

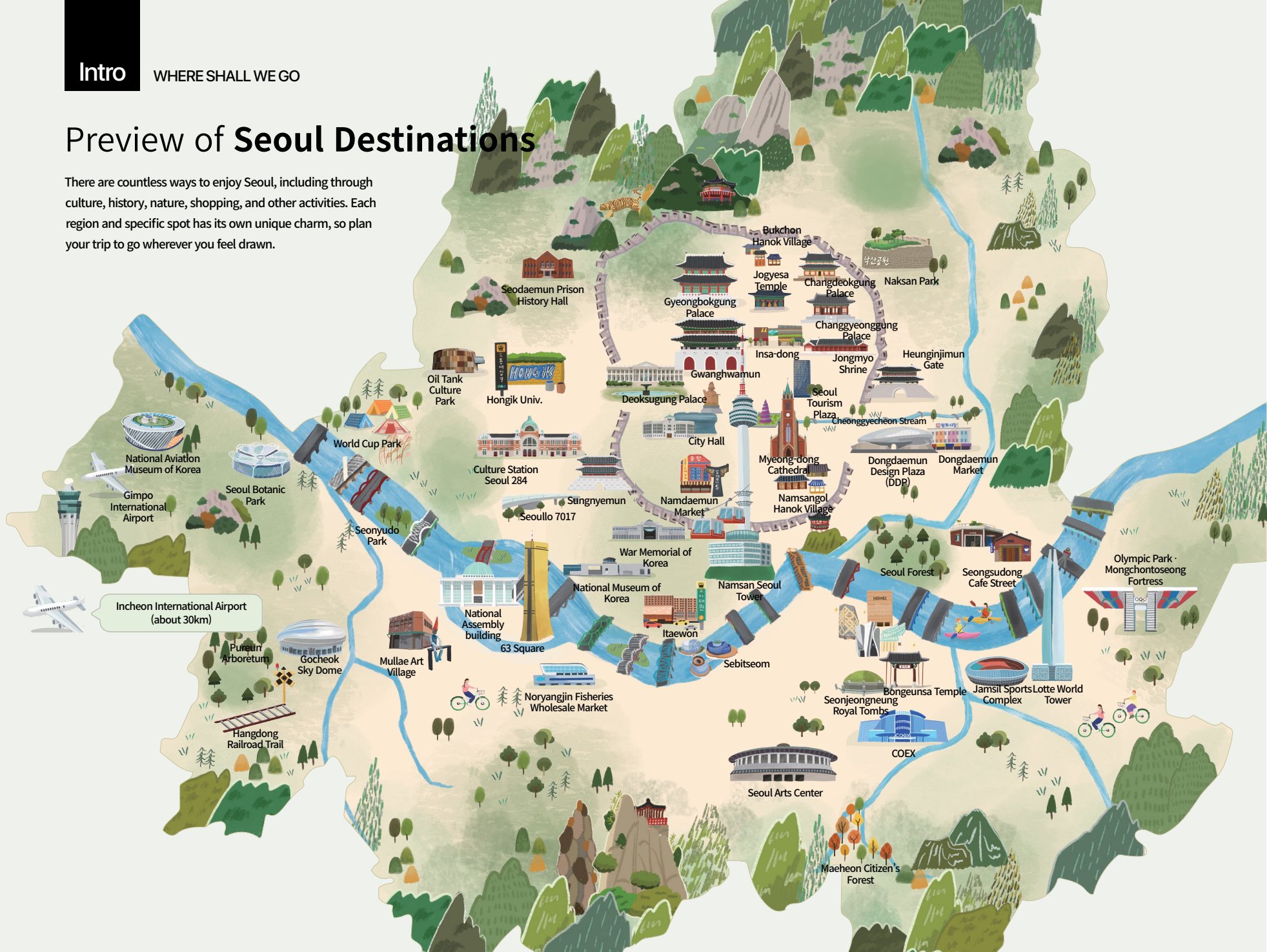
Seoul

Tourist Guide



Preview of Seoul Destinations

There are countless ways to enjoy Seoul, including through culture, history, nature, shopping, and other activities. Each region and specific spot has its own unique charm, so plan your trip to go wherever you feel drawn.



Contents

2025 Seoul Tourist Guide
(As of July 2025)

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

Pictures STO website
(www.visitseoul.net)

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

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Contents Association

INTRO

WHERE SHALL WE GO?
- PREVIEW OF SEOUL DESTINATIONS

THEME

- 006 SEOUL PALACE TOUR, A WALK THROUGH TIME
- 008 HIKING THROUGH NATURE
- 012 SEOUL'S TODAY AND TOMORROW,
IN THE HISTORY AND CULTURE MUSEUMS
- 014 SPACES FOR CULTURE AND ARTS
OPPORTUNITIES
- 016 LET'S PLAY AT THE HANGANG RIVER!
A PERFECT WAY TO ENJOY THE HANGANG
RIVER
- 018 SEOUL'S FOREST, PLACES OF RELAXATION
IN THE HEART OF THE CITY
- 022 HOT SPOTS FEATURING HALLYU CONTENT
ITEMS

WHERE TO GO

- 026 SEOUL STATION · NAMSAN · CITY HALL ·
NAMDAEMUN
- 028 MYEONG-DONG · EULJIRO
- 030 DONGDAEMUN
- 032 BEST WALKS 1 - JEONGDONG-GIL
- 034 SEOCHON
- 036 GWANGHWAMUN
- 038 JONGNO · INSA-DONG
- 040 DAEHANGNO · DONGMYO



The Heart of Seoul, Downtown



Harmony of Past and Present, Central District

- 042 BEST WALKS 2 - BUKCHON
- 043 BEST WALKS 3 - BUAM-DONG
- 044 SANGAM · HAPJEONG · SANGSU · MANGWON
- 046 SINCHON · HONGIK UNIV. · YEONNAM ·
YEONHUI
- 048 BEST WALKS 4 - ITAEWON
- 050 SEONGSU · KONKUK UNIV.
- 052 YEOUIDO
- 054 BEST WALKS 5 - HANGDONG RAILROAD
- 055 BEST WALKS 6 - MULLAE ART VILLAGE
- 056 SAMSEONG · GANGNAM · BANPO · YANGJAE
- 059 SINSA · APGUJEONG · CHEONGDAM
- 060 SONGPA
- 061 JAMSIL

TASTY SEOUL

- 064 SOUL FOOD, LOCAL FAVORITES
- 065 SNACKS TO ENJOY ON A LIGHT BUDGET
- 066 ALL VARIETIES, FOOD ALLEYS
- 068 VEGAN CUISINE FOR HEALTHY MEALS
- 069 IT TASTES BETTER IF YOU KNOW MORE
ABOUT IT! BEVERAGES

SHOPPING & LIFESTYLE

- 070 ENCOUNTER THE OLD SEOUL IN LONG-
RUNNING SHOPS, ORAEGAGE
- 071 LOOKING FOR TREASURES TO REMEMBER
SEOUL BY
- 072 SHOPPING MALLS FOR SHOPAHOLICS

EXPERIENCE

- 074 A DAY TO TRY SOMETHING DIFFERENT

BEST DAY COURSE

- 076 RECOMMENDED ROUTES BY ITINERARY
- 078 SEOUL GUIDED WALKING TOUR

CHECKLIST & INFORMATION

- 079 ACCESSIBLE TOURISM CITY SEOUL
- 080 THINGS TO KNOW BEFORE TRAVELING
TO SEOUL

TRANSPORTATION

- 084 TRAFFIC INFORMATION FOR KEY AREAS
OF SEOUL & SEOUL CITY TOUR BUS

CULTURAL EVENTS & FESTIVALS

- 090 FESTIVAL CALENDAR
- 091 SEOUL METRO MAP & TOURIST MAP



Streets Blooming with Culture, Northwest



New Emerging Trends, Northeast



The Center of Korean Politics, Yeouido



Center of Trends, Southeast

THEME

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

1 GYEONGBOKGUNG PALACE

경복궁



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

161 Sajik-ro, Jongno-gu, Seoul (Exit 5 of Gyeongbokgung Station on Line 3)
09:00-17:00 Nov.-Feb.; 09:00-18:00 Mar.-May & Sep.-Oct.; 09:00-18:30 Jun.-Aug. (last admission 1 hour before closing); Closed Tuesdays ₩ KRW 3,000 for Koreans ages 25 to 64; free for those under age 24 and over 65; KRW 3,000 for foreign visitors ages 19 to 64; free for those under age 18 and over 65. +82-2-3700-3900

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

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

2 DEOKSUGUNG PALACE

덕수궁

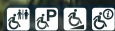


This palace of the Joseon Dynasty became the site for the historic establishment of the Great Korean Empire. It is the only palace in Seoul that has a modern building, a Western-style garden, and a fountain. The Palace Royal Guard Changing Ceremony held every day at the main gate is a must-see attraction.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

99 Sejong-daero, Jung-gu, Seoul (Near Exits 1 & 2 City Hall Station on Line 1 & 2)
[Deoksugung Palace] 09:00-21:00 (last admission 1 hour before closing); Closed Mondays / [Deoksugung Stonewall Walkway] open 24 hours a day, all year ₩ KRW 1,000 for Koreans ages 25 to 64; free for those under age 24 and over 65; KRW 1,000 for foreign visitors ages 19 to 64; free for those under age 18 and over 65. +82-2-771-9951

3 CHANGDEOKGUNG PALACE

창덕궁



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

99 Yulgok-ro, Jongno-gu, Seoul (Near Exit 3 of Anguk Station on Line 3)
[Palace] 09:00-17:30 Nov.-Jan.; 09:00-18:00 Feb.-May & Sep.-Oct.; 09:00-18:30 Jun.-Aug. (last admission 1 hour before closing); Closed Mondays [Secret Garden] Separate reservation required (refer to the website) ₩ KRW 3,000 for Koreans ages 25 to 64; free for those under age 24 and over 65; KRW 3,000 for foreign visitors ages 19 to 64; free for those under age 18 and over 65. +82-2-3668-2300

4 CHANGGYEONGGUNG PALACE

창경궁



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

185 Changgyeonggung-ro, Jongno-gu, Seoul
09:00-21:00 (last admission 1 hour before closing); Closed Mondays; Tour hours vary when a visit incorporates Changdeokgung Palace ₩ KRW 1,000 for Koreans ages 25 to 64; free for those under age 24 and over 65; KRW 1,000 for foreign visitors ages 19 to 64; free for those under age 18 and over 65. +82-2-762-4968

A WALK THROUGH TIME

SEOUL PALACE TOUR

Accessible Toilet

Wheelchair Ramp

Accessible elevator

Parking Lot for people with disabilities

Wheelchair accessible information center

Integrated Website of the Royal Palaces and Tombs Center

royal.khs.go.kr/ROYAL/main/index.do

You can search for information about each palace and make visit reservations on the Royal Palaces and Tombs Center website.



PALACE TOUR

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

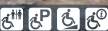
TIP - HANBOK EXPERIENCE

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



5 GYEONGHUIGUNG PALACE

경희궁



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

45 Saemunan-ro, Jongno-gu, Seoul (Near Exit 4 of Seodaemun Station on Line 5)
09:00-18:00 (entry ends 30 minutes before closing time); Closed Mondays Free +82-2-724-0274

6 JONGMYO SHRINE

종묘



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

157 Jong-ro, Jongno-gu, Seoul (Near Exits 8 & 11 of Jongno 3-ga Station on Line 1, 3, & 5)
Scheduled viewing (Enter at designated time for 1-hour guided tour with docent, general admission not available. (refer to the website)
₩ KRW 1,000 for Koreans ages 25 to 64; free for those under age 24 and over 65; KRW 1,000 for foreign visitors ages 19 to 64; free for those under age 18 and over 65. +82-2-765-0195

HIKING

through Nature

Surrounded by numerous mountains and forests, Seoul has many great places to take a leisurely stroll. From Hanyangdoseong trail running along the fortress wall to Seoul Dulle-gil wrapping all the way around Seoul, let's all enjoy the beautiful scenery of Seoul while breathing in the fresh air.

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



1 BUGAKSAN MOUNTAIN 북악산

Towering to the north of Gyeongbokgung Palace, this was the last mountain in Seoul to be opened to the general public for security reasons. Due to its designation as a protected military area, it is strictly off-limits after sunset, so be sure to check the opening hours before your visit.

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

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

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

*Only the mountain hiking trail through Chunchumun Gate is closed on Tuesdays.

Height 342m Difficulty ●●○

2 INWANGSAN MOUNTAIN 인왕산

As one of the guardian mountains in Seoul, this peak is formed entirely of granite. It includes many boulders with peculiar shapes such as Train Rock, Skirt Rock, and Hat Rock. Because of its beautiful scenery, there are many landscape paintings with Mt. Inwang as the background, with famous examples including Jeong Seon's Inwang jesaekdo and Kang Hui-eon's Inwangsando. It is also known for beautiful night views.

Height 338.2m Difficulty ●○○○



3 ANSAN MOUNTAIN 안산

This mountain is relatively low. Its main route is the one east of Ansan Mountain, which goes through Seodaemun Independence Park where Seodaemun Prison is located. Visitors can enjoy beautiful scenery here throughout every season.

By climbing to the top, visitors can look out across Seoul to see Inwangsan Mountain, Bukhansan Mountain, and the Hangang River in one sweeping view.

Height 295.5m Difficulty ●○○○



4 EUNGBONGSAN MOUNTAIN 응봉산

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

Height 81m Difficulty ●○○○



HANYANG DOSEONG TRAIL

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

© seoulcitywall.seoul.go.kr

A NAKSAN MOUNTAIN SECTION 낙산 구간

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

Distance 2.1km
Difficulty ●○○○
Duration 1hr
Departure Exit 4 of Hansung University Station on Line 4

B HEUNGJINJIMUN GATE SECTION 흥인지문 구간

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

Distance 1.8km
Difficulty ●○○○
Duration 1hr
Departure Exits 6 & 7 of Dongdaemun Station on Line 1 & 4

C NAMSAN MOUNTAIN SECTION 남산 구간

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

Distance 4.2km
Difficulty ●●○○
Duration 3hrs
Departure Exit 5 of Dongguk University Station on Line 3

D SUNGNYEMUN GATE SECTION 승례문 구간

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

Distance 1.8km
Difficulty ●○○○
Duration 1hr
Departure Exit 4 of Seoul Station on Line 1 & 4

E INWANGSAN MOUNTAIN SECTION 인왕산 구간

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

Distance 4km
Difficulty ●●●○
Duration 2hrs, 30mins
Departure Exit 4 of Seodaemun Station on Line 5

F BAEGAK SECTION 백악 구간

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

Distance 4.7km
Difficulty ●●●○
Duration 3hrs
Departure Exit 3 of Gyeongbokgung Station on Line 3



SEOUL TRAIL

The Seoul Trail is a 156.5-kilometer walking trail that winds around the city of Seoul. Consisting of eight trails, it weaves the history, culture, and natural ecology of Seoul into a story. It is a path that both local and foreign visitors can enjoy and experience while walking.
@ gil.seoul.go.kr

1 SURAKSAN MOUNTAIN ROUTE 수락산코스

A trail of the ancients in the secular world

Distance 6.3km

Difficulty ●●●●

Duration 2hrs, 50mins

Departure Dobongsan Station

4 MANGUSAN & YONGMA SAN ROUTE MOUNTAINS 망우·용마산코스

A trail beyond the city

Distance 7.7km

Difficulty ●○○○

Duration 3hrs

Departure Hwarangdae Station

7 ILJASAN MOUNTAIN ROUTE 일자산 코스

A small forest path within the urban area

Distance 7.7km

Difficulty ●○○○

Duration 3hrs, 15mins

Departure Myeongil Neighborhood Park

10 UMYEONSAN MOUNTAIN ROUTE 우면산 코스

A mountain trail overlooking Seoul

Distance 7.6km

Difficulty ●●○○

Duration 3hrs, 20mins

Departure Maehoon Citizen's Forest (Yangjae Citizen's Forest Station)

2 DEONGNEUNG-GOGAE PASS ROUTE 덕릉고개 코스

An ecological trail connecting city and nature

Distance 5.4km

Difficulty ●●●●

Duration 2hrs, 50mins

Departure Dangoggae Park Fork

5 ACHASAN MOUNTAIN ROUTE 아차산 코스

A trail connecting people and history

Distance 4.6km

Difficulty ●●○○

Duration 2hrs, 10mins

Departure Kkaltakgogae Pass Rest Area

8 JANGJICHEON & TANCHEON STREAMS ROUTE 장지·탄천 코스

An urban stream trail with restored natural ecosystems

Distance 8.6km

Difficulty ●○○○

Duration 2hrs, 35mins

Departure Ogeumgyo Bridge 1 (Olympic Park Station)

11 GWANAKSAN MOUNTAIN ROUTE 관악산 코스

A trail where folk beliefs meet Buddhism

Distance 5.7km

Difficulty ●●○○

Duration 2hrs, 30mins

Departure Sadang Station Fork

3 BURAMSAN MOUNTAIN ROUTE 불암산 코스

A cozy forest path embracing the sky

Distance 6.9km

Difficulty ●●○○

Duration 2hrs, 30mins

Departure Royal Azalea Park, Sanggye-dong

6 GODEOKSAN MOUNTAIN ROUTE 고덕산 코스

A historical path along the Hangang River

Distance 9.3km

Difficulty ●○○○

Duration 3hrs

Departure Gwangnaru Station

9 DAEMOSAN & GURYONGSAN MOUNTAINS ROUTE 대모·구룡산코스

A nature ecology exploration trail

Distance 10.7km

Difficulty ●●●●

Duration 4hrs, 50mins

Departure Suseo Station

12 HOAMSAN MOUNTAIN ROUTE 호암산 코스

A trail of legends, feng shui, and history

Distance 7.3km

Difficulty ●●○○

Duration 3hrs, 30mins

Departure Gwanaksan Park Entrance



13 ANYANGCHEON UPSTREAM ROUTE 안양천 상류 코스

A cherry blossom trail along the railway

Distance 8km

Difficulty ●○○○

Duration 2hrs, 5mins

Departure Seoksu Station

16 BONGSAN & AENGBONGSAN MOUNTAINS ROUTE 봉산·앵봉산 코스

A tranquil mountain trail along the ridge

Distance 9.1km

Difficulty ●●●●

Duration 4hrs, 15mins

Departure Jeungsan Station Fork

19 BUKHANSAN MOUNTAIN & SEONGBUK-GU ROUTE 북한산성북코스

A quiet forest path for contemplation

Distance 6km

Difficulty ●●○○

Duration 2hrs, 50mins

Departure Hyeongjeong Peak Entrance

14 ANYANGCHEON DOWNSTREAM ROUTE 안양천 하류 코스

Anyangcheon memory trail

Distance 10.2km

Difficulty ●○○○

Duration 2hrs, 25mins

Departure Guil Station

17 BUKHANSAN MOUNTAIN & EUNPYEONG-GU ROUTE 북한산은평코스

A path touching the sky

Distance 5.9km

Difficulty ●●○○

Duration 2hrs, 45mins

Departure Gupabal Station

20 BUKHANSAN MOUNTAIN & GANGBUK-GU ROUTE 북한산강북코스

A trail honoring the nation before the cemetery

Distance 7.1km

Difficulty ●●○○

Duration 3hrs, 30mins

Departure Hwagyesa Temple Entrance

15 NOEUL & HANEUL PARKS ROUTE 노을·하늘공원 코스

A restored nature trail

Distance 7.7km

Difficulty ●○○○

Duration 2hrs, 10mins

Departure Gangyangdaegyo Bridge Southern End

18 BUKHANSAN MOUNTAIN & JONGNO-GU ROUTE 북한산종로코스

An urban trail where valley meets mountain

Distance 7.4km

Difficulty ●●○○

Duration 4hrs

Departure Bukhansan Eco Park

21 BUKHANSAN MOUNTAIN & DOBONG-GU ROUTE 북한산도봉코스

A trail with deep historical resonance

Distance 7.3km

Difficulty ●●○○

Duration 3hrs, 25mins

Departure Bukhansan Ui Station

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

Museums exhibit relics and works of art from various countries and regions. In these museums, we can see things of the past and the present that we have never experienced as well as the future that we must face.



1 NATIONAL MUSEUM OF KOREA 국립중앙박물관

Korea's representative museum. The museum houses over 430,000 artifacts, including 326 nationally designated cultural assets such as National Treasures and Treasures. Its six permanent exhibition halls display 11,502 diverse national heritage items across 34 exhibition rooms. It also includes a Pagoda Garden, Special Exhibition Gallery, and Children's Museum. (As of June 2024)

① 137 Seobinggo-ro, Yongsan-gu, Seoul (Near Ichon Station on Line 4 & Gyeongui-Jungang Line) ② 10:00-18:00 on Mon./Tue./Thur./Fri./Sun., 10:00-21:00 on Wed./Sat. (entry ends 30 minutes before closing), Closed on New Year's Day, Seollal (Lunar New Year's Day) and Chuseok ③ Free (Fee may apply for special exhibitions.)



2 NATIONAL HANGEUL MUSEUM 국립한글박물관

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

① 139 Seobinggo-ro, Yongsan-gu, Seoul (Near Ichon Station on Line 4 & Gyeongui-Jungang Line) ② Mon.-Fri.-Sun. 10:00-18:00, Sat. 10:00-21:00 (entry ends 30 minutes before closing time); Korean playground 10:10-17:40 (online reservation required); Closed on New Year's Day, Seollal (Lunar New Year's Day)/Chuseok ③ Free ④ +82-2-2124-6200 ⑤ @hangeul.go.kr

⑥ Closed temporarily due to construction. For more information, please visit our website.



3 SEODAEMUN PRISON HISTORY HALL 서대문형무소역사관

This prison, where numerous anti-Japanese independence activists were incarcerated during the period of Japanese occupation, was transformed into a historical education center in 1998. The history hall, which was once used as a residence and included a torture chamber, provides a video archive and a prison life room with features such as standing coffins and a solitary confinement room where visitors can directly experience life in the prison.

① 251 Tongil-ro, Seodaemun-gu, Seoul (Near Dongnimmun Station on Line 3) ② Mar.-Oct. 09:30-18:00; Nov.-Feb. 09:30-17:00 (entry ends 30 minutes before closing); Closed on Mondays (if a public holiday, closed the following day); Closed on New Year's Day, Seollal (Lunar New Year's Day) and Chuseok ③ KRW 3,000 for those ages 19 to 64; KRW 1,500 for those ages 13 to 18 and soldiers below the rank of sergeant; KRW 1,000 for those under age 12; free for those under age 6 and over 65, disabled people, and men of national merit ④ +82-2-360-8590 ⑤ @sphh.ssmc.or.kr



4 SEOUL MUSEUM OF HISTORY 서울역사박물관

This institution protects and displays artifacts, urban relics, and historic houses of Seoul. Interesting relics that give a glimpse into the life and culture of the people of Seoul in the past are on display, and the 1/1,500-scale model of Seoul is impressive.

① 55 Saemunan-ro, Jongno-gu, Seoul (Near Exit 7 of Gwanghwamun Station on Line 5) ② 09:00-18:00 (entry ends 30 minutes before closing time); Open until 9 PM every Friday; Mondays (normal opening hours if Monday is a public holiday); Closed on New Year's Day ③ Free ④ +82-2-724-0274 ⑤ @museum.seoul.go.kr



5 SEOUL MUSEUM OF CRAFT ART 서울공예박물관

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

① 4 Yulgok-ro 3-gil, Jongno-gu, Seoul (Near Exit 1 of Anguk Station on Line 3) ② 10:00-18:00 (entry ends 30 minutes before closing time); Open until 9 PM every Friday (Archive Room excluded); Mondays (normal opening hours if Monday is a public holiday); Closed on New Year's Day ③ Free (Paid admission for guest exhibitions) ④ +82-2-6450-7000 ⑤ @craftmuseum.seoul.go.kr



6 NATIONAL METEOROLOGICAL MUSEUM OF KOREA 국립기상박물관

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

① 52 Songwol-gil, Jongno-gu, Seoul ② 10:00-18:00 (entry ends 1 hour before closing time); Mondays (if a public holiday, the first following weekday); Closed on New Year's Day, Seollal (Lunar New Year's Day)/Chuseok ③ Free ④ +82-70-7850-8493 ⑤ @science.kma.go.kr/museum



7 NATIONAL AVIATION MUSEUM OF KOREA 국립항공박물관

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

① 177 Haneul-gil, Gangseo-gu, Seoul ② 10:00-18:00 (entry ends 30 minutes before closing); Closed every Monday (if a public holiday, closed the following day); New Year's Day, Seollal (Lunar New Year's Day), and Chuseok ③ Free (Paid admission for experiential education programs) ④ +82-2-6940-3198 ⑤ @aviation.or.kr



8 THE WAR MEMORIAL OF KOREA 전쟁기념관

This is the only war history museum in South Korea, with around 9,000 war-related artifacts are displayed in its 11 exhibition rooms on the 1st to 3rd floors and outdoor exhibition areas. Visitors can experience the extreme conditions of war through their various senses in the war experience room, and in the outdoor exhibition you can see the weapons used in World War II, the Korean War, and the Vietnam War.

① 29 Itaewon-ro, Yongsan-gu, Seoul (Near Exit 12 of Samgakji Station on Line 4 & 6) ② 09:30-18:00 (entry ends 1 hour before closing time); Mondays (if a public holiday, closed the following weekday); Closed on New Year's Day, Seollal (Lunar New Year's Day)/Chuseok ③ Free ④ +82-2-709-3081 ⑤ @warmemo.or.kr

SPACES FOR CULTURE AND ARTS OPPORTUNITIES

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



1 MMCA SEOUL

국립현대미술관 서울관

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



2 MMCA DEOKSUGUNG

국립현대미술관 덕수궁관

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



1 MMCA SEOUL

국립현대미술관 서울관

30 Samcheong-ro, Jongno-gu, Seoul
 ☎ Mon./Tue./Thur./Fri./Sun 10:00-18:00; Wed./Sat 10:00-21:00; Closed New Year's Day, Seollal (Lunar New Year's Day), Chuseok
 ₩ Individual tickets (separate ticket required for each exhibition); combined ticket 5,000 won; free under age 24 and over 65; free on Wednesday and Saturday evenings (18:00-21:00) and Cultural days ☎ +82-2-3701-9500 @ mmca.go.kr

2 MMCA DEOKSUGUNG

국립현대미술관 덕수궁관

99, Sejong-daero, Jung-gu, Seoul (Near Exit 1 of City Hall Station on Line 1 & 2) ☎ 10:00-18:00 Tue/Thur./Fri./Sun. 10:00-21:00 Wed/Sat., Closed Mondays ₩ Different for exhibitions, free for those under age 24 and over 65; free on Wednesday and Saturday evenings (18:00-21:00) and Cultural days (separate admission for Deoksugung Palace) ☎ +82-2-2022-0600 @ mmca.go.kr

3 SEOUL ARTS CENTER

예술의전당

2406, Namsunsunhwan-ro, Seocho-gu, Seoul (Near Exit 5 of Nambu Bus Terminal Station on Line 3) ☎ 10:00-19:00 (varies by exhibition and performance; refer to the website), Closed on Mondays ☎ 1668-1352 @ sac.or.kr

3 SEOUL ARTS CENTER 예술의전당

This is the first art complex in South Korea, hosting performances and exhibitions by world-class artists. Quality performances and exhibitions are organized and exhibited here across all genres, from opera, ballet, orchestral music, and choral music centered on music halls, concert halls, and theaters to painting and sculpture exhibitions by renowned artists from Korea and abroad at the Hangaram Art Museum and at the Seoul Calligraphy Art Museum, the nation's only exhibition center for calligraphy.



4 HONGJE YUYEON 홍제유연

This is an art space where installation art, lighting art, and media art are formed along the waterway flowing between 100 pillars in the lower level of Yujin Shopping Center in Hongjecheon Stream, a space that had been abandoned for 50 years and was reborn as part of the Seoul Public Art Project.

5 LEEUM MUSEUM OF ART 리움미술관

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



6 SEOUL MUSEUM OF ART (SEOSOMUN MAIN BUILDING) 서울시립미술관 서소문본관

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



4 HONGJE YUYEON

홍제유연

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

5 LEEUM MUSEUM OF ART

리움미술관

60-16, Itaewon-ro 55-gil, Yongsan-gu, Seoul (Near Exit 1 of Line 6 Hangangjin Station) ☎ 10:00-18:00 (entry until 30 minutes before closing time), Closed on Mondays, January 1, Korean New Year's/Chuseok (Reservation required before viewing) Closed on Mondays, January 1, Korean New Year's/Chuseok (Reservation required before viewing) ₩ Permanent exhibition free, special exhibition paid (refer to the website) ☎ +82-2-2014-6900 @ leumhcam.org

6 SEOUL MUSEUM OF ART (SEOSOMUN MAIN BUILDING)

서울시립미술관 서소문본관

61, Deoksugung-gil, Jung-gu, Seoul (Near Exit 10 of City Hall Station on Line 1 & 2) ☎ Weekdays 10:00-20:00, Weekends and holidays Summer season (March-October) 10:00-19:00, Winter season (November-February) 10:00-18:00, Every Friday 10:00-21:00 (Last admission 1 hour before closing), Monday (normal operation if it's a public holiday), Closed on January 1 ₩ Free (except for special exhibitions) ☎ +82-2-2124-8800 @ sema.seoul.go.kr

Experience the Hangang River!

A PERFECT WAY TO ENJOY THE HANGANG RIVER

Each section of Hangang Park has its own charm, providing relaxation to Seoul residents and tourists.

Enjoy a wide range of activities along the river, from water sports and biking to cruises and leisure experiences.



1 MANGWON HANGANG PARK 망원한강공원

Mangwon Hangang Park offers a variety of sports facilities, including basketball courts, tennis courts, soccer fields, and water sports facilities. A bike path runs along the Hangang River, making the park especially popular with cyclists.

📍 467, Maponaru-gil, Mapo-gu, Seoul



2 YEUIDO HANGANG PARK 여의도한강공원

Yeouido Hangang Park is one of the most popular parks along the Hangang River. Located next to Yeouiseo-ro, a famous cherry blossom street, it hosts major seasonal events such as the Yeouido Spring Flower Festival in April and the Seoul International Fireworks Festival in October.

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



3 NODEUL ISLAND 노들섬

Nodeul Island is a cultural complex on the Hangang River centered on music and the arts. Venues such as Nodeul Live House, Music Lounge RYU, Nodeul Bookstore, and Plant Atelier offer visitors a unique place to enjoy nature, music, and books.

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



4 ICHON HANGANG PARK 이촌한강공원

Ichon Hangang Park is known for its seasonal scenery, with reeds, pampas grass, and cosmos in bloom. Popular for walks and outdoor recreation, the park also features an X-Game Center, an international-standard inline skating rink, and a gateball court.

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



5 BANPO HANGANG PARK 반포한강공원

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

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



6 JAMWON HANGANG PARK 잠원한강공원

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

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



7 TTUKSEOM HANGANG PARK 독섬한강공원

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

📍 139, Gangbyeonbuk-ro, Gwangjin-gu, Seoul (Near Exits 2 and 3 of Jayang Station, Line 7)



8 JAMSIL HANGANG PARK 잠실한강공원

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

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



TIP 1. HANGANG RIVER CRUISE

Cruise ships cross through the center of Seoul from east to west and back, letting you enjoy various activities like cocktail shows and live performances. The night cruises are a great option for a romantic outing.

@ www.elandcruise.com



TIP 2. HANGANG BUS

A water transportation that connects major terminals along the Hangang River. You can leisurely enjoy the scenery of Seoul as you travel on the river.

@ www.hgbus.co.kr



TIP 3. HANGANG RIVER ACTIVITIES

You can enjoy various leisure activities at several Hangang Parks. (Please refer to the website for detailed activity information) The well-maintained bike paths make it ideal for cycling, and a valid ID is required to rent a bicycle.

@ hangang.seoul.go.kr



Places of Relaxation in the Heart of the City,

SEOUL'S FORESTS

Seoul is dotted with lush parks amidst tall buildings. Parks in harmony with nature provide places for relaxation where people can take a break from busy modern life.



📍 273, Ttukseom-ro, Seongdong-gu, Seoul (Near Exit 3 of Seoul-forest Station on Suin-Bundang Line, Exit 8 of Ttukseom Station on Line 2) ☎ +82-2-460-2905 @ parks.seoul.go.kr/seoulforest



SEOUL FOREST 서울숲

This unique space lets you experience nature up close, including its insects and animals. From atop the Windy Hill, located at the highest section, visitors can view the silvery grass fields all along the Hangang River from one place.



WORLD CUP PARK 월드컵공원

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



📍 86 Haneulgongwon-ro, Mapo-gu, Seoul (Near Exit 1 of World Cup Stadium Station on Line 6)
🕒 Schedule varies from month to month ☎ +82-2-300-5500
@ parks.seoul.go.kr/worldcuppark



OLYMPIC PARK 올림픽공원

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

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





YONGSAN PARK 용산가족공원

This site, which was once a golf course for the USFK command after the National Liberation on August 15, 1945, was turned into a park in 1992 by the city government of Seoul. The National Museum of Korea and the National Hangeul Museum are nearby, giving a good opportunity to visit them together.

📍 60 Itaewon-ro, Yongsan-gu, Seoul (Near Exit 2 of Ichon Station on Line 4 & Gyeongui Jungang Line)
☎ +82-2-792-5661
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SEOUL BOTANIC PARK 서울식물원

This is the first urban botanic park in Seoul, where a park and a botanical garden are organically combined. As a space where a forest, garden, lake, and wetlands mingle, it includes a large greenhouse housing plants with themes representing 12 cities around the world.

📍 161, Magokdong-ro, Gangseo-gu, Seoul (Near Exit 3 of Magongnanaru Station on Line 9 & A'REX)
🕒 Nov.-Feb. 09:30-17:00; Mar.-Oct. 09:30-18:00 (last admission 1 hour before closing); Closed on Mondays, Open year-round
💰 Adults KRW 5,000, Teens KRW 3,000, Children KRW 2,000
☎ +82-2-2104-9716 @ botanicpark.seoul.go.kr
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SEONYUDO PARK 선유도공원

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

📍 343, Seonyu-ro, Yeongdeungpo-gu, Seoul (Near Exit 2 of Line Seonyudo Station on Line 9) 🕒 06:00-24:00
☎ +82-2-2631-9367 @ parks.seoul.go.kr/seonyudo
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SEOKCHON LAKE
(SONGPA NARU PARK)

석촌호수 (송파나루공원)

This was the location of the Songpa Ferry, which was once a hub for the important waterways connecting Hanseong and the Chungcheong-do, Jeolla-do, and Gyeongsang-do regions. Made up of a lake and a park, it is now used as a place for city residents to come to relax.



📍 148 Jamsil-ro, Songpa-gu, Seoul (Near Exit 2, 3 of Line 2, 8 Jamsil Station) ☎ +82-2-412-0190
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SEONJEONGNEUNG ROYAL TOMBS 선정릉

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

📍 1 Seolleung-ro 100-gil, Gangnam-gu, Seoul (Near Exit 10 of Seolleung Station on Line 2 & Suin-Bundang Line) 🕒 Nov.-Jan. 06:30-17:30; Feb. 06:00-18:00; Mar.-Oct. 06:00-21:00 (entry ends 1 hour before closing time); Closed Mondays (Closed on the following day if Monday is a national holiday). 💰 KRW1,000 for Koreans ages 25 to 64; free for those under age 24 and over 65; KRW 1,000 for foreign visitors ages 19 to 64; free for those under age 18 and over 65. ☎ +82-2-568-1291
@ Integrated Website of the Joseon Royal Tombs: royaltombs.cha.go.kr

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MAEHEON CITIZEN'S FOREST

매현시민의숲

Built for the 1986 Asian Games and the 1988 Seoul Olympics, this park forms a dense forest, which is hard to find in the city center, making it a perfect spot to walk and enjoy nature.

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

HALLYU CONTENT ITEMS

With Korean TV programs and movies capturing the hearts of people around the world, Seoul stands as the centerpiece of Hallyu (Korean Wave) content. Here are the places from the screen hidden all over Seoul that everyone is so curious to see.

📺 DRAMA <ITAEWON CLASS>

ITAEWON STREET 이태원거리

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

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



📺 DRAMA <VINCENZO>

SEOULLO 7017 서울로 7017 p.026

This is the night street that Vincenzo (Song Joong-ki) walked in episode 3 of Vincenzo, and visitors can come here to enjoy the splendid night view of Seoul Station. Seoulo 7017 is an attractive place not only because it connects the 17 walking paths around Seoul Station, but it also features a variety of places for unique experiences.

📍 432, Cheongpa-ro, Jung-gu, Seoul



📺 DRAMA <KINGDOM>
GYEONGHUIGUNG PALACE 경희궁 p.007
& **CHANGDEOKGUNG PALACE** 창덕궁 p.006



This was the filming location of the Netflix original drama "Kingdom", set in the Joseon Dynasty. Gangnyeongjeon Hall, the residence of the king who becomes a zombie in the drama, is Sungjeongjeon Hall in Gyeonghuigung Palace. At the beautiful tourist spot in the garden behind Changdeokgung Palace, visitors can enjoy picturesque scenery that differs from the imagery of the drama.

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



📺 DRAMA <SQUID GAME>
DAEHANGNO STREET 대학로거리 p.040

On Daehangno Street, you can experience the dalgona lottery from the Netflix drama "Squid Game", which drew enthusiasm from people all over the world. The craftsman who made the actual dalgona candy for the series is there, and is visited by many people.

📍 Dongsung-dong, Jongno-gu, Seoul



📺 DRAMA <VINCENZO>
SEWOON PLAZA 세운상가 p.029

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

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



📺 MOVIE <PARASITE>
JAHAMUN TUNNEL 자하문터널

This was the filming location of the movie "Parasite", which introduced Korean film to the world by winning four Academy Awards. It is a place where the differentiation of social classes is starkly expressed by the stairs. Inside the tunnel, visitors feel as eerie as the scenes in the movie.

📍 219, Jahamun-ro, Jongno-gu, Seoul

TIP. KOREAN FILM MUSEUM



This is the only film museum in Seoul. Visitors can come here to see the costumes and props of the characters in "Parasite."

📍 400 World Cup bul-ro, Mapo-gu, Seoul 1000-1900 🕒 Tuesday-Saturday 10:30-19:00 / Closed on Sundays, Mondays, New Year's Day, Seollal (Lunar New Year's Day) and Chuseok holidays, Foundation Day (Jan 18), and Labor Day (May 1) 🆓 Free ☎ +82-3153-2072

WHERE TO GO

1 THE HEART OF SEOUL, DOWNTOWN

BEST WALKS 1 - JEONGDONG-GIL

2 HARMONY OF PAST AND PRESENT, CENTRAL DISTRICT

BEST WALKS 2 - BUKCHON

BEST WALKS 3 - BUAM-DONG

3 STREETS BLOOMING WITH CULTURE, NORTHWEST

BEST WALKS 4 - ITAEWON

4 NEW EMERGING TRENDS, NORTHEAST

5 THE CENTER OF KOREAN POLITICS, YEOUIDO

BEST WALKS 5 - HANGDONG RAILROAD

BEST WALKS 6 - MULLAE ART VILLAGE

6 THE CENTER OF TRENDS, SOUTHEAST

DOWNTOWN

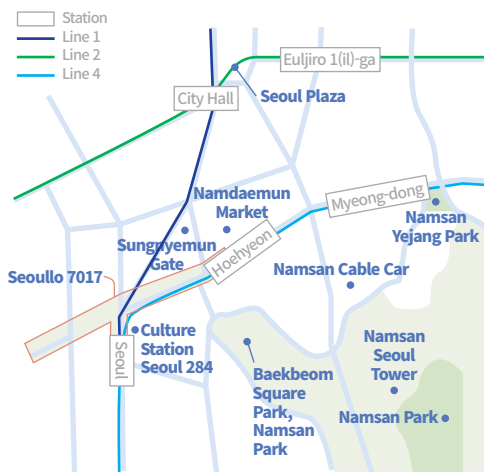
the Heart of Seoul

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

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



SEOUL STN. | NAMSAN | CITY HALL | NAMDAEMUN



SEOUL STN. CULTURE STATION SEOUL 284 문화역서울 284

Boasting a century of history, Seoul Station was reborn as a cultural and art space in 2011 after two years of renovation, and now offers a variety of exhibitions and programs.

📍 1, Tongil-ro, Jung-gu, Seoul (Near Exit 2 of Seoul Station on Line 1, 4, Airport Railroad Line, and Gyeongui-Jungang Line) 🕒 11:00-19:00 (last admission 30 minutes before closing); Closed on New Year's Day, Seollal (Lunar New Year's Day), Chuseok, and when there are no exhibitions or events (space tour program operates separately) ☎ +82-2-3407-3500 📍 seoul284.org



SEOUL STN. SEOULLO 7017 서울로 7017

This overpass built in the 1970s was renovated to become a pedestrian path in 2017. It is full of flowers and trees that let you feel nature within the city, and includes a cafe and tourist information center among other things. It connects to 17 pedestrian paths linking from Manri-dong to Hoehyeon Station.

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



NAMSAN MOUNTAIN



NAMSAN ① NAMSAN PARK 남산공원

This park is home to many popular tourist attractions, including Namsan Seoul Tower, Palgakjeong Pavillion, Namsan Outdoor Botanical Garden, and the National Theater of Korea, not to mention the well-forested park itself.

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



NAMSAN ② NAMSAN SEOUL TOWER 남산서울타워



This central tourist attraction gives you a view of Seoul from 480 m above sea level. From the observatory on the 4th and 5th floors and the 360° revolving restaurant on the 7th floor, you can enjoy a full panoramic view of Seoul. "Locks of Love" is one of the bucket list items that a lot of couples love to do when they visit.

📍 105, Namsangongwon-gil, Yongsan-gu, Seoul (by Loop Bus 1 or Namsan Cable Car) 🕒 Observatory Weekdays 10:30-22:30, Weekends and holidays 10:00-23:00 (last admission 30 minutes before closing) / Operating hours vary for facilities other than the observatory 🎫 Adults (13+) KRW 26,000 / Ages 3-12, 65+ KRW 20,000, Under 36 months free ☎ +82-2-3455-9277 📍 seoultower.co.kr



NAMSAN ③ NAMSAN CABLE CAR 남산케이블카



The Namsan Cable Car has lived on as one of the most popular tourist attractions in Seoul for 60 years. Ride the Namsan Cable Car to enjoy the full view of Namsan Mountain.

📍 83, Sopa-ro, Jung-gu, Seoul (Near Exit 3 of Myeongdong Station on Line 4) 🕒 10:00-23:00 🎫 Round trip Adults 14,000; Children and those ages over 65 10,500; (entry ends 30 minutes before closing for round trips, and 15 minutes for one-way trips) ☎ +82-2-753-2403(day)/+82-2-757-1308(night) 📍 cablecar.co.kr



NAMSAN ④ BAEKBEOM SQUARE PARK, NAMSAN PARK 남산공원백범광장



This is one of the parks of Namsan Mountain. In 2009, sections of the Seoul City Wall were restored as part of the "Namsan Renaissance" project to form the park seen here today.

📍 100-115 Hoehyeon-dong 1-ga, Jung-gu, Seoul (Near Exit 4 of Hoehyeon Station on Line 4)



NAMSAN ⑤ NAMSAN YEJANG PARK 남산예장공원



This new park combines the former Resident-General's office and his official residence, and includes the Korean Central Intelligence Agency building. You can find Memory 6, which has a reproduction of a torture chamber inside the Central Intelligence Agency, and the site of the Governor-General's official residence. The lower level includes Yejang Madang and Lee Hoeyeong Memorial Hall.

📍 Juja-dong, Jung-gu, Seoul (Near Exit 1 of Myeong-dong Station on Line 4)





CITY HALL

SEOUL PLAZA 서울광장

It serves as the venue for various events such as mini-concerts, outdoor exhibitions, and flea markets, and in the winter the entire square is transformed into a skating rink with an affordable entry fee. In front of Seoul Plaza is the old City Hall, built in 1926, now reborn as the Seoul Library that is open to everyone.

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



NAMDAEMUN

SUNGNYEMUN 송례문

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

- 📍 40, Sejong-daero, Jung-gu, Seoul (Near Exit 5 of Hoehyeon Station on Line 4 or Exit 4 of Seoul Station on Line 1, 4, Airport Railroad, and Gyeongui-Jungang Line)
- 🕒 09:00-18:00 (entry until 10 minutes before closing time), Closed on Mondays
- 🆓 Free 📞 +82-2-779-8547



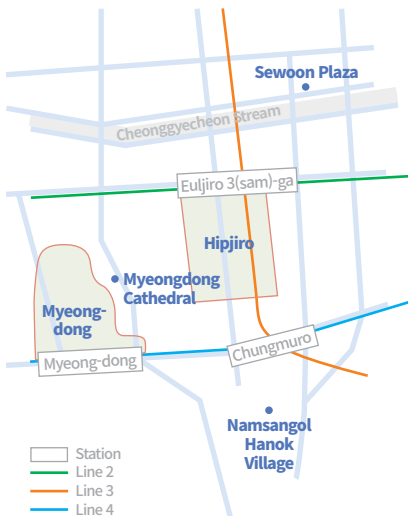
NAMDAEMUN

NAMDAEMUN MARKET 남대문시장

Namdaemun Market is the largest general market in Korea. Countless shops and stalls line the alleyways, selling clothing, household items, and food. Being famous as a unique traditional market with low-priced good food throughout every alleyway, it is always bustling with tourists.

- 📍 21, Namdaemun-sijang 4-gil, Jung-gu, Seoul (Near Exit 5-7 of Line 4 Hoehyeon Station)
- 🕒 Operating hours and closing days vary by store
- 📞 +82-2-753-2805
- 🌐 namdaemunmarket.co.kr

MYEONG-DONG | EULJIRO



MYEONG-DONG MYEONG-DONG 명동거리

This is Korea's best-known shopping district, boasting streets lined with department stores and shops selling top branded cosmetics, clothing, footwear, and accessories.

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



MYEONG-DONG

NAMSANGOL HANOK VILLAGE 남산골 한옥마을

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

- 📍 28, Toegy-ro 34-gil, Jung-gu, Seoul (Near Exit 3, 4 of Line 3, 4 Chungmuro Station) 🕒 09:00-21:00 Apr.-Oct and 09:00-20:00 Nov.-Mar.; Closed on Mondays (If Monday is a holiday, closed the following day); closed every Monday. 🆓 Free
- 📞 +82-2-6358-5533 🌐 hanokmaul.or.kr



EULJIRO HIPJIRO hip지로거리

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

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



MYEONG-DONG

MYEONGDONG CATHEDRAL 명동성당

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

- 📍 74, Myeongdong-gil, Jung-gu, Seoul (Near Exit 7, 8 of Line 4 Myeongdong Station) 📞 +82-2-774-1784
- 🌐 mdsd.or.kr



EULJIRO

SEWOON PLAZA 세운상가

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

- 📍 159, Cheonggyecheon-ro, Jongno-gu, Seoul (Near Exit 12 of Line 1, 3, 5 Jongno 3-ga Station) 🕒 09:00-20:00 (hours vary by stores), Closed on Sun., holidays
- 📞 +82-2-2271-2344 🌐 sewoonplaza.com



DONGDAEMUN



DONGDAEMUN DESIGN PLAZA (DDP)

동대문디자인플라자 (DDP)

Designed by world-renowned architect Zaha Hadid, this cultural multiplex was created as a large-scale structure that is safe and feels like outer space with a minimum number of indoor pillars. It features various exhibition spaces such as the Citizens' Lounge, Design Store, and Design Museum where you can see design lifestyles, and includes a rest area for visitors.

📍 281 Eulji-ro, Jung-gu, Seoul (Near Exit 1 of Line 2, 4, 5 Dongdaemun History & Culture Park Station) 🕒 Dongdaemun Design Plaza: 10:00-20:00 (opening hours vary by facilities); Closed New Year's Day, Seollal (Lunar New Year's Day), Chuseok 📞 +82-2-2153-0000 🌐 ddp.or.kr



DONGDAEMUN HEUNGINJIMUN GATE 홍인지문

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

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



DONGDAEMUN DONGDAEMUN FASHION TOWN 동대문패션타운

This major shopping town where wholesale and retail shopping malls and clothing markets are concentrated is leading not only Korean fashion, but global trends as well. Different fashion malls such as Hyundai City Outlet, Doota Mall, Migliore, and Hello apM flaunt distinctive atmospheres and items, allowing for shopping to suit the tastes of men and women of all ages.

📍 Eulji-ro 6-ga, Jung-gu, Seoul (Near Exit 13, 14 of Line 2, 4, 5 Dongdaemun History & Culture Park Station) 🕒 Business hours and holidays vary with different facilities



DONGDAEMUN GWANGJANG MARKET 광장시장

This wholesale market, open since 1905, is where you can buy fabric, hanbok, and bedding, among many other things. Visit some of the hot spots like the Guje (secondhand) Market and Mukja Golmok (Eatery Alley) to get generous portions of low-priced street foods like tteokbokki, gimbal, bindaetteok, and jokbal.

📍 88, Changgyeonggung-ro, Jongno-gu, Seoul (Near Exit 7, 8 of Line 1 Jongno 5-ga Station) 🕒 09:00-18:00, Guje (Secondhand) Market 10:00-19:00 (Closed on Sundays), Eatery Alley 09:00-23:00 (Open year-round) 📞 +82-2-2267-0291 🌐 kwangjangmarket.co.kr



DONGDAEMUN DONGDAEMUN SHOPPING COMPLEX AND SHOPPING TOWN 동대문종합시장

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

📍 266, Jong-ro, Jongno-gu, Seoul (Near Exit 8, 9 of Line 1, 4 Dongdaemun Station) 🕒 Opening hours & Closed days vary by facilities (All closed on 2-4 week Sundays), refer to homepage 📞 +82-2-2262-0114 🌐 ddm-mall.com



DONGDAEMUN PYEONGHWA (PYEONGHWA) MARKET 평화시장

With 60 years of history, this wholesale clothing market lets you choose from a huge collection of high-quality goods at wholesale prices. There are over 2,000 stores here, selling underclothes, socks, clothing, and more.

📍 274, Cheonggyecheon-ro, Jung-gu, Seoul (Near Exit 8 of Line 1, 4 Dongdaemun Station) 🕒 22:00-18:00 / Closed on Sundays, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok (Varies each year) 📞 +82-2-2265-3531 🌐 pyeonghwa.com



Best Walks 1

JEONGDONG-GIL

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



A APPENZELER NOBLE MEMORIAL MUSEUM

배재학당역사박물관

This museum is a place to explore Korea's diplomacy, politics, culture, religion, and education of the late 19th and early 20th centuries. It retains the original appearance of when it was established in 1916. It includes experiential classrooms where poet Sowol Kim studied, and relics of missionary Appenzeller who founded Paichai School are on display.

📍 19, Seosomun-ro 11-gil, Jung-gu, Seoul (Near Exit 10 of Line 1, 2 City Hall Station)
 🕒 10:00~17:00 (Last admission 16:30) / Closed on Sundays, Mondays, and legal holidays 🆓 Free ☎ +82-2-319-5578
 @ appenzeller.pcu.ac.kr



C Deoksugung Stonewall Walkway 덕수궁 돌담길

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

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

D Chungdong First Methodist Church

정동제일교회

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

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



F Jungmyeongjeon Hall of Deoksugung Palace 덕수궁 중명전

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

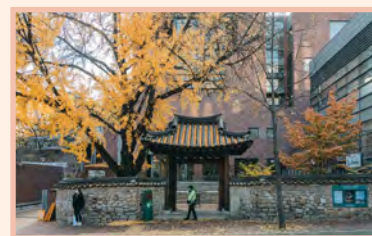
📍 41-11, Jeongdong-gil, Jung-gu, Seoul (Near Exit 12 of Line 1, 2 City Hall Station)
 🕒 09:30-17:30 entry ends 30 minutes before closing time, closed every Monday ☎ +82-2-771-9952



G Sina Memorial Hall 신아기념관

This memorial hall with its striking red brick exterior, built in the 1930s, was used as the headquarters of the America-based sewing machine maker Singer Corporation. It was purchased by the Sina Ilbo newspaper in 1963 and used until 1980.

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



H Ewha Girls' High School Centennial Hall 이화100주년기념관

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

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

CENTRAL DISTRICT

Harmony of Past and Present

Central part is where you can see various aspects of Seoul's past and present, with streets, buildings, and traditional crafts full of Korean traditional beauty that can be found here and there.

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

SEOCHON



SEOCHON LEE SANG'S HOUSE 이상의 집

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

📍 18, Jahamun-ro 7-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Gyeongbokgung Station)
🕒 10:00-17:00 (Break time 12:00-13:00) / Closed on Mondays, Seollal (Lunar New Year's Day), and Chuseok ☎ 0507-1319-8374



SEOCHON SEOCHON CAFE STREET

서촌 카페거리

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

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



SEOCHON HONG GEONIK'S HOUSE 홍건익 가옥

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

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



SEOCHON PARK NO-SOO MUSEUM

박노수 미술관

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

📍 34, Ogin 1-gil, Jongno-gu, Seoul (Near Exit 2, Gyeongbokgung Station, Subway Line 3)
🕒 10:00-18:00 (last admission 30 minutes before closing), closed Monday, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok ⚡ Adults KRW 3,000, Students KRW 1,800, Children KRW 1,200
☎ +82-2-2148-4171
🌐 jfac.or.kr/site/main/content/parkns01



SEOCHON TONGIN MARKET

통인시장

You can find fresh vegetables, meat, and side dishes at Tongin Market. This market is known for the Yeopjeon Lunch Box, which are special lunch boxes you can purchase with brass coins made for use exclusively in the market. There are also artworks that can be found across the market.

📍 18, Jahamun-ro 15-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Gyeongbokgung Station)
🕒 07:00-21:00 (vary by store), closed on the third Sunday of every month, Lunchbox Cafe: Weekdays 11:00-16:00 (Yeop coin sales -15:00), Weekends 11:00-17:00 (Yeop coin sales -16:00), closed on Tuesdays and the third Sunday of each month ☎ +82-2-722-0911
🌐 tonginmarket.modoo.at



SEOCHON

SANGCHONJAE HANOK HOUSE 상촌재

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

📍 12-11, Jahamun-ro 17-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Gyeongbokgung Station)
🕒 09:00-18:00, closed on Mon., New Year's Day, Lunar New Year's Day and Chuseok ⚡ Free ☎ +82-2-6013-1142
🌐 jfac.or.kr/site/main/content/sangchj01



SEOCHON SEOUL COMMUNITY CULTURAL CENTER CHEBU

서울생활문화센터 체부

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

📍 3-2, Jahamun-ro 1 na-gil, Jongno-gu, Seoul (Near Exit 1, 2 of Line 3 Gyeongbokgung Station)
🕒 10:00-22:00, closed on Mondays, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok ☎ +82-2-6272-0111
🌐 ccasc.or.kr





SEOCHON **CHEONGWADAE** 청와대

Cheongwadae has been used as the residence of the president of Korea since the establishment of the government of the Republic of Korea in 1948. Cheongwadae, where the presidents lived and worked, was opened to the public in June 2022. It consists of the main building of Cheongwadae, located on the south of Bugaksan Mountain, the main mountain of Seoul during the Joseon Dynasty, the Guesthouse where large-scale conferences and official events for foreign state guests were held, and the presidential residence where the president and his family lived. In particular, the Bugaksan hiking trail connecting the path behind Chilgung Shrine on the west and the path behind Chunchugwan on the east of Cheongwadae has also been opened to the public.

📍 1, Cheongwadae-ro, Jongno-gu, Seoul 🕒 Reservation only (website) / March–November 09:00–18:00, December–February 09:00–17:30 (Last admission 1 hour before closing), Closed on Tuesdays (if Tuesday is a holiday, closed the following day) ※However, opening may be suspended for reasons such as natural disasters or national events. 🆓 Free 📞 reservation only, reserve.opencheongwadae.kr

📢 [Cheongwadae Visitor Access Update] (as of July 2025)
Due to the presidential office's return to Cheongwadae, public access to the site is temporarily suspended until the relocation is complete. Please check the official website in advance for updated visitor information once the presidential office has fully returned.



GWANGHWAMUN

Station
Line 3
Line 5



GWANGHWAMUN **SEJONG CENTER FOR THE PERFORMING ARTS** 세종문화회관

As one of the largest theaters in Korea, it hosts not only performances but exhibitions and cultural experiences as well. The facilities include an art museum, a gallery, a concert hall, and theaters that can seat over 3,000 people.

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



GWANGHWAMUN **NATIONAL MUSEUM OF KOREAN CONTEMPORARY HISTORY** 대한민국 역사박물관

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

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



GWANGHWAMUN

GWANGHWAMUN SQUARE 광화문광장



This large plaza stretching 557 m long and 34 m wide was built in front of Gwanghwamun, the main gate of Gyeongbokgung Palace. Restoration work was done to reproduce the street in front of Gwanghwamun, creating Gwanghwamun Plaza as it is now. Along with Gyeongbokgung Palace and Bugaksan Mountain, you can see the statues of King Sejong the Great and Admiral Yi Sun-sin, and in the lower level under the statues is the "Story of Sejong" exhibition hall. The Sejong-daero Pedestrian Forest Path, a pedestrian-friendly street that runs from Sejong-daero Intersection to Seoul Station, is also well maintained.

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



GWANGHWAMUN

GYEONGBOKGUNG PALACE 경복궁 p.006

This palace representing Korea has Gwanghwamun Gate to the south, Hongryemun Gate to the north, and Geunjeongjeon Hall, Sajeongjeon Hall, Gangnyeongjeon Hall, and Gyotaejeon Hall inside.

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



TIP. SAENGWABANG OF GYEONGBOKGUNG PALACE 경복궁 생파방

This is where desserts and specialty foods were prepared for the king and queen, located in the hall of Sojubang in Gyeongbokgung Palace. Based on records from the Annals of the Joseon Dynasty, paid programs to taste and experience royal confectionery and medicinal tea actually consumed by kings are held irregularly.

📞 1522-2295

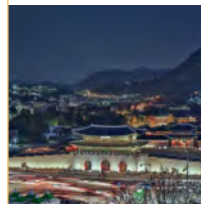


TIP. STARLIGHT TOUR AT GYEONGBOKGUNG PALACE

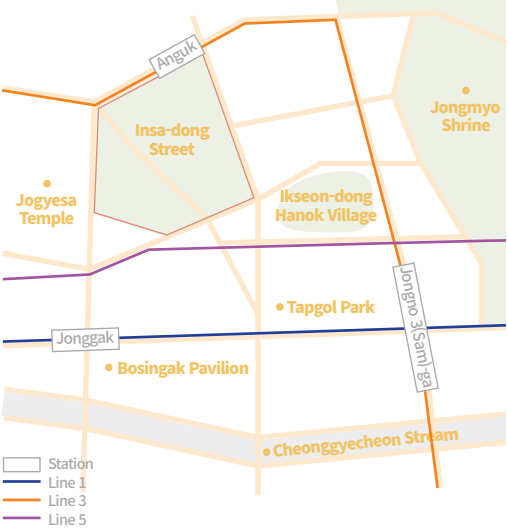
경복궁 별빛야행

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

📞 1522-2295



JONGNO | INSA-DONG



JONGNO JONGMYO SHRINE 종묘 p.007

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

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



JONGNO

CHEONGGYECHEON STREAM 청계천

This 10.84-km-long stream that flows from Gwanghwamun Gate to Dongdaemun Gate has a walkway that allows for a nice stroll during the day, and at night lets visitors appreciate the night view of the Cheonggyecheon Stream glowing under the lights, including its twenty-two bridges. We hope that your night in Seoul will be romantically colored by the sparkling Cheonggyecheon Stream.

📍 37 Mugyo-ro, Jongno-gu, Seoul (384 m from Exit 4 of City Hall Station, Line 1) ☎ +82-2-2290-6114
🌐 www.sisul.or.kr/open_content/cheonggye



JONGNO

TAPGOL PARK 탑골공원

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

📍 99 Jong-ro, Jongno-gu, Seoul (Near Exit 1, 5 of Line 1, 3, 5 Jongno 3-ga Station)
📅 March-October 09:00-18:00, November-February 09:00-17:00
♿ ♿



JONGNO IKSEON-DONG HANOK VILLAGE 익선동 한옥마을

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

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



INSA-DONG INSA-DONG STREET 인사동거리

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

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



INSA-DONG

BOSINGAK PAVILION 보신각

The Bosingak bell was rung during the Joseon period to announce the time. This practice of ringing the bell is still reenacted every day except Mondays, and a bell-ringing ceremony is held on January 1st to greet the new year.

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



INSA-DONG

JOGYESA TEMPLE 조계사

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

📍 55, Ujeongguk-ro, Jongno-gu, Seoul (Near Exit 2 of Line 1 Jonggak Station)
☎ +82-2-768-8600 🌐 jogyesa.kr



DAEHANGNO | DONGMYO



DAEHANGNO DAEHANGNO STREET

대학로거리

Numerous theaters are clustered in this mecca of theatrical performances. Actors flaunt vivid performances in the small theaters while young artists improvise in the streets. There are various things to enjoy during the day and night amidst all these small theaters, including galleries, restaurants, and movies.

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



DAEHANGNO NAKSAN PARK 낙산공원

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

📍 41, Naksan-gil, Jongno-gu, Seoul ☎ +82-2-743-7985 🕒 Open 24 hours



DAEHANGNO MARRONNIER PARK 마로니에공원

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

📍 104 Daehak-ro, Jongno-gu, Seoul (Near Exit 2 of Line 4 Hyehwa Station)
☎ +82-2-2148-4158 🕒 Open 24 hours a day, 365 days a year



DONGMYO DONGMYO FLEA MARKET 동묘 벵룩시장

This old marketplace began in the Joseon Dynasty. A market was formed here in the 1980s when merchants started gathering, and they now sell antiques, vinyl records, secondhand clothing, and food. If you look around carefully, you can buy quality clothes at affordable prices.

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



DONGMYO SEOUL FLEA MARKET 서울풍물시장

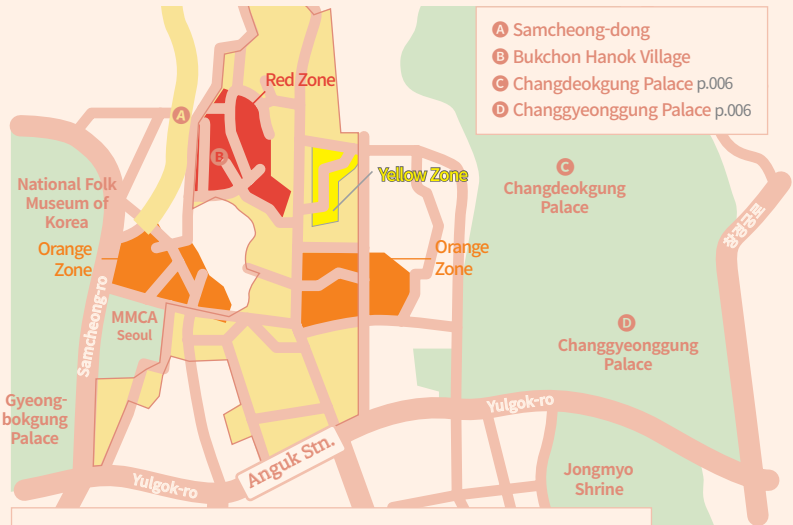
This traditional market sells a variety of items, from antiques to household goods and secondhand clothing. It offers a variety of things to see and eat, and in the Youth Alley, the theme zone of the Seoul Folk Flea Market, you'll find the Good Old Days Photo Studio where you can take photos wearing school uniforms from the 1960s and 70s, and the Pungmul Hair Salon as a reproduction of an old barber shop.

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

Best Walks 2

BUKCHON

The place where the tradition of our ancestors, handed down for over 600 years, lives on. Traditional hanok shops are concentrated here between Gyeongbokgung Palace and Changdeokgung Palace, with many unique shops that remain intact while maintaining the appearance of traditional hanok.



BUKCHON DESIGNATED AS SPECIAL MANAGEMENT AREA
※ Bukchon was designated as a Special Management Area to minimize damage to residents caused by the increasing tourists (enforced on Oct. 2024)
- Red Zone: Tourist visit restricted (17:00-10:00 on the following day), fine imposed in case of violation
- Orange Zone: Intensive guidance zone
- Yellow Zone: Intensive monitoring zone

A SAMCHEONG-DONG 삼청동거리

Hanok, or Korean traditional houses, and modern buildings in the same area create a uniquely beautiful sight. You can find modern-looking restaurants and wine bars built into a Hanok as well as designer shops and museums all around here.

📍 156 Samcheong-ro, Jongno-gu, Seoul



B BUKCHON HANOK VILLAGE 북촌한옥마을

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

📍 37, Gyedong-gil, Jongno-gu, Seoul (Near Exit 2 of Line 3 Anguk Station) ⌚ 10:00-17:00, Closed on Sundays 📞 Bukchon Village information desk: +82-2-2148-4151 (09:00-18:00) 🌐 hanok.seoul.go.kr

Best Walks 3

BUAM-DONG

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



A SEOKPAJEONG SEOUL MUSEUM 석파정 서울미술관
This space blends traditional houses of the Joseon Dynasty, a beautiful pavilion, and a modern art museum. It has an exhibition room that frequently presents new exhibitions, a museum shop that sells art books, art products, prints, etc., and Matrix Hall, a multipurpose space.
📍 4-1, Changuimun-ro 11-gil, Jongno-gu, Seoul ⌚ 10:00-18:00 (Last admission 1 hour before closing), Closed on Mondays and Tuesdays
💰 20,000 won for adults, 15,000 won for students (elementary, middle, and high school), 13,000 won for preschoolers and those over 65 years old, veterans, military personnel, and people with disabilities, free for children under 36 months
☎ +82-2-395-0100 🌐 seoulmuseum.org 🚶♿️📶📺📺📺

C BUAM-DONG CAFE STREET
부암동 카페거리

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

📍 Buam-dong, Jongno-gu, Seoul



F YUN DONG-JU LITERATURE MUSEUM 윤동주문학관
This literary museum was built to remember the life of poet Yun Dong-ju. It is remodeled from the Cheongun Water Pump and water tank, which were abandoned at the foot of Inwangsan Mountain. Behind the literature museum, there is a small park called Poet Yun Dong-ju's Hill.
📍 119, Changuimun-ro, Jongno-gu, Seoul ⌚ 10:00-18:00 (last admission 30 minutes before closing), Break time 13:30-14:00/closed Monday, New Year's Day, Seollal (Lunar New Year's Day), and Chuseok 🆓 Free
☎ +82-2-2148-4175 🌐 yf.ac.or.kr/site/main/content/yoondj01 🚶♿️

NORTHWEST

Streets Blooming with Culture

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



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

SANGAM | HAPJEONG | SANGSU | MANGWON



SANGAM OIL TANK CULTURE PARK 문화비축기지

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

📍 87, Jeungsan-ro, Mapo-gu, Seoul (Near Exit 2 of Line 6 World Cup Stadium Station) 🚶 Outdoor park always open, Tanks T1-T6 not available for viewing, Café 10:00-19:00 (Closed on Mondays) 🆓 Free ☎ +82-2-376-8410
🌐 parks.seoul.go.kr/template/sub/culturetank.do



HAPJEONG HAPJEONG CAFE STREET 합정 카페거리

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

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



SANGSU SANGSU-DONG CAFE STREET 상수 카페거리

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

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



MANGWON MANGWON MARKET 망원시장

This market has emerged as a hot destination in Seoul. New facilities such as a mall street have been added to make the market more convenient, and there are plenty of delicious and low-priced foods here. Croquettes, hotteok (sugar-filled Korean pancake), kalguksu (thick noodle soup), dak gangjeong (sweet and sour chicken nuggets), hongeo muchim (fermented and seasoned skate fish), and fresh fruits are especially popular.

📍 14, Poeun-ro 8-gil, Mapo-gu, Seoul
(Near Exit 2 of Line 6 Mangwon Station)
☎ +82-2-335-3591
🌐 mangwonsijang.modoo.at



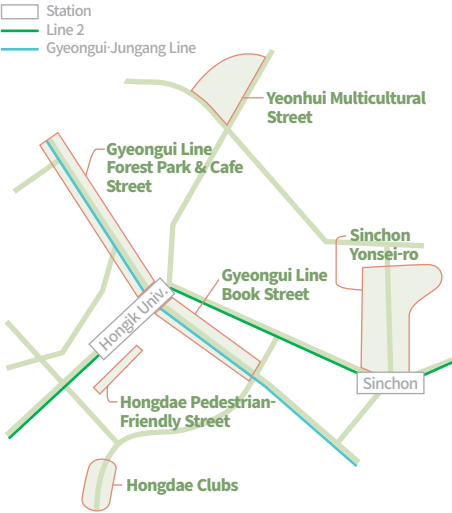
MANGWON MANGNIDAN-GIL 망리단길

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

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



SINCHON | HONGIK UNIV. | YEONNAM | YEONHUI



HONGIK UNIV. HONGDAE PEDESTRIAN-FRIENDLY STREET 홍대 걷고 싶은 거리

Lined with artistic murals, this street runs from Exits 8 and 9 of Hongik University Station to Seokyo Elementary School, and no cars are allowed over weekends. There is an outdoor stage where you can see a variety of performances, as well as clothing and accessory shops, clubs, and concert halls for you to enjoy shopping, entertainment, and culture.

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



SINCHON

SINCHON YONSEI-RO 신촌 연세로

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

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



HONGIK UNIV. HONGDAE CLUBS 홍대 클럽

Hongdae is known as the main hub for nightlife, offering music and dance of diverse genres including electronic, hip-hop, K-pop, house, deep-house, and jazz. If clubs aren't your vibe, you can visit live bars where indie bands perform.

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

YEONNAM GYEONGUI LINE FOREST PARK & CAFE STREET 경의선 숲길공원 & 카페거리

The revitalized Gyeongui Line Forest Park is a wonderful place for family outings, hanging out with friends, going on a date, or taking a walk with your pet. Walking through the remnants of the 100-year-old railroad is a wonderful way to experience Seoul's history.

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



YEONHUI YEONHUI MULTICULTURAL STREET 연희 복합문화거리

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

📍 Yeonhui-ro, Seodaemun-gu, Seoul



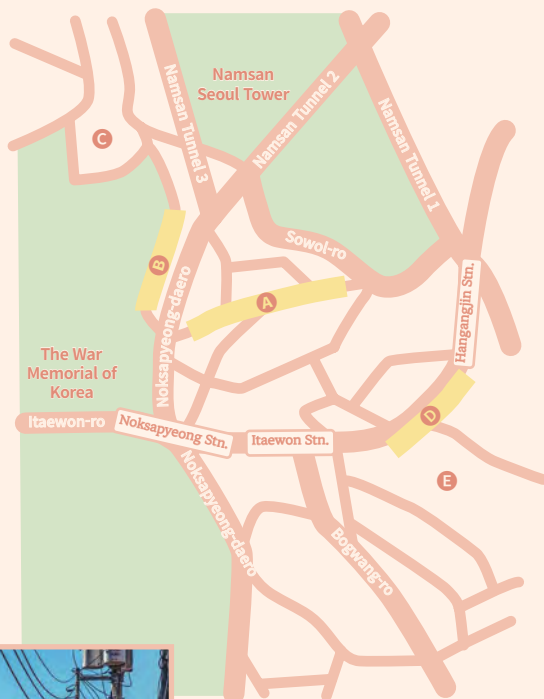


Best Walks 4

ITAEWON

A place where cultures and people from different countries mingle, with exotic restaurants, cafes, and trendy spaces filling the streets. Let's talk a walk through the alleys and sample various cultures.

- A Gyeongnidan-gil
- B Haebangchon
- C Huam-dong 108 Steps
- D Hannam-dong Café Street
- E Seoul Central Mosque



A GYEONGNIDAN-GIL 경리단길

A unique street lined with restaurants and cafes in a residential area, extending from the main gate of the Armed Forces Financial Management Corps to the road leading to the Namsan Grand Hyatt Hotel and the surrounding alleyways. Since a US military base is located nearby, this place has been home to many foreign residents, and has restaurants and cafes of various types and characteristics where you can enjoy the original flavors reproduced by ethnic chefs as well as Korean chefs trained overseas.

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

B HAEBANGCHON 해방촌

After Korea regained its independence, refugees from North Korea fleeing the hardships of the Korean War settled in Haebangchon, whose name literally means "Liberation Village". The area is now home to unique cafés, stores, and restaurants, all adding an exotic vibe to this district.

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



C HUAM-DONG 108 STEPS 108계단

The 108 Steps stairway was built as an access road to Gyeongseong Hoguk Shrine, built during the period of Japanese occupation. Now only the stairs remain, and a 108-step inclined elevator has also been installed, attracting many tourists.

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

D HANNAM-DONG CAFÉ STREET
한남동 카페거리

Every alley is filled with cafés featuring sensory interiors and unique menus, making it perfect for enjoying a relaxing time with a cup of coffee. The blend of artistic mood and trendy vibes makes it ideal for snapping stylish photos or taking a relaxing stroll while enjoying Hannam-dong's unique atmosphere.

📍 4 Itaewon-ro 54-ga-gil, Yongsan-gu, Seoul
(Exit 3 of Hangangjin Station, Line 6)

E SEOUL CENTRAL MOSQUE

한국이슬람교 서울중앙성원

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

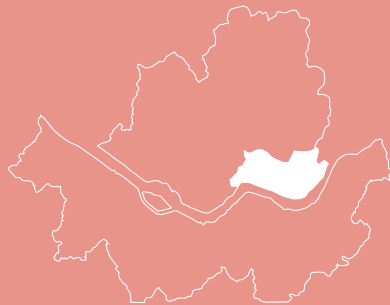
📍 39, Usadan-ro 10-gil, Yongsan-gu, Seoul
(Near Exit 3 of Line 6 Itaewon Station)
☎ +82-2-793-6908



NORTHEAST

The new emerging trends

The northeast area creates new trends by making use of its uniqueness. You can see long-time favorites here as well as newly emerging places.



SEONGSU | KONKUK UNIV.



SEONGSU
SEOUL FOREST 서울숲 p.007

This park facing the Hangang River was once the site of LetsRun Park Seoul and a sports park, which were renovated and reborn as a diverse cultural and recreational space.

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



SEONGSU
SEONGSU-DONG CAFE STREET
성수동 카페거리

It is a trendy spot where abandoned factories around Seongsu-dong have been transformed into cafés, blending the area's industrial atmosphere with a sophisticated vibe. The neighborhood is filled with stylish cafés featuring unique interiors and various desserts, offering visitors a refreshing and distinctive experience.

① Seongsu-dong 2-ga, Seongdong-gu, Seoul
(Near Exit 3, 4 of Line 2 Seongsu Station)



SEONGSU
UNDER STAND AVENUE 언더스탠드에비뉴

This container-style work-culture complex is located near Seoul Forest. Its main tenants include private enterprises, young entrepreneurs, and social companies.

① 63, Wangsimni-ro, Seongdong-gu, Seoul
(Near Exit 3, 4 of Suin-Bundang Line Seoul Forest Station)
⌚ 10:00-22:00 daily (vary by branch), open all year round
☎ +82-2-725-5526 🌐 understandavenue.com



SEONGSU
SEONGSU HANDMADE SHOES STREET 성수동 수제화 거리

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

① 15, Yeonmujaeng 7-gil, Seongdong-gu, Seoul (Near Exit 1 of Line 2 Seongsu Station)
⌚ Operating hours vary depending on each platform 🌐 seongsushoes.modoo.at



KONKUK UNIV.
COMMON GROUND 커먼그라운드

Korea's first pop-up container platform aspires for the spread of street fashion and independent culture and to boost the local economy. With the new trendy shopping and lifestyle experience this place provides, you will have fun times that you can't find anywhere else.

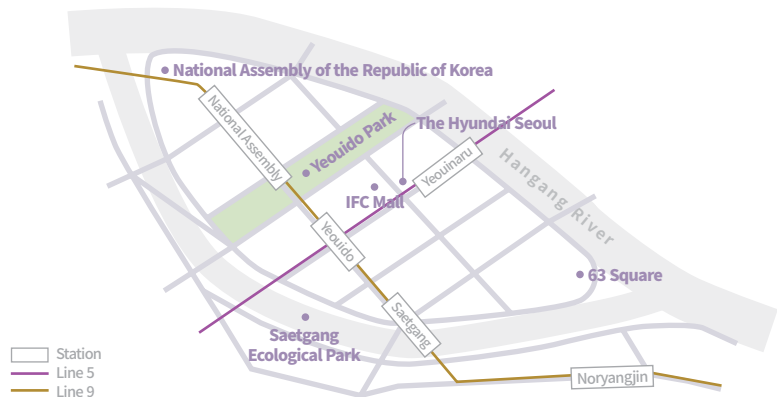
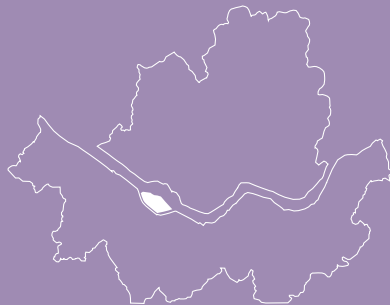
① 200, Ahasan-ro, Gwangjin-gu, Seoul
(Near Exit 6 of Line 2 Konkuk Univ. Station)
⌚ 11:00-22:00 ☎ +82-2-467-2747
🌐 common-ground.co.kr



YEUIDO

The Center of Korean Politics

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



YEUIDO YEUIDO PARK 여의도공원

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

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



YEUIDO THE NATIONAL ASSEMBLY OF THE REPUBLIC OF KOREA 국회의사당

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

📍 1, Uisadang-daero, Yeongdeungpo-gu, Seoul (Near Exit 1, 6 of Line 9 National Assembly Station) 🕒 Visiting (online reservation) Weekdays 10:00-11:00, 14:00-17:00, Saturdays 10:00-12:00, closed on Sundays, public holidays, Labor Day (May 1), National Assembly Opening Day (May 31) ☎ +82-2-6788-2865 🌐 reservation: reservation.assembly.go.kr



YEUIDO SEOULDAL 서울달

This is a captive gas balloon located in Yeouido Park. You can enjoy an attractive night view of the Hangang River and the high-rise cityscape.

📍 Yeouido Park Grass Field (68 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul) 🕒 Operating hours: Tue-Sun 12:00-22:00 (last boarding time 21:30) 🎫 Adults (19-64) KRW 25,000, Children (3-12), Youth (13-18), Seniors (65+) KRW 20,000 ☎ +82-2-120 (DASAN Call Center)
 🌐 Ticket purchase: Refer to the SEOULDAL Official Updates Page (https://bit.ly/seouldal-official-info-eng)



YEUIDO 63 SQUARE 63스퀘어

Called the "Golden Bar" for its golden exterior, 63 Square is set to reopen as the Pompidou Centre Hanwha in 2025.

📍 50, 63-ro, Yeongdeungpo-gu, Seoul (you can use the free shuttle bus in front of the bus stop about 10m in the direction of Yeouido Station, Exit 1 of Saetgang Station on Line #9) 🕒 Operating hours vary with stores



YEUIDO SAETGANG ECOLOGICAL PARK 새강생태공원

Established in 1997 as Korea's first ecological park, Saetgang Ecological Park was created to transform the Saetgang area of Yeouido into an environmentally friendly space and a site for nature education. Visitors can observe the area's natural ecology from observation paths and decks. Ecological learning programs are also available through online reservations.

📍 48 Yeouidong-ro, Yeongdeungpo-gu, Seoul (About 650m from Exit 4 of Saetgang Station, Line 9 and Sillim Line) 🕒 Always open ☎ +82-2-3780-0570 🌐 Integrated Website of Yeouido Hangang Park: english.seoul.go.kr/service/amusement/hangang/8-yeouido/



Best Walks 5

HANGDONG RAILROAD

If you walk along following the Hangdong Railroad signs, you will see a railroad that is no longer in operation. How about taking some time to think while walking along the railroad tracks?

A Pureun Arboretum 푸른수목원

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

📍 2117, Seohaean-ro, Guro-gu, Seoul
⌚ 05:00-22:00 ☎ +82-2-2686-3203
🌐 parks.seoul.go.kr/pureun



+ FOREST EDUCATION CENTER

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

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



B Hangdong Railroad 향동철길

Hangdong Railroad, built in 1959, is a single-track railroad that connects from Oryu Station to Okgil-dong in Bucheon. It was used as a freight transport railroad in the past, but the freight train service was suspended due to the closure of Gyeonggi Chemical. It is now used by couples as a date spot and for photoshoots.

📍 1189, Ori-ro, Guro-gu, Seoul



Best Walks 6

MULLAE ART VILLAGE

Works of art are hidden among the ironworks on this street. If you want to feel the retro vibe in Seoul, be sure to visit Mullae Art Village, where the results of industrialization transcend into art.



A Mullae Art Village 문래창작촌

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

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



+ SHUTTER GRAFFITI

On weekends when the ironworks are closed, visitors can appreciate the graffiti painted on the lowered shutters. With a street that would feel cold transformed into an art space, people keep dropping by to see paintings in the roofless art gallery, a popular photoshoot location.

! Caution

You should refrain from taking pictures inside to respect the rights of the people working in the ironworks. If you want to take a picture, be sure to ask for permission first.



SOUTHEAST

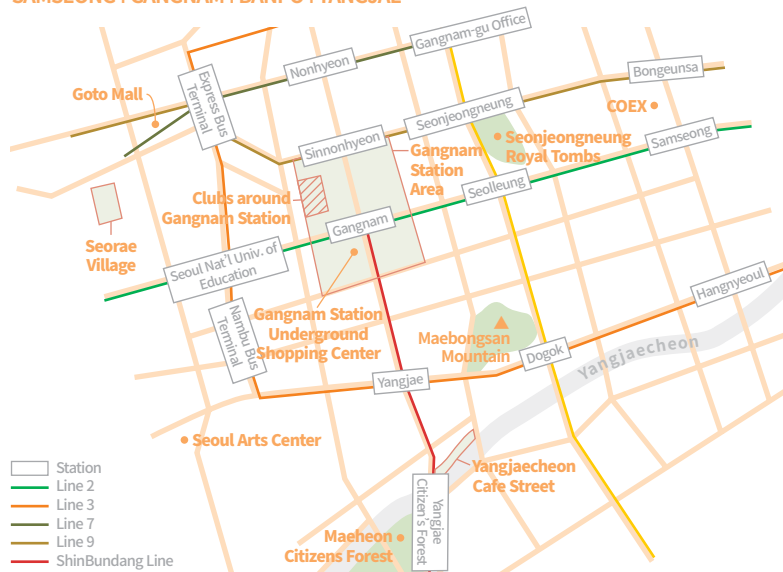
Center of Trends

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

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



SAMSEONG | GANGNAM | BANPO | YANGJAE



SAMSEONG COEX 코엑스

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

📍 513, Yeongdong-daero, Gangnam-gu, Seoul (Near Exit 5, 6 of Line 2 Samseong Station)
🕒 Operating hours vary by store ☎ +82-2-6000-0114
🌐 coex.co.kr



GANGNAM

GANGNAM STATION AREA 강남역 거리

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

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



GANGNAM

GANGNAM STATION UNDERGROUND SHOPPING CENTER 강남역 지하쇼핑센터

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

📍 B396, Gangnam-daero, Gangnam-gu, Seoul (connected to Line 2, Shinbundang Line Gangnam Station) 🕒 09:00-22:00 (vary by branch), closed on Lunar New Year's Day and Chuseok ☎ +82-2-553-1898



GANGNAM

CLUBS AROUND GANGNAM STATION 강남역 주변 클럽

This is the place to enjoy diverse music trends from hip-hop to electronic all night long. You can come here to experience the latest club culture of Seoul. There are plenty of hip clubs around Gangnam Station, and on weekend nights they're full of people who want to party.

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



BANPO SEORAE VILLAGE 서래마을

This is the place where Korean culture and French culture blend. It was named Seorae because the creek in front of the village meanders "seori-seori" (lit. "winding gently"). With French-style wine bars, high-end coffee shops, and restaurants with balconies filling its alleyways, the village has become a very popular and stylish place.

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



YANGJAE YANGJAECHON CAFE STREET 양재천 카페거리

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

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



BANPO GOTO MALL 고투몰

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

📍 200, Sinbanpo-ro, Seocho-gu, Seoul (connected to Line 3, 7, 9 Express Bus Terminal Station) 🕒 10:00-22:00 (hours vary by stores) ☎ +82-2-535-8182 @ gotomall.kr



YANGJAE MAEHEON CITIZENS FOREST 매현시민의숲

This park with a dense forest was the first in Korea to introduce the concept of the forest park. In the northern section are Maehun Yun Bong-Gil Memorial Hall, a children's playground, and a barbecue area. Toward the south are the Memorial Tower for the Baekma Guerrilla Unit and the Memorial Pagoda.

📍 99 Maeheon-ro, Seocho-gu, Seoul (Near Exit 1 of Shinbundang Line Yangjae Citizens' Forest Station) 🆓 Free 🕒 Open 24 hours a day, 365 days a year ☎ +82-2-575-3895 @ parks.seoul.go.kr/citizen



SINSA | APGUJEONG | CHEONGDAM



SINSA GAROSU-GIL 가로수길

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

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



APGUJEONG APGUJEONG RODEO STREET 압구정 로데오거리

This is where the world-class luxury brand stores of Seoul are concentrated. From large luxury shopping malls to luxury road shops, secondhand luxury stores, and luxury repair shops, there is nothing missing here when it comes to luxury goods. It has become a must-visit shopping destination for trendsetters, with plenty of places to dine and see besides shopping.

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

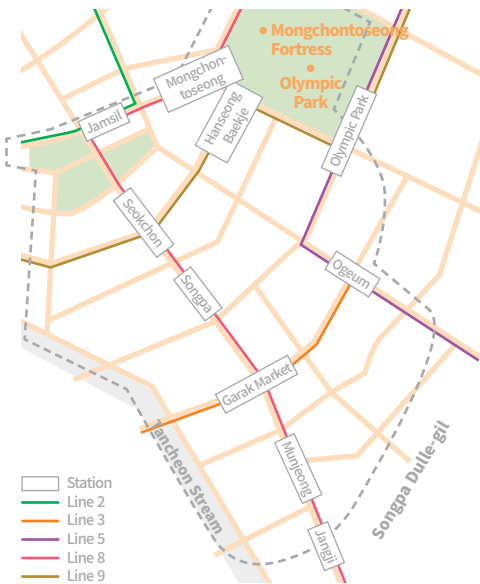


CHEONGDAM K-STAR ROAD 한류스타로드

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

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

SONGPA



SONGPA OLYMPIC PARK 올림픽공원

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

④ 424, Olympic-ro, Songpa-gu, Seoul (Near Exit 3 of Line 5, 9 Olympic Park Station)
⑤ 05:00-22:00 (Square region 24:00), Vehicle entry 06:00-22:00, Vehicle departure East Gate 2 00:00-24:00/North Gate 2, South Gate 2 06:00-22:30, open all year round ⑥ Free
☎ +82-2-410-1114 🌐 www.ksponco.or.kr/olympicpark



SONGPA

SONGPA DULLE-GIL 송파둘레길

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

④ Munjeong-dong, Songpa-gu, Seoul
🌐 songpa.go.kr/culture/contents.do?key=3775&



SONGPA

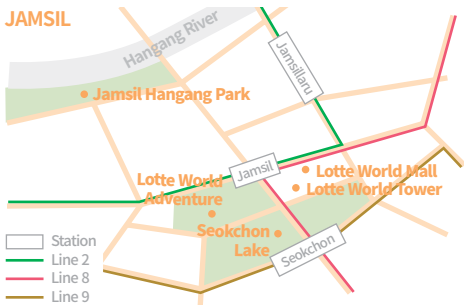
MONGCHONTOSEONG FORTRESS 몽촌토성

Built in the early days of the Baekje kingdom, this 2.7-km-long fortress wall is a relic of Baekje based in Hanseong, where you can see the architectural culture of the time along with the clay wall fortress in Pungnap-dong nearby. As a place for rest equipped with a spacious lawn, many people come to visit this site of historic events. The Hanseong Baekje Royal Road, a walking tour that starts from the clay wall fortress in Pungnap-dong and continues to the ancient tombs in Bangi-dong, is also well maintained.

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



JAMSIL



LOTTE WORLD

JAMSIL ① LOTTE WORLD ADVENTURE 롯데월드 어드벤처



This theme park has indoor and outdoor facilities with the themes of “adventure” and “mystery”. Parades are held a couple of times each day along the parade route. Right next door is the Folklore Museum, which lays out Korean history for each period and displays real artifacts as well as reproductions.

④ 240, Olympic-ro, Songpa-gu, Seoul (connected to Line 2, 8 Jamsil Station) ⑤ Monday-Thursday/Sunday 10:00-21:00, Friday/Saturday 10:00-22:00 ⑥ All-day pass: Adults KRW 64,000, Youth KRW 56,000, Children KRW 47,000, Toddlers KRW 16,000
☎ 1661-2000 🌐 adventure.lotteworld.com



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

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

④ Jamsil-dong, Songpa-gu, Seoul (Near Exit 2, 3 of Line 2, 8 Jamsil Station) ⑤ Open 24 hours a day, 365 days a year
☎ +82-2-412-0190



JAMSIL ② LOTTE WORLD TOWER 롯데월드타워



This is the tallest building in South Korea, with 123 floors and a height of 555 m. It has a hotel, department stores, and a movie theater, as well as an observatory 500 m up in the sky, allowing you to enjoy a beautiful view across Seoul from here.

④ 300, Olympic-ro, Songpa-gu, Seoul (Near Exit 1, 2 of Line 2, 8 Jamsil Station) ⑤ hours vary by stores
☎ +82-2-3213-5000 🌐 lwt.co.kr



JAMSIL ③ LOTTE WORLD MALL 롯데월드몰 p.073

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

④ 300, Olympic-ro, Songpa-gu, Seoul (Near Exit 10, 11 of Line 2, 8 Jamsil Station)

※ For more information, see the top page



JAMSIL JAMSIL HANGANG PARK 잠실한강공원

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

④ 65, Hangaram-ro, Songpa-gu, Seoul ⑤ Open 24 hours a day, 365 days a year
☎ +82-2-3780-0511





TASTY SEOUL

- 1 SOUL FOOD , LOCAL FAVORITES
- 2 SNACKS TO ENJOY ON A LIGHT BUDGET
- 3 ALL VARIETIES, FOOD ALLEYS
- 4 VEGAN CUISINE FOR HEALTHY MEALS
- 5 IT TASTES BETTER IF YOU KNOW MORE ABOUT IT!
BEVERAGES

SHOP & LIFESTYLE

- 1 MEETING THE OLD SEOUL, ORAEGAGE
- 2 IN SEARCH FOR TREASURES TO REMEMBER SEOUL
- 3 SHOPPING COMPLEXES FOR SHOPAHOLICS

EXPERIENCE

A DIFFERENT DAY

Soul food Local favorites

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

Beef Bulgogi

A traditional homemade dish of beef marinated in gravy with spices and vegetables. The meat is sweet and tender.



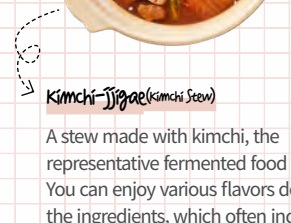
Fried Chicken

With crispy skin on the outside and soft meat on the inside, different brands sell fried chicken in a wide variety of flavors. People enjoy going for "Chimaek," the perfect pairing of chicken and draft beer.



Kimchi-Jjigae (Kimchi Stew)

A stew made with kimchi, the representative fermented food of Korea. You can enjoy various flavors depending on the ingredients, which often include pork and tofu.



Naengmyeon

A traditional cold dish topped with boiled noodles and garnish in a chilled broth. The noodles are chewy, pairing nicely with the flavor of the cold broth.



Sam-gyeopsalgui

Pork belly cuts are grilled at the table and served with vegetables for a tender, savory flavor.

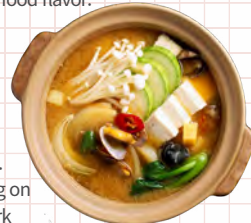


Budae-jjigae

This representative Korean fusion dish is made with Western-style ingredients such as sausages cooked in a Korean-style stew.

Doenjang-jjigae (Soybean Paste Stew)

This stew is made by boiling doenjang (soybean paste) in water and mixing with various ingredients for a savory comfort food flavor.



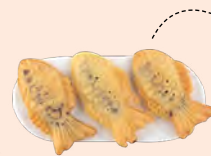
Snacks to Enjoy on a Light Budget

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



Deep-Fried Hot Dog (Corn Dog)

This snack is made with hot dogs deep-fried in a coating of batter and breadcrumbs, then sprinkled with sugar and topped with a bit of ketchup. There are also hot dogs with cheese and potato fillings.



Bungeo-ppang (Fish-Shaped Pastery)

This fish-shaped pastry made with red bean paste in wheat flour dough is a typical winter street snack. Along with the classic bungeo-ppang with red beans, there are also versions with cream, cheese, and other various fillings.

Hotteok (Korean sugar-filled pancake)

This snack is made of wheat flour and glutinous rice and fried in a round shape with brown sugar filling, making it crispy on the outside and sweet on the inside.



Gyeran ppang (Egg Bun)

This egg bread with a whole egg baked inside is a hot street snack that is loved especially in the winter months for its soft, moist texture and savory flavor.



Gimbap

A dish made by spreading rice on dried seaweed and adding various ingredients before rolling. You can enjoy a variety of flavors depending on the ingredients, such as tuna or pork cutlet.

Fried Foods

Deep-fried foods such as seaweed rolls, squid, and vegetables can be dipped in tteok-bokki sauce for a fabulous flavor combo.



Tteok-bokki (Steir-fried Rice Cake)

This street food dish is made by cooking rice cakes in a spicy sauce. The rice cakes give a chewy and stretchy texture, but if you prefer a plain chewy texture, there is also a wheat cake version.

Patbing-su (Shaved Ice Dessert)

This popular summer snack is made with ground ice topped with sweet red beans and a drizzle of condensed milk, and can also be topped with fruit and other treats.



+ SINDANG-DONG TTEOKBOKKI TOWN

A food street where you can taste tabletop tteok-bokki cooked in a large pan with ramyeon noodles and eomuk (fish cakes)
77, Cheonggu-ro, Jung-gu, Seoul

All varieties, Food Alleys

Seoul is home to a wide range of time-honored food alleys. If you like seafood, Noryangjin Fish Market is the place to go, and if you want pork feet with a glass of soju, visit Jokbal Alley in Jangchung-dong.



GWANGJANG MARKET JEON ALLEY

광장시장 전골목

This traditional market with over 100 years of history is located in the middle of Jongno. Visitors can try various delicacies such as fried jeon, bindae-tteok, hotteok, addictive gimhap, and kalguksu at the alley shops.

📍 170-1 Jongno 4-ga, Jongno-gu, Seoul
(Near Exit 8 of Jongno 5-ga Station, Line 1)



DONGDAEMUN DAKHANMARI ALLEY

(WHOLE CHICKEN ALLEY) 동대문 닭한마리골목

Adding kalguksu noodles to a dish with a whole chicken boiled in the broth makes for a hearty meal. Each restaurant has different broths and sauces for dipping the meat, so you'll want to look around for places that suit your tastes.

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



DONGDAEMUN GRILLED FISH ALLEY

동대문 생선구이골목

This street is packed with grilled fish restaurants, serving fish such as cutlassfish, mackerel, Spanish mackerel, and Pacific saury grilled over charcoal, along with various side dishes. If you eat the moist grilled fish and side dishes on top of white rice, no other delicacy can quite compare.

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



OJANG-DONG HAMHEUNG NAENGMYEON ALLEY

오장동 함흥냉면거리

Come to this street to taste Hamheung naengmyeon topped with a spicy raw fish mix on chewy noodles made from sweet potatoes. It all started when the displaced people fleeing to South Korea after the Korean War settled around Ojang-dong and developed the Hamheung naengmyeon cold noodle dish.

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



NAMDAEMUN MARKET KALGUKSU & GALCHI ALLEY

남대문시장 칼국수골목 & 갈치골목

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

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



EULJIRO GOLBAENGI STREET

을지로 골뱅이골목

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

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



JANGCHUNG-DONG JOKBAL ALLEY

장충동 족발골목

This is where numerous jokbal restaurants are gathered between the main street and the narrow alleyways. Visitors can come here to eat soft, chewy pork feet in generous quantities for reasonable prices.

📍 174 Jangchungdan-ro, Jung-gu, Seoul (near Exit 3 of Dongguk University Station, Line 3)



NORYANGJIN FISHERIES WHOLESALE MARKET

노량진수산물도매시장

This is the largest seafood wholesale market in Seoul, dealing in fresh seafood supplied from all over the country with an auction for merchants held at dawn. It also features restaurants where you can try a variety of fresh seafood dishes.

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



SILLIM-DONG SUNDAAE TOWN

신림동 순대타운

In the Sundae Town building, you can try "sundae," the Korean-style sausage made by stuffing various ingredients such as glass noodles into the intestines of cattle or pigs. The restaurants here sell a variety of dishes using sundae, from spicy seasoned stir-fried sundae to sundae gopchang stir-fry, as well as baeksundae stir-fry, a specialty of Sundae Town.

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



Vegan Cuisine for Healthy Meals

With the number of vegetarians increasing for various reasons, the selection of restaurants in Seoul to satisfy taste and health at the same time is growing as well. You are encouraged to try the many traditional Korean foods suitable for vegetarians.



Dotorimuk Muchim (Seasoned Acorn Jelly Salad)

This cold dish is made with acorn curd and various vegetables such as carrot and sesame leaf, all marinated in soy sauce. The sauce augments the sweetness while the unique savory flavor of acorn curd envelops the palate.



Deulkkae Kalguksu (Knife-cut Noodle Soup with Perilla Seed)

This hot noodle dish is made by adding kalguksu noodles to perilla seed broth prepared by adding water to finely ground perilla seeds and filtering through a mesh sieve.



Buddhist Temple Cuisine

You can taste monks' food with the flavor of nature with simple ingredients at temple dining halls, where the dishes are generally simple and refreshing.

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

Pumpkin porridge is made by boiling down autumn squash or pumpkin, and red bean porridge is made by boiling red beans and adding rice to the filtered red bean water. Both dishes are sweet and smooth, making them enjoyable for people of all ages.



Pajeon (Green Onion Pancake)

A savory pancake made by mixing wheat flour dough with thin slivers of green onions and carrots. It is perfect dish to go with traditional liquor.

Yachae Bibimbap (Vegetable Bibimbap)

This is a major Korean food enjoyed by mixing rice and various vegetables. You can make it with a variety of vegetables according to your own taste.



It Tastes Better if You Know More about It! Beverages

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



Sujeonggwa (Cinnamon Punch)

A traditional Korean drink prepared by boiling cinnamon and ginger in water and sweetening with sugar or honey. The spiciness of cinnamon and ginger and the sweetness of sugar give a refreshing balance.



Makgeolli (Rice Wine)

A uniquely Korean alcoholic beverage made by steaming glutinous rice, non-glutinous rice, barley, and wheat flour and mixing it with "nuruk" yeast base and water for fermentation. Different types have different flavors, but in general, makgeolli has a somewhat sour and nutty flavor.



Yuja-cha (Citron Tea)

A Korean tea made from thinly sliced citron preserved in sugar and brewed in boiling water. It has a sweet and tart flavor.

Soju

This alcoholic beverage distilled by fermenting grain is the most popular alcoholic drink in Korea. Most of the major soju brands come in a green bottle and have a strong alcohol flavor. Sweet fruit-flavored soju is also available for those who don't like the alcohol flavor.



Sikhye (Sweet Rice Punch)

A traditional Korean drink with suspended grains of rice. It is a cold drink with a sweet flavor, made from rice fermented in malt.

Maekju (Beer)

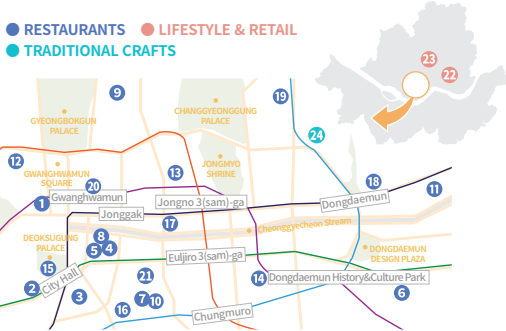
You would be amiss if you did not have beer with your fried chicken. A cool glass of beer gives a tangy, refreshing, nutty flavor.



ENCOUNTER the Old Seoul in Running Shops, Oraegage

Seoul is home to many shops that continue to sustain their history and tradition over a long time. We hope you will enjoy visiting these shops and discovering the old Seoul.

“Oraegage” refers to long-standing local stores in Seoul that have preserved their history and tradition over the years. The name means both “old stores” and “stores we hope will last even longer.” Since 2017, the Seoul Metropolitan Government has been identifying and promoting these Oraegage stores that embody the city’s unique character and stories.



Oraegage Stores Designated in 2024

- 1 Gabongnu** Chinese cuisine
Opened 1972
3F, 5-27 Saemun-ro 5-gil, Jongno-gu, Seoul

2 Goryeo Samgyetang Ginseng chicken soup
Opened 1960
1 Seosomun-ro 11-gil, Jung-gu, Seoul

3 Namdo Hansik Jeongdeunnim Korean cuisine
Opened 1974
22-5 Sejong-daero 14-gil, Jung-gu, Seoul

4 Nampo Myeonok North Korean cuisine
Opened 1972
24 Eulji-ro 3-gil, Jung-gu, Seoul

5 La Cantina Western cuisine
Opened 1976
(Samsung Building, B1), 19 Eulji-ro, Jung-gu, Seoul

6 Mabongnim Halmeonijip Tteokbokki
Opened 1953
5 Dasan-ro 35-gil, Jung-gu, Seoul

7 Myeong-dong Hamheung Myeonok Naengmyeon
Opened 1978
35-19 Myeongdong 10-gil, Jung-gu, Seoul

8 Buminok Spicy beef soup
Opened 1956
24-12 Dadong-gil, Jung-gu, Seoul

9 Samcheong-dong Sujebi Hand-pulled dough soup
Opened 1982
101-1 Samcheong-ro, Jongno-gu, Seoul

10 Seongwon Jeonju Kongnamul Gukbap Rice soup
Opened 1970
19-10 Myeongdong 10-gil, Jung-gu, Seoul

11 Songane Dakhanmari Chicken
Opened 1981
10 Jongno 66-gil, Jongno-gu, Seoul

12 Sinanchon Namdo cuisine
Opened 1986
8 Sajik-ro 12-gil, Jongno-gu, Seoul

13 Yennaljip Nagwon Agujjim Spicy braised monkfish
Opened 1977
436 Samil-daero, Jongno-gu, Seoul

14 Ojang-dong Hamheung Naengmyeon Naengmyeon
Opened 1958
108 Mareunnae-ro, Jung-gu, Seoul

15 Yurim Myeon Noodles
Opened 1963
139-1 Seosomun-ro, Jung-gu, Seoul

16 Jangsu Galbijip Bonga Galbi
Opened 1968
54-1 Myeongdong 2-gil, Jung-gu, Seoul

17 Jongno Eunhaengnamujip Galbi
Opened 1986
2F and 3F, 382 Samil-daero, Jongno-gu, Seoul

18 Jingogae Dongdaemun Korean cuisine
Opened 1967
301-1 Jongno, Jongno-gu, Seoul

19 Jinachun Chinese cuisine
Opened 1925
18 Daemyeong 1-gil, Jongno-gu, Seoul

20 Cheongjinok Hangover soup
Opened 1937
32 Jongno 3-gil, Jongno-gu, Seoul

21 Hadongkwan Beef bone soup
Opened 1939
12 Myeongdong 9-gil, Jung-gu, Seoul

22 Gwangseong Utong Nuts
Opened 1985
30 Gosanja-ro 36-gil, Dongdaemun-gu, Seoul

23 Ankyungbaksa Main Store Optical shop
Opened 1991
10 Bogungmun-ro, Seongbuk-gu, Seoul

24 Park Seon-yeong Traditional Hanbok Research Hanbok
Opened 1971
227 Yulgok-ro, Jongno-gu, Seoul

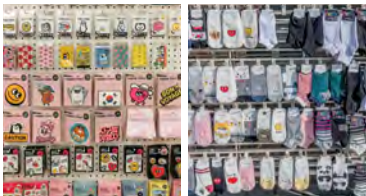
Looking for Treasures to Remember Seoul by

From the cosmetics of Korea, which has emerged as a beauty powerhouse, to instant foods that can be enjoyed with ease, here are some souvenirs to help you remember your trip and make great gifts.



Cosmetics

Korean cosmetics are loved by people all over the world for their excellent quality and reasonable prices, and are affectionately referred to as "K-beauty." A variety of inexpensive facial masks, lip balms, etc. also make good gifts.



Stationery & Socks

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



Traditional Handicrafts

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



Hallyu Products

If you're interested in K-pop or K-dramas, you'll want to buy some Hallyu-themed products as mementos. Products for Hallyu fans are sold in Myeong-dong, Dongdaemun, Apgujeong, and COEX.



Foods

Dried seaweed, ramyeon noodles, red ginseng products, and instant foods that can be eaten just by adding hot water are popular souvenirs, and can be bought with just a quick visit to nearby convenience stores or supermarkets.



Traditional Liquors

Soju and Makgeolli, the most widely known Korean liquors, are popular because they are cheap and complement Korean food so well. Traditional liquors, which come in paper packaging and cans rather than bottles, are a must for souvenirs.

Shopping Malls for Shopaholics

Shopping is an essential part of any trip. In Seoul, you'll even more fun at the complex cultural spaces where you can experience various elements in addition to shopping.



THE HYUNDAI SEOUL 더현대서울

This shopping mall is as large as 13 soccer fields. Built in 2021, it flaunts a glass ceiling designed to allow shopping in natural light, as well as a space where you can enjoy various recreational activities in addition to shopping.

📍 108, Yeoui-daero, Yeongdeungpo-gu, Seoul (Near Exit 1 of Line 5 Yeouinaru Station)
 🕒 Monday-Thursday 10:30-20:00, Friday-Sunday 10:30-20:30, Restaurant area 10:30-22:00
 ☎ +82-2-767-2233 @ Integrated Website of Hyundai Department Store: ehyundai.com



IFC MALL IFC몰

This is the first culture complex in Yeouido, built as a space for shopping, dining, culture & arts, and business. It is located in the lower level of the International Finance Center Seoul, and is directly connected to the subway station for easy access. It offers a variety of attractions including fashion, restaurants, movie theaters, and bookstores.

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



LOTTE WORLD MALL 롯데월드몰

This shopping mall includes Lotte Avenuel, the largest luxury department store in Korea. It offers a variety of stores, restaurants, and content including famous overseas brands, the city's largest aquarium, a movie theater, the Hallyu content mall Star Avenue, restaurants, and a food court, allowing you to enjoy one-stop shopping with an all-around fun experience.

📍 300, Olympic-ro, Songpa-gu, Seoul (Near Exit 1, 2, 10, 11 of Line 2, 8 Jamsil Station) 🕒 10:30-22:00 (vary by stores)
 ☎ +82-2-3213-5000 @ lwt.co.kr



D-CUBE CITY 디큐브시티

This culture complex has shops, a concert hall, restaurants, hotels, and more all in one place. The Sheraton Hotel, The Hyundai Department Store, the D-Cube Art Center theater for musicals, and numerous restaurants form a popular destination for not only tourists but city residents as well.

📍 662, Gyeongin-ro, Guro-gu, Seoul (Near Exit 1, 5 of Line 1, 2 Sindorim Station)
 🕒 10:30-20:30 (Varies by store)



TIMES SQUARE 타임스퀘어

This shopping mall was designed to provide a view of the sky from inside the building with its glass ceilings and facades. It includes a department store, multiplex, shopping malls, restaurants, hotels, and more, so you can stay overnight and shop in the same place. Entertainment performances and exhibitions are held under a new theme each time, so come and enjoy even more culture in your life.

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



STARFIELD COEX MALL 스타필드 코엑스몰

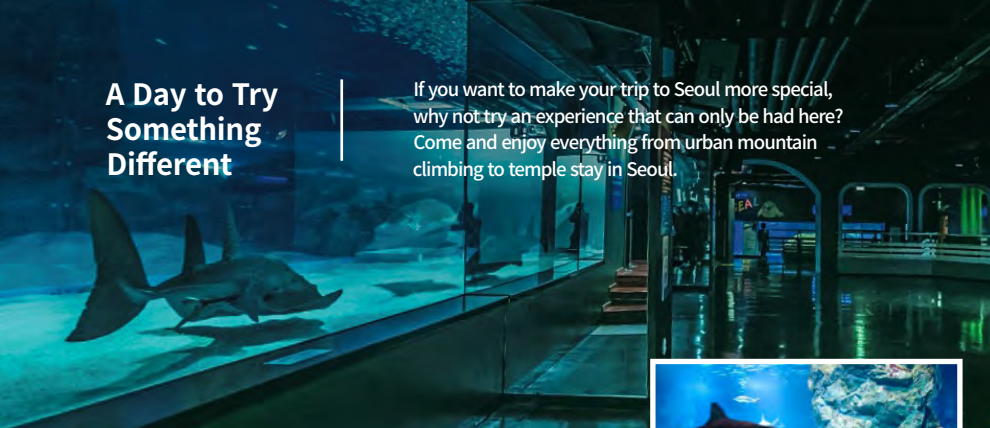
This is Asia's largest underground shopping mall with around 260 stores, including the Fashion Multi Square, which showcases sensuous fashion items, Megabox, the largest movie theater in Korea, and an aquarium where you can see a variety of fish, as well as the Byeolmadang Library and a space to view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

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



A Day to Try Something Different

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



SEA LIFE COEX AQUARIUM 씨라이프 코엑스 아쿠아리움

This is a marine theme park where you can see a nearly natural aquatic environment with a wide variety of aquatic creatures. You can encounter over 20,000 aquatic creatures from over 650 species, living in more than 180 exhibition tanks across 14 themed zones.

📍 513, Yeongdong-daero, Gangnam-gu, Seoul (Near Exit 7 of Line 9 Bongeunsa Station) ⌚ 10:00-20:00 (last admission 1 hour before closing) 🎫 Adult/Teen (13 years or older) KRW 33,000, Child (36 months or older to 12 years old) KRW 29,000 ☎ 0507-1435-7203 🌐 coexaqua.com



BONGEUNSA TEMPLE STAY 봉은사 템플스테이

Bongeunsa Temple, which was the largest temple in Seoul during the Joseon Dynasty, provides a special experience in Buddhist culture. Experience programs include the 3-day, 2-night Sangwol Seonwon Temple Stay, the 2-day, 1-night Tea Temple Stay, and the Meditation Tea Talk Temple Stay.

📍 531, Bongeunsa-ro, Gangnam-gu, Seoul (Near Exit 1 of Line 9 Bongeunsa Station) 🎫 Sangwol Seonwon KRW 150,000, Tea / Meditation Tea Talk KRW 100,000 ☎ +82-2-3218-4826 🌐 temple.bongeunsa.org



SEVEN LUCK CASINO 세븐럭 카지노

The foreigner-only casino features an oriental atmosphere and state-of-the-art facilities, offering various games, such as table games, the latest machine games, and electronic tables.

📍 Gangnam COEX Branch: 58, Teheran-ro 87-gil, Gangnam-gu, Seoul (Near Exit 4 of Samsung Jungang Station on Line 9) Seoul Dragon City Branch: 95, Cheongpa-ro 20-gil, Yongsan-gu, Seoul (Near Exit 3 of Yongsan Station on Line 1, Gyeongui-Jungang Line) ⌚ 24 hrs 🌐 7luck.com



SANGAM DMC 상암DMC

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

📍 366 World Cup buk-ro, Mapo-gu, Seoul (Near Exits 2, 8, 9 of Line 6, Gyeongui-Jungang Line, Airport Railroad Digital Media City Station) 🌐 dmc.seoul.kr



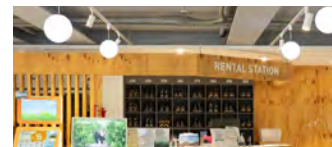
SEOUL HIKING TOURISM CENTER 서울 도심 등산관광센터

서울 도심 등산관광센터

Seoul, where city and nature coexist in harmony, is home to beautiful mountains such as Bukhansan, Bugaksan, and Gwanaksan. The Seoul Hiking Tourism Center provides multilingual guidance and hiking equipment rentals for international visitors, as well as monthly hiking programs designed specifically for foreigners.

Program Registration

Instagram: seoulhikingtourism_official



Bukhansan Center

📍 (Gwangnim Building, 5F), 52 Samyang-ro 173-gil, Gangbuk-gu, Seoul ⌚ 09:00-18:00, Closed on Mondays and national holidays ☎ 1533-2608

Bugaksan Center

📍 1F, 88 Samcheong-ro, Jongno-gu, Seoul ⌚ 09:00-18:00, Closed on Tuesdays and national holidays ☎ 1533-2158

Gwanaksan Center

📍 (Inside Gwanaksan Station), 23 Sillim-ro, Gwanak-gu, Seoul ⌚ 09:00-18:00, Closed on Wednesdays and national holidays ☎ 1533-2162

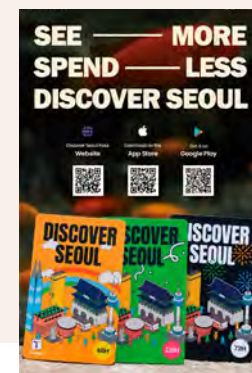
TIP. THE CENTER'S MAIN SERVICES

- Hiking equipment rental for foreigners (hiking boots, hiking clothes, etc.) 🌐 Advance reservation: www.seoulhiking.or.kr
- Provision of Seoul hiking tourism information through multilingual information services (English, Chinese, Japanese)
- Provision of tourism promotional materials such as Seoul tourism guidebooks and maps
- A dedicated rest area for hiking preparation and relaxation
- Convenience facilities such as changing rooms and luggage storage lockers available

TIP. DISCOVER SEOUL PASS (FOR FOREIGNERS ONLY)

This is Seoul's official "tourism free pass," allowing access to major tourist sites in Seoul for 48 hours (2 days), 72 hours (3 days) or 120 hours (5 days). With this pass, tourists can enjoy discount benefits for shopping, performance, experience, etc. as well as free admission to over 70 tourist sites, such as theme parks and Hangang River cruise. Discover Seoul Pass can be conveniently downloaded for purchase and use from the mobile app.

📍 Purchase: Discover Seoul Pass official app 🎫 Price: 48-hour pass KRW 70,000 / 72-hour pass KRW 90,000 / 120-hour pass KRW 130,000 🌐 www.discoverseoulpass.com



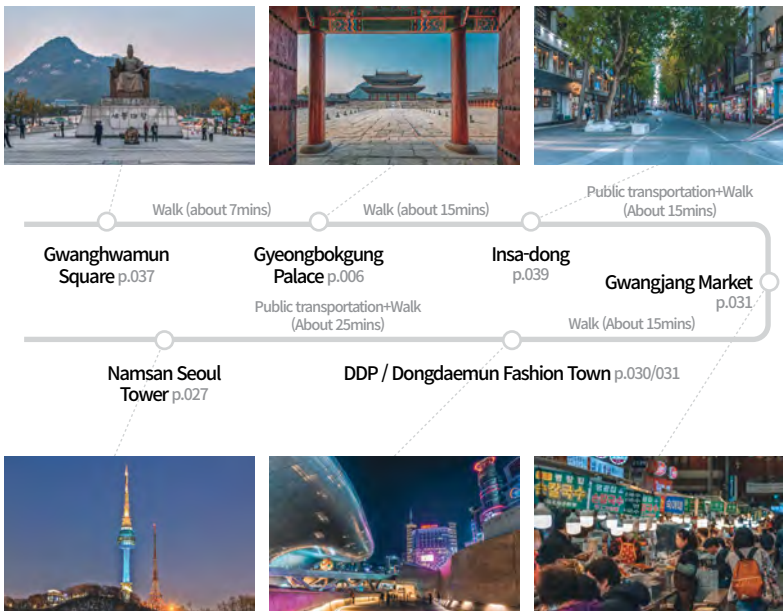
Recommended Routes by Itinerary

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

Half day



Full day

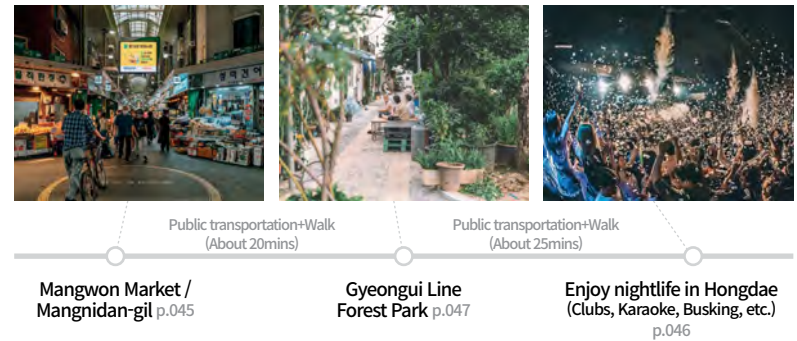


2 nights, 3 days

Day 1



Day 2



Day 3



Seoul Guided Walking Tour

Seoul offers a tour program where you can take a walk around the city with a professional commentary on its history, culture, and nature. There are around 50 routes, including the Gyeongbokgung Palace route, Changdeokgung Palace route, Bukchon route, Cheonggyecheon route, Namsan Fortress Wall route, Mongchontoseong Fortress route, Sungkyunkwan route, and the Seoul City Hall "Tong-Tong" Tour.

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

THEME COURSE

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

COURSE FOR PERSONS WITH DISABILITIES

7 courses for the visually/hearing impaired and those with mobility disabilities
 📍 Deoksugung Palace, Jeongdong-Gyeonghuigung Palace, Seoulo 7017, etc.

Seoul Guided Walking Tours

GYEONGBOKGUNG PALACE COURSE

Gwanghwamun Gate – Heungnyemun Gate – Geunjeongmun Gate – Geunjeongjeon Hall – Sajeongjeon Hall – Gyeonghoeru Pavilion – Gangnyeongjeon Hall – Gyotaejeon Hall – Jagyeongjeon Hall – Hyangwonjeong Pavilion
 ⌚ About 2hrs

INSA-DONG COURSE

Tapgol Park – Seungdong Church – Tongin Store – Myung Sin Dang Brush Store – Cheondogyo Central Cathedral – Kyung-in Museum of Fine Art – Napcheong Brass Exhibition – Ssamzigil – Jogyesa Temple – Bosingak Pavilion
 ⌚ About 2-3hrs

NAKSAN CITY WALL COURSE

Heunginjimun Gate- Seoul City Wall Museum - Ihwa Village - Naksan Park - Hyehwamun Gate
 ⌚ About 2-3hrs

MONGCHONTOSEONG FORTRESS ROUTE

Mongchontoseong Station - Peace Square - Gommal Bridge - Mongchontoseong Fortress - Seoul Baekje Museum
 ⌚ About 2hrs

SEONGBUK-DONG COURSE

No. 2 (Village Bus) - Gilsangsa Temple → Seonjamdanji - Choe Sun-u's House - Lee Jongseok's Villa - Simujang House - Lee Taejun's House
 ⌚ About 2-3hrs

SEOSOMUN PILGRIMAGE ROUTE

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

Accessible Tourism City Seoul



ACCESSIBLE TOURISM CITY SEOUL

Seoul strives to create a tourist city that everyone can enjoy by creating an accessible tourism environment to all citizens of Seoul as well as anyone visiting Seoul.



SEOUL DANURIM ACCESSIBLE TOURISM CENTER

- ✓ 1F, Hana Insurance Bldg., 117 Changgyeonggung-ro, Jongno-gu, Seoul
- ✓ Monday-Friday 9:00-18:00
Closed on the weekends and public holidays
- ✓ 1670-0880
- @ www.seouldanurim.net

SERVICES PROVIDED BY SEOUL DANURIM

Reservations and inquiries are available through the Seoul Danurim Accessible Tourism Center website.



Mini van Airport Pick-up/
Sending Service



Travel Assistive Devices Rental
Service



Tour Guide for the Visually
Impaired

SEOUL DANURIM ACCESSIBLE TOURISM CENTER WEBSITE

Seoul Danurim Accessible Tourism Center website provides information on the accessibility of tourist sites, accommodations, food and beverage facilities in Seoul, travel itineraries, and a reservation service for vehicles and assistive devices.



Official Social Network Channels

📷 @seouldanurim 📘 fb.com/seouldanurim.net

Things to know before traveling to Seoul

WEATHER

SPRING

Mar.-May.

Average temperature: 13~14°C (55~57°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 usually 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. A light coat comes in handy.

WINTER

Dec.-Feb.

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

VOLTAGE



220V

CURRENCY



WON (KRW)

Paper bills



50,000 won



10,000 won



5,000 won



1,000 won

Coins



500won



100won



50won



10won

TOURIST INTERPRETATION CALL CENTER 1330

Tourist information, interpretation, tourist police connection, tourist inconvenience report consultation and reception in 1 Korean / 2 English / 3 Japanese / 4 Chinese / 5 Russian / 6 Vietnamese / 7 Thai / 8 Malaysian/Indonesian

Korean, English, Japanese, Chinese, Russian: 24 hours a day, 365 days a year Vietnamese, Thai, Malay/Indonesian: 08:00-19:00 all year round In Korea 1330 / Overseas +82 - 2-1330

SEOUL MY SOUL SHOP

Seoul souvenirs are available in this official Seoul souvenir shop, conveying the city's lifestyle.

Seoul Tourism Plaza Tourist Information Center

1F, 31 Bldg., 85 Cheonggyecheon-ro, Jongno-gu, Seoul
09:00-18:00, Closed on Seollal (Lunar New Year's Day) and Chuseok +82-2-6365-3101

Sejong Lounge of Sejong Center

1F, 175 Sejong-daero, Jongno-gu, Seoul (Sejong Lounge)
11:00-20:00, Closed on Seollal (Lunar New Year's Day) and Chuseok +82-2-3210-2011

Myeong-dong Tourist Information Center

1F, Annex of Hana Financial Group Myeong-dong Office, 66 Eulji-ro, Jung-gu, Seoul
09:00-18:00, Closed on Seollal (Lunar New Year's Day) and Chuseok +82-2-778-0333



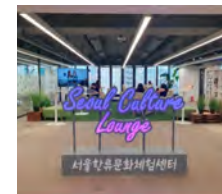
DDP Design Store

Oullim Square, 281 Eulji-ro, Jung-gu, Seoul (B2, Design Lab)
10:00-20:00, Closed on Seollal (Lunar New Year's Day) and Chuseok +82-2-2153-0632

SEOUL CULTURE LOUNGE

This multi-purpose cultural experience space, themed around urban healing, offers not only traditional experiences but also various Hallyu (Korean Wave) programs that allow visitors to enjoy the unique charm of Korean culture.

- Available upon reservation via the booking page
- (Samil Building, 11F) 85 Cheonggyecheon-ro, Jongno-gu, Seoul
- 10:00-17:00 on Tue.-Sat. (closed on Sundays, Mondays and public holidays)
- Free +82-2-3788-0852, 8188 www.seoulculturelounge.com



TOURIST INFORMATION CENTER

Tourist information center	Phone
Seoul Tourism Plaza Tourist Information Center	+82-2-6365-3100
Jongno Tourist Information Center	1800-9008(+2)
Myeong-dong Tourist Information Center	+82-2-778-0333
Gimpo Airport Tourist Information Center	+82-2-2660-2486
Incheon Int'l Airport Terminal 1 Tourist Information Center (East)	+82-32-743-3270
Incheon Int'l Airport Terminal 1 Tourist Information Center (West)	+82-32-743-3272
Incheon Int'l Airport Terminal 2 Tourist Information Center	+82-32-743-3269

Tourist information center	Phone
Seocho Tourist Information Center	1800-9008(+1)
Seoul Danurim Accessible Tourism Center	1670-0880
Sinchon Tourist Information Center	+82-2-363-7833
Itaewon Tourist Information Center (BF)	+82-2-3785-0942
Dongdaemun Tourist Information Center	+82-2-2236-9135
Namdaemun Market Tourist Information	+82-2-752-1913
Gwanghwamun Tourist Information Center	+82-2-735-8688
Gotoe-Sebit Tourist Information Center	+82-2-536-9472

Service Hours

Gimpo International Airport, Itaewon, Gwanghwamun, Dongdaemun, Namdaemun Market, Sinchon Station, Jongno Tourist: 10:00-19:00
Seocho Tourist: 10:00~19:00 / Gotoe-Sebit: 11:00-20:00 / Tourism Plaza: 9:00-18:00 / Incheon International Airport T1, T2: 7:00-22:00

Red Angel

Guides wearing uniform with a red mark are stationed in Myeong-dong, Namdaemun Market, Dongdaemun, Seocho, Bukchon, Hongdae, Gwangjang Market, Express Bus Terminal, and City Hall. They offer interpretation, introduction to tourism sites, directions, and traveler information on Seoul.
Myeong-dong · Hongdae · Gwangjang Market · Express Bus Terminal · City Hall 10:00-19:00
Namdaemun Market-Seocho-Bukchon 09:00-18:00

▪ EMBASSIES AND CONSULATES IN SEOUL

Country	Address	Contact
China	27, Myeongdong 2-gil, Jung-gu, Seoul	+82-2-756-7300
Japan	8F, Building A, Twin Tree Tower, 6, Yulgok-ro, Jongno-gu, Seoul	+82-2-2170-5200
Thailand	42, Daesagwan-ro, Yongsan-gu, Seoul	+82-2-795-3098
Vietnam	123, Bukchon-ro, Jongno-gu, Seoul	+82-2-739-9399
Philippines	80, Hoenamu-ro, Yongsan-gu, Seoul	+82-2-796-7387
Malaysia	129, Dokseodang-ro, Yongsan-gu, Seoul	+82-2-2077-8600
Indonesia	380, Yeouidaebang-ro, Yeongdeungpo-gu, Seoul	+82-2-783-5675
Cambodia	14F, Buyeong Taepyeong Building, 55, Sejong-daero, Jung-gu, Seoul	+82-2-3785-1041
Türkiye	40, Dongho-ro 20na-gil, Jung-gu, Seoul	+82-2-3780-1600
U.S.	188, Sejong-daero, Jongno-gu, Seoul	+82-2-397-4114
Brazil	73, Cheongwadae-ro, Jongno-gu, Seoul	+82-2-738-4970
Russia	43, Seosomun-ro 11-gil, Jung-gu, Seoul	+82-2-318-2116
UK	24, Sejong-daero 19-gil, Jung-gu, Seoul	+82-2-3210-5500
Germany	8F, Seoul Square, 416, Hangangdae-ro, Jung-gu, Seoul	+82-2-748-4114
France	43-12 Seosomun-ro, Seodaemun-gu, Seoul	+82-2-3149-4300
Italy	3F, Ilshin Bldg, 98, Hannamdae-ro, Yongsan-gu, Seoul	+82-2-750-0200/1
Spain	17, Hannamdae-ro 36-gil, Yongsan-gu, Seoul	+82-2-794-3581
Australia	19F, Kyobo Bldg, 1 Jong-ro, Jongno-gu, Seoul	+82-2-2003-0100
EU	11F, Seoul Square, 416, Hangang-daero, Jung-gu, Seoul	+82-2-3704-1700

▪ LUGGAGE STORAGE FOR TOURISTS

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

Luggage storage lockers at major subway stations

Ⓜ Small KRW 2,000 , medium KRW 3,000, large KRW 4,000 (4 hours, 05:00-24:00)

📍 Number of locker locations at subway stations

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

Other public/private locker facilities

📍 ZIMFREE (Hongik University Station) Ⓜ 3,000 won-9,000 won (per day, varies by size)

📍 Raon Storage Center (Hongik University Station) Ⓜ 4,000 won-8,000 won (per day, varies by size)

▪ TRAVEL INFORMATION SITES & APPS

Visit Seoul Homepage

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



visitseoul.net

Seoul's Official Travel App
VISITSEOUL

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

How to Get the App

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



▪ ROAMING & WI-FI

Internet access is available throughout Seoul, where its speed and connectivity are the best in the world. Wireless Internet is available at airports, hotels, tourist information centers, public facilities including subways and train stations, and most restaurants and cafes. Visitors can connect to Wi-Fi by logging in at hotspots through major carriers such as KT, SK, and LG or by paying a fee with a credit card. Prepaid SIM cards can be purchased at most convenience stores, with plans that can be selected according to length of stay. Those who need continuous 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 from the carrier at a mobile phone rental shop or rented at major tourist attractions such as Seoul Station, Insa-dong, and Myeong-dong.

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

(※ Please check the website of each service provider for details and reservations.)

Ⓜ SKT roaming.tworld.co.kr Ⓜ KT roaming.kt.com Ⓜ LG lguoaming.uplus.co.kr

How to make an international call from Korea

After dialing the international calling code for the service (001, 002, 008, 00365, 00700, 00770, etc.), 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 calling code (001), followed by the country code (1), area code (555), and phone number (123-4567)
001+1+555-123-4567

▪ ACCOMMODATIONS

Visitors have a variety of choices for lodging depending on their budget and travel purposes, from luxurious hotels to affordable youth hostels. Check the Seoul government's Visit Seoul website to find information on hotels, guesthouses, youth hostels, campsites, trusted homestay facilities, and "Seoul Stay" locations.

Ⓜ visitseoul.net

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

Ⓜ stay.visitseoul.net

Traffic Information for Key Areas of Seoul

Airport Limousine Incheon International Airport

- Boarding location
To Seoul Terminal 1 Arrivals, 1st Floor Bus Stops 3B-6B, and Terminal 2 B1 floor
- Ticket offices
Inside Terminal 1 by exits 4 and 9, and outside exits 4, 6, 7, 8, 11, and 13 / At Terminal 2, next to the transportation center in the B1 bus terminal ☎ 06:00-22:00 (Exit 8 ticket booth open until 22:40)

Airport Railroad(A'REX)

- There are non-stop trains and all-stop trains (14 stops). Operating times and fares for each are different, so check in advance.
- Ticket offices
Seoul Station: Seoul Station B2F Direct Train Customer Information Center / Incheon Airport Terminals 1 and 2: Airport Terminals 1 and 2 Transportation Center Direct Train Customer Information Center ☎ 05:15-22:40 (Seoul Station direction), every 35-50 minutes ⌚ Incheon Int'l Airport Railway 1599-7788 🌐 www.arex.or.kr

Airport Limousine Gimpo International Airport

- Boarding location
Domestic Line Seoul Downtown - 1F, bus stop No. 3-5 / Incheon Airport - 1F, bus stop No. 13-15
Int'l Line Bus stop 6 on 1st floor going to Seoul city center / Bus stop 7 on 1st floor going to Incheon Int'l Airport
- Transportation card, cash payment on the bus

Getting to Seoul

Seoul

TRAFFIC INFORMATION FOR KEY AREAS OF SEOUL

Modes of Transportation

Ttareungyi

Seoul provides a self-service bicycle rental system with a range of subscription options, including daily passes and long-term memberships, tailored to usage frequency. (Non-members can purchase daily passes) ☎ 1599-0120 🌐 www.bikeseoul.com

Type	Basic fees		Additional fees	Payment method
	1 hr	2 hrs		
Daily Pass	KRW 1,000	KRW 2,000	KRW 200 per every 5 min. excess	Mobile phone, credit card, PAYCO, Kakao Pay, Zero Pay, Discover Pass (for foreigners only)
Season Pass (for members only)	7 Days	KRW 3,000		
	30 Days	KRW 5,000		
	180 Days	KRW 15,000		
	365 Days	KRW 30,000		

If you transfer to public transportation within 30 minutes after getting off in Seoul, discounts are applied up to four times per day. (Discount on transfers within 1 hour between 9 PM and 7 AM) However, you must use a transportation card, and you must also tag your transportation card on the device when getting off. Please note that the transfer discount does not apply to the same vehicle and same route.

bus

Seoul has four types of buses, each color-coded



Install the VISIT SEOUL App
After installing the app, you can check nearby bus stops using the location-based search feature.

Taxi

Seoul taxis include regular taxis, deluxe taxis, and large taxis, and special taxis for foreign visitors are also available. **Foreign tourist taxi:** Operated by a driver who can speak English, Chinese, and Japanese; reservation required 24 hours in advance; information desk located at Incheon International Airport Terminal 1 and 2 ☎ Prices vary by travel route ☎ 1644-2255 🌐 www.intltaxi.co.kr

Blue bus

For long distances within Seoul.
☎ KRW 1,500-

Green bus

For transportation between blue bus stops and subway station stops, these buses run parallel to the subways in some areas. ☎ KRW 1,500-

Yellow bus

Circulates in downtown Seoul.
☎ KRW 1,400-

Red bus

Inter-city express transit.
☎ KRW 3,000-

Late-Night Bus

Operates from midnight to early morning.
☎ KRW 2,500-

Subway

Seoul Metropolitan Subway consists of 11 lines, such as Lines 1 through 9, Seoul LRT Ui-Sinseol Line, and Sillim Line, which also connect to the Suin-Bundang Line, Shinbundang Line, Airport Railway, Gyeongui-Jungang Line, Gyeongchun Line, and Gyeonggang Line, forming a complete underground transit system for the Seoul metropolitan area. The color-coded routes and station numbers are each clearly labeled for easy access by anyone.

Disposable Subway Card

Available from vending machines at each subway station. An initial deposit of ₩500 is required for the card, and it can be charged anytime. You can get the deposit back at the card-return machine when you arrive at your destination.
☎ KRW 1,500-



Town Bus

A smaller bus providing local connecting transportation. Fare
☎ KRW 1,200-

TRANSPORTATION CARDS

Tmoney

The Tmoney card is a rechargeable transit card for use on airport shuttles, public buses in the Seoul Metropolitan Area, the subway, taxis, and even in convenience stores, telephone booths, and package lockers. Make sure to tag the card when getting on and off of buses and trains to receive transfer discounts.



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

Prices vary by card; rechargeable from a minimum of 1,000 won

Tmoney card refunds

A balance of KRW 30,000 or less can be refunded at CU, MINISTOP, and emart24. Balances of KRW 20,000 or less can be refunded at 7-ELEVEN, individual convenience stores and some charging stations on the street. Balances less than KRW 20,000 can be refunded at GS25 and balances of KRW 50,000 or less can be refunded at information centers in subway stations.

The amounts above can be refunded through the bank ATMs, at Tmoney Town (in front of Seoul Station), and on the mobile app. pay.tmoney.co.kr

Climate Card Tourist Pass

This is a public transportation card for foreign tourists and short-term visitors to Seoul. During the specified period, it allows unlimited access to the buses and subways in Seoul.

1-day pass: KRW 5,000, 2-day pass: KRW 8,000, 3-day pass: KRW 10,000,

5-day pass: KRW 15,000, 7-day pass: KRW 20,000

※ Physical card to be separately purchased (KRW 3,000)

※ Rechargeable only after the period of use is expired.

Card Purchase: Customer safety office of subway lines 1-8, convenience stores near subway stations

Card Recharge: Unmanned transportation card charging machines in subway stations



Discover Seoul Pass (for Foreigners Only)

This is Seoul's official "tourism free pass," allowing access to major tourist sites in Seoul for 48 hours (2 days), 72 hours (3 days) or 120 hours (5 days). With this pass, tourists can enjoy discount benefits for shopping, performance, experience, etc. as well as free admission to over 70 tourist sites, such as theme parks and Hangang River cruise. Discover Seoul Pass can be conveniently downloaded for purchase and use from the mobile app.



Key Benefits

- Free admission to over 70 representative tourist sites in Seoul loved by foreigners, including Gyeongbokgung Palace, Lotte World, and N Seoul Tower
- One free one-way trip each on Airport Railroad Express (A'REX) and airport bus (K Limousine), the transportation means between Incheon International Airport and Seoul
- Free access to the City Tour Bus and Ttareungi(City Bike)
- Discount coupons for over 110 outlets for performance, shopping, and experience
- Convenient purchase and use through a mobile app
- Service available in four languages (English, simplified Chinese, traditional Chinese, and Japanese)

Purchase : Discover Seoul Pass official app

Price: 48-hour pass KRW 70,000 / 72-hour pass KRW 90,000 / 120-hour pass KRW 130,000

www.discoverseoulpass.com

EXPLORING BEYOND SEOUL

Express bus

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

Express Bus Terminal Station (Subway Lines 3, 7, 9) ☎ 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

Nambu Bus Terminal

Nambu Bus Terminal Station (Subway Line 3) ☎ 1688-0540

Dong Seoul Terminal

Gangbyeon Station (Subway Line 2) ☎ 1688-5979

Railroad

KTX, SRT, ITX (Saemaeul), Nuriro, Mugunghwa-ho, and GTX are available. KTX and SRT, the high-speed trains, are the fastest.

KTX KORAIL

☎ 1588-7788 🌐 www.korail.com

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

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

Yeongdeungpo Station : Yeongdeungpo Station, Subway Line 1

Gwangmyeong Station: Gwangmyeong Station, Subway Line 1

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

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

SRT SRT

☎ 1800-1472 🌐 <https://etk.srail.kr>

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

Air

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

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

☎ 1661-2626 🌐 www.airport.co.kr

K-Shuttle

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

Reservations: Visit www.k-shuttle.com or call +82-2-720-1515



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

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

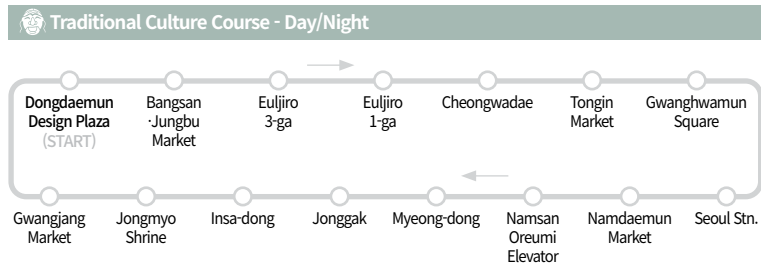
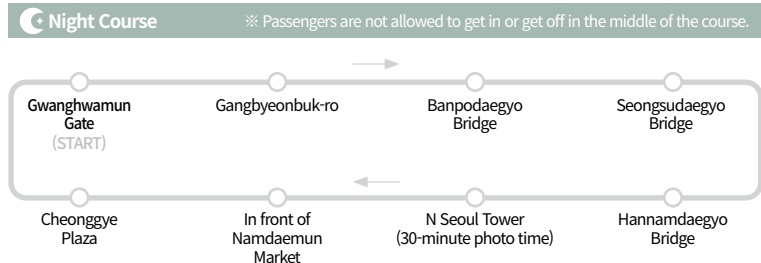
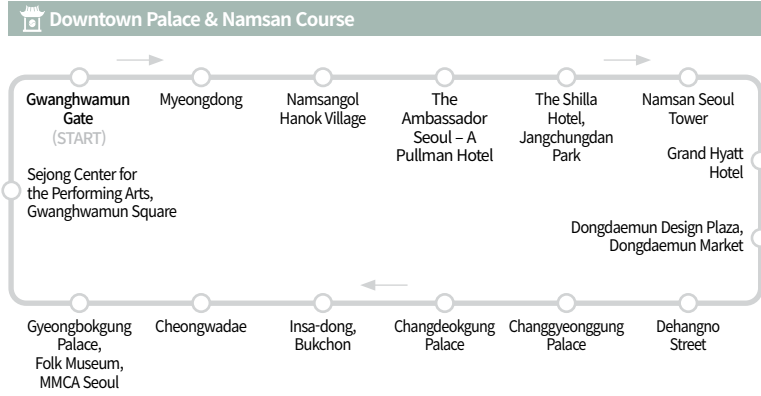


	Downtown Palace & Namsan Course		Night Course	Panorama Course	Around Gangnam Course
Departure Location	Koreana Hotel, Gwanghwamun (Exit 6 of Gwanghwamun Station on Line 5)				Ticket Box 200 m straight ahead from Exit 11 of Gangnam Station (Subway Line 2)
Ticket Counters	Can be purchased at ticket boxes located next to Hotel Koreana in Gwanghwamun Gate, Seoul Station, Yongsan Station, or on the bus (from driver)				Exit 11 of Gangnam Station (Subway Line 2) or from the bus driver
Departure Time	First bus 9:20 Last bus 16:50	Jan. 01–Apr. 15 Departure at 19:00 Apr. 16–Sep. 15 Departure at 19:30 Sep. 16–Dec. 31 Departure at 19:00	Temporary suspension of operation (preparing for operation)	Temporary suspension of operation (preparing for operation)	
Departure Interval	About 30 min.	Once a day	-	-	-
Holiday	Mondays ※ Normal operation if Monday is a public holiday				
Inquiries	+82-2-777-6090, www.seoulcitybus.com				

	Traditional Culture Course -Day	Traditional Culture Course -Night	Hangang River Jamsil Course
Departure Location	Across the street from Doota Mall, Dongdaemun History & Culture Park Station Exit 1		Operation temporarily suspended (in preparation for service)
Ticket Counters	Ticket office at Dongdaemun Design Plaza (DDP) or Seoul Station, as well as at each bus stop, including Sejong Center for the Performing Arts	Ticket office in front of Dongdaemun Design Plaza	
Departure Time	First bus 9:30 Last bus 17:00	19:00 (Departure times vary by month)	
Departure Interval	30~40 min.	Once a day	-
Holiday	-		
Inquiries	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



Festival Calendar

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

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



Spring



Summer



Autumn



Winter

Yeongdeungpo Yeouido Spring Flower Festival

A flower festival held each year in Yeouido during cherry blossom season

☀ Sometime in April annually 📍 Yeouido Yeouiseo-ro area

Hangang Festival - Summer

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

☀ July-August annually 📍 11 Hangang parks

Seoul Street Arts Festival

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

☀ End of September-October annually 📍 Around Seoul

Seoul International Fireworks Festival

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

☀ Early October 📍 Yeouido Hangang Citizen's Park

Seoul Silver Grass Festival

A culture and music festival with beautiful landscape and lighting on the silver grass field of World Cup Park

☀ Sometime in October annually 📍 World Cup Park

Seoul Lantern Festival

One of the world's four winter festivals where visitors can enjoy a variety of light sculptures, including traditional Korean paper lamps

☀ December-January annually 📍 Cheonggyecheon Stream

Gwanghwamun Market

A signature winter Christmas market selling handicrafts, seasonal items, and food in partnership with local small businesses.

☀ December annually 📍 Gwanghwamun Square

Seoul Metro Map

서울 지하철 노선도

Call center 1577-1234

Lost and found center

Line 1/2: City Hall Station

Line 3/4: Chungmuro Station

Line 5/8: Wangsimni Station

Line 6/7: Taereung Station

Line 9: Sports Complex Station

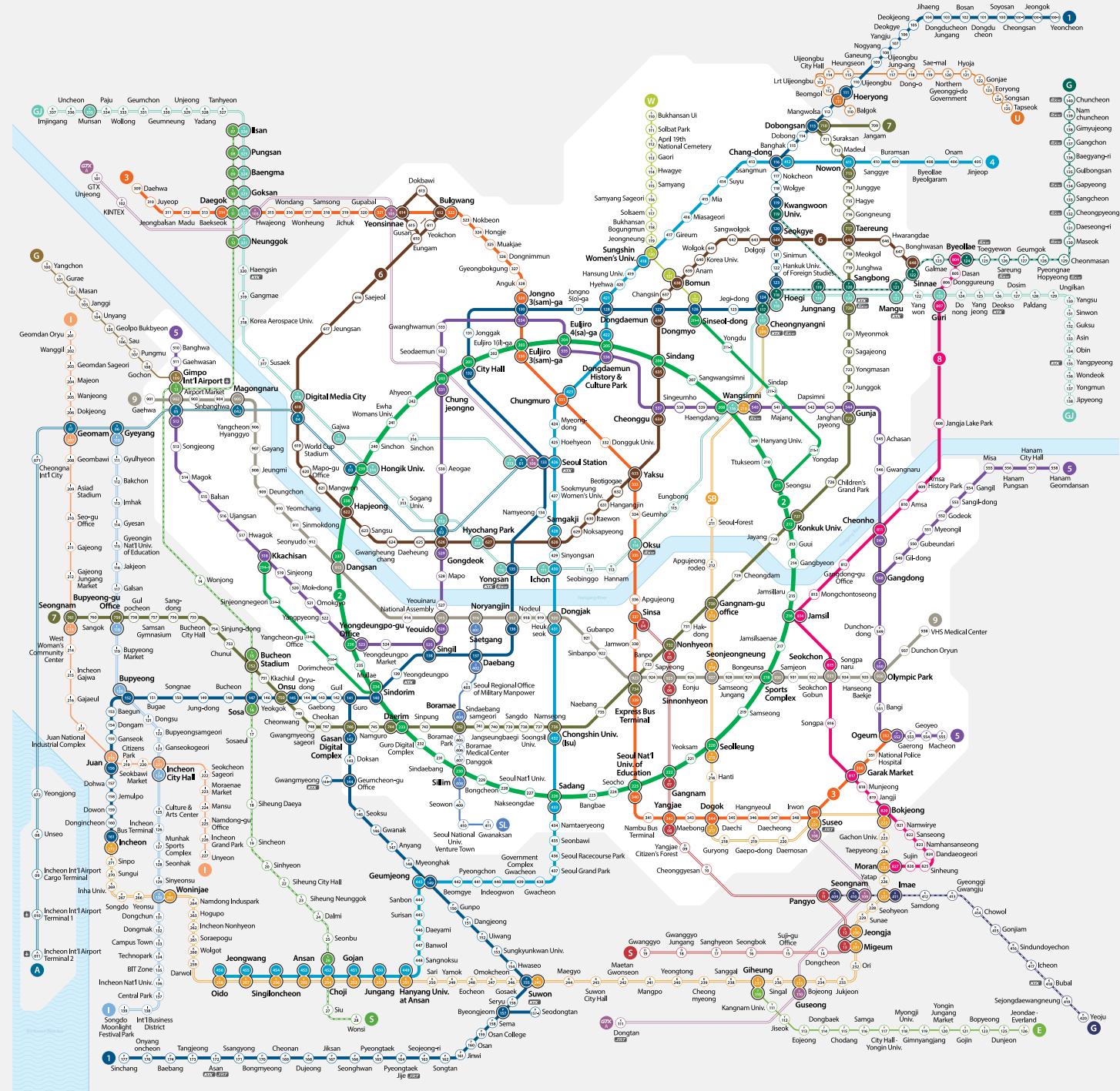
- 1 line 1
- 2 line 2
- 3 line 3
- 4 line 4
- 5 line 5
- 6 line 6
- 7 line 7
- 8 line 8
- 9 line 9
- GJ Gyeongui-Jungang Line
- S Sinbundang Line
- SB Suin-Bundang Line
- A Airport Railroad Line
- I Incheon Line 1
- U Uijeongbu Lrt Line
- W Ui Lrt Line
- G Gimpo GoldLine
- I Incheon Line 2
- E Ever Line
- SL Sillim Line
- G Gyuongchun Line
- G Gyeonggang Line
- S Seohae Line

- Station
- Transfer Station

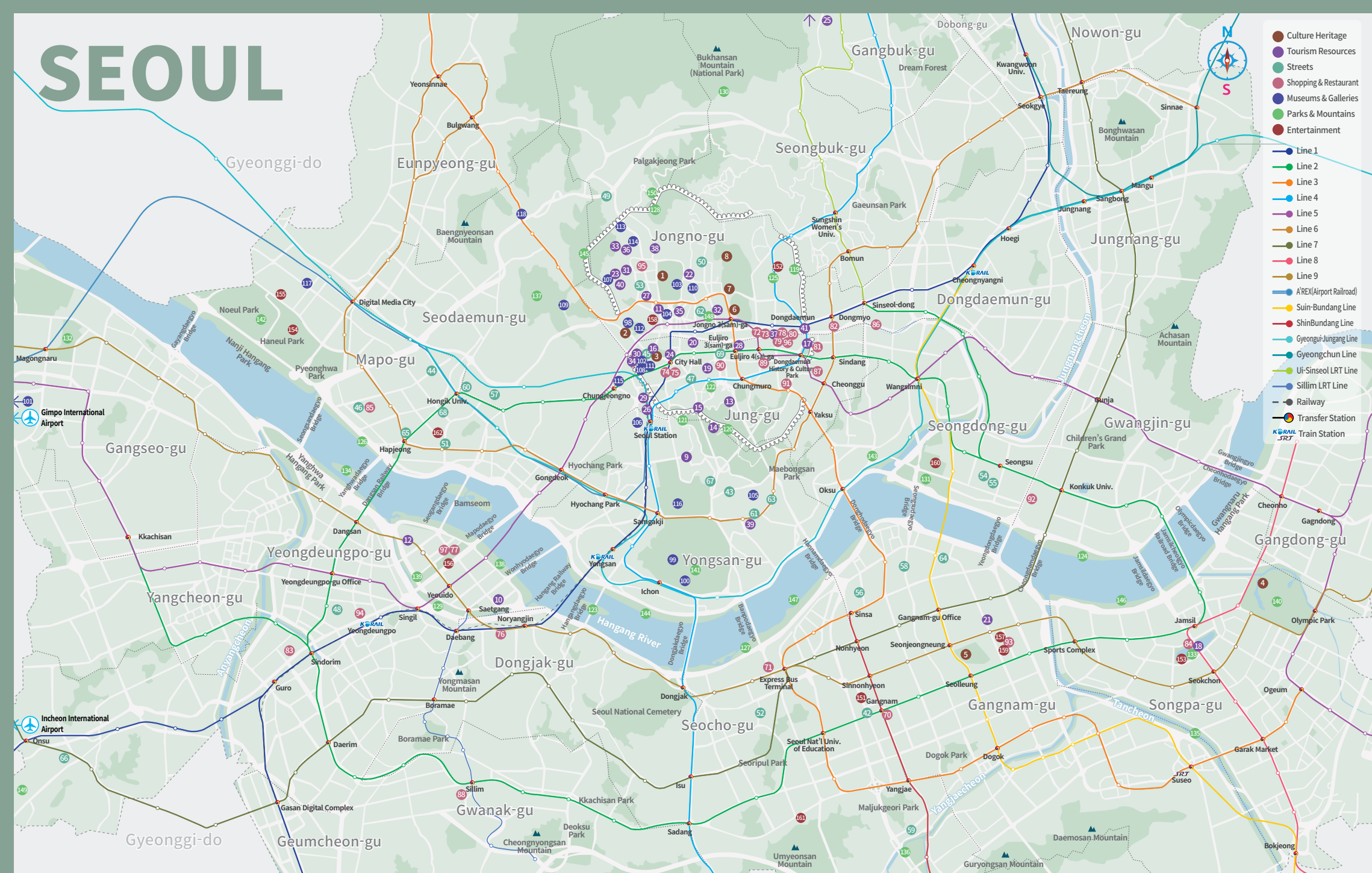


Seoul Metro

※The Seoul metro map may differ from the actual location



SEOUL



Seoul Tourist Guide Index

How to read the index

1 Gyeongbokgung Palace - 06/37
Tourist Attractions
Map no. Page no.

Cultural Heritage

- 1 Gyeongbokgung Palace ---- 06/37
- 2 Gyeonghuigung Palace ---- 07/23
- 3 Deoksugung Palace ---- 06
- 4 Mongchontoseong Fortress ---- 60
- 5 Seonjeongneung Royal Tombs 21
- 6 Jongmyo Shrine ---- 07/38
- 7 Changgyeonggung Palace ---- 06
- 8 Changdeokgung Palace ---- 06/23

Tourism Resources

- 9 108 Steps ---- 49
- 10 63 Square ---- 53
- 11 Gwanghwamun Square ---- 37
- 12 National Assembly Building ---- 53
- 13 Namsangol Hanok Village ---- 29
- 14 Namsan Seoul Tower ---- 27
- 15 Namsan Cable Car ---- 27
- 16 Deoksugung Jungmyeongjeon Hall 33
- 17 Dongdaemun Design Plaza ---- 30
- 18 Lotte World Tower ---- 61
- 19 Myeongdong Cathedral ---- 29
- 20 Bosingak Pavilion ---- 39
- 21 Bongseunsa Temple ---- 75
- 22 Bukchon Hanok Village ---- 42
- 23 Sangchonjae ---- 35
- 24 Seoul Plaza ---- 28
- 25 Seoul Hiking Tourism Center 75
- 26 Seoullo 7017 ---- 22/26
- 27 Seoul Community Cultural Center Chebu ---- 35
- 28 Sewoon Plaza ---- 23/29
- 29 Sungnyemun Gate ---- 28
- 30 Sina Memorial Hall ---- 33
- 31 Lee Sang's House ---- 34
- 32 Ikseon-dong Hanok Village ---- 39
- 33 Jahamun Tunnel ---- 23

Streets

- 42 Gangnam Station Street ---- 57
- 43 Gyeongnidan-gil ---- 48
- 44 Gyeongui Line Forest Park & Cafe Street ---- 47
- 45 Deoksugung Stonewall Walkway 33
- 46 Mangnidan-gil ---- 45
- 47 Myeong-dong Street ---- 28
- 48 Mullae Art Village ---- 45
- 49 Buam-dong Cafe Street ---- 43
- 50 Samcheong-dong ---- 42
- 51 Sangsu-dong Cafe Street ---- 45
- 52 Seorae Village ---- 58
- 53 Seochon Cafe Street ---- 34
- 54 Seongsu Handmade Shoes Street 51
- 55 Seongsu-dong Cafe Street ---- 50
- 56 Garosu-gil ---- 59
- 57 Sinchon Yonsei-ro ---- 46
- 58 Apgujeong Rodeo Street ---- 59
- 59 Yangjaecheon Cafe Street ---- 58
- 60 Yeonhui Multicultural Street -- 47
- 61 Itaewon Street ---- 22
- 62 Insa-dong Street ---- 39
- 63 Hannam-dong Café Street ---- 49
- 64 K-Star Road ---- 59
- 65 Hapjeong Cafe Street ---- 44
- 66 Hangdong Railroad ---- 54
- 67 Haebangchon ---- 49
- 68 Hongdae Pedestrian-Friendly Street 46
- 69 Hipjoro ---- 29

Shopping & Restaurant

- 70 Gangnam Station Underground Shopping Center ---- 57
- 71 Goto Mall ---- 58
- 72 Gwangjang Market ---- 31
- 73 Gwangjang Market Jeon Alley - 66
- 74 Namdaemun Market ---- 28
- 75 Namdaemun Kalguksu & Galchi Alley 67
- 76 Noryangjin Fisheries Wholesale Market 67
- 77 The Hyundai Seoul ---- 72
- 78 Dongdaemun Dakhanmari Alley 66

INDEX

- 19 Dongdaemun Grilled Fish Alley 66
- 20 Dongdaemun Shopping Complex and Shopping Town ---- 31
- 21 Dongdaemun Fashion Town ---- 31
- 22 Dongmyo Flea Market ---- 41
- 23 D-Cube City ---- 73
- 24 Lotte World Mall ---- 61/73
- 25 Mangwon Market ---- 45
- 26 Seoul Folk Flea Market ---- 41
- 27 Sindang-dong Tteokbokki Town 65
- 28 Sillim-dong Sundae Town ---- 67
- 29 Ojang-dong Hamheung Naengmyeon Alley ---- 67
- 30 Euljiro Golbaengi Street ---- 67
- 31 Jangchung-dong Jokbal Alley - 67
- 32 Common Ground ---- 51
- 33 COEX ---- 56/73
- 34 Times Square ---- 73
- 35 Tongin Market ---- 35
- 36 Pyeonghwa (Pyeonghwa) Market ---- 31
- 37 IFC Mall ---- 72

Museums & Galleries

- 98 National Meteorological Museum 13
- 99 National Museum of Korea ---- 12
- 100 National Hangeul Museum ---- 12
- 101 National Aviation Museum of Korea 13
- 102 MMCA Deoksugung ---- 14
- 103 MMCA Seoul ---- 14
- 104 National Museum of Korean Contemporary History ---- 36
- 105 Leeum Museum of Art ---- 15
- 106 Culture Station Seoul 284 ---- 26
- 107 Park No-Soo Museum ---- 35
- 108 Appenzeller Noble Memorial Museum ---- 32
- 109 Seodaemun Prison History Hall 12
- 110 Seoul Museum of Craft Art ---- 13
- 111 Seoul Museum of Art ---- 15
- 112 Seoul Museum of History ---- 13
- 113 Seokpajeong Seoul Museum 43
- 114 Yun Dong-ju Literature Museum 43
- 115 Ewha Girls' High School Centennial Hall ---- 33
- 116 The War Memorial of Korea -- 13
- 117 Korean Film Museum ---- 23
- 118 Hongje Yuyeon ---- 15

Parks & Mountains

- 119 Naksan Park ---- 41
- 120 Namsan Park ---- 27
- 121 Baekbeom Square Park ---- 27
- 122 Namsan Yejang Park ---- 27
- 123 Nodulseom Island ---- 16
- 124 Ttukseom Hangang Park ---- 17
- 125 Marronnier Park ---- 41
- 126 Mangwon Hangang Park ---- 16
- 127 Banpo Hangang Park ---- 17
- 128 Bugaksan Mountain ---- 08
- 129 Saetgang Ecological Park ---- 53
- 130 Seoul Trail ---- 10
- 131 Seoul Forest ---- 18/50
- 132 Seoul Botanic Park ---- 20
- 133 Seokchon Lake ---- 21/61
- 134 Seonyudo Park ---- 20
- 135 Songpa Dulle-gil ---- 60
- 136 Maeheon Citizens Forest -- 21/58
- 137 Ansan Mountain ---- 08
- 138 Yeouido Hangang Park ---- 16
- 139 Yeouido Park ---- 52
- 140 Olympic Park ---- 19/60
- 141 Yongsan Park ---- 20
- 142 World Cup Park ---- 19
- 143 Gyeongbongsan Mountain ---- 08
- 144 Ichon Hangang Park ---- 16
- 145 Inwangsan Mountain ---- 08
- 146 Jamsil Hangang Park ---- 17/61
- 147 Jamwon Hangang Park ---- 17
- 148 Tapgol Park ---- 39
- 149 Pureun Arboretum ---- 54
- 150 Hanyangdoseong ---- 09

Entertainment

- 151 Clubs around Gangnam Station 57
- 152 Daehangno ---- 23/40
- 153 Lotte World Adventure ---- 61
- 154 Oil Tank Culture Park ---- 44
- 155 Sangam DMC ---- 75
- 156 SEOULDAL ---- 53
- 157 Seven Luck Casino ---- 74
- 158 Sejong Center for the Performing Arts ---- 36
- 159 SEA LIFE COEX Aquarium ---- 74
- 160 Under Stand Avenue ---- 51
- 161 Seoul Arts Center ---- 15
- 162 Hongdae Clubs ---- 46



33p



29p



33p

Seoul Tourist Guide