 02 Hongik University Street
- 03 Naksan Park
- 04 Dongdaemun Design Plaza (DDP)
- 05 Seoullo 7017
- 06 Rooftop bars
- 07 Seoul Bamdokkaebi Night Market
- 08 Noryangjin Fisheries Wholesale Market

01

A nightscape making everyday life a festival

## Banpo Hangang Park

- 📍 40 Sinbanpo-ro 11 gil, Seocho-gu, Seoul (Sinbanpo Station, Exit 2)
- 🌐 [hangang.seoul.go.kr/archives/46727](http://hangang.seoul.go.kr/archives/46727)
- ☎ +82-2-591-5943



Come take in the night in all its splendor at Banpo Hangang Park, with its festival-like atmosphere after any ordinary day. Come be impressed by the dazzling changing light colors that illuminate the Moonlight Rainbow Fountain of Banpo Bridge and Sebitseom, a complex cultural space. The Moonlight Rainbow Fountain, listed on the Guinness World Records as the world's longest bridge fountain, creates waves of over a hundred different shapes during the day and dances to music at night, lit up as it is with 200 lights in rainbow colors. Up for a romantic adventure on the Hangang River? Rent a tubester, a round tube motorboat, or a yacht and set sail. In addition to renting out yachts and boats, Golden Blue Marina runs a variety of aquatic and leisure programs, including a sunset tour, where passengers can take in the beauty of a sunset on board, and a Moonlight Rainbow Fountain tour, which takes you right up to its namesake to take it all in.

02

The center of free indie culture

## Hongik University Street

- 📍 Seogyo-dong, Mapo-gu, Seoul (Hongik University Station, Exit 9)



Hongik University Street, the center of the "indie" culture created by young, perceptive artists, is a place that never sleeps. It is a club culture "mecca" with performances by indie bands at small concert halls, playgrounds and parks, and music of all sorts of genres can be enjoyed, such as hip-hop, electronic, house and so on. The place bustles with people on Friday and Saturday nights. If there's not enough time to explore every street corner, be sure to put "Hongdae Walking Street," the heart of the neighborhood, at the top of your list.

03

A trail in Seoul for the best sunset view

## Naksan Park

- 📍 41 Naksan-gil, Jongno-gu, Seoul (Hyehwa Station, Exit 2)
- ☎ +82-2-743-7985



Naksan Park always ranks within the top 3 spots for sunset and night view in Seoul. Hanyangdoseong, the Fortress Wall of Seoul built during the Joseon Dynasty, still remains in the park. At night, the wall is illuminated with subtle lighting, creating an exotic, romantic atmosphere. An hour-long stroll along the fortress will bring you to the observatory, where a panoramic view of the city from the top of the old fortifications leaves you feeling as if you are looking at the present-day world in a scene from the past. With stylish cafes nearby, Naksan Park is one of the most sought-after places for couples.

04

A mystical, curved building

## Dongdaemun Design Plaza (DDP)

- 📍 281 Ulji-ro, Jung-gu, Seoul (Dongdaemun History & Culture Park Station, Exit 1)
- 🌐 [www.ddp.or.kr](http://www.ddp.or.kr)
- ☎ +82-2-2153-0000



Reminiscent of a UFO that has settled in the city center, DDP is a complex cultural space designed by famous architect Zaha Hadid and has emerged as a new landmark in Seoul since its opening in 2014. Featuring international conference halls, museums and parks, select shops, and other cultural facilities, DDP is also a popular venue for a variety of exhibitions, fashion shows, launches, conferences and other cultural events. It is particularly stunning during the year-end and New Year holidays when the DDP Light Festival canvasses the entire facade of the curved building to create a media spectacle that blends light, video, and music. The dynamic light show, with its overwhelming scale, provides a spectacular night view that cannot really be seen anywhere else.

©Seoul Metropolitan Government

05

Old roads become a public garden

**Seoullo 7017**

-  432 Cheongpa-ro, Jung-gu, Seoul (Seoul Station, Exit 1)
-  [seoullo7017.co.kr](http://seoullo7017.co.kr)
-  +82-2-313-7017



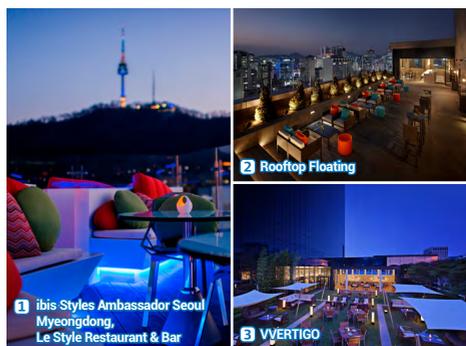
If New Yorkers have “The High Line,” Seoul residents have “Seoullo 7017”. Stretching from Seoul Station to Namdaemun Market, Seoullo 7017 came out of the Seoul Station overpass, which was first built in 1970 and was reborn as a park in 2017. A pedestrian pathway for Seoulites with a mixture of plants, exhibitions, and performances, Seoullo 7017 is lit up with blue lighting that creates a dreamy atmosphere at night, as if one is walking through the Milky Way. The harmony between old and new shown by Culture Station Seoul 284 with a trace of history and Seoul Square, a modern structure, provides a unique and exotic night view. After a walk along the pathway, refresh yourself with a cool drink at one of the trendy pubs or craft beer houses that have sprung up in the environs.

06

A glass of “atmosphere” under the moonlight

**Rooftop Bars**

-  302 Samil-daero, Jung-gu, Seoul (Myeongdong Station, Exit 10)  
 +82-2-6020-8880
-  137 Toegy-e-ro, Jung-gu, Seoul (Myeongdong Station, Exit 9)  
 +82-2-6310-1097
-  10 International Financial Road, Yeongdeungpo-gu, Seoul (Yeouido Station, Exit 2)  
 +82-2-6137-7766



Want to enjoy the relaxation of the night rather than hurrying around? Why not make your way up to a fashionable rooftop bar, full of atmosphere? Such places can be found at most famous hotels in downtown Seoul. Places of note include Conrad’s “Vvertigo” where you can feel the greatness of the so-called “building forest” formed by the skyscrapers of Yeouido, “Le Style” at ibis Styles Ambassador Seoul Myeongdong with its staggering view of Myeongdong’s skyline and Namsan Mountain, and “Floating” at L7 Myeongdong by LOTTE. A cocktail to enjoy with the cool breeze and the city’s night view will help you let go of the day’s fatigue.

07

Night views, food and culture all at once

**Seoul Bamdokkaebi Night Market**

-  [www.bamdokkaebi.org](http://www.bamdokkaebi.org)
-  +82-2-120



Night markets are great places where Seoul comes alive more as the night gets deeper. The Seoul Bamdokkaebi Night Market is open in Yeouido, Banpo, Dongdaemun, and Cheonggyecheon every weekend from spring until autumn. Business travelers on a tight schedule can enjoy the night view, food, and authentic culture of the city all at once. Visit a food truck for a taste of Korean, Japanese, Chinese and other Asian food as well as a variety of food that span Europe and South America, and shop for handmade soaps, accessories, candles and other unique items. Feel the freedom of losing track of time while immersed in shopping and eating. Sometimes the night market hosts music concerts, magic shows, and performances, so there’s always something to see. Visit the website listed for specific hours of operation and program schedule, which differ for each night market.

08

An “ocean” in the middle of Seoul

**Noryangjin Fisheries Wholesale Market**

-  674 Nodeul-ro, Dongjak-gu, Seoul (Noryangjin Station, Exit 7)
-  [www.susansijang.co.kr](http://www.susansijang.co.kr)
-  +82-2-2254-8000



Having a sleepless night in the city? Why not go out for a walk by the “sea” in the heart of Seoul? Noryangjin Fisheries Wholesale Market is a place you can go to try the fresh seafood shipped directly from all over the country, without breaking your wallet. This traditional fish market started its business in the 1970s and emerged as a popular tourist destination with recent renovation into a spacious new building. Order some fresh raw fish, a king crab or other seafood for take-out, or have it with spicy fish stew in a restaurant after paying for a table setting and your purchase to be cooked.

THEME 05

# Into Nature

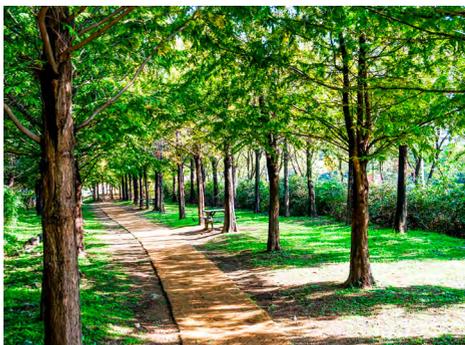
- 01 **Seoul Forest**
- 02 **Cheonggyecheon Stream**
- 03 **Haneul Park**
- 04 **Nodeulseom Island**
- 05 **Seokchon Lake Park**
- 06 **Bukhansan National Park**
- 07 **Hanyangdoseong - the Seoul City wall**
- 08 **Dream Forest**

01

A green respite for Seoulites

## Seoul Forest

- 📍 273 Ttukseom-ro, Seongdong-gu, Seoul  
(Seoul Forest Station, Exit 3)
- 🌐 [seoulforest.or.kr](http://seoulforest.or.kr)
- ☎ +82-2-460-2905



Seoul Forest, with its lush greenery, is a resting place for the people who call Seoul home, with some 420,000 trees planted on a total area of 285 acres. Within the forest lies Culture and Arts Park and its interesting leisure activities, Eco Forest and its natural habitat for wildlife, Experiential Learning Park with its butterfly garden and an insect botanical garden and Marsh Plants Garden with its bird observatory and an ecological playground. Of the many attractions, the deer cage in Eco Forest and the Hill of Wind overlooking the silver grass field along the Hangang River are most popular. Badminton and basketball courts and most of the other sports facilities are free for the use of all, while the tennis courts can be reserved and used for a fee. A variety of activities are also available, such as making interior props with natural materials and a botanical art class. Simply reserve your spot on the Seoul Forest website.

02

A stream encompassing Seoul's ecology, history and culture

## Cheonggyecheon Stream

- 📍 Changsin-dong, Jongno-gu, Seoul
- ☎ +82-2-2290-6114



Cheonggyecheon is a 10.84-kilometer-long stream that runs along the boundary between Jongno-gu and Jung-gu, in downtown Seoul and offers a unique blend of ecology and culture. From the 1950s to the 1970s, the stream was covered by an elevated road and an overpass as part of an urban development project. Then in the early 2000s, the deteriorated road and overpass were removed as part of a project to restore the stream to its current form as preservation of the environment and historical culture emerged as a valued goal of the nation. As you stroll along the stream listening to the flowing water, take in the 22 bridges of varying shapes, the waterfalls, a "Wall of Hope" holding the expressed wishes of Seoulites and many other attractions. Mini concerts, art exhibitions and a variety of other cultural events also make appearances along the stream's length. Things become dazzling at night when soft lighting is on display along that length. In November, take part in the Seoul Lantern Festival when hundreds of colorful lanterns light up the stream.

03

Where silver grass dances in the wind

## Haneul Park(Sky Park)

- 📍 95 Haneulgongwon-ro, Mapo-gu, Seoul  
(World Cup Stadium Station, Exit 1)
- ☎ +82-2-300-5501



Haneul Park was once a landfill before its transformation into the current ecological park, and was built at the same time as World Cup Stadium, the main stadium for the 2002 Korea-Japan World Cup. Of the five World Cup Parks, Haneul Park is closest to the sky, offering breathtaking views of the city with Bukhansan Mountain, Namsan Mountain and the Hangang River seen together at the same time. Autumn is the season when the park's scenery is particularly stunning and when the spectacular view of the silver grass in full bloom blowing in the wind is on display. The park is also a great place for dreamy photos of pink muhly grass. If you are looking for a photographic place that's a little quieter, take a walk down Metasequoia Road. There are fewer places to get a snack or drink, so be sure to bring your own.

04

A Cultural Park in the Woods

## Nodeulseom Island

- 📍 445 Yangnyeong-ro, Yongsan-gu, Seoul  
(Sinyongsan Station, Exit 3)
- 🌐 [nodeul.org](http://nodeul.org)
- ☎ +82-2-749-4500



Nodeulseom Island, reopened in September 2019, is a cultural place where nature, music, books, and rest all await you in one place. Situated on the Hangang River, it has an unusual landscape, with Hangangdaegyo Bridge, connecting Dongjak-gu and Yongsan-gu, cuts through the center of the island. Befitting its slogan, "A Music Island with a Cultural Complex", Nodeulseom features uniquely conceptualized cultural and commercial spaces which include Live House, a pop concert hall, nTable where a variety of food is created, Plant Island offering a pleasant plant-related experience, and Nodeul Book Store, a platform for book culture creators. Nodeul Madang, a large lawn of approximately 3,000 m<sup>2</sup>, is a great place for a picnic, and becomes an open-air concert hall for scheduled performances. Nodeul Forest, where the natural ecology of Nodeul Island is preserved, has a habitat for toads.

05

Seoul's iconic lake promenade

**Seokchon Lake Park**

- 📍 Jamsil-dong, Songpa-gu, Seoul  
(Jamsil Station, Exits 2 and 3)
- ☎ +82-2-412-0190

Seokchon Lake Park is an iconic park goes 2.5 km around a beautiful lake that represents Songpa-gu. Go to East Lake for the most serene spot, and join other residents in relaxing. West Lake is always bustling with people going to Lotte World and Seoul Playground. The Cherry Blossom Festival occurs every year from mid to late April when about a thousand cherry blossom trees lined up on both sides of the walking trails are in full bloom, creating a flower tunnel and framing the lake in white. There are many restaurants, cafes, and other amenities near lakeside area, as well as Lotte World and Lotte World Tower, making it a favorite spot for a date.

06

Breathtaking views of ridges and valleys

**Bukhansan National Park**

- 📍 6-21, Bogungmun-ro 34-gil, Seongbuk-gu, Seoul
- 🌐 [www.knps.or.kr](http://www.knps.or.kr)
- ☎ +82-2-909-0497

Bukhansan National Park is a natural park in the city center, enclosed by urban environs, while its many magnificent rocky peaks and crystal clear streams flow through the gorges, creating breathtaking scenery. Easily accessible from anywhere in the metropolitan area, the park receives five million visitors per year on average, earning it a spot in the Guinness Book of World Records as the national park with the most visitors per unit area. Don't miss the beautiful harmony of rocks and valleys in varying shapes formed over the years as well as the numerous cultural heritage sites including the 2,000-year-old Bukhansanseong Fortress, and over a hundred Buddhist temples and hermitages. There are several trails to choose from, in accordance with your physical condition and schedule.

07

A beautiful castle surrounding Seoul

**Hanyangdoseong - the Seoul City wall**

- 📍 San 1-3, Nusang-dong, Jongno-gu, Seoul  
(Jongno-gu, Seongbuk-gu, Jung-gu, Yongsan-gu, Seodaemun-gu)
- 🌐 [Seoulcitywall.seoul.go.kr](http://Seoulcitywall.seoul.go.kr)

Hanyangdoseong is an 18.6 km-long fortress wall built in the area of the Joseon capital, Hanyang (the old name for Seoul). The ancient structure along the foothills not only has remained intact for more than 600 years, but also blends with the splendid downtown scenery to create a unique atmosphere. Of the six sections of the wall, the Naksan, Heunginjimun, Inwangsan, and Namsan (Mokmyeoksan) sections can be visited all year round (09:00~18:00 for The Silla Seoul ~ Banyan Tree Club & Spa Seoul sub-section of the Namsan section), whereas the Baegak and Sunghyemun sections are open only for certain hours that vary by season. It's certainly a good idea to confirm the hours prior to your visit. You may want to wear casual clothing and comfortable shoes and bring a bottle of water and some energy snack if your plan is to walk along the historic wall.

08

A healing space of relaxation, leisure and culture

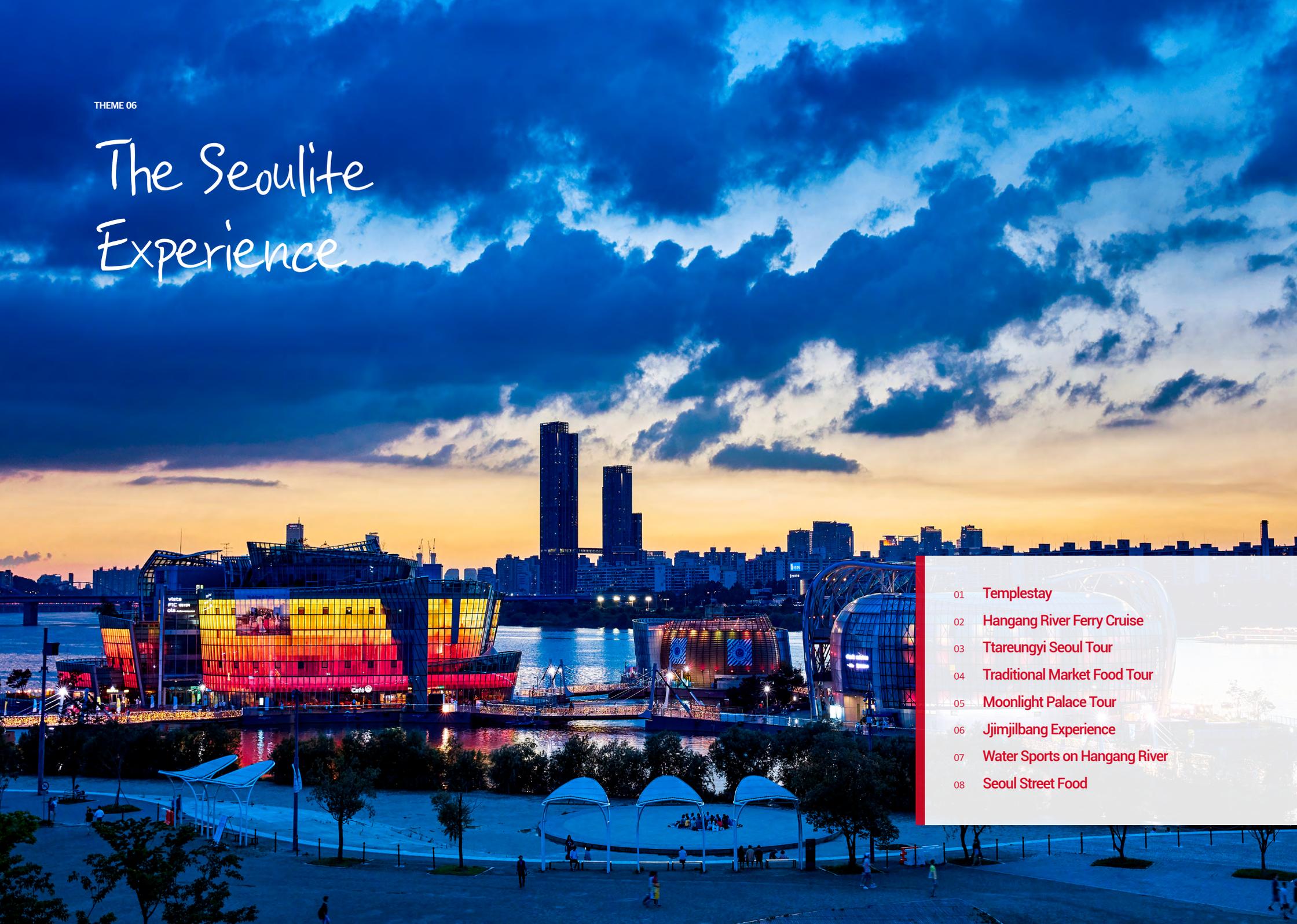
**Dream Forest**

- 📍 173 Wolgye-ro, Gangbuk-gu, Seoul
- 🌐 <http://parks.seoul.go.kr/dreamforest>
- ☎ +82-2-2289-4000~5

Dream Forest, in northern Seoul, is one of the largest parks in the city, up there with World Cup Park, Olympic Park, and Seoul Forest. The variety of sports, leisure and cultural activities are open to all ages and easy for young and old to enjoy. Surrounded by mountains, the park offers great views that change with the seasons while the 49.7-meter-high observatory treats visitors to panoramic views of the three neighboring mountains - Bukhansan, Dobongsan, and Suseongsan. In addition to the natural scenery of the cherry blossom path, the maple forest, large ponds, and waterfalls, visitors are drawn to the area's many attractions, such as a deer field loved by children and the Dream Forest Arts Center, where performances and exhibitions are held all year round.

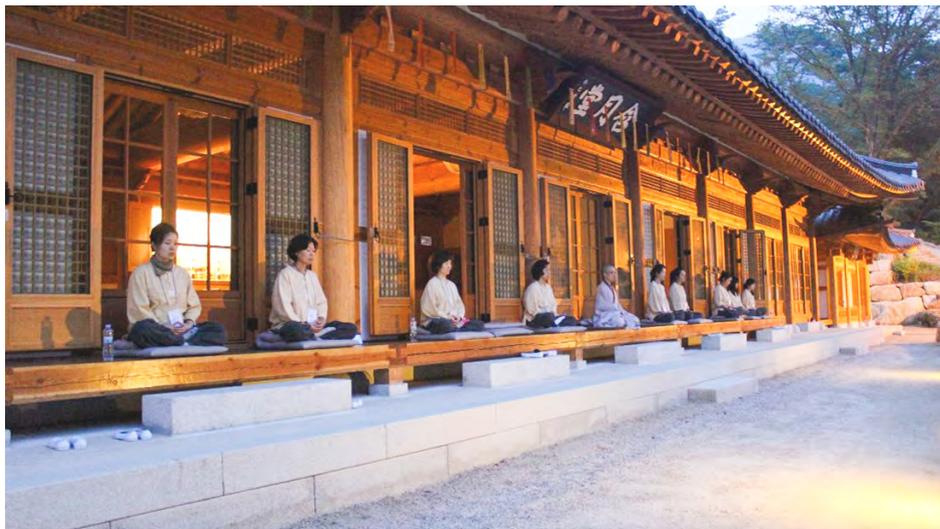
THEME 06

# The Seoulite Experience

- 
- 01 Templestay
  - 02 Hangang River Ferry Cruise
  - 03 Ttareungyi Seoul Tour
  - 04 Traditional Market Food Tour
  - 05 Moonlight Palace Tour
  - 06 Jjimjilbang Experience
  - 07 Water Sports on Hangang River
  - 08 Seoul Street Food

## 01

A pause from the urban pace of life

**Templestay****Jogyesa Temple**

📍 55 Woojungguk-ro, Jongno-gu, Seoul  
(Anguk Station, Exit 6)  
☎ +82-2-768-8600

**Bongeunsa Temple**

📍 531 Bongeunsa-ro, Gangnam-gu, Seoul  
(Bongeunsa Station, Exit 1)  
☎ +82-2-3218-4800

**Jingwansa Temple**

📍 73 Jingwan-gil, Eunpyeong-gu, Seoul  
(Gupabal Station, Exit 2)  
☎ +82-2-359-8410

🌐 [www.templestay.com](http://www.templestay.com)  
☎ +82-2-2031-2000

Templestay is a set of unique programs, each of which allow you to experience some aspects of the daily life of Buddhist devotees at traditional temples, where the 1700-year history and culture of Korean Buddhism have been preserved. Meditation gives you time to reflect on your inner world in a silence, while during Chadam, you drink tea and converse with others. Barugongyang involves participation in a traditional Buddhist meal where nothing is wasted, while during the 108 Bows session, participants are to repent and remove 108 kinds of anxiety as they prostrate themselves 108 times. Jogyesa Temple, Bongeunsa Temple, and Jingwansa Temple, all in downtown Seoul, offer well-structured templestay programs for international visitors, making your time away from a busy schedule well worth it. A truly exotic, healing and spiritual experience right in the fast-paced city center.

## 02

More than just traversing the Hangang River

**Hangang River Ferry Cruise**

📍 290 Yeouidong-ro, Yeongdeungpo-gu, Seoul  
(Yeouinaru Station, Exit 3)  
🌐 [www.elandcruise.com](http://www.elandcruise.com)  
☎ +82-2-6291-6900



A river that is more than 1 km wide and runs right through the center of the city is a sight rarely seen anywhere else. One of the most memorable ways to enjoy the unique Hangang River is to view it from a ferry cruise. The city skyline, the bridges of different shapes, and Seoul's spectacular nightscape will make for unforgettable memories. Eland Cruise, the company operating the Hangang River Ferry Cruise offers a variety of themed cruises, including a Lunch and Dinner Buffet Cruise, a Music Cruise with live performances, and a Fireworks Cruise with a fireworks show.

## 03

Cycling around Seoul

**Ttareungyi(Seoul Public Bike) Tour**

🌐 [www.bikeseoul.com](http://www.bikeseoul.com)



Ttareungyi is a shared bicycle system run by the Seoul Metropolitan Government. About 2,000 public bicycles are available at 150 unmanned rental locations throughout the city, and can be rented and returned through a smartphone app. Visitors to Korea can easily rent a Ttareungyi with no registration process – simply leave a deposit until you return the bike. Why not try it out to get to a destination too far away to walk but too close for public transit? Of the many Ttareungyi tour courses available, try one that blends traditional and modern architectures in the scenery, known as the Four-Gate route (Changdeokgung Palace - National Museum of Modern and Contemporary Art, Seoul - Gyeongbokgung Palace - Sejong Cultural Center - Deoksugung Stonewall Walkway - Seoul Museum of Art – Sungnyemun Gate). Use a Ttareungyi to move around from place to place, then return it to a nearby rental location before visiting a palace or museum to enjoy the places at your own pace. Yeouido Hangang Park, with separate bike paths and footpaths, and Peace Park, Haneul Park, and Noeul Park near World Cup Stadium in Sangam-dong, are also great places for a Ttareungyi ride.

04

A place to taste the world

**Traditional Market Food Tour**

- 📍 88 Changgyeonggung-ro, Jongno-gu, Seoul  
(Jongno 5-ga Station, Exit 7)
- 🌐 kwangjangmarket.co.kr
- ☎ +82-2-2267-0291



Gwangjang Market, the Korea's first permanent market, is an iconic place in Seoul with its 110 years of tradition, making it popular for both locals and visitors. Its popularity as a food alley for a variety of delicious, cheap food grew after "Running Man," a popular Korean Variety show in Asia, was filmed there. Must-try dishes include *nokdu bindaetteok* (ground mung beans made into a batter, which is pan-fried with lots of cooking oil), *mayak* (drug *kimbap* ("highly addictive" kimbap served with a mustard dipping sauce), *bibimbap* (a bowl of rice served with colorful vegetables on top), and fresh raw beef marinated in special sauce. Once you've tried everything on your "food bucket list" in the market, spend some time looking around Jongno, Jongmyo, Changgyeonggung Palace, and Cheonggyecheon Stream, all of which are in the neighborhood.

05

Metropolitan activities

**Water Sports on Hangang River****Golden Blue Marina**

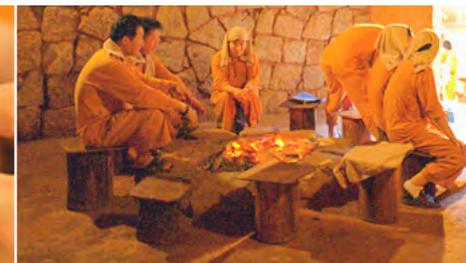
- 📍 2085-14, Some Sevit, Olympic-daero, Seocho-gu, Seoul (Express Bus Terminal, Exit 8-1)
- 🌐 www.gbboat.com



Seoul easily measures up to sea-side resort communities when it comes to water sports, which can be enjoyed just as dynamically as they can on the ocean. For beginners, try a paddle board after a brief lesson. If you are not a big fan of adventure, but still want a little dose of it in the city, why not try a kayak or get on a yacht where there is a lower risk of getting wet? Watching the sun go down on a kayak is a special way to end the day, making the sunset kayak a must-do activity for young residents of the city. Around the Seoul Windsurfing Grounds at Ttukseom Hangang Park, there are many operators offering different water sports and activities to be enjoyed on the calm river. Experience a tranquil "ocean" right here, in the middle of the city.

06

The best remedy for fatigue

**Seoul Jjimjilbang****Spa in Garden Five**

- 📍 Garden Five Tools, 10 Chungmin-ro, Songpa-gu, Seoul (Jangji Station, Exit 4)
- 🌐 www.spagarden5.co.kr
- ☎ +82-2-404-2700

**Itaewon Land Sauna**

- 📍 34 Usadan-ro 14-gil, Yongsan-gu, Seoul (Itaewon Station, Exit 3)
- ☎ +82-2-941-3600

**Dragon Hill Spa**

- 📍 40 Hangang-daero 21na-gil, Yongsan-gu, Seoul (Yongsan Station, Exit 1)
- 🌐 www.dragonhillspa.com
- ☎ +82-2-792-0001

**Traditional Oriental Forest Land**

- 📍 75-7 Bongwonsa-gil, Seodaemun-gu, Seoul (Sinchon Station, Exit 2)
- 🌐 inforest.koreahb.kr
- ☎ +82-2-365-2700

*Jjimjilbang* is a Korean-style sauna where you sweat in high-temperature rooms whose walls and floors are coated with mud, stones or other materials. Popular with visitors to Korea, *jjimjilbang* have recently developed into "detox theme parks" that encompass massage, food, fitness, and entertainment facilities. As exposure to hot steam releases toxins in your body through your sweat, *jjimjilbang* are the perfect place to unwind and relieve the physical exhaustion from long business meetings or conferences. Spa in Garden Five, Itaewon Land Sauna, Dragon Hill Spa, and Traditional Oriental Forest Land are some of the popular saunas in Seoul worth visiting. Once in a *jjimjilbang*, find yourself losing track of time as you try out the salt room, the charcoal room, the forest room and others, all while feeling the day's fatigue slipping away. Planning to grab a bite and spend some time in the *jjimjilbang* entertainment facilities? Give yourself at least three hours for a visit.

07

A romantic way to go back in time to a royal palace

**Moonlight Palace Tour****Gyeongbokgung Palace Starlight Tour**

- 📍 161 Sajik-ro, Jongno-gu, Seoul  
(Gyeongbokgung Station, Exit 5)
- 🌐 [www.chf.or.kr](http://www.chf.or.kr)
- ☎ +82-2-3210-4806

**Changdeokgung Palace Moonlight Tour**

- 📍 99 Yulgok-ro, Jongno-gu, Seoul  
(Anguk Station, Exit 3)
- 🌐 [www.chf.or.kr](http://www.chf.or.kr)
- ☎ +82-2-3210-3503

Seoul's royal palaces, where the Joseon kings of old resided, become mysterious at night. Open after dark for only a few weeks in spring and autumn, come take advantage of the brief window to participate in any of a variety of programs for visitors to walk through the historical sites and experience Joseon's royal culture in the moonlight. A limited number of tickets are sold in advance, so the competition to get one can be fierce even among local residents. If you're lucky enough to get a ticket for Gyeongbokgung Palace Starlight, you will be able to take in traditional Korean music performances in *sojubang* (the royal kitchen where meals for the king and royal banquets were prepared), taste the king's *sura* (meal), and look around Huwon (Secret Garden) accompanied by a seasoned commentator. Changdeokgung Palace, designated as a World Heritage Site by UNESCO, offers the Changdeokgung Moonlight Tour where visitors can explore many corners of the palace and enjoy traditional art performances with simple refreshments. If joining a scheduled tour is not for you, simply enjoy the romantic scenery of the historic sites at night on your own. Whichever way you choose, it will be a night well spent.

08

K-food buffet on the street

**Seoul Street Food****Myeongdong Street**

- 📍 126 Toegye-ro, Jung-gu, Seoul  
(Myeongdong Station, Exit 6)

**Noryangjin Cupbap Street**

- 📍 178 Noryangjin-ro, Dongjak-gu, Seoul  
(Noryangjin Station, Exit 3)

Seoul is a street foodie paradise, offering a plethora of variety. Looking for casual-but-authentic K-food? Go to Myeong-dong or Noryangjin. Myeong-dong Street stretches from Exit 6 of Myeong-dong Station to the Myeongdong Arts Theater and is lined with rows of food trucks working to fill the stomachs of hungry shoppers. Trendy snacks such as a cupful of colorful fruit, a "tornado potato," seed egg bread, and rose-shaped ice cream difficult to see elsewhere will satisfy your palate as well as your eyes. More expensive dishes are also available and include beef, lobster, and scallops reborn in a "street food" style. Noryangjin Cupbap Street, crowded by young people attending nearby private academies to prepare for a range of exams, is your affordable food destination. The most popular meal is "cupbap" which refers to rice with a variety of toppings such as *dak-galbi* (spicy stir-fried chicken), *bulgogi*, and vegetables. Fill yourself and enjoy some dessert, all for about 10,000 won.

THEME 07

# Seoul for Foodies

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## 01

Good meals for reasonable prices

## Taste of Seoul - traditional cuisine restaurants

## Ojang-dong Heungnamjip (Ojang-dong Main Restaurant)

- 📍 114 Marenae-ro, Jung-gu, Seoul  
(Dongdaemun History & Culture Park Station, Exit 6)
- 🌐 [www.ojfood.com](http://www.ojfood.com)
- ☎ +82-2-2266-0735



If you visit Korea in the summer, try naengmyeon at least once during your stay. Ojang-dong Heungnamjip is a Hamheung naengmyeon specialty restaurant honored by time (it opened in 1953). It serves Hamheung naengmyeon - chewy sweet potato starch noodles and savory beef bone broth - and *ganjami hoe muchim* (slices of aged stingray and vegetables mixed with Korean-style sweet and sour sauce). Add seasonings as you like, such as sesame oil, vinegar, mustard and sugar.

## Jinmi Sikdang

- 📍 186-6 Mapo-daero, Mapo-gu, Seoul (Aeogae Station, Exit 4)
- 🌐 [thejinmi.modoo.at](http://thejinmi.modoo.at)
- ☎ +82-2-3211-4468



*Ganjang gejang* is crab marinated in soy sauce (fermented with ginger) and aged for three days. *Ganjang gejang* is often called "rice thief" as it stimulates your appetite and causes you to eat more rice than usual. Jinmi Sikdang, the most popular *Ganjang gejang* restaurant in Seoul, serves a set menu that comes with up to ten side dishes including *Gyeranjjim* (Korean style steamed egg, similar to egg custard texture) and a variety of vegetable dishes.

## Cheongjinok

- 📍 32 Jongro 3-gil, Jongno-gu, Seoul (Gwanghwamun Station, Exit 2)
- 🌐 [www.cheongjinok.com](http://www.cheongjinok.com)
- ☎ +82-2-735-1690



Cheongjinok is an iconic *Haejangguk* restaurant in Seoul. First opened in 1937, it has been run by three generations of the same family. *Haejangguk* is a traditional meal to ease hangovers and is eaten the day after heavy drinking to calm an upset stomach. *Haejangguk* involves simmering beef bones, beef intestines, *seonji* (clotted beef blood) and other ingredients for at least a day. Cheongjinok is open 24 hours a day, 7 days a week, making it a popular spot for people working until late at night and those who begin work at dawn.

## 02

Michelin-starred restaurants

## Upscale dining in Seoul

## Kwon Sooksoo

- 📍 37 Apgujeong-ro 80-gil, Gangnam-gu, Seoul  
(Apgujeong Rodeo Station, Exit 4)
- 🌐 [kwonsooksoo.com](http://kwonsooksoo.com)
- ☎ +82-2-542-6268



Chef Kwon Woo-joong's Kwon Sook-soo is an unusual Korean chef restaurant themed on fine Korean cuisine. It uses homemade *jang* (Korean paste), vinegar, and kimchi as well as high-quality seasonal ingredients to enhance the deep flavors of *hansik*.

## Mingles

- 📍 19 Dosan-daero 67-gil, Gangnam-gu, Seoul  
(Apgujeong Rodeo Station, Exit 4)
- 🌐 [www.restaurant-mingles.com](http://www.restaurant-mingles.com)
- ☎ +82-2-515-7306



Mingles showcases Korean-style fine dining with modern nuances. It is well-known outside Korea thanks to its unique recipes encompassing both Eastern and Western cooking methods. Try some experimental dishes such as "Jang Trio", Mingles' signature ice cream blended in Korea's three major fermented condiments - *ganjang* (soy sauce), *gochujang* (red pepper paste), and *doenjang* (soybean paste).

## Yu Yuan

- 📍 97 Saemun-ro, Jongno-gu, Seoul (Gwanghwamun Station, Exit 7)
- 🌐 [www.fourseasons.com/kr/seoul/](http://www.fourseasons.com/kr/seoul/)
- ☎ +82-2-6388-5500



Located within the Four Seasons Hotel Seoul, Yu Yuan is a place to indulge in the splendid atmosphere of China in the 1920s at the center of Seoul. Peking duck is the signature dish and the *dim sum* set menu offered on weekends is also popular. Yu Yuan has private dining rooms that are perfect as a quiet meeting place.

03

Colorful Asian flavors

## Asian cuisine in Seoul

### Menya Sandaime (Hongdae Branch)

📍 24 Hongik-ro 5an-gil, Mapo-gu, Seoul (Hongik University Station, Exit 9)  
 ☎ +82-2-332-4129



Seoul is a city where one can not only enjoy Korean food but also a variety of flavors from all over Asia. On days when nothing will do except a bowl of hot ramen, look for the nearby Menya Sandaime. Its signature dishes, offered through nine locations in downtown Seoul, are *tsukemen*, noodles served with a seafood dipping sauce, and savory *donkotsu ramen*. Come try the perfect match of fresh noodles made on site in broth brewed more than 20 hours.

### Baek Ri-hyang

📍 50, 63-ro, Yeongdeungpo-gu, Seoul (Saetgang Station, Exit 3)  
 🌐 [www.63restaurant.co.kr](http://www.63restaurant.co.kr)  
 ☎ +82-2-789-5741



Looking for a classy, tidy Chinese restaurant? We recommend Baek Ri-hyang, which can be found on the 57th floor of the 63 Building. Come for low-calorie Chinese cuisine based on Cantonese-style recipes. It is also a popular place for proposals and first-birthday celebration parties as the restaurant features a panoramic view of the Hangang River.

### Soi Yeonnam Mao

📍 30 Dosan-daero 53-gil, Gangnam-gu, Seoul (Apgujeong Rodeo Station, Exit 5)  
 🌐 [www.instagram.com/soi\\_yeonnam/](http://www.instagram.com/soi_yeonnam/)  
 ☎ +82-2-545-5130



Curious about what kind of Thai food can be found in Seoul? Stop by Soi Yeonnam Mao, and try a wide variety, along with natural wine. This is one of several branches operated by Soi Yeonnam, and offers a variety of dishes such as *kai ping* (charcoal-grilled skewers), *tom yam kung* with shrimp and pollack roe, and *ko mu yang* (grilled sweet & spicy pork neck).

04

Healthy dining for vegetarians

## Vegan restaurants in Seoul

### Osegyehyang

📍 14-5 Insadong 12-gil, Jongno-gu, Seoul (Anguk Station, Exit 6)  
 🌐 [www.go5.co.kr](http://www.go5.co.kr)  
 ☎ +82-2-735-7171



Osegyehyang, a vegan restaurant, has been operating in the same place in Insa-dong for more than ten years, beginning when vegan restaurants were a rarity in Seoul. It serves vegetarian *jajangmyeon* (Chinese noodle dish with vegetables and *chunjang* (black bean paste)), BBQ *ssambap* (vegetarian BBQ and rice wrapped in leaves) and a vegan steak set menu. Taste the variety of vegan *hansik* dishes on offer, cooked with homemade soybean protein and non-GMO ingredients.

### Vegetus

📍 59 Sinheung-ro, Yongsan-gu, Seoul (Noksapyeong Station, Exit 2)  
 🌐 [www.vegetus.kr](http://www.vegetus.kr)  
 ☎ +82-70-8824-5959



Vegetus' pasta, lasagna, burgers and other offerings are animal ingredient-free and are rarely found in other vegan restaurants. Its signature dish is the "Vegetus burger," which is as tasty as meat burgers, with their crispy lentil patties and vegan mayonnaise. Nut-free and gluten-free meals are also available.

### The Bread Blue

📍 17 Seochojungang-ro 8-gil, Seocho-gu, Seoul (Nambu Terminal Station, Exit 1)  
 🌐 [thebreadblue.com](http://thebreadblue.com)  
 ☎ +82-2-525-0723



The Bread Blue is a vegan bakery that does not use eggs, milk, butter, or chemical food additives. Its signature product is fermented whole wheat bread, which looks like a rugby ball and includes walnuts, almonds, and cranberries, making it especially tasty.

05

Trusted halal certified restaurants

## The best halal food in Seoul

### EID



- 📍 67 Usadan-ro 10-gil, Yongsan-gu, Seoul (Itaewon Station, Exit 3)
- ☎ +82-70-8899-8210

EID, operated by an ethnic Korean Muslim, is the first Korean restaurant to receive Halal certification from the Korea Muslim Federation. It serves Korean dishes such as *jjimdak* (braised chicken with vegetables), *bibimbap*, and beef *bulgogi* made with halal meat, organic vegetables, and alcohol-free *gochujang* (red pepper paste). Please note that lunch box delivery and catering services are also available.

### Istanbul Delight



- 📍 1st fl, 40 Usadan-ro 10-gil, Yongsan-gu, Seoul (Itaewon Station, Exit 3)
- 🌐 istanbuldelight.modoo.at
- ☎ +82-10-7557-2645

Istanbul Delight is a Turkish restaurant that serves Halal-certified Turkish food and desserts. With ingredients directly sourced from Turkey, it offers a variety of authentic Turkish delights, including *ekmek* and *simit* (traditional Turkish bread), *baklava* (a sweet dessert with nuts), and *ayran* (traditional Turkish yogurt).

### Halal Guys (Itaewon Branch)



- 📍 187 Itaewon-ro, Yongsan-gu, Seoul (Itaewon Station, Exit 2)
- 🌐 thehalalguys.co.kr/
- ☎ +82-2-794-8308

Halal Guys, which began as a food truck in New York before going on to open more than 200 branches worldwide, has three locations in downtown Seoul. Choose from chicken or beef, a combo (chicken + beef), or a *falafel* and enjoy it platter style, on a plate with vegetables and rice, or as a sandwich. Try adding some of their homemade white sauce if the hot sauce is a bit strong for you.

06

Guilt-free choices for gourmets

## Hotel dining in Seoul

### Entree (Novotel Ambassador Seoul Gangnam)



- 📍 130 Bongeunsa-ro, Gangnam-gu, Seoul (Sinnonhyeon Station, Exit 4)
- 🌐 www.ambatel.com/novotel/gangnam
- ☎ +82-2-567-1101

Most of the famous hotels in Seoul have excellent restaurants with no chance of failure in either taste or atmosphere. Novotel Ambassador Seoul Gangnam's Entree is a contemporary dining place with reinterpretation of Western and Korean cuisine. It offers a French tasting course, a lunch pasta course, and a *Hansik bansang* (rice and side dishes arranged on a table) menu, among others. The *a la carte* menu offers great food for reasonable prices, starting in the 10,000 won range.

### Bicena (Signiel Seoul)



- 📍 300 Olympic-ro, Songpa-gu, Seoul (Jamsil Station, Exit 2)
- 🌐 www.bicena.com
- ☎ +82-2-1811-1870

Bicena, on the 81st floor of Lotte World Tower, is the highest Korean restaurant in the world, in terms of floor location. Take your business partners for a breathtaking view of Seoul and some upscale Korean cuisine, creating an unforgettable memory in the city. Current Korean President Moon Jae-in and Indian Prime Minister Narendra Modi also met for dinner here. The menu varies with the season. Come enjoy original Korean dishes hard to find elsewhere, such as brown croaker rice, abalone stuffed with scallops and mushrooms and ice cream made with roasted Jerusalem artichoke.

### La Yeon (The Shilla Seoul)



- 📍 249 Dongho-ro, Jung-gu, Seoul (Dongguk University Station, Exit 5)
- 🌐 www.shilla.net/seoul
- ☎ +82-2-2230-3367

Located on the 23rd floor of The Shilla Seoul, La Yeon is one of only two Michelin 3-star restaurants in Korea, featuring panoramic views of Namsan Mountain. Interpreting traditional Korean cooking methods into fine, contemporary tastes, La Yeon has captured the attention of demanding gourmets around the world. It pays such keen attention to the selection and sourcing of food ingredients that it has a team that travels all over the country throughout the year to find the best ingredients. La Yeon's signature dishes are abalone & rib soup seasoned with fermented seafood and hot pot rice with vegetables and abalone, made with abalone from Cheongsan-do. La Yeon has a list of about 480 different wine that pair well with its variety of dishes. You can also try some traditional Korean liquor.

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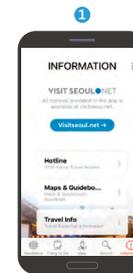
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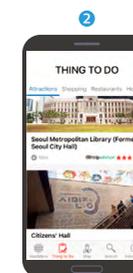
This is the official tourism information website offering real-time tourist information, such as information about tourist attractions and gourmet restaurants, as well as reservation services for walking tours and the Seoul Citizens' Hall "Tong-Tong" tour. You can access the website through your PC,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



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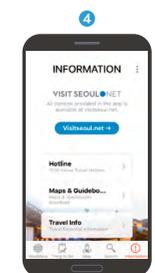
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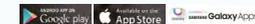
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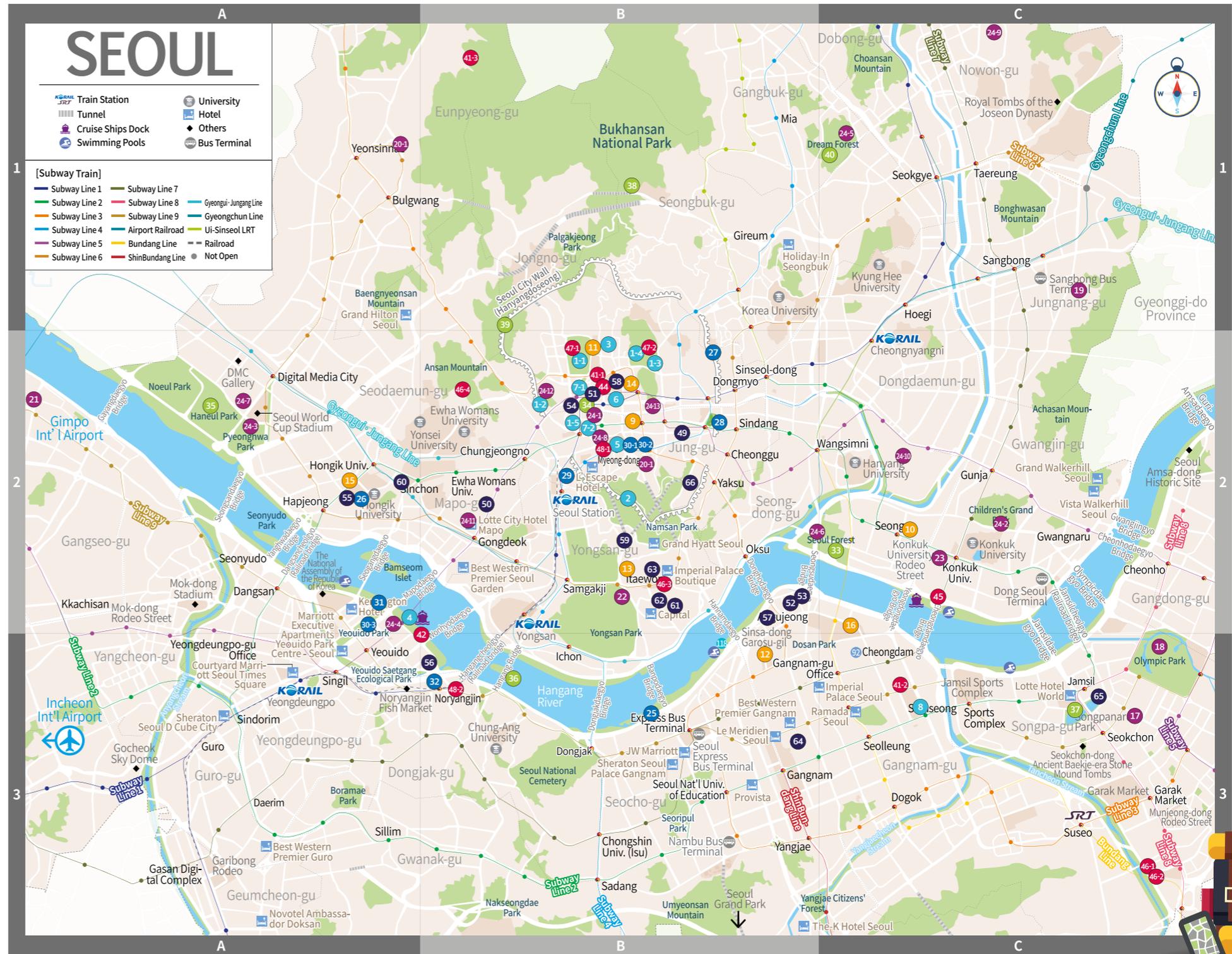
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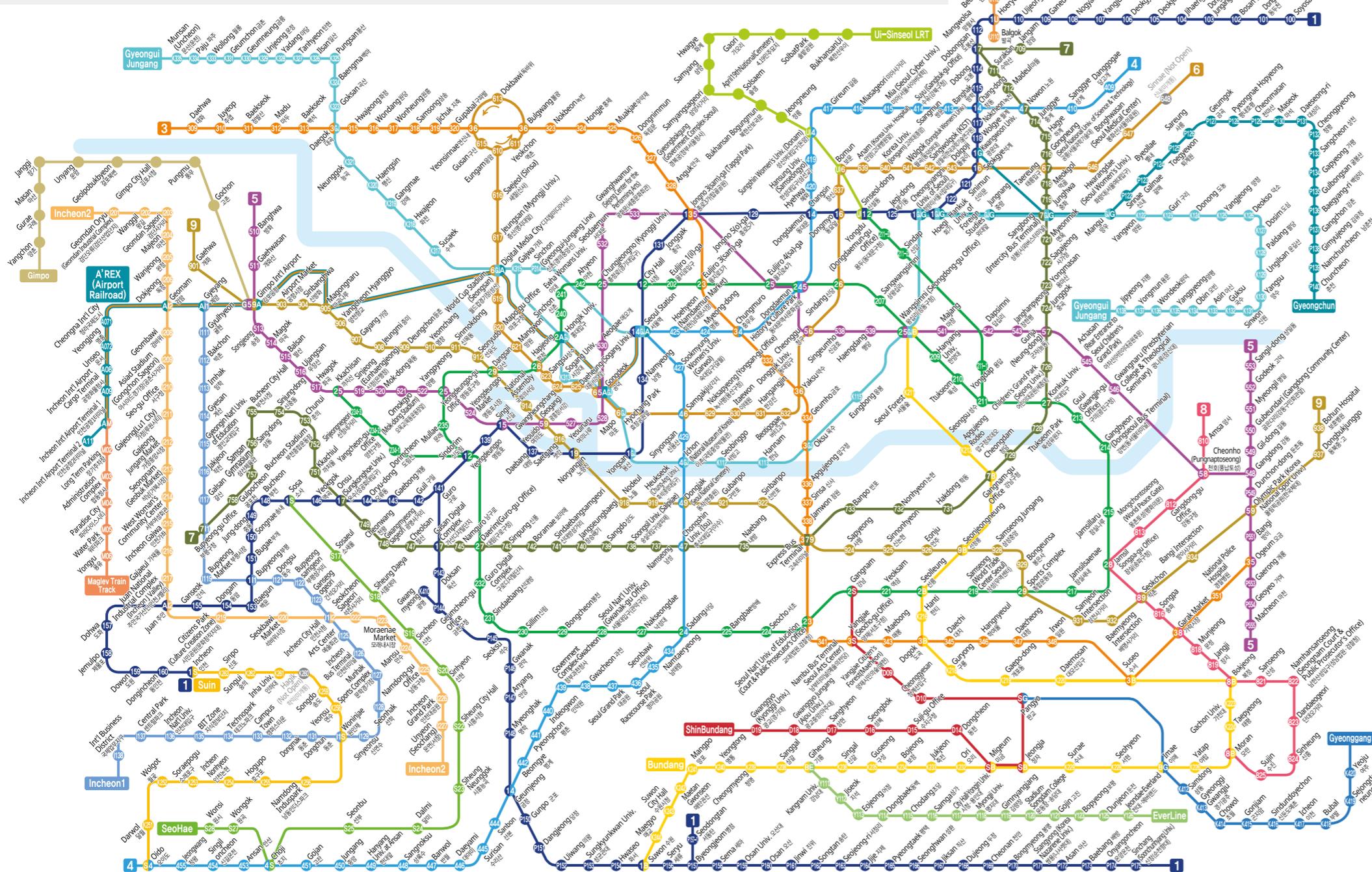
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- Gyeonggang Line
- Maglev Train Track
- Ui-Sinseol LRT
- Gimpo Line
- Seohae Line
- Transfer Station
- Not Open



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