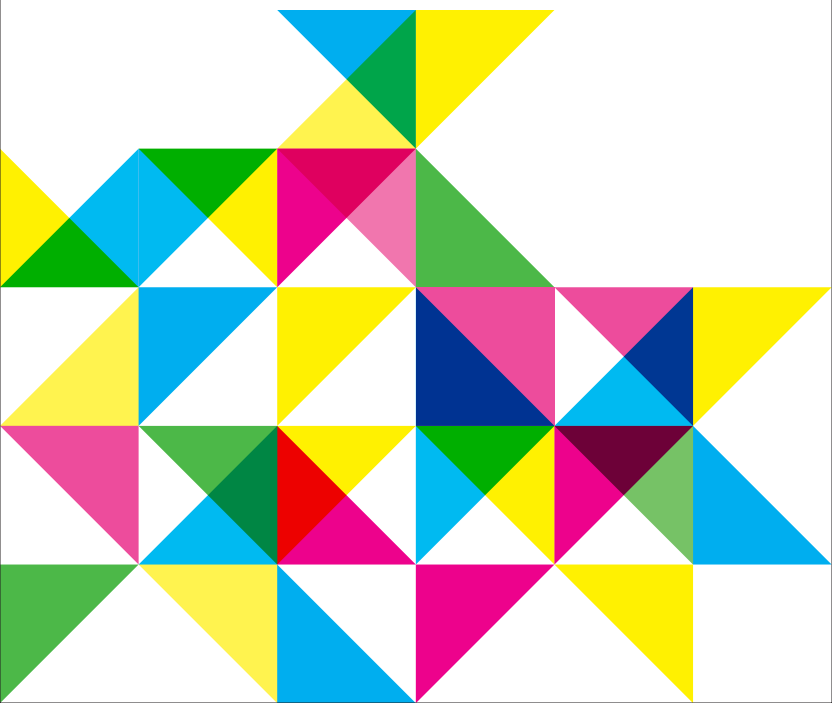


SEOUL

Business Travelers Guide



SEOUL

Business Travelers Guide

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Your
Complete
Convention
City

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• To Make a Call to Seoul

Country Code (82) + Area Code (2) + Phone No.
(ex: 82-2-123-4567)

*A fascinating city with
eye-catching appeal at
every turn*

Welcome to Seoul

Here are some tips for exploring Seoul, a city full of discoveries! Even the most unstructured of itineraries will not leave enough time to see everything. You'll have to hurry if you want to get a sense of Seoul's vibrant, colorful features from early morning to late at night. If you usually start your morning with a jog or a walk, the parks scattered around the Seoul area, **make up 25.5% of the city** itself, and are a great place to start. A walk through these green spots will make you forget that you are in the big city.

If you get hungry, visit the trendy streets of downtown where a wide range of restaurants, from small and charming to the premium places boasting famous chefs, serve the best of dishes to indulge Seoulites' taste and style. No matter which restaurant you pick or what you choose from the menu, you'll surely enjoy the adventure.

After you've eaten your fill, it's time to start exploring Seoul. If you enjoy art and culture, why not take in one of Seoul's many museums?

Ninety-six small or large-scale museums are repositories for the 600-year history of Seoul and its present-day life, while **sixty-seven small or large-scale art galleries** showcase the stylish arts of Seoul. Be sure to set aside two hours to watch one of Seoul's amusing nonverbal performances.

If you are looking for souvenirs and gifts at a reasonable price, a duty free shop or a department store are excellent places to shop for luxurious designer items while a traditional market or small stores that line the downtown streets are your best bet for unique, traditional items. The palaces of Seoul offer the chance to retreat to serenity and calm. Visitors will encounter the quiet stillness of the palace and

an architectural beauty recognized by UNESCO as well. The Hangang River is the best place in Seoul to watch the sunset. Take a cruise or visit an observatory on a bridge to watch the sun set over the river against the Seoul skyline. For dinner, a restaurant with a night view of Seoul is a must. Seoul offers over **7,000 Italian restaurants** and a glass of wine taken with some rich cuisine and delightful services is sure to harmonize perfectly with the sunset.

After the sun sets, the night life of Seoul begins. Looking for music and dancing? Visit one of the clubs where such celebrities as **Paris Hilton, Beyoncé Knowles or David Beckham** have gone. Or why not enjoy a midnight snack at a 24-hour restaurant?

Your cozy, comfortable lodgings will greet you when you come back from a night on the town. The wide range of lodging available includes **17 five-star hotels.** Rest well for your next exciting day in Seoul.

Seoul's Major Four Zones

City Hall Area

The phrase "the 600-year Capital" represents the pride of Seoul. It has been 600 years since Seoul first became the capital of the Joseon Dynasty. Five historic palaces from the Joseon Dynasty including Changdeokgung Palace, a UNESCO World Heritage Site, are found in this area. Near these palaces are old Hanok villages, composed of traditional housing which will take you back to the past. The Korea House and Samcheonggak are also excellent places that must be visited to truly experience traditional Korean culture and ways of life.

Gangnam Area

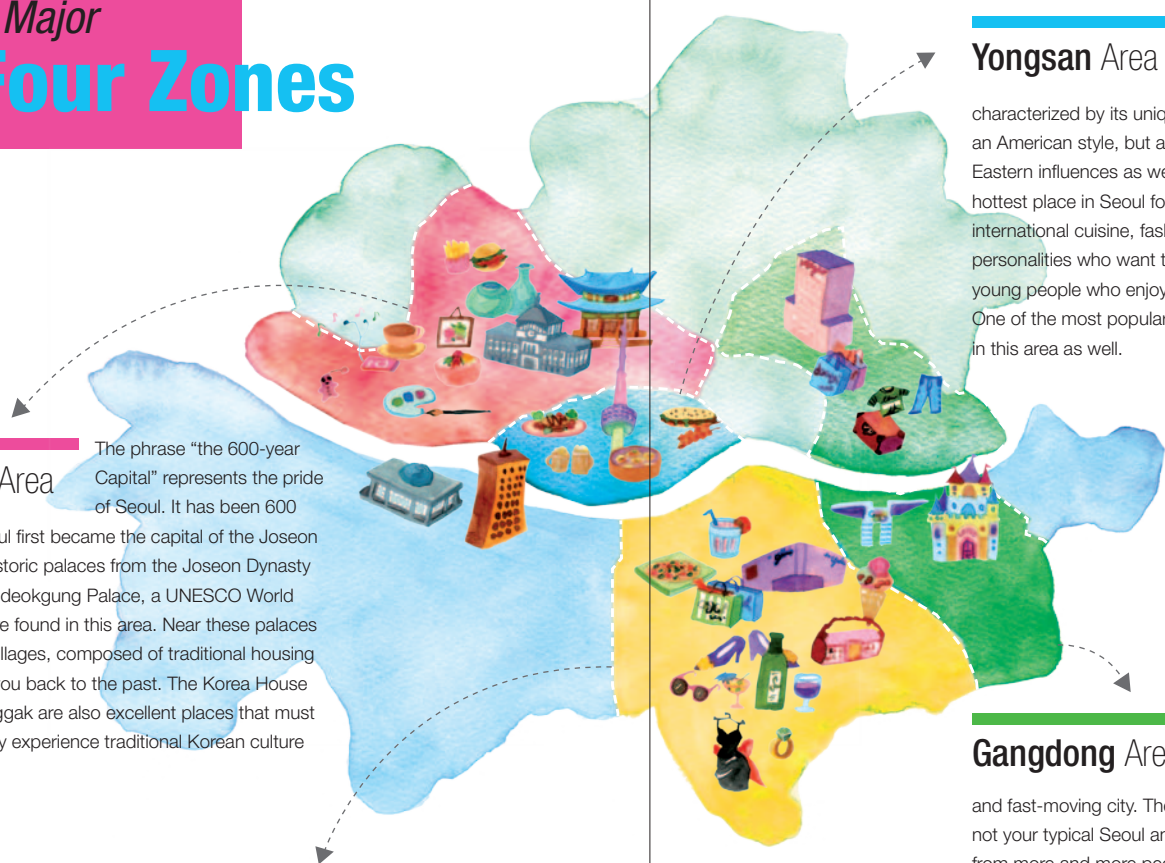
The stylish of Seoul come together in this area, thanks to a wide range of trendy items and luxurious shopping spots. Department stores showcase luxurious designer brands while the shop-lined streets, select boutiques filled with imported items and flagship stores are colorful enough to indulge the trendsetters of fashion. In addition, the Grand Table, which is an association of premium restaurants and clubs where Korean celebrities visit frequently, is also located here. People who want to experience the chic and stylish side of Seoul must be sure to visit the Gangnam area.

Yongsan Area

The term 'a global village' is the most suitable for this area. This district is characterized by its unique cultural mixture of not only an American style, but also by European and Middle Eastern influences as well. Yongsan has become the hottest place in Seoul for gourmands looking for exotic international cuisine, fashionistas with strong, unique personalities who want to express their individuality and young people who enjoy a New York-style club culture. One of the most popular shopping areas for foreigners is in this area as well.

Gangdong Area

Seoul, a metropolitan city with over 10 million people, is always a lively, complex and fast-moving city. The Gangdong area, however, is not your typical Seoul and therefore is garnering affection from more and more people. Seoulites relax with a walk through the beautiful Seoul Forest Park, which is our version of London's Hyde Park or Central Park in New York City, or by viewing the Hangang River or lakes of the area. In addition, the Amsadong Artifacts, which trace back to Seoul's prehistoric remains, the SOMA Museum of Art, Seoul's sculpture park and Garak Market, an extensive traditional farmers market, are also pleasurable to visitors.



Explore Seoul through Keywords

Design Capital

Seoul was designated as World Design Capital of 2010. Improvement of streets, Mt. Namsan and the Hangang River are sure signs that Seoul will continue to be a trendsetter in creative design.

Eco City

Empowered by the restoration of Cheonggyecheon Stream and the development of World Cup Park, Seoul has developed into a world-class eco city.

Food

Kimchi, Bulgogi, Bibimbap, and Galbi represent an integral part of the Korean national identity. Visitors can easily learn to make common Korean dishes in Seoul, which are not only good but good for you.

B-boy

Korean b-boys (breakdancers) have mastered this dance craze. You can watch a powerful performance here in Seoul.

Capital of South Korea

With a population of over 10 million, Seoul is the center of Korean politics, economy and culture.

Gourmet

There are many foodies in Seoul, a city that is proud of its variety of good food. Accordingly, a wide range of tempting restaurants cater to their appetites. Put on your gourmet hat and explore Seoul-style, Korean dishes.

Hangang River

The Hangang River's wide clean waters flow under 26 beautiful bridges. It is a representative symbol of Seoul.

IT

In Seoul, you can see and experience 'IT Super Power Korea.' You can encounter a variety of brand-new IT products.



Korean Wave

Captivating Korean cinema and dramas sparked an interest in Korea that is referred to as the "Korean Wave". This sensation started here in Seoul and spread throughout Asia.

Language Services

A variety of interpretation services are provided for speakers of other languages. Just call 1588-5644 on any phone. Your Seoul tour will begin with ease and comfort.

Medical Tour

Many foreigners visit Seoul to experience world-class Korean medicine. In particular, plastic surgery clinics, eye clinics and dentistry are popular.

Nonverbal Performance

Various nonverbal performances from Korea have been praised at the Edinburgh International Festival. These nonverbal performance theaters are located in Seoul.

Palaces

Five royal palaces of the Joseon Dynasty are located in Seoul. They proudly represent and display the elegance and refined beauty of Korea's past.

Royal Cuisine

The royal cuisine of Korea is created with fresh ingredients brought from all over the nation. You will be amazed at the beautiful array of unusual and colorful dishes.

Shopping

Seoul is a shopping paradise with 24-hour shopping towns, many large flagship stores, brand name shops and traditional markets.



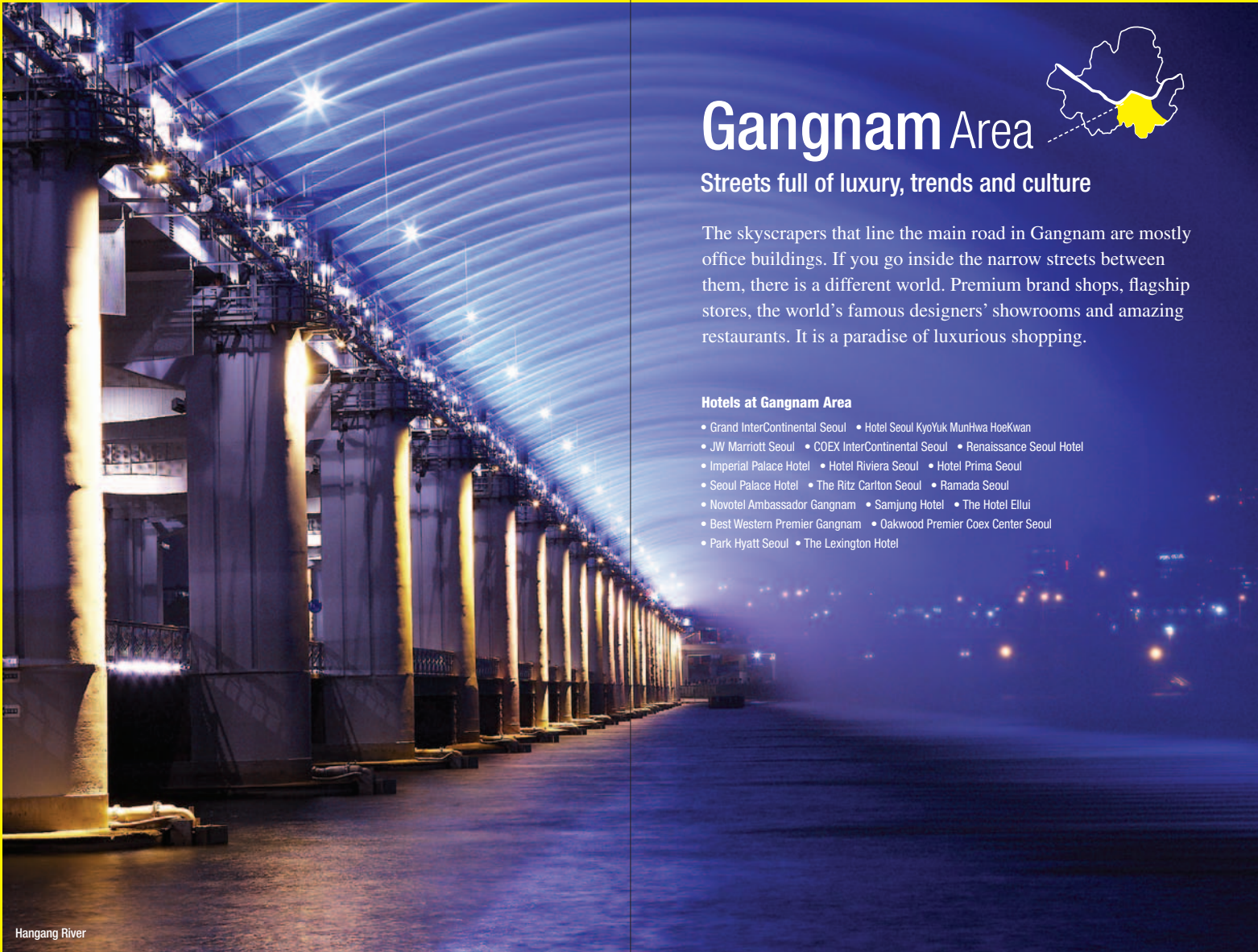
Traditional & Trendy

Seoul is where tradition and modernity coexist. You will feel warmth and comfort in this metropolis.

UNESCO World Heritage Sites

Valuable Korean cultural heritage: Because of their unique aesthetic beauty, Changdeokgung Palace and Jongmyo Shrine have been designated as World Cultural Heritage sites.





Gangnam Area



Streets full of luxury, trends and culture

The skyscrapers that line the main road in Gangnam are mostly office buildings. If you go inside the narrow streets between them, there is a different world. Premium brand shops, flagship stores, the world's famous designers' showrooms and amazing restaurants. It is a paradise of luxurious shopping.

Hotels at Gangnam Area

- Grand InterContinental Seoul
- Hotel Seoul KyoYuk MuniHwa HoeKwan
- JW Marriott Seoul
- COEX InterContinental Seoul
- Renaissance Seoul Hotel
- Imperial Palace Hotel
- Hotel Riviera Seoul
- Hotel Prima Seoul
- Seoul Palace Hotel
- The Ritz Carlton Seoul
- Ramada Seoul
- Novotel Ambassador Gangnam
- Samjung Hotel
- The Hotel Ellui
- Best Western Premier Gangnam
- Oakwood Premier Coex Center Seoul
- Park Hyatt Seoul
- The Lexington Hotel

Garosu-Gil in Sinsa-dong [신사동 가로수 길]

Thanks to densely planted ginkgo trees, this 700m-long street has been designated as ‘one of the most attractive streets to walk along.’ Here, you can find a variety of vintage items as well as unique places that are as modern as New York’s Soho district. Luxurious stores and restaurants line both sides of the street. With so many designers’ showrooms, antique stores and furniture and interior shops, this place has been popular among trendsetters.

① www.visitseoul.net ② Line #3 Sinsa Station, Exit 8



Deux Cremes

Shopping

Bookbinders Design

A Swedish stationary store that specializes in handmade bookbinders, diaries, photo albums and address books
 ③ 11:00-21:00 (Mon.-Sat.)
 ④ 02-546-9500

Hanmi Publication

A publication company that offers a variety of genres
 ③ 10:00-20:00 ④ 02-548-8084

Art & Dream

An art bookstore in which art books such as photo and design-related books are available at low prices
 ③ 09:00-22:00 ④ 02-512-8909

ILMO outlets

This shopping mall has a variety of designer products and a comfortable café.
 ③ Cafe 11:00-23:00 /
 Outlets 11:00-21:00
 ④ 02-515-0970

G533

This eclectic shop offers an assortment of designer products and unique fashion items in one space.
 ③ 10:30-20:30 ④ 02-544-5338

Karel

A beautiful and cute Japanese interior accessory shop
 ③ 11:00-19:00 ④ 02-3446-5093

Kobalt

The flagship store with a variety of Jordi Labanda collections available
 ④ 02-3446-1510





A Story

Food

Buccella

Famous for ciabattas (Italian baguettes) and tasty sandwiches with fresh vegetables
 © 09:00-23:00 ☎ 02-517-7339

Serein

A bar & dining restaurant where Asian-style pizza with citron sauce and delicious brunch can be enjoyed
 © 12:00-01:00AM the following day ☎ 02-515-9797

Pain de Papa

This bakery is famous for its tasty organic bread made with only flour, salt and yeast
 © 09:00-22:00 ☎ 02-543-5232

Ramen GURU

Ramen made with fresh noodles and pork bone stock
 © 11:30-21:30 ☎ 02-544-1987

A Story

A cozy European restaurant famous for snail pizza
 © 11:00-24:00 ☎ 02-511-6179

La Terre 21

A premium wine bar with nearly 300 different eclectic wines
 © 18:00-02:00AM the following day ☎ 02-549-8837

Deux Cremes

A tart shop
 © 10:00-24:00 ☎ 02-545-7931

Jazzy's M.A.S.

A multifunctional art venue that includes a gallery, terrace and café & bar
 © 10:00-02:00AM the following day ☎ 02-3445-8067-9



Serein



Ramen GURU

Seorae Village (서래마을)

This French town in Seoul formed around the school set up by the French Embassy in Korea. Since nearly 50% of all French people in Korea live here, this village is known as Korea's "Little France". The French-named streets, parks and restaurants such as Montmartre Street and Montmartre Park will remind you of France. In particular, French restaurants in this village have become very popular.

① www.visitseoul.net ⑤ Line #2 Seocho Station, Exit 5



Food

STOVE

A brunch buffet restaurant that offers light and refreshing menus
 ◎ 10:00-22:00 ☎ 02-518-7596

PARIS CROISSANT

A bakery famous for its sweet and savory croissants
 ◎ 07:00-23:00 ☎ 02-3478-9139

Tour du Vin

A wine shop & bar in which an extensive collection of wines from ordinary wine to the best and finest French wine are available
 ◎ 12:00-01:00AM the following day (Mon.-Sat.)
 ☎ 02-533-1846

Gran Piatti

An Italian restaurant famous for its seafood Risotto and pasta
 ◎ 12:00-24:00 ☎ 02-595-5767

Nubola

A restaurant with vintage style interior design, in which a genuine Italian lunch set is served
 ◎ 12:00-24:00 ☎ 02-537-2598



STOVE



Florentia



Tombola

Après-midi

Coffee made with a world famous espresso coffee machine and where 'Schaerer Coffee Celebration' is served.
 ☎ 12:00-23:00 ☎ 02-591-9430

Gourmet de Coffee

Premium coffee made with 100% Arabica beans and delicious brunch menus are available
 ☎ 08:00-23:00 (Mon.-Fri.),
 09:00-23:00 (Sat. and Sun.)
 ☎ 02-596-9335

Tombola

An Italian restaurant where genuine Italian home meals and savory brick oven pizza are served
 ☎ 12:00-15:30, 18:00-22:30
 ☎ 02-593-4660

Florentia

Tasty Italian foods are served in unique dishes designed by the restaurant owner
 ☎ Restaurant 12:00-23:00 / Wine bar 12:00-02:00AM the following day
 ☎ 02-535-4233

La Trouville

A restaurant famous for its plentiful brunch set
 ☎ 12:00-24:00 (temporarily closed 15:00-18:00) / open throughout the year
 ☎ 02-534-0255



Gran Piatti

Tombola

Cheongdam-dong Luxury Street [청담동 명품거리]

As a trendsetting center of Korea, Cheongdam-dong has taken the lead in almost all aspects. Premium restaurants, luxury brand flagship stores and world renowned designer showrooms line this street. Since you can go shopping and experience Korea's leading fashionists and trendsetters' life routine, this street is very popular for visitors and Koreans alike.

① www.visitseoul.net ② Line #7 Cheongdam Station, Exit 9



Shopping

10 Corso Como

A concept store with a trend shop of clothing and accessories, bookstore and café are clustered around

© Store 11:00-20:00 /

Cafe 10:30-23:00

① 02-3018-1010

BOON THE Shop

Korea's first premium concept store in which a variety of luxury brand products from around the world including Paris, Milan, London and New York are on display

© 11:00-20:00 ① 02-542-8006

Miss Gee Collection

A famous Korean costume designer Ji Choon-hee's showroom

© 10:30-19:30 ① 02-548-9026





Anna Bini

Food

Coffee Mihak

A café that offers genuine Espresso and House Blend Coffee

☎ 10:00-24:00 (Mon., Wed.-Fri.), 14:00-22:30 (Tue.), 10:00-23:30 (Sat. and Sun.)

☎ 02-3444-0770

Anna Bini

Italian restaurant famous for its tasty homemade bread fresh from the oven

☎ 12:00-22:30 ☎ 02-3444-1275

Palais De Gaumont

A French restaurant highly praised by the president of the French Gourmet Society

☎ 12:00-22:00 (temporarily closed 15:00-18:00)

☎ 02-546-8877

Nightlife

Bar AHN

A unique bar where you can have a fruit Soju in a cup made with fresh fruit

☎ 18:00-04:00AM the following day / Open throughout the year
☎ 02-518-3337

Soulsome

A bar & club where you can enjoy amusing music played by a DJ

☎ 02-542-5667



Soulsome

Soulsome



Apgujeong Rodeo Street [압구정로데오거리]

If you want to get premium brand products at good prices, Apgujeong Rodeo Street is the place with a number of luxury brand shops clustered here. The entire street looks like a department store with brand items displayed. A large shopping mall, premium brand shops, used luxury brand shops, luxury brand rental shops, and luxury brand product tailor shops have drawn trendsetters.

Many celebrities and entertainers live in this area.

① www.visitseoul.net ② Line #3 Apgujeong Station, Exit 1



Shopping

Holics

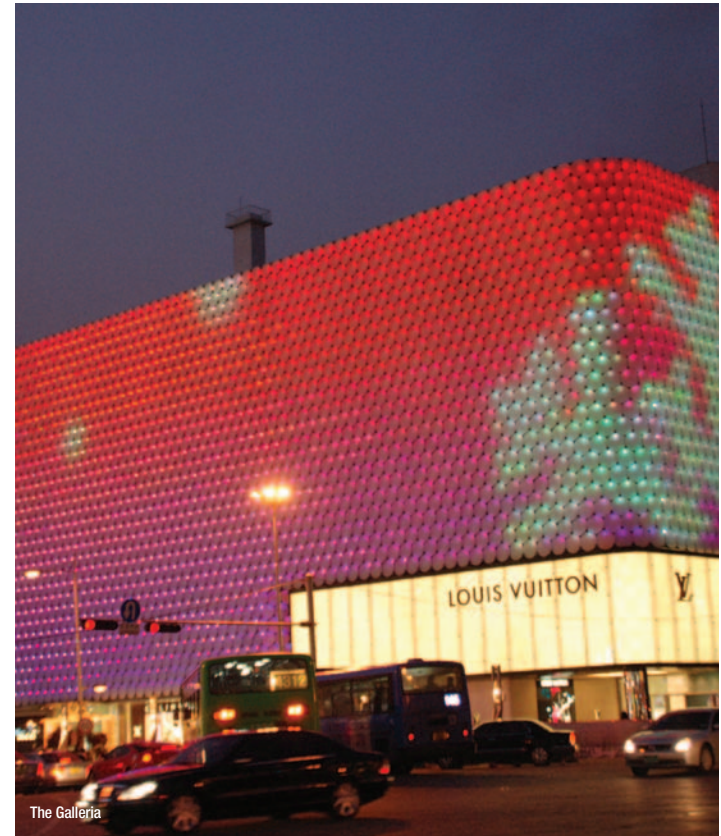
Holics offers premium brand eyewear such as Selima and Jacob Jensen
 ① 02-3444-0599

Hyundai Department Store (Apgujeong)

A department store that focuses on popular brands among young people
 ② 10:30-20:00 / closed once a month, contact
 ① 02-547-2233

The Galleria

A shopping mall that offers luxurious brand products for all ages
 ② 10:30-20:00 (Fri., Sat., Sun. -20:30)
 ① 02-3449-4114





Little SAIGON

Food

Samwon Garden

A premium Korean beef restaurant which offers a variety of Korean dishes

☎ 12:00-22:00 /
open throughout the year
☎ 02-548-3030

Gorilla in the Kitchen

A modern and eco-friendly restaurant that offers low-fat and sugar-free nutritious menu items

☎ 11:00-23:00 ☎ 02-3442-1688

Market O

A fusion restaurant that offers tasty foods made with fresh organic ingredients

☎ 11:30-22:30 ☎ 02-515-0105

Cook without Belly Button

A restaurant famous for its brunch menu served with quiche lorraine

☎ 11:00-23:00 (Mon.-Thu.),
11:00-24:00 (Fri. and Sat.) /
closed on Sundays
☎ 02-6402-2350

The Kitchen Salvatore Cuomo

Genuine brick-oven Napoli pizza certified by the Napoli Pizza Association in Italy

☎ Lunch 11:30-15:30 /
Dinner 17:30-22:30
☎ 02-3447-0071

Zen Hide Away

A fusion restaurant which has needle trees and small pond in the middle

☎ 11:30-02:00AM the following
day / open throughout the year
☎ 02-541-1461



Little SAIGON

L'Italia Mia

A course menu-oriented restaurant operated by an Italian culinary school

☎ Lunch 12:00-14:30 /
Dinner 18:30-22:30
☎ 02-3442-4351

Little SAIGON

A Vietnamese restaurant famous for its sliced beef rice noodles and seafood fried rice

☎ 11:30-04:00AM the following
day ☎ 02-547-9050

Hotel Dining

Many world renowned hotel chains and elegant boutique hotels are located in Gangnam. These hotels, many with great views of Gangnam, operate various restaurants including Korean, Western and buffet style, all with exquisite service. It is a perfect place for an important meeting.

Grand InterContinental Seoul

🌐 www.seoul.intercontinental.com 📍 Line #2 Samsung Station, Exit 5

Grand Kitchen

A buffet restaurant where freshly made dishes are served

🕒 **Breakfast** 06:00-10:30 (Mon.-Sun.) / **Lunch** 11:30-14:30 (Mon.-Sat.) / **Dinner** 17:30-19:20, 19:40-21:30 *Sundays and National Holidays 11:20-13:10 and 13:30-15:20

☎ 02-559-7608

Table 34

A French restaurant with a fascinating and impressive wine cellar

🕒 **Lunch** 12:00-14:30 (Mon.-Fri.) / **Dinner** 18:00-22:00 (Mon.-Sun., National Holidays)

☎ 02-559-7631

COEX InterContinental Seoul

🌐 www.seoul.intercontinental.com 📍 Line #2 Samsung Station, Exit 5

Sky Lounge

You can enjoy a spectacular night view of Seoul over a tasty meal

🕒 **Lunch** 12:00-14:30 / **Dinner** 18:00-21:00

☎ 02-3430-8630



Sky Lounge

Table 34



Toscana

JW Marriott Seoul

① www.jw-marriott.co.kr ③ Line #3 Express Bus Terminal Station, Exit 7 / Line #7 Express Bus Terminal Station, Exit 3

JW's Grill

A restaurant famous for its unique menus that balance Asian and Western ingredients

③ Lunch 11:45-14:30 /
Dinner 18:00-22:00
① 02-6282-6759-61

Olivo

A restaurant in which genuine Italian homemade food made with the finest olive oil are served

③ Lunch 12:00-14:30 /
Dinner 18:00-22:00
① 02-6282-6765

Renaissance Seoul Hotel

① www.renaissanceseoul.com ③ Line #2 Yeoksam Station, Exit 8

Toscana

A restaurant where genuine homemade dishes from Toscana in Italy are served

③ Lunch 12:00-14:30 /
Dinner 18:00-22:00
① 02-2222-8626, 47

Sabiru

A luxurious and elegant restaurant serving genuine Korean royal cuisines

③ Lunch 12:00-14:30 /
Dinner 18:00-22:00
① 02-2222-8655

Sabiru



Verona

Imperial Palace Hotel

① www.imperialpalace.co.kr ③ Line #7 Hakdong Station, Exit 1 / Line #7 Gangnam-gu Office Station, Exit 2

Manyo

A genuine Japanese restaurant with a traditional Japanese garden

③ Lunch 12:00-15:00 /
Dinner 18:00-22:00
① 02-3440-8150-1

Verona

A restaurant where genuine Italian cuisines and refined wines from all over the world are served

③ Lunch 12:00-15:00 /
Dinner 18:00-22:00
① 02-3440-8135-6

Hotel Riviera

① www.hotelriviera.co.kr ③ Line #2 Samsung Station, Exit 7 / Line #3 Apgujeong Station, Exit 2 / Line #7 Cheongdam Station, Exit 12

The Color

A pub restaurant that features a screen and performance stage
③ 11:00-04:00AM the following day
① 02-3438-4330-1



Oksan Buffet

The Ritz Carlton Seoul

① www.ritzcarltonseoul.com

⑤ Line #2 Gangnam Station, Exit 7 / Line #7 Nonhyeon Station, Exit 2

Garden

Genuine Italian dishes can be enjoyed at a refreshing outdoor garden

③ Breakfast 06:00-10:00 /

Lunch 11:00-18:00 /

Dinner 18:00-24:00

*Lunch Buffet (Weekdays) 12:00-14:30 / Brunch Buffet (Weekends) 11:00-14:30

① 02-3451-8271

Oksan Buffet

This restaurant offers over 180 different types of healthy Mediterranean dishes

③ Lunch 12:00-14:30 (Mon.-Fri.), 12:00-15:00 (Sat.), 11:00-15:30 (Sun., Temporarily Closed 13:00-13:30)

/ Dinner 18:00-22:00 (Weekdays), 17:00-21:30 (Sat., Temporarily Closed 19:00-19:30), 18:00-21:30 (Sun.)

① 02-3451-8474

Samjung Hotel

① www.samjunghotel.co.kr

⑤ Line #2 Yeoksam Station, Exit 6 / Line #7 Hakdong Station, Exit 4

Hangookkwan

A Korean restaurant where genuine Korean set meal and traditional seasonal delicacies can be tasted

③ Lunch 11:00-15:00 /

Dinner 18:00-22:00

① 02-556-8572

Paradise

A buffet restaurant that offers almost 100 different types of cuisines

③ Lunch 12:00-15:00 /

Dinner 18:00-21:30

① 02-557-1221



Park Hyatt Seoul

① www.parkhyattseoul.co.kr

⑤ Line #2 Samsung Station, Exit 1

Cornerstone

A restaurant where oak grilled dishes are served

③ Breakfast 06:30-10:30 (Mon.-Sun.) / Lunch 11:30-14:30

(Mon.-Fri.) / Dinner 18:00-22:00 (Mon.-Sun.) / Brunch 11:00-15:00 (Sat. and Sun.)

① 02-2016-1220

Novotel Ambassador Gangnam

① www.ambatel.com/gangnam

⑤ Line #2 Gangnam Station, Exit 7

/ Line #3 Sinsa Station, Exit 7 /

Line #9 Shin Nonhyeon Station, Exit 4

Festival

A buffet restaurant in which nearly 100 different dishes including Mongolian barbecue are served

③ Lunch 12:00-15:00 /

Dinner 18:00-21:30

① 02-531-6618



Festival

Art & Entertainment

Known as ‘New York in Seoul,’ the Art & Museums of Gangnam proudly present modern and stylish urban culture. Here you will find a unique culture combining luxury and youth cultures. You can view refined pieces of work created by famous artists and novel work by up and coming designers in art galleries in Gangnam.

Seoul Arts Center

A multifunctional art center that features an opera house, art gallery, music hall, calligraphy museum and outdoor stage

- Ⓜ Opera Theater (opera, ballet, 2,200 seats)
- ☎ 02-580-1300
- 🌐 www.sac.or.kr
- 📍 Line #2 Seocho Station, Exit 3 / Line #3 Nambu Bus Terminal Station, Exit 5 / Line #3 Yangjae Station, Exit 1

Coex Artium

A musical theater that has minimized the space between stage and the audience for more lively performance

- Ⓜ Theater (musical only, 808 seats)
- ☎ 02-6000-0114
- 🌐 www.coex.com
- 📍 Line #2 Samsung Station, Exit 6

Ballerina Who Loves B-boy

A spectacular performance fusing modern break dancing with elegant classic ballet

- Ⓜ Lotte World Arts Theater
- 🕒 20:00 (Wed. and Thu.), 17:00, 20:00 (Fri.), 15:00, 18:00 (Sat. and Sun.)
- ☎ 02-2266-3727
- 🌐 www.showbboy.com
- 📍 Line #2 or #8 Jamsil station, Exit 4

You Theater

A theater where traditional Korean plays are reinterpreted and recreated with a modern perspective

- Ⓜ Theater (play, 250 seats)
- ☎ 02-3444-0651
- 🌐 www.utheater.co.kr
- 📍 Line #7 Gangnam-gu Office Station, Exit 4



Ballerina Who Loves B-boy

Coex Artium



Kring

Galleries in Gangnam Area

2x13 Gallery

Ⓢ 11:00-19:00 / closed on Sundays and national holidays
☎ 02-547-6213

Line Gallery

Ⓢ 10:00-19:30 / closed on Sundays
☎ 02-561-3311

Gallery the Space

Ⓢ 10:00-19:00 (winter: - 18:00) / closed on Sundays
☎ 02-514-2226

Mega Art

Ⓢ 10:00-19:00 / closed on Sundays
☎ 02-547-4789

Eugene Gallery

☎ 02-3444-2481
*Online advanced reservations required (www.eugenegallery.com)

Gallery A Story

Ⓢ 10:00-19:00 (Mon.-Sat.), 10:00-18:00 (Sun.)
☎ 02-512-5257, 9

Kring

Ⓢ 10:00-19:00 (Tue.-Sat.), 10:00-18:00 (Sun.) / closed on Mondays
☎ 02-557-8898

Atelier Hermes

Ⓢ 11:00-20:00 (Mon.-Fri.), 12:00-20:00 (Sat. and Sun.)
☎ 02-544-7722



City Cinema

Megabox Coex

Theaters in Gangnam Area

City Cinema

☎ 02-561-3388
* Five screens / Optimal structure for the audience

Gangnam CGV

☎ 1544-1122
* Six screens / Stadium-like seating

Apgejeong CGV

☎ 1544-1122
* Seven screens / Close to Apgejeong Rodeo Street

Cine City

☎ 1644-0757
* Eight screens / Close to Apgejeong Rodeo Street

Cinus Gangnam

☎ 02-530-8400
* Seven screens / Connected to Gangnam Station

Megabox Coex

☎ 1544-0600
* Sixteen screens / Connected to Coex Mall



Museum

Gangnam, while proud of being a home to the newest fashions and trends, has rich traditional Korean museums as well. If you're interested in Kimchi, be sure to visit the Pulmuwon Kimchi Museum and if you're fond of crafts, do not miss the Korea Embroidery Museum.

The Museum of Korean Embroidery

A museum where nearly 3,000 traditional Korean embroideries are on display

Ⓢ 10:00-16:00 / closed on weekends and national holidays

☎ 02-515-5114-6

🌐 www.bojagii.com

📍 Line #7 Hakdong Station, Exit 10

Pulmuone Kimchi Museum

A museum where various Kimchi is on display, and the history of Kimchi can be learned

Ⓢ 10:00-18:00 / closed on Mondays

☎ 02-6002-6456

🌐 www.kimchimuseum.co.kr

📍 Line #2 Samsung Station, Exit 5, 6



Pulmuone Kimchi Museum



The Museum of Korean Embroidery

Traditional Culture

While Gangnam is full of cutting-edge technology and modern culture, Korean traditional culture can still be found. If you want, you can make crafts with traditional Korean paper and learn traditional Korean mask dance and Samulnori (Korean percussion ensemble). You can also partake in Korean Buddhist practice and culture at a temple in the heart of Gangnam.



Bongeunsa Temple



Korea Cultural House

Korea Cultural House

A cultural space that features a traditional art performance hall, traditional cultural product retail store, traditional tea house and education & training center

• **Programs:** Hanji (traditional Korean paper) craft, straw craft, natural dyeing, knot craft, learning Talchum (traditional Korean mask dance) and Pungmul (Korean percussion)

☎ 02-555-9337

🌐 www.kous.or.kr/kous

📍 Line #2 Samsung Station, Exit 4

Bongeunsa Temple

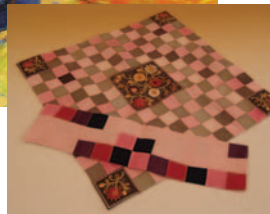
A unique temple (1,300-year-old) situated in the middle of Gangnam

• **Programs:** Temple Stay

☎ 02-3218-4800

🌐 www.bongeunsa.org

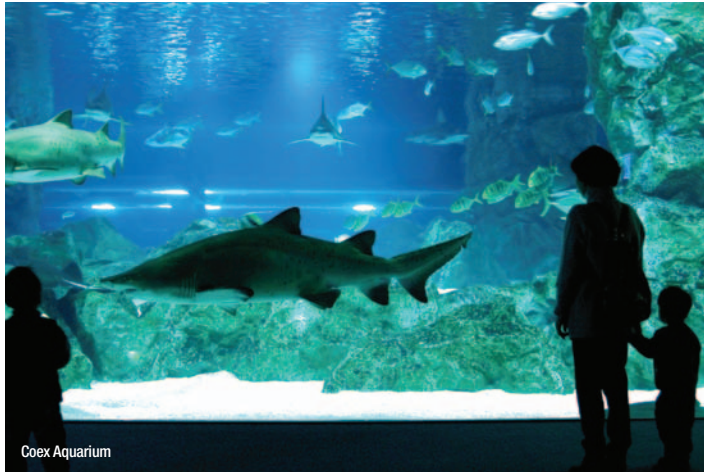
📍 Line #2 Samsung Station, Exit 6 / Line #7 Cheongdam Station, Exit 2



Korea Cultural House

Sightseeing

Gangnam, which started to grow rapidly in the 1970s, can be still included in the category of a new town. This busy district is full of excitement and joy. Parks big and small located in the middle of downtown, a Samsung flagship shop, and the Coex Aquarium are the pride of Gangnam. The dazzling night view of the Hangang River and the UNESCO World Heritage Site Seolleung (royal tomb of the Joseon Dynasty) are just part of what makes Gangnam fascinating and out of the ordinary.



Coex Aquarium

Coex Aquarium

The Coex Aquarium is spread out over a large area and showcases no less than 40,000 sea creatures, which come from 600 different species

🕒 10:00-20:00 / open throughout the year
 📞 02-6002-6200
 🌐 www.coexaquarium.co.kr
 📍 Line #2 Samsung Station, Exit 5, 6

Samsung D'light

A PR center where Samsung's brand-new products can be viewed

🕒 10:00-19:00 / closed on Sundays and national holidays
 📞 02-2255-2277
 🌐 www.samsung.com/sec
 📍 Line #2 Gangnam Station, Exit 4

Café Rainbow on the Hannam Bridge

An observatory café on the Hannam Bridge, where you can enjoy the great view of the Hangang River over a healthy drink and light snacks

🕒 11:00-24:00 📞 02-511-7345
 📍 Line #3 Apgujeong Station, Exit 1 / Line #3 Sinsa Station, Exit 3



Seolleung Park

Dosan Park

A neighborhood park established to pay tribute to the memory of Patriot Dosan An Chang-ho

🕒 02-2104-1114 (Dept. of Greenery & Park of Gangnam-gu Office)
 📍 Line #3 Apgujeong Station, Exit 2

Seolleung Park

A park developed around the tomb of King Sejongjong (the 9th King of Joseon Dynasty)

🕒 06:00-21:00 (winter 06:30-21:00)
 📞 02-568-1291 (Seonnyeung Office of Cultural Heritage Administration of Korea)
 📍 Line #2 Seolleung Station, Exit 8

Yangjaecheon Stream

A 7.2km-long promenade along the stream includes bike path, resting places and jogging track

🕒 02-120 (Dasan Call Center)
 🌐 <http://ypark.gangnam.go.kr>
 📍 Line #3 Yangjae Station, Exit 6 / Line #3 Maebong Station, Exit 3

Nightlife

The bright nights of Gangnam continue until late into the evening or early morning. You can visit a wine bar, pub or Western bar for a light drink or a large club or live jazz bar for more excitement. That's why Gangnam is more fascinating at night.



Seven Luck Casino

Once in a Blue Moon



DUGOUT

Seven Luck Casino (Gangnam)

A casino for foreigners only, which offers various games such as Roulette and Caribbean Stud Poker

- Ⓞ Open 24 hours
- ☎ 02-3466-6100
- 🌐 www.7luck.com
- 📍 Line #2 Samsung Station, Exit 5, 6

DUGOUT

A fascinating nightlife spot consisting of the following three zones: Celebrity Club, House Kitchen & Drinks and Private Lounge

- Ⓞ **Celebrity Club** 20:00-05:00AM the following day, weekends: 22:00-08:00AM the following day / **House Kitchen & Drinks** 12:00-04:00AM the following day, weekends: 17:00-06:00AM the following day / **Private Lounge** 20:00-05:00AM the following day, weekends: 22:00 05:00AM the following day
- ☎ 02-3445-7397
- 📍 Line #7 Gangnam-gu Office Station, Exit 4

Once in a Blue Moon

A jazz bar which is popular among jazz maniacs because of the perfect sound system suitable for jazz

- Ⓞ 17:00-02:00 the following day
- ☎ 02-549-5490
- 🌐 www.onceinabluemoon.co.kr
- 📍 Line #7 Gangnam-gu Office Station, Exit 4

Shopping

“The best place to enjoy a tasteful and luxurious shopping experience in Korea...” You may better understand what this means when you walk around the streets in Gangnam. Renowned designers’ showrooms, luxury brand shops and major department store are clustered along the street. It is also a great place for window shopping since there are many fascinating shops featuring a wide selection of brand items, rare limited editions and vintage products that appeal to both young and old alike.



Coex Mall



AK Duty Free Shop

New Core Outlet

A department store-style outlet where famous brand products are available at 50-80% off prices

- Ⓢ 10:30-20:00
- ☎ 02-530-5000
- 🌐 www.newcore.co.kr
- 📍 Line #3 Jamsil Station, Exit 3 / Line #7 Banpo Station, Exit 14

Central City

A multiplex that features various facilities such as a cinema, bookstore and famous brand shops

- Ⓢ 10:00-20:00 / each facility can have different business hours
- ☎ 02-6282-0114
- 🌐 www.centralcityseoul.co.kr
- 📍 Line #3 Express Bus Terminal Station, Exit 2 / Line #7 Express Bus Terminal Station, Exit 3

Coex Mall

The largest underground shopping mall in Asia, in which nearly 180 shops are in perfect harmony with cultural space

- Ⓢ 10:00-20:00 / each facility can have different business hours
- ☎ 02-6002-5312-3
- 🌐 www.coexmall.com
- 📍 Line #2 Samsung Station, Exit 5, 6

AK Duty Free Shop

A No.1 duty-free shop in Korea in terms of the number of famous brands

- Ⓢ 10:00-21:00 (Friday 10:00-21:30)
- ☎ 02-3484-9777, 9600
- 🌐 www.akdfs.com/company
- 📍 Line #2 Samsung Station, Exit 5, 6



Central City

코엑스몰 안내도

Coex Mall Guide Map



B 지하철 2호선 삼성역 입구
Exit to Samsung Subway Station (Line 2)

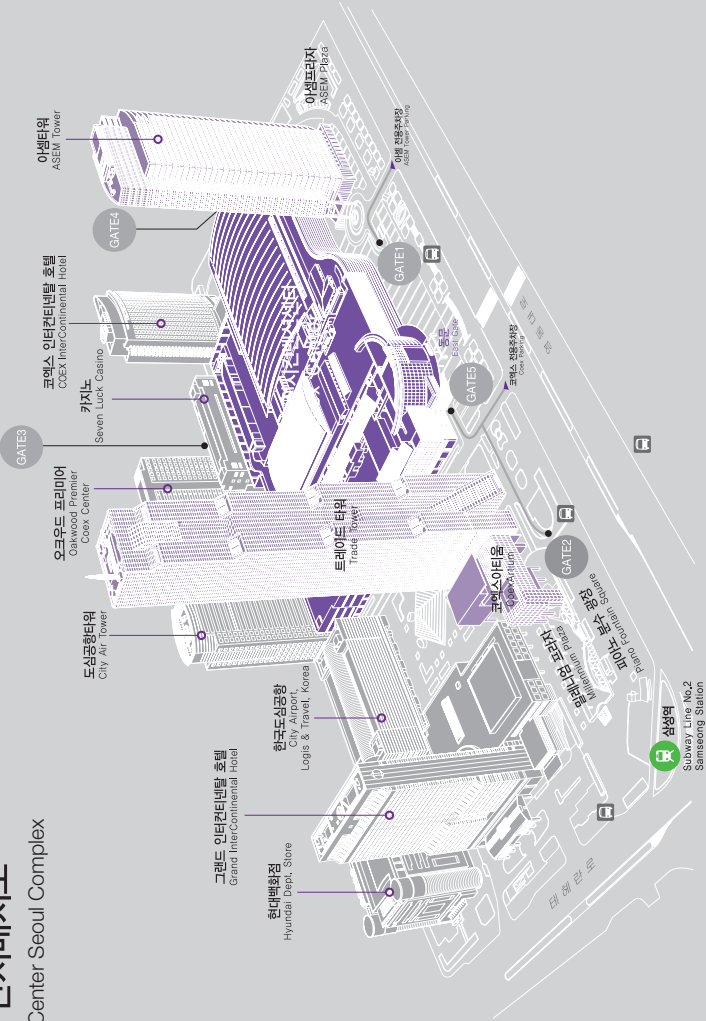


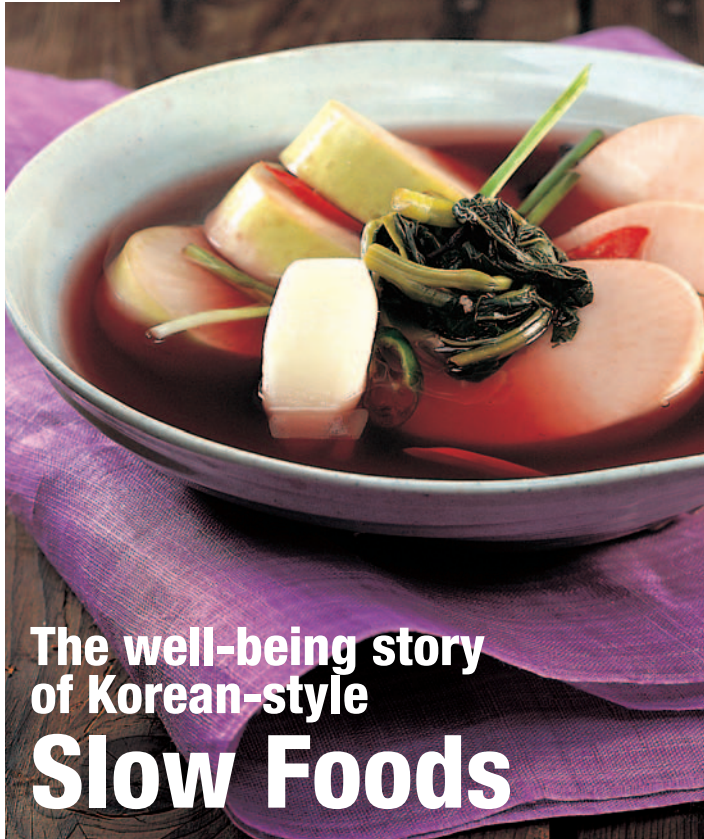
- Square 1, 2**
3F Hall C1-C4
3F Hall A1-A4
B2 Parking
- Square 3**
3F Hall D1-D2
1F Hall B1-B2
B2/B3/B4 Parking
- Square 4**
3F Auditorium
2F Conference Room North
1F Grand Ballroom
B2/B3/B4 Parking

무역센터 단지배치도

World Trade Center Seoul Complex

화물 육상주차장 출입구
Service Vehicle/Trucking Parking Gate





The well-being story of Korean-style Slow Foods

Nowadays, the slow foods trend is putting a more focus on health and nature. Korean food, represented by Kimchi and “Jang” (Korean sauces), which are fermented over long periods of time, are typical slow foods. Korean cuisine is also characterized as a low calorie food which is mainly cooked by boiling or steaming to improve the flavor of seasonal ingredients. Korean food is an excellent overall choice for an eating lifestyle that helps prevent adult diseases and obesity, which currently plague modern health.



Bibimbap



Bulgogi



Samgyetang

Cuisine of Seoul: 7 foods every visitor must eat while in Seoul

1 Kimchi

It is readily found and enjoyed almost everywhere nowadays since it is exported all around the world as a representative Korean food. But trying the traditional Korean Kimchi in its homeland made with Korean vegetables which has grown under local Korean environments is a must.

2 Bulgogi

This traditional Korean dish consists of thinly sliced marinated beef which is barbecued over an open fire. With its flavor and tenderness, this dish is the most popular Korean dish among foreigners.

3 Bibimbap

This excellent and super healthy dish is popular with both Seoul and Hollywood stars for weight loss and maintenance. Bibimbap is a one-dish meal of a

bowl of white rice topped with namul (sautéed and seasoned vegetables), gochujang (chili pepper paste) and sesame oil; the ingredients are stirred together thoroughly just before eating.

4 Galbi

This is a grilled meat dish of short ribs marinated in a soy sauce mixed with garlic, scallions, sesame oil and pear juice. While similar to Bulgogi, it is distinguished by its steak-like juicy texture.

5 Hanjeongsik

This refers to a full-course Korean traditional meal where various dishes are served at the table. At one sitting, visitors can taste a variety of traditional Korean food—not only representative Korean foods such as Kimchi and Bulgogi, but also the unique Doenjang Jjigae, the fabulously flavorful

Korean version of miso soup, Jeotgal (a salted fermented food) and Korean sauces.

6 Jeon

This is an important dish, absolutely necessary in a ceremonial table setting and feasts in Korea. A variety of ingredients such as meat, vegetables or seafood are mixed into a flour batter or coated with egg batter and then pan-fried in oil. Its taste is as varied as its ingredients.

7 Samgyetang

This nutritious, Korean dish is served in the heat of summer famous for its nutrients that prevent loss of appetite. Equally as delicious throughout the year, the main ingredients, whole chicken, ginseng, glutinous rice and other medicinal herbs, are boiled together for a long time to add deep flavor.

City Hall Area



The Center of Seoul for 600 years

The roads around City Hall Square stretch in all directions. Along these roads you will find ancient palaces, historic hotels and modern buildings allowing you to feel the past, present and future. Cheonggyecheon Stream, a beautifully restored ecological urban stream, is also located nearby.

Hotels at City Hall Area

- Grand Hilton Seoul
- Lotte Hotel Seoul
- Seoul Plaza Hotel
- Millenium Seoul Hilton
- Best Western Premier Seoul Garden Hotel
- Grand Ambassador Seoul
- The Westin Chosun Seoul
- Seoul Royal Hotel
- Best Western Premier Hotel Kukdo



Insadong

[인사동길]

Insa-dong dates back to the Joseon Dynasty (1392-1910) when many painters lived there. Once the heart of Joseon art and culture, it has evolved into an antique street where ancient books and arts can be discovered. Today, it is known as a cultural street where traditional art products are sold in its ancient buildings. Modern galleries and traditional Korean houses line both sides of the street. A variety of folk crafts adds to the fascinating atmosphere. This place is definitely recommended to all who are interested in true Korean culture.

© www.visitseoul.net © Line #3 Anguk Station, Exit 6 / Line #5 Jongno 3ga Station, Exit 6



Shopping

Ssamziegil Shopping Street

A crafts shopping mall with a cluster of nearly 70 arts & crafts shops, cultural product stores, galleries and restaurants

© 10:30-21:00 ☎ 02-736-0088

Hanji Story

A store selling interior items, living supplies and crafts made with Hanji (traditional Korean paper)

© 10:00-19:00 ☎ 02-725-7550

Tongmungwan Bookstore

Korea's oldest bookstore where many rare old books can be found

© 10:30-17:30 / closed on Sundays

☎ 02-734-4092

Tonggingage Store

A store specializing in living earthenware, old furniture, ancient fine arts and crafts

© 10:00-19:00 ☎ 02-733-4867

Napcheonnotjeon Store

A store in which shoppers can buy traditional Korean brassware made by Important Intangible Cultural Heritage Asset Lee Bong-ju

© 11:00-19:00 ☎ 02-736-5492

Park Yeong-suk's Yo

Queen Elizabeth II visited here and praised the earthenware as 'the world's most beautiful pottery'

© 09:30-18:00 ☎ 02-730-7837



Ssamziegil Shopping Street



Mingadaheon

Food

Traditional Tea House in Kyung-In Museum of Fine Arts

This traditional Korean house has been remodeled into a gallery and tea house
 © 10:00-23:00 ☎ 02-730-6305

Sancheon

A restaurant offering savory temple cuisine made of fresh wild herbs and vegetables
 © 11:00-22:00 ☎ 02-735-0312

Mingadaheon

Korea's first converted traditional Korean house is now a tea house and fusion cuisine restaurant
 © 12:00-23:00 (temporarily closed 16:00-18:00)
 ☎ 02-733-2966

Dure

A genuine Korean restaurant where diners can enjoy a traditional Korean garden and the Jangdokdae, a terrace where various-sized Onggi (crocery and clay ware) are placed to store and ferment a variety of foods
 © 11:30-22:00 (temporarily closed 15:00-18:00)
 ☎ 02-732-2919

Gungyeon

A royal cuisine restaurant operated by the famous royal cuisine cook Hwanghyeseong's daughter
 © 12:00-21:00 / open throughout the year
 ☎ 02-3673-1104
 *menu console

Dugahun

A unique wine restaurant where a traditional Korean house is in perfect harmony with 19th century-style Russian architecture
 © 10:00-01:30 the following day
 ☎ 02-3210-2100

Sightseeing

Knife Gallery

A professional knife gallery displaying nearly 5,000 knives and swords from many Asian countries including Korea, China and Japan
 © 10:30-19:00 / closed on Sundays
 ☎ 02-735-4431-2

INSA Art Center

A 6-story art gallery that offers a variety of fun and exciting exhibitions
 © 10:00-19:00 ☎ 02-736-1020

Beautiful Tea Museum

An art gallery displaying tea-related artifacts and up-and-coming potters' pieces
 © 09:00-21:00 ☎ 02-735-6678

MOKIN Museum

A museum offering nearly 8,000 wooden sculptures from many Asian countries including traditional Korean wooden art pieces
 © 10:00-19:00 / closed on Mondays
 ☎ 02-722-5066



MOKIN Museum

Samcheongdong [삼청동]

The nearly 3km-long street between Gyeongbokgung Palace and Cheongwadae (Blue House) is a unique cultural area. Many exciting places such as traditional Korean house-style cafes, wine bars, art shops and designer showrooms line the street. Be sure to bring a camera since many unique shops and traditional Korean restaurants create beautiful photo opportunities.

① www.visitseoul.net ② Line #3 Anguk Station, Exit 1



Clogset

JINNY KIM

Shopping

JINNY KIM

A vintage and Hollywood style shoe store
 ① 02-733-6525

Clogset

A famous shoe store with unique designs for shoe addicts

Comble

A haberdashery featuring premium handmade hats made by a designer on-site
 ① 02-720-1146

Cometa

This store sells various accessories made with Venetian glass
 ① 02-733-4615

Luielle

A haberdashery offering a variety of elegant, stylish hats made by a professional designer who graduated from a hat design academy in Paris
 ① 02-720-0309





Tea Story



Samcheonggak

Food

Rousseau & Rousseau

A café designed around the motifs of painter Henri Rousseau and philosopher Jean-Jacques Rousseau
 © 13:00-23:00 ☎ 02-733-1020

Cha Masineun Tteul

A cozy, comfortable café with a small pond and traditional garden
 © 11:00-22:30 ☎ 02-722-7006

Chang Hee

A café famous for its sweet drip coffee
 © 10:00-24:00 ☎ 02-735-0986

Tea Story

A café famous for its rare teas, sweet, crispy waffles and Charles & Ray Eames side chair
 © 11:00-23:00 ☎ 02-723-8520

Gamrodang

A restaurant where genuine temple foods made only with natural flavors can be tasted
 © 12:00-21:00 ☎ 02-3210-3397

Samcheonggak

This art and cultural performance venue features a performance stage, Korean restaurant, tea house
 ☎ 02-765-3700

Sightseeing

Samcheong Park

A fascinating scenic park with a peaceful promenade
 ☎ 02-731-0320

Art Sonje Center

An art gallery displaying various genres of art pieces
 © 11:00-19:00 / closed on Mondays
 ☎ 02-733-8945



Samcheong Park

Hongik Univ. Street [홍대 앞 거리]

A center of indie culture, Hongik Univ. Street is home to energetic young people. Amateur artists have decorated this street, creating a new culture. The beautiful cafes and art shops are reminiscent of vibrant streets in Tokyo. Moreover, the club and bar culture can be compared to New York. As Korea's leading trendsetting area, Hongik Univ. Street is a city favorite.

① www.hongdaieipgu.com ② Line #2 Hongik Univ. Station, Exit 5



MARKET M

Shopping

HOMI Art Shop

One with a long tradition, it offers a variety of painting materials.

③ 09:00-21:00 (Mon.-Fri.), 09:00-20:00 (Sat.), 11:00-20:00 (Sun.)

④ 02-336-8181

Coq et Cochon

This store stocks a variety of home interior items including kitchenware and stationery

⑤ 02-335-1990

MARKET M

A furniture and stationery store offering custom-made casual furniture

⑥ 13:00-22:00 ⑦ 02-337-4769

Hongik Univ. Flea Market

This flea market sells a variety of hand made products made by Hongik University art students.

⑧ 13:00-18:00 on every Saturday during March-November





RICHEMONT

Food

Gamssarong

A restaurant known for its thick, tasty handmade hamburgers

Ⓢ 12:00-02:00 (Mon.-Sat.),
12:00-24:00 (Sun.)
☎ 02-337-9373

Castle Prague

A house beer bar famous for its modern beer brewing machine imported from the Czech Republic

Ⓢ 12:00-03:00 the following day
(Mon.-Sat.), 15:00-24:00 (Sun.)
☎ 02-337-6644

J's Recipe

A café and restaurant featuring British-style cuisine and desserts

Ⓢ 12:00-23:00 ☎ 02-326-0205

RICHEMONT

This landmark of the Hongik Univ. area has been famous for fresh, tasty bread for nearly three decades
Ⓢ 08:00-23:00 ☎ 02-324-6800

SAK

A snack bar famous for its crisp, savory handmade tempura
Ⓢ 16:00-04:00 the following day
☎ 02-322-0206

Peach Kitchen

Tasty cuisine made from fresh ingredients is offered
Ⓢ Lunch 12:00-15:30 /
Dinner 17:30-23:00
☎ 02-336-5012

On the grill

A fusion grill house where customers can grill a variety of marine food and meat at their table.
☎ 02-332-3187

Penang

A fusion Chinese restaurant where all generations, from children to seniors, can enjoy a meal.
Ⓢ 11:30-23:00 ☎ 02-325-3114

Sightseeing

Hongdae Playground

A venue hosting the 'Free Market' flea market
☎ 02-325-8553

Sangsang Madang

A multifunctional art and cultural center that features various facilities such as a cinema, performance stage and art gallery
☎ 02-3141-7030



Sangsang Madang

Entertainment

Evans

This club offers the genuine improvisational and free characteristics of jazz without any barrier between the stage and the audience
Ⓢ 19:30-02:00AM the following day
☎ 02-337-8361

Club M2

Dance to electronic, house and trance music at Club M2
Ⓢ 21:00-05:00AM the following day (Sun.-Thu.), 21:00-06:00AM the following day (Fri., Sat.)
☎ 02-3143-7573
Ⓤ <http://www.choo.net/m2>

Sanwollim Theater

A small theater, known as 'the Mecca of Women's Plays,' performing a variety of women-related performances
Ⓢ Closed on Mondays
☎ 02-334-5915



Sanwollim Theater

WATERCOCK

A jazz club where famous jazz musicians come to play
Ⓢ 19:00-20:00 (Sun.-Thu.), 19:00-23:00 (Fri., Sat.)
☎ 02-324-2422
Ⓤ www.watercock.co.kr

Q-VO

A club where genuine hip-hop culture can be enjoyed through various events such as DJing
Ⓢ 21:00-04:00 the following day (Sun.-Thu.), 20:00-06:00 the following day (Fri., Sat.)
☎ 02-3143-7537

NB

The most famous hip-hop club in Seoul, which is loved by many club goers
Ⓢ 21:00-06:00 the following day (Sun.-Thu.), 20:30-06:30 the following day (Fri., Sat.) / closed on Mondays
☎ 02-326-1716
Ⓤ <http://clubnb.com>

Myeongdong Street [명동]

The shopping outlets in Myeongdong are amazing - A variety of charming accessory shops, fashion showrooms and clothing shops as well as Lotte Department Store, Shinsegae Department store, large shopping malls and famous brand shops. You can find bargains galore or expensive brand products. Myeongdong was named the best spot in Seoul by tourists in 2008, proving its reputation as Korea's best tourist attraction.

④ www.visitseoul.net ⑤ Line #4 Myeongdong Station, Exit 2



Shopping

M Plaza

This shopping mall houses well-known brand flagship stores such as ZARA, Forever21

④ 11:00-23:00 ⑤ 02-727-3100

YVES ROCHER

A total beauty service shop where customers can purchase cosmetics and get skin treatments as well.

④ 08:00-23:00 ⑤ 02-3789-1580

MANGO Flagship

Boutique

The flagship store of the world's renowned brand MANGO

④ 11:00-21:30 (Mon.-Thu.), 11:00-22:00 (Fri. and Sat)
⑤ 02-772-9800

NOON Square

A fashion mall where nearly 20 global brands such as H&M are available

④ 02-3783-5005

Kosney

A beautiful shop where pretty, dainty daily necessities are on display

④ 10:30-22:00
⑤ 02-3783-5069, 70

Muji

A shop offering the practical Japanese brand

Muji products
④ 11:30-21:30
⑤ 02-2118-5191~2





Gogung



Myeongdong Art Theater

Food

Myeongdong Gyoja

A restaurant famous for its savory, refreshing noodle soup and tasty handmade dumplings

☎ 10:30-21:30 ☎ 02-776-5348

Myeongdong Donkkaseu

A restaurant famous for its thick, crispy pork cutlet

☎ 11:00-21:30 ☎ 02-776-5300

Gogung

A Korean restaurant where you can taste the royal-style Bibimbap called 'Goldongban Jeongsik'

☎ 11:00-2200 ☎ 02-776-3211

Entertainment

Myeongdong Art Theater

Once the national theater of Korea, It has recently been restored and now serves as a theater for play productions

☎ 1644-2003

HAECHI HALL

A performance hall where Korean-style creative musicals and shows are performed

☎ 02-727-3251

Myeongdong Nanta Theatre

A theater offering a variety of special performances for foreign tourists

☎ 02-739-8288

Hotel Dining

There are many well established hotels around city hall offering luxurious guest rooms and traditional hotel services. These hotel restaurants are also known to serve exceptional cuisine as well.

Grand Hilton Seoul

① www.grandhiltonseoul.com ② Line #3 Hongje Station, Exit 4

Mitsumomo

A restaurant that specializes in the delicious Kaiseki cuisine

② Lunch 12:00-14:00 /

Dinner 18:00-22:00

① 02-2287-8888

Atrium Café

An all-day dining restaurant that offers special menus for vegetarians

② 12:00-22:00 ① 02-2287-8270

Millennium Seoul Hilton

① www.hilton.co.kr

② Line #1 Seoul Station, Exit 7 / Line #4 Seoul Station, Exit 10

IL Ponte

An Italian restaurant well-known for its exquisite dinner course menu

② Lunch 11:30-14:30 /

Dinner 18:00-22:30

① 02-317-3270

Buffet Restaurant

This buffet serves a wide selection of special cuisines from all over the world

② Breakfast 06:30-10:00

(Mon.-Sat.), 07:00-10:30 (Sun.)

/ Lunch 12:00-14:00 (Mon.-

Sat.), 12:00-15:30 (Sun.,

temporarily closed 13:30-14:00) /

Dinner 18:00-21:30 (Mon.-Fri.),

17:30-22:00 (Sat., temporarily closed

19:30-20:00), 17:30-21:30 (Sun.)

① 02-2287-8270



Mitsumomo

Buffet Restaurant



The Park View

The Shilla Seoul

① www.shilla.net ③ Line #3 Dongguk Univ. Station, Exit 5

Palsun

A Chinese restaurant famous for its special Chinese herbal medicinal soup named 'Buldojang'

③ Lunch 12:00-14:30 /
Dinner 18:00-22:00
① 02-2230-3366

Continental

A restaurant serving genuine premium French cuisine including organic salad

③ Lunch 12:00-14:30 (Mon.-Fri.)
/ Dinner 18:00-22:00 * Weekend
Brunch Buffet 11:00-15:00
① 02-2230-3369

The Park View

In this restaurant, the food concierge service explains all the ingredients of the dishes and how to eat them

③ 05:30-23:00 / please call for
buffet hours
① 02-2230-3374

The Westin Chosun Seoul

① www.echosunhotel.com ③ Line #1, 2 City Hall Station, Exit 6

Sushi Cho

Enjoy fresh sushi at a 350-year-old Hinoki table in this Japanese restaurant

③ Breakfast 07:00-09:30 /
Lunch 12:00-14:30 (Mon.-Fri.),
11:30-14:30 (Sat. and Sun.) /
Dinner 17:30-21:30
① 02-317-0373

Ninth Gate Grill

A buffet offering Mediterranean style cuisine and various dining menus

③ Breakfast 07:00-09:30 (Except
for Sat. and Sun.) / Lunch 12:00-
14:30 / Dinner 18:00-21:30
① 02-317-0366

Lotte Hotel Seoul

① www.lottehotel.com ③ Line #2 Euljiro 1-ga Station, Exit 7, 8

La Seine

This buffet restaurant offers a variety of delicious, freshly-prepared dishes prepared by excellent chefs

③ Breakfast 06:30-10:00 /
Lunch 12:00-15:00 (Mon.-
Sat.), 11:20-15:40 (Sun.,
temporarily closed 13:20-13:40) /
Dinner 18:00-22:00 (Mon.-Fri.),
17:00-22:30 (Sat., temporarily
closed 19:30-20:00)
① 02-317-7171~3

PIERRE GANAIRE à Séoul

A Fine dining French restaurant serving the creations of master chef P.G. whose wine list features 270 wines

③ Lunch 12:00-15:00 /
Dinner 18:00-22:00 /
closed on Sundays
① 02-317-7181-2

Mugunghwa

This specialty Korean restaurant offers tasty traditional royal cuisine diners can enjoy accompanied by the gentle resonance of the Gayageum (Korea's famous stringed instrument)

③ 12:00-22:00
① 02-317-7061~2



Tuscany

PIERRE GANAIRE à Séoul

Seoul Plaza Hotel

① www.seoulplaza.co.kr
③ Line #1, 2 City Hall Station, Exit 6

Seven Square

A buffet offering Mediterranean style cuisine and various dining menus

③ 06:30-22:00 / please call for
buffet hours
① 02-310-7777

Tuscany

This restaurant offers genuine Italian courses made by an Italian chef

③ Lunch 11:30-14:30 /
Dinner 18:00-22:00
① 02-310-7200



Art & Entertainment

Many of Seoul's renowned nonverbal performance halls are located in this area. It is also the center of the Korean film industry. The performances are given in big theaters around Gwanghwamun while experimental performances are held in small theaters on Daehangno. The area around city hall is a fun and exciting entertainment space.



Drawing Show

Nanta



Nanta

Dynamic nonverbal performance telling the comic story of a wedding banquet set to the beat to traditional Korean Samulnori rhythm

Ⓜ Theater (NANTA only 304 seats)
 Ⓢ 14:00, 17:00, 20:00 (Mon.-Sun.)
 ☎ 02-739-8288
 🌐 <http://nanta.i-pmc.co.kr>
 📍 Line #1 City Hall Station, Exit 1 / Line #2 City Hall Station, Exit 12 / Line #5 Seodaemun Station, Exit 5

Drawing Show

The world's first action painting performance. Watch as more than 10 drawings are completed in 90 minutes.

Ⓜ Myungbo Art Hall
 Ⓢ 20:00 (Tue.-Fri.), 16:00, 19:00 (Sat.), 15:00, 18:00 (Sun.) / closed on Mondays
 ☎ 02-766-7848
 🌐 www.drawingtheater.com
 📍 Line #4 Chungmuro Station, Exit 7

Jump

Acrobatic nonverbal show based on the Asian martial arts of Taekwondo, Taekkyon and Kung Fu

Ⓜ Theater (JUMP only, 370 seats)
 Ⓢ 20:00 (Mon.), 16:00, 20:00 (Tue.-Sat.), 15:00, 18:00 (Sun.)
 ☎ 02-722-3995
 🌐 www.yegam.com/jump/eng
 📍 Line #1 Jonggak Station, Exit 4

Chongdong Theater

A traditional art stage where Korean dance, instrumental music, Pungmulnori performance and other elements of Korean culture are put on display through theater

Ⓜ Theater (Specially designed theater, 280 seats)
 Ⓢ 16:00, 20:00 / closed on Mondays
 ☎ 02-751-1500
 🌐 <http://miso.mct.or.kr/eng>
 📍 Line #1 City Hall Station, Exit 1 / Line #2 City Hall Station, Exit 12 / Line #5 Seodaemun Station, Exit 5

Fanta-stick

A love story featuring a family-owned auto repair shop, a magical drum, and musicians turned into ghosts. The tale is told through live traditional music, b-boying, percussion, and exciting dance numbers.

Ⓜ 63 Building Art Hall
 Ⓢ 20:00 (Tue.-Sun.) / closed on Mondays
 ☎ 02-789-5663
 🌐 www.fanta-stick.co.kr
 📍 Line #5 Yeouinaru Station, Exit. 4

BABY

The dance show of Korean B-boys, who swept the world B-boy dancing community, based on their challenges and passion

Ⓜ Exclusive theater (420seats)
 Ⓢ 20:00 (Wed.-Fri.), 18:00 (Sat.), 14:00 (Sun. and Public holidays) / closed on Mondays and Tuesdays
 ☎ 02-323-5233
 🌐 <http://www.sjbbos.com>
 📍 Line #2 Hongik Univ. Station, Exit. 9



Jump

Gwanghwamun Art Hall

A traditional art performance stage for the Korean traditional percussion quartet Kim Deok-su Samulnori

- Ⓜ Theater (Specially designed theater, 310 seats)
- ⌚ 20:00 (Wed.-Fri.), 14:00 (Sat.-Sun.)
- ☎ 02-722-3416
- 🌐 www.ghmarthall.co.kr/eng
- 🚇 Line #3 Gyeongbokgung Station, Exit 1

Sejong Center for the Performing Arts

An excellent cultural venue known as one of the world's top 10 performance halls

- Ⓜ Grand theater (musical, classic, 3,022 seats)
- ☎ 02-339-1114-6
- 🌐 www.sejongpac.or.kr/english
- 🚇 Line #3 Gyeongbokgung Station, Exit 6, 7 / Line #5 Gwanghwamun Station, Exit 1, 8

HOAM Art Hall

This splendid art performance hall allows visitors to enjoy the highest quality of sound created by a total of 126 speakers

- Ⓜ Theater (classic, dance, musical, 643 seats)
- ☎ 02-751-9606-10
- 🌐 http://www.hoamarthall.org
- 🚇 Line #1, 2 Dongguk Univ. Station, Exit 9 / Line #5 Seodaemun Station, Exit 6

Daehangno Area

An art and cultural street lined with nearly 50 small theaters

- ☎ 02-731-0413 (Jongno-gu office)
- 🌐 www.visitseoul.net
- 🚇 Line #4 Hyejwa Station, Exit 1, 2

The National Theater of Korea

This theater features a number of Korean traditional performing arts

- Ⓜ Haeoreum Theater (traditional performance, 1,563 seats)
- ☎ 02-2280-4115-6
- 🌐 www.ntok.go.kr/ntok_eng/index.jsp
- 🚇 Line #3 Dongguk Univ. Station, Exit 6



Seoul Museum of Art

Theaters in City Hall Area**Seoul Cinema**

- ☎ 02-2277-3011
- *Eleven screens / Previews, autograph sessions and fan meetings are often held here

Miro Space

- ☎ 02-3210-3357
- * One screen / A restaurant & bar

Hollywood Classic

- ☎ 02-3672-4231
- * One screen / Close to Insa-dong and Nakwon-dong Rice Cake Market

Primus Piccadilly

- ☎ 02-3676-7142
- * Eight screens / Close to Insa-dong and Nakwon-dong Rice Cake Market

Daehangno CGV

- ☎ 1544-1122
- *Eight screens / Close to Daehangno Area

Cinus Danseongsa

- ☎ 02-765-1907
- * Ten screens / Close to Jongno Gwangjang Market

Daehan Cinema

- ☎ 02-3393-3500
- * Eleven screens / Close to Myeongdong

Cinus Myeongdong

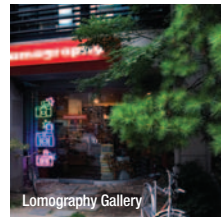
- ☎ 02-2079-0060
- * Six screens / Situated in Myeongdong with a great night view of N Seoul Tower

Lotte Cinema (Avenue)

- ☎ 02-2118-5400
- * Six screens / The finest cinema Charlotte available



Daerim Contemporary Art Museum



Lomography Gallery

Galleries in City Hall Area**Seoul Museum of Art**

- ⌚ 10:00-21:00 (Mon.-Fri.), 10:00-19:00 (Sat. and Sun.) / closed on Mondays
- ☎ 02-120 (Dasan Call Center)

Annex of National Museum of Contemporary Art at Deoksugung Palace

- ⌚ 10:00-18:00 (summer), 10:00-17:00 (winter) / closed on Mondays
- ☎ 02-2022-0600

Rodin Gallery

- ⌚ 10:00-18:00 / closed on Mondays
- ☎ 02-2259-7781-2

Sunggok Museum

- ⌚ 10:00-18:00 (Apr.-Sep.: 10:00-20:00) / closed on Mondays
- ☎ 02-737-7650

Chosun Gallery

- ⌚ 10:00-18:00 ☎ 02-724-6322

Ilmin Museum of Art

- ⌚ 11:00-19:00 (Tue.-Sun.) / closed on Mondays
- ☎ 02-2020-2055

Gallery Hyundai

- ⌚ 11:00-18:00 (Tue.-Sun.) / closed on Mondays
- ☎ 02-734-6111

Kukje Gallery

- ⌚ 10:00-18:00 (Mon.-Sat.), 10:00-17:00 (Sun.)
- ☎ 02-735-8449

Daerim Contemporary Art Museum

- ⌚ 10:00-18:00 / closed on Mondays
- ☎ 02-720-0667

Gallery KONG

- ⌚ 10:00-18:00 (Tue.-Sun.) / closed on Mondays
- ☎ 02-738-7776

Gallery Now

- ⌚ 10:00-19:00 (summer), 10:00-18:00 (winter)
- ☎ 02-725-2930

Brain Factory

- ⌚ 11:00-18:00 (Tue.-Sun.) / closed on Mondays
- ☎ 02-725-9520

Bukchon Art Museum

- ⌚ 11:00-18:00 (Tue.-Sun.) / closed on Mondays
- ☎ 02-741-2296

Lomography Gallery

- ⌚ 11:00-17:00 / closed on Sat. and Sun.
- ☎ 02-522-0255

Museum

The city hall area, home to the royal palaces of ancient Seoul and their government agencies made this area a center of politics and culture since the Joseon period. Traces of its history still remain in harmony with the modern culture. A variety of museums and historical galleries have developed in the city hall area creating a center of art and culture.

National Palace Museum of Korea

A museum of the Joseon royal family in which visitors can view and learn about the system, history, arts and culture of the Joseon Dynasty

- 🕒 09:00-18:00 (Mon.-Fri.), 09:00-19:00 (Sat. and Sun.) / closed on Mondays
- ☎ 02-3701-7500
- 🌐 www.gogung.go.kr/eng
- 📍 Line #3 Gyeongbokgung Station, Exit 5 / Line #5 Gwanghwamun Station, Exit 1

The National Folk Museum of Korea

This folk museum has nearly 85,000 traditional Korean folklore materials

- 🕒 09:00-18:00 (summer), 09:00-17:00 (winter) / closed on Tuesdays
- ☎ 02-3704-3114
- 🌐 www.nfm.go.kr
- 📍 Line #3 Gyeongbokgung Station, Exit 5

Seoul Museum of History

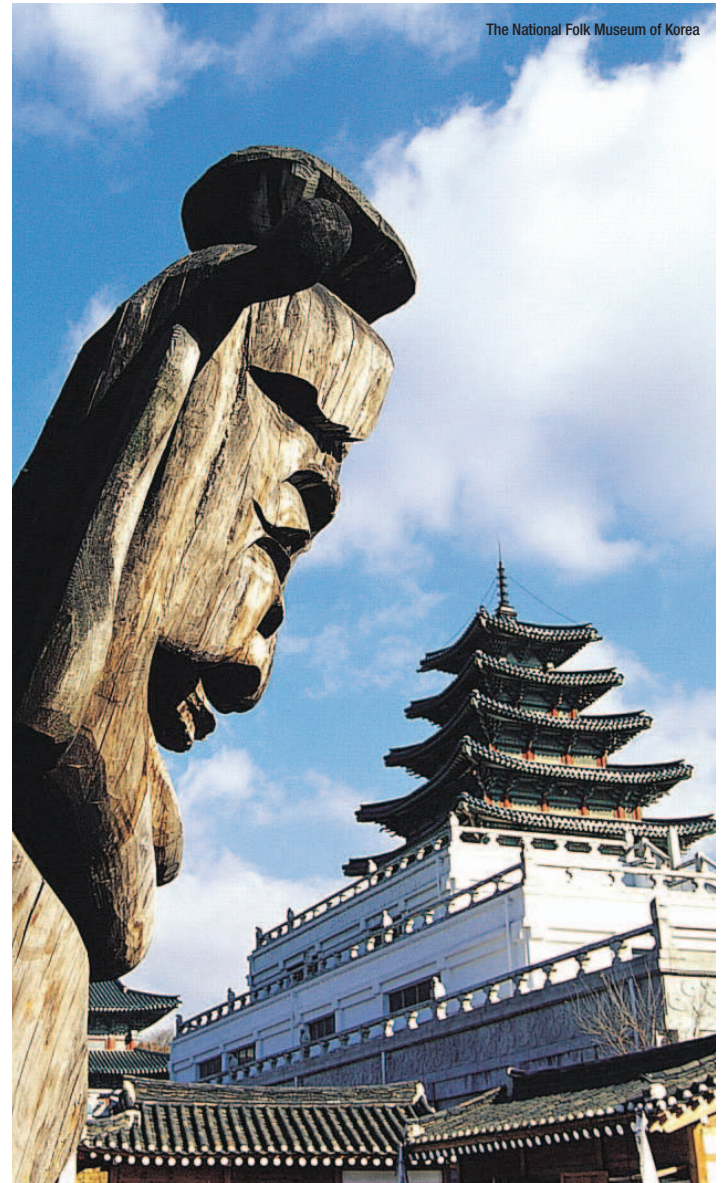
This history museum displays many Seoul-related artifacts. More than 70% of all artifacts have been donated by Seoulites.

- 🕒 09:30-19:00 (summer), 09:00-18:00 (winter) / closed on Mondays
- ☎ 02-120
- 🌐 www.museum.seoul.kr
- 📍 Line #5 Seodaemun Station, Exit 4 / Line #5 Gwanghwamun Station, Exit 7

Seoul Museum of History



The National Folk Museum of Korea



Traditional Culture

The area around city hall is graced with a spectacular beauty of tradition. Here, you can see Seoul from the Joseon period at Five Royal Palaces or in Hanok village where traditional Korean houses are well preserved. In addition, a variety of traditional cultural and hands-on programs are available daily at various facilities every day.

Gyeongbokgung Palace

The First palace of Joseon Dynasty, here you will find one of Korea's most beautiful pavilions, Gyeonghoeru and the gorgeous Hywangwonji Pond

🕒 09:00-18:00 (Mar.-Oct.), 09:00-17:00 (Nov.-Feb.) / closed on Tuesdays

☎ 02-3700-3900

🌐 www.royalpalace.go.kr

📍 Line #3 Gyeongbokgung Station, Exit 5

Changdeokgung Palace

This second palace of the Joseon Dynasty was added to the UNESCO World Heritage List in 1997 for its beautiful architecture and garden design

🕒 09:00-18:30 (Apr.-Oct.), 09:00-17:30 (Nov.,Mar.), 09:00-17:00 (Dec.-Feb.) / English-speaking guide 10:30, 14:30 *individual tours NOT allowed / closed on Mondays

☎ 02-762-8261, 9513

🌐 www.cdg.go.kr

📍 Line #3 Anguk Station, Exit 3

Deoksugung Palace

This palace is notable for its modern architecture and its western-style garden and fountain

🕒 09:00-21:00 / closed on Mondays

☎ 02-771-9951

🌐 www.deoksugung.go.kr

📍 Line #1 City Hall Station, Exit 2

Jongmyo Shrine

A Confucian shrine dedicated to the memorial services for the deceased kings and queens of the Korean Joseon Dynasty. Known as 'the Parthenon of the East,' it was registered on UNESCO's World Cultural Heritage List

🕒 09:00-18:00 (Mar.-Sep.), 09:30-17:30 (Oct.-Feb.)

☎ 02-765-0195

🌐 <http://jm.cha.go.kr>

📍 Line #1 Jongno 3ga Station, Exit 11 / Line #3 Jongno 3ga Station, Exit 8 / Line #5 Jongno 3ga Station, Exit 8

Changgyeonggung Palace

A small detached palace built to support Changdeokgung Palace

🕒 09:00-18:30 (Apr.-Oct.), 09:00-17:30 (Nov.-Mar.), 09:00-17:00 (Dec.-Feb.) / English-speaking guide 11:00, 16:00 *individual tours NOT allowed / closed on Mondays

☎ 02-762-4868

🌐 <http://cgg.cha.go.kr>

📍 Line #4 Hyeonwa Station, Exit 4

Gyeonghuigung Palace

An architecturally and artistically beautiful palace built on a sloping mountain

🕒 09:00-18:00 (summer), 09:30-18:00 (winter) / closed on Mondays

☎ 02-724-0274-6

🌐 <http://english.cha.go.kr>

📍 Line #5 Seodaemun Station, Exit 4



Namsangol Hanok Village

The National Folk Museum of Korea

Royal Tombs of the Joseon Dynasty

This group of tombs houses the last remains of members of the Korean Joseon Dynasty and is registered as a UNESCO World Heritage site. Eight of the 40 tombs can be seen in Seoul

- Taereung, Gangneung, Jeongneung(Jeongneung-dong), Uireung, Seolleung, Jeongneung (Samseong-dong), Heolleung, Illeung

☎ 042-481-4650

🌐 <http://royaltombs.cha.go.kr>

*The eight Royal tombs of the Joseon Dynasty are located across the Seoul metropolitan area.

Namsangol Hanok Village

This village is home to five restored traditional Korean houses including both an aristocrat's and commoner's houses and living supplies from the Joseon period

🕒 09:00-21:00 (Apr.-Oct.), 09:00-20:00 (Nov.-Mar.)

☎ 02-2266-6923

🌐 <http://hanokmaeul.seoul.go.kr>

📍 Line #3, 4 Chungmuro Station, Exit 3

Korea House

A restaurant and traditional performance venue, that also offers a variety of traditional and cultural hands-on programs such as traditional Korean etiquette and the tasting of traditional foods

- Programs: Kimchi making, Korean dance, tea etiquette, Samulnori, traditional Korean musical instruments (ex:Danso), etc.

☎ 02-555-9337

🌐 www.koreahouse.or.kr

📍 Line #3, 4 Chungmuro Station, Exit 3

Sightseeing

The City Hall area is unique in its mixing of the past with the present and urban living with nature. With Cheonggyecheon Stream flowing through downtown, a large ecological park lies in the middle of the downtown area against a background of skyscrapers. In addition, Myeongdong, a popular destination for the young, harmonizes with a century-old Catholic cathedral.



Cheonggyecheon Stream

Cheonggyecheon Stream

This natural stream was paved over for concrete roads in 1958 as part of rapid economic development. In July 2005, Cheonggyecheon was restored to its original state. This beautiful urban eco stream has been praised by the world

④ www.visitseoul.net

⑤ Line #1, 2 City Hall Station, Exit 4 / Line #2 Euljiro 3ga Station, Exit 1, 2 / Line #3 Jongno 3ga Station, Exit 13, 14 / Line #4 Dongdaemun Stadium Station, Exit 1 / Line #5 Gwanghwamun Station, Exit 5

Myeongdong Cathedral

The cathedral of the Roman Catholic Archbishop in Korea. This 19th century building is the first brick-laid Gothic building in Korea

④ 02-774-1784

④ www.mdsd.or.kr

⑤ Line #4 Myeongdong Station, Exit 5, 8

World Cup Park

A beautiful ecological park built on landfill. The park was built to commemorate the 2002 FIFA World Cup.

④ 09:00-16:00 (Nov.-Feb.), 09:00-17:00 (Mar.-Oct.), 09:00-18:00 (April, May, Sep.), 09:00-19:00 (Jun.-Aug.)

④ 02-300-5500-2

④ <http://worldcuppark.seoul.go.kr>

⑤ Line #6 Worldcup Stadium Station, Exit 1



Myeongdong Cathedral

Cheongwadae

This traditional royal palace-shaped building is the executive office and official residence of the President of the Republic of Korea

④ 10:00, 11:00, 14:00, 15:00 (Tue.-Sat.) / Advanced reservation through e-mail required (tour@president.go.kr)

*A passport must be presented

④ 02-730-5800 (Press Office)

④ www.president.go.kr

⑤ Line #3 Gyeongbokgung Station, Exit 5

Nightlife

Hongik Univ., Sinchon, Gwanghwamun, Jongno and Daehangno are places where a lot of young people gather. You can have a drink at a pub, watch a live concert, dance at a club and eat tasty food at a snack bar all night long.

Hongik Univ. Street Club

Popular with young people and foreigners alike, this street is known for its dance clubs.

☎ 02-120 (Dasan Call Center)

🌐 www.hongdaepigu.com

📍 Line#2 Hongik Univ. Station, Exit 5

FF

A club in which you can dance and listen to live rock music

☎ 19:00-23:00 (Sun.-Thu.), 19:00-02:00AM the following day (Fri., Sat.)

☎ 011-9025-3407

📍 Line#2 Hongik Univ. Station, Exit 5

SPOT

A club where the latest new school funk and other underground sounds can be enjoyed

☎ 19:00-22:00 (Sun.-Thu.), 19:00-24:00 (Fri., Sat.)

☎ 02-3141-6876

📍 Line#2 Hongik Univ. Station, Exit 5

Sound Holic

A club where top-level live concerts are performed by a professional technician team

☎ 19:00-22:00 (Sun.-Thu.), 19:00-02:00 the following day (Fri., Sat.)

☎ 02-3142-4203

📍 Line#2 Hongik Univ. Station, Exit 5



Hongik Univ. Street Club



Hongik Univ. Street Club

Shopping

Many other shopping experiences await in Seoul. Be sure to check out Namdaemun Market, Korea's biggest conventional market, or the large duty-free shops in Gwanghwamun and Jongno. You can get high-quality traditional food items like dried laver and gochujang (hot pepper paste) as well as trendsetting fashion items and luxurious brand products around city hall area.



Namdaemun Market

Korea's largest conventional market comprised of 10,000 shops

- **Products:** Clothes, accessories, daily supplies, Korean local foods (ex: seasoned laver, red ginseng, etc.)

- 📞 02-753-2805
- 🌐 www.visitseoul.net
- 📍 Line #4 Hoehyeon Station, Exit 6

Dongdaemun Market

This mecca of fashion makes available all fashion products such as clothes, shoes, textiles, bags and accessories at low prices

- **Shopping Mall:** CERESTAR, MIGLIORE, DOOTA, Cheongpyeonghwa Market, Designer Club, etc
- 📞 02-2260-1114 (Jung-gu office)
- 🌐 www.donami.or.kr/English
- 📍 Line #2, 4, 5 Dongdaemun Stadium Station, Exit 1 / Line #1, 4 Dongdaemun Station, Exit 7

Lotte Department Store (Main Store)

This department store is a great place for luxury shopping, featuring a duty free shop and premium brand mall

- 🕒 10:30-20:00 / closed once a month, call to check closing date
- 📞 02-771-2500
- 🌐 www.lotteshopping.com
- 📍 Line #2 Euljiro 1ga Station, Exit 7

Hyundai Department Store (Sinchon)

A department store carrying brands popular among young people

- 🕒 10:30-20:00 / call to check the closing date
- 📞 02-3145-2233
- 🌐 www.whyundai.com
- 📍 Line #2 Sinchon Station, Exit 1

Shinsegae Department Store (Main Store)

A huge department store where visitors can shop at both the main and new buildings

- 🕒 10:30-20:00 / closed once a month, call to check the closing date
- 📞 1588-1234
- 🌐 <http://department.shinsegae.com>
- 📍 Line #4 Hoehyeon Station, Exit 7

Lotte Duty Free (Main Store)

This duty free shop offers local Korean products for foreign tourists

- 🕒 09:30-20:00 / open throughout the year
- 📞 02-759-6550-6
- 🌐 <http://en.lottedfs.com>
- 📍 Line #2 Euljiro 1ga Station, Exit 7, 8

Donghwa Duty Free

A duty free shop displaying nearly 300,000 products of 250 global brands

- 🕒 09:30-20:30 / open throughout the year
- 📞 02-399-3000
- 🌐 www.dutyfree24.com
- 📍 Line #5 Gwanghwamun Station, Exit 6 / Line #1, 2 City Hall Station, Exit 3

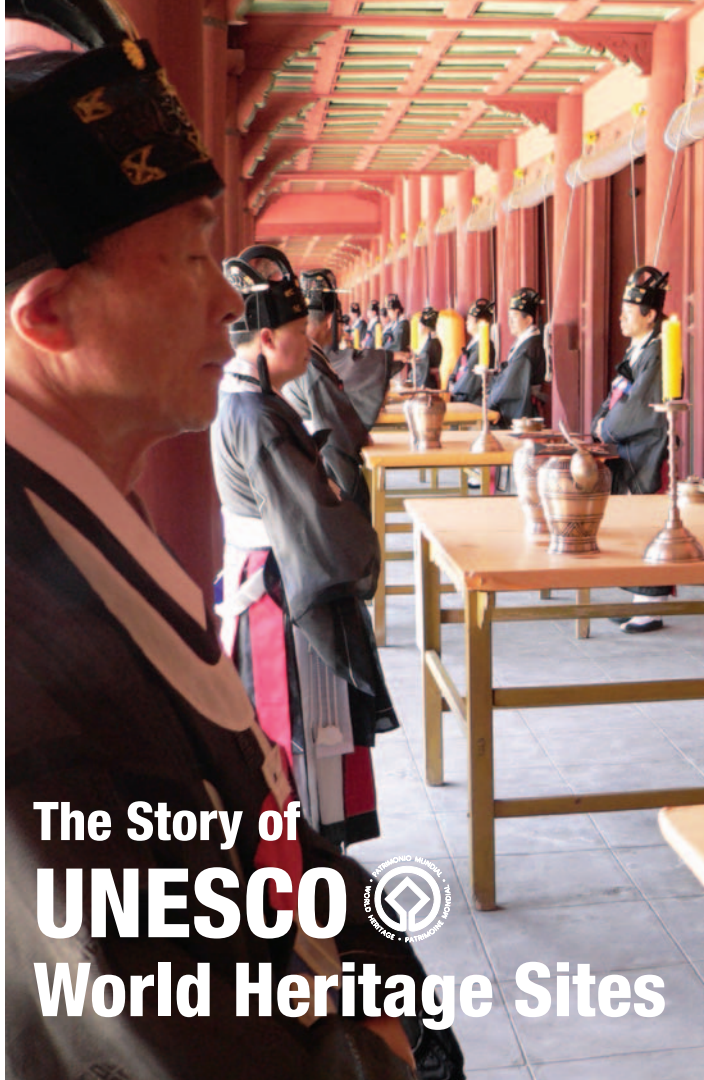


Kyobo Book Centre

Kyobo Book Centre

Approximately 2.3 million books are classified into 10 categories for customers' convenience

- 🕒 09:30-22:00
- 📞 1544-1900
- 🌐 www.visitseoul.net
- 📍 Line #5 Gwanghwamun Station



The Story of UNESCO World Heritage Sites



UNESCO designates picturesque views, fascinating architecture and mysterious artifacts that must be preserved by human beings as World Heritage sites. Korea is home to several of these World Heritage sites, which people from around the world must work together to preserve, including Jeju Island, formed by volcanic activity one million years ago, philosophical buildings from the 500-year Joseon Dynasty and religious artifacts imbued with over 1,000 years of history. Open your eyes to a city unlike any that you have experienced before by exploring Korea's World Heritage sites.



Jongmyo Shrine



Changdeokgung Palace



Royal Tombs of the Joseon Dynasty

UNESCO World Heritage Sites in Seoul

1 Jongmyo Shrine

Jongmyo is a shrine dedicated to the memorial services for the deceased kings and queens of the Korean Joseon Dynasty. This kind of shrine originated in China but Jongmyo adds a unique Korean style in both its architecture and ceremony. Jongmyo has been considered the biggest building in the world among single wooden structures and its architecture has a rare structure that emphasizes horizontality as a horizontal canopied path is situated at the front.

2 Changdeokgung Palace

This palace is where the greatest number of kings lived and ruled the country during the 500-year-long Joseon Dynasty. Changdeokgung, lying at the foot of Mt. Bukhansan, displays a perfect harmony between nature and its buildings, with its spectacular layout of the mountain at its back and the surrounding nature embraced as a part of landscape gardening.

3 Royal Tombs of the Joseon Dynasty

The Royal Tombs of the Joseon Dynasty were not just tombs for kings but also works of culture, in which the history, architectural patterns and aesthetic consciousness, ecological view and philosophy of the nearly 500 year Joseon Dynasty remain. They were officially designated as UNESCO World Heritage sites in 2009.



Yongsan Area

A global district



In Yongsan, you can feel a unique and exotic street atmosphere created by many different cultures. The kind restaurant owners greet guests in many different languages. Cultures from all over the world have existed in harmony and created a unique environment in Yongsan.

Hotels at Yongsan Area

- The Shilla Seoul
- Grand Hyatt Seoul

Itaewon Street [이태원]

A place where different races and cultures exist in harmony, Itaewon is truly a global village in Seoul. Seasonal international parties such as Halloween Parties are held annually and a variety of unusual and fascinating items from all over the world are available. Most merchants manage to communicate well with foreigners. Exotic eye-catching shops line both sides of the road. 'Little Tokyo' located close to Itaewon is also a popular place where a different culture can be experienced along with Dongbu Ichon-dong.

① www.enjoyitaewon.com ② Line #6 Itaewon Station, Exit 1



Gecko's Garden

Shopping

Foreign Book Store

This bookstore was founded in 1973 and sells used foreign-language books
 © 11:00-21:00 ☎ 02-793-8249

Furniture Street

Nearly 60 antique furniture stores are located along this street. It is popular with those who love vintage style.

Jang's

An accessory store offering a variety of handmade fashion items such as buckles and belts
 © 11:00-21:00 ☎ 02-792-7559

First Avenue

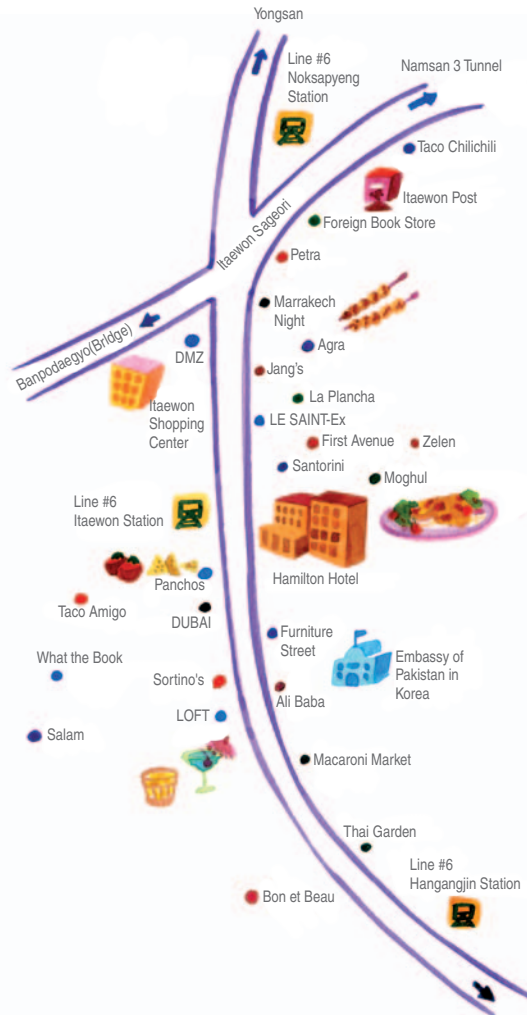
This leather jacket shop offers various high-quality leather jackets at low prices
 © 11:00-21:00 ☎ 02-790-3501

DMZ

This shop sells an extensive collection of military items such as military supplies and war items from around the world
 © 10:00-20:30 ☎ 02-794-7930

What the Book

unique bookstore is a treasure-trove of the latest books as well as rare used books
 © 11:00-21:00 ☎ 02-797-2342



Food • Europe**Gecko's Garden**

A European-style pub restaurant specializing in barbeque, tapas and steak
 © 12:00-01:30AM the following day
 ☎ 02-790-0540

Sortino's

This restaurant serves delicious brick oven pizza made by an Italian chef
 ☉ Lunch 12:00-15:30 /
 Dinner 17:30-22:30
 ☎ 02-797-0488

La Cucina

A genuine Italian restaurant famous for its classic, tasty menu and exquisite service
 ☉ Lunch 12:00-15:00 /
 Dinner 18:00-22:00
 ☎ 02-794-6005-6

LOFT

A fascinating European style dining bar that offers delicious cuisine made by a chef from the world's leading culinary arts school, Le Cordon Bleu
 ☉ 12:00-02:00AM the following day
 ☎ 02-749-5159

Paris Grill

A modern restaurant serving genuine European style cuisine made by French chef in an open kitchen
 ☉ 07:00-22:30 /
 open throughout the year
 ☎ 02-799-8161
 *inside the Grand Hyatt Seoul

Bon et Beau

This restaurant offers stylish, sensory French cuisine made by a surprisingly young chef
 ☉ 12:00-23:00 /
 closed on Mondays
 ☎ 02-3785-3330

LE SAINT-Ex

Seoul's first French bistro offers a comfortable atmosphere and homemade French cuisine
 ☉ Lunch 12:00-14:30 /
 Dinner 18:00-23:00 /
 open throughout the year
 ☎ 02-795-2465

Zelen

The only Bulgarian restaurant in Asia
 ☉ 12:00-24:00 ☎ 02-749-0600

La Plancha

A stylish restaurant that offers Spanish barbequed and grilled items
 ☉ 12:00-01:00AM the following day
 ☎ 02-790-0063

Santorini

This restaurant serves such traditional Greek cuisine as Souvlakia and Musaka
 ☉ 12:00-22:00 /
 open throughout the year
 ☎ 02-790-3474

Panchos**• America****Taco Chilichili**

A Mexican restaurant serving genuine Mexican cuisine
 ☉ 11:00-23:00 ☎ 02-797-7219

Panchos

This restaurant allows diners to experience the taste of Mexico while enjoying the sounds of Salsa
 ☉ 12:00-02:00AM the following day
 ☎ 02-792-4767

Taco AMIGO

A restaurant serving delicious Tex-Mex food
 ☉ 12:00-23:00 ☎ 02-795-9711

Santorini





Thai Garden

Moghul

• *Middle East*

DUBAI

A well-known Itaewon restaurant offering the experience of Arabic culture and foods
 ☎ 02-798-9277

Petra

A genuine Middle Eastern restaurant operated by a Palestinian
 ☎ 11:00-22:00
 ☎ 02-790-4433

Marrakech Night

An Arabic restaurant famous for its delicious couscous and mutton dishes
 ☎ 10:00-23:00 / open throughout the year
 ☎ 010-5801-9444

Salam

An exotic, homemade Turkish restaurant located next to the mosque
 ☎ 12:00-22:00 ☎ 02-793-4323

• *Asia*

Kayarang

A palace-like Korean restaurant serving royal Korean cuisine
 ☎ 12:00-22:30 ☎ 02-797-4000

Agra

Diners can experience a unique atmosphere created by rare items brought directly from India in this modern restaurant
 ☎ 11:30-24:00
 ☎ 070-8230-4320

China Town

A genuine Chinese restaurant that offers a variety of set menus
 ☎ 11:00-22:00
 ☎ 02-798-4656

Moghul

A Pakistani restaurant offering spicy, delicious beef curry
 ☎ 12:00-22:30 / open throughout the year
 ☎ 02-796-5501

Thai Garden

A stylish restaurant offering the taste of genuine Thai cuisine, one of the top four cuisines of the world
 ☎ 02-792-8836-7

• *ETC*

Macaroni Market

A shop specializing in tarts
 ☎ 11:00-23:00 ☎ 02-749-9181

Ali Baba

The only Egyptian restaurant in Korea
 ☎ 12:00-23:00 / open throughout the year
 ☎ 02-790-7754

Art & Entertainment

There are a variety of entertainment facilities located in the Yongsan Station vicinity. The huge multiplex Yongsan CGV is definitely worth a trip, and at the theater 'Yong (Dragon)' in the National Museum of Korea, a variety of performances in many different genres including plays and musicals can be seen.

Theater Yong

This theater is situated in the National Museum of Korea. Watch both exhibitions and performances

④ Theater (play, dance, musical, 862 seats)

① 1544-5955

① www.theateryong.or.kr

③ Line #4 Ichon Station, Exit 2

* Located in the National Museum of Korea

Theaters in Yongsan Area

Yongsan CGV

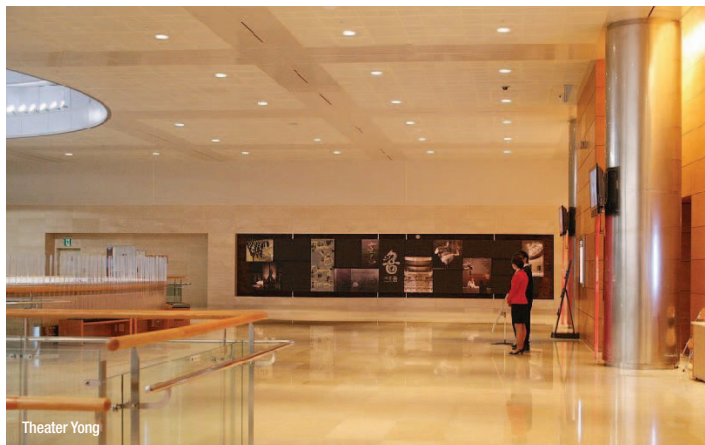
① 1544-1122

* Eleven screens / Connected to I'PARK Mall

Land Cinema

① 02-715-8000

* Eight screens / Connected to Yongsan Electronics Mall Complex



Museum

The National Museum of Korea is a Yongsan landmark. It is the largest in Asia and the 6th largest museum in the world. In addition, the Leeum (Samsung Museum of Art) which pursues communication between modern art, culture and humans adds to Yongsan's art scene.

National Museum of Korea

The world's 6th largest museum that displays Korean cultural heritage and ancient art pieces

☎ 09:00-18:00 (Tue., Thu., Fri.), 09:00-21:00 (Wed., Sat.), 09:00-19:00 (Sun.) / closed on Mondays

☎ 02-2077-9000

🌐 www.museum.go.kr

📍 Line #4 Ichon Station, Exit 2

The War Memorial of Korea

This museum tells of Korea's military history and displays memorabilia and artifacts.

☎ 09:00-18:00 / closed on Mondays

☎ 02-709-3139, 3114, 3036-9

🌐 <http://www.warmemo.or.kr>

📍 Line #4 Sangakji Station, Exit 1

Leeum

(Samsung Museum of Art)

An art museum that blends three museums designed by famous architects including Rem Koolhaas

☎ 10:30-18:00 / closed on Mondays

☎ 02-2014-6900

🌐 <http://leeum.samsungfoundation.org>

📍 Line #6 Hangangjin Station, Exit 1



National Museum of Korea

Leeum



Sightseeing

While in Yongsan, a visit to N Seoul Tower for a spectacular panoramic view of Seoul is highly recommended. Day or night, you will be amazed at the fascinating views of downtown Seoul.

N Seoul Tower

Namsan Tower, famous for its spectacular night view of the Seoul downtown

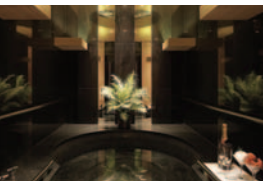
- Ⓞ **Observatory** 10:00-23:00 (Fri. and Sat.: -24:00) / **Restaurant** 11:00-23:00 / **Exhibition Hall** 10:00-22:00
- ☎ 02-3455-9277, 88
- 🌐 www.nseoultower.co.kr
- 📍 Line #3, 4 Chungmuro Station, Exit 2

Namsan Park

The largest park in Seoul, which includes N Seoul Tower, Namsan Library and an outdoor botanical garden

- ☎ 02-753-0108
- 🌐 <http://parks.seoul.go.kr>
- 📍 Line #3 Dongguk Univ. Station, Exit 6 / Line #4 Hoehyeon Station, Exit 4 / Line #3, 4 Chungmuro Station, Exit 2

The Spa



Hangang River Park

A riverside park popular with Seoulites for walking, jogging and cycling

- **Parks by district:** Nanji, Gangseo, Mangwon, Seonyudo, Yanghwa, Yeouido, Ichon, Banpo, Jamsil, Jamsil, Gwangnaru, Jamsil
- ☎ 02-3780-0551 (Icheon Information Center of Hangang River Citizen's Park)
- 🌐 <http://hangang.seoul.go.kr/eng>

Yongsan Family Park

This beautiful family park was once the golf course of the United States

- Forces Korea Command
- ☎ 02-792-5661
- 🌐 <http://parks.seoul.go.kr>
- 📍 Line #4 Ichon Station, Exit 2

Dragon Hill Spa

A luxurious, refined spa in the style of a Chinese royal palace located in Yongsan

- Ⓞ Open 24 hours
- ☎ 02-792-0001
- 🌐 www.dragonhillspa.co.kr
- 📍 Line #1 Yongsan Station / Line #4 Sin Yongsan Station, Exit 4

The Spa

A premium spa offering traditional Korean therapy and modern European style therapy

- Ⓞ 10:00-22:00
- ☎ 02-799-8808
- 🌐 www.grandhyattseoul.co.kr
- 📍 Line #6 Noksapyeong Station, Exit 1

*Within Grand Hyatt Seoul



Nightlife

Those who want to experience the latest in foreign culture in Korea tend to visit Yongsan because there are a variety of trendy bars and pubs located there. In particular, the clubs in Itaewon have been famous for dancing, drinking and an exotic Western atmosphere.



Club Volume



Seven Luck Casino

Seven Luck Casino

A casino designed solely for foreigners. Known as the Las Vegas of Korea, this casino houses a variety of game machines and convenience facilities

- Ⓞ Open 24 hours
- ☎ 02-3466-6100
- 🌐 www.7luck.com
- 📍 Line #1 Seoul Station, Exit 8 / Line #4 Hoehyeon Station, Exit 4

Itaewon Clubs

A wide range of clubs are gathered in this district including a foreigner's-only club, a hip hop club and a transgender club.

- 🌐 www.enjoyitaewon.com
- 📍 Line #6 Itaewon Station, Exit 1

All That Jazz

Korea's first jazz bar with a more than 30-year tradition offers the opportunity to see and learn about the history of Korean jazz

- Ⓞ 18:30-01:00 (Sun.-Thu.), 18:30-02:00 (Fri.-Sat.)
- ☎ 02-795-5701
- 🌐 www.allthatjazz.kr
- 📍 Line #6 Itaewon Station, Exit 1

B1

A lounge bar where club goers can dance to the vibrant, rhythmic music in a large lounge

- Ⓞ 18:30-04:00AM the following day (Mon.-Fri.), 18:30-05:00 the following day (Sat. and Sun.)
- ☎ 02-749-6164
- 🌐 www.clubvolume.com
- 📍 Line #6 Itaewon Station, Exit 1

Club Volume

A stylish club designed by world-renowned sound designer Tony Andrew

- Ⓞ 21:00-07:00
- ☎ 02-796-4010
- 🌐 www.clubvolume.com
- 📍 Line #6 Itaewon Station, Exit 1
- * In Crown Hotel

Club UN

This is the kind of hip hop club where club goers can enjoy both dancing and music. The dance floor surrounds the bar.

King Club

This club, proud of its 40-year history, specializes in southern rock.

Shopping

You can find just about anything at Yongsan's duty-free shops, shopping mall, professional stores and department stores. A wide range of products from luxurious brand items to the latest in electronic devices are available at competitive prices. As a U.S. military compound has long been located in Yongsan, most shop owners speak some English and many accept U.S. dollars.



The Shilla Duty Free

A luxurious duty free shop that features peaceful, comfortable environmentally-friendly spaces such as a walkway and an outdoor sculpture park

- ⓐ 09:30-20:00 / open throughout the year
- ☎ 02-2230-3662
- 🌐 www.shilladfs.com
- 📍 Line #3 Dongguk Univ. Station, Exit 5

I'PARK Mall

A shopping complex with a department store, discount store and a variety of other shops

- ⓐ Fashion Hall 11:00-20:30 / Living Hall, Culture Hall 10:30-20:00
- ☎ 02-2012-0082
- 🌐 www.iparkmall.co.kr
- 📍 Line #1 Yongsan Station

Yongsan Electronics Mall Complex

An electronics mall selling a variety of the latest electronic products including computers, mobile phones and digital cameras

- ⓐ 10:00-20:00 / closed on the 1st and 3rd Tuesdays of the month
- ☎ 02-6733-0252
- 📍 Line #1 Yongsan Station

Galleria Concos

A casual department store connected to Seoul Station

- ⓐ 11:00-20:30 / open throughout the year
- ☎ 02-390-4114
- 🌐 http://dept.galleria.co.kr
- 📍 Line #1, 4 Seoul Station, Exit 1

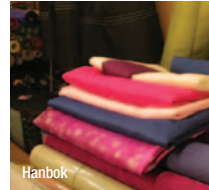


The Shilla Duty Free



The Story of Nature, Clothes and Hanbok

Hanbok is the traditional Korean outfit characterized by simple lines, light colors and elegant silhouettes. Praised throughout the world, many Hanbok aficionados have come to love it for its eco-friendly materials and human-oriented design. Since the fabric is dyed with natural dyes, it will not harm the skin and has its own beautiful color. The broad width allows the body to relax and air to circulate while its open design, with no buttons or zippers, is fastened by ties and promotes the body's natural flow of energy.



Hanbok



Dongdaemun Market



Lee Younghee's Hanbok

Hanbok shops in Seoul

1 Gwangjang Market

This is the oldest wholesale market for clothing in Korea. This market consists of 1,500 small shops and is renowned for the density of its Hanbok stores. Shoppers are able to choose the fabric with which their Hanbok will be made-to-order or can buy a ready-made one at a price 30% lower than the general market price.

☺ Take Seoul Subway Line Number 1 and get off at Jongno 5-Ga Station then take exit 7.

2 Dongdaemun Market

This huge shopping complex is famous for the thousands of small shops packed into five neighboring high-rise shopping malls. Among them, Hanbok and a variety of items made of Hanbok fabric or silks are available in Building A.

☺ Take Seoul Subway Line 1 or 4 and get off at the Dongdaemun Station then take exit 9.

3 Lee Younghee's Hanbok

Lee Younghee, designer of traditional Korean clothes has held Hanbok fashion shows in Washington and Paris. The colorful traditional Hanbok and modern Hanbok as well as modern clothes and home goods based on Hanbok are available at this shop.

☺ Take Seoul Subway Line 3 and get off at the Apgujeong Station. Take exit 3.

Gangdong Area

A riverside forest in the city



Scenic nature that you have never imagined to see in the city appears before your eyes. A thick forest where deer graze freely, the clean Hangang River and a beautiful lake... This is Gangdong. Here, you can start the day with a pleasant jog along the lake, breathe fresh air in the afternoon and enjoy the splendid sunset on the Hangang River.

Hotels at Gangdong Area

- Sheraton Grande Walkerhill Seoul
- W Seoul-Walkerhill
- Lotte Hotel Seoul World
- Olympic Parktel



Hotel Dining

The hotels in Gangdong offer elegant and refined atmosphere, genuine cuisines and scenic vistas. You can enjoy beautiful views of the Hangang River from the Sheraton Grande Walkerhill & W Seoul-Walkerhill. Seokchon Lake can be viewed from Lotte Hotel World which offers exquisite meals in their premium restaurants.

Sheraton Grande Walkerhill Seoul & W Seoul-Walkerhill

① www.walkerhill.co.kr

⑤ Line #5 Gwangnaru Station, Exit 2 / Line #2 Gangbyeon Station, Exit 1

Myongwolgan

A charcoal grill restaurant offering tender, juicy barbequed beef ribs made with premium beef

① 12:00-22:00

⑦ 02-450-4595-6

Four Seasons

Your selected dish is cooked and served on the spot at this buffet

① Lunch 12:00-15:00 (Mon.-Sat.), 11:20-15:30 (Sun., temporarily closed 13:10-13:40) / Dinner 18:00-22:00 (Mon.-Fri.), 17:20-22:00 (Sat. and Sun., temporarily closed 19:20-19:45)

① 02-450-4466

The View

An all-day dining restaurant serving brunch, a buffet and full-course meals

① Breakfast Buffet 07:00-10:00 /

Brunch 11:00-14:00 /

Lunch and Dinner 11:00-23:00

① 02-450-4467

Delvino

A restaurant with the largest wine cellar in Korea

① Lunch 12:00-15:00 /

Dinner 18:00-22:00

① 02-450-4747



The View

Lotte Hotel Seoul (World)

① www.lottehotelworld.com

⑤ Line #2, 8 Jamsil Station, Exit 3

La-Seine

A buffet restaurant serving nearly 150 different dishes

① Breakfast 06:30-10:00 / Lunch 12:00-15:00 / Dinner 18:00-22:00 / 17:30-19:30, 20:00-22:00 (Sat.) / 11:30-13:20, 13:40-15:30 (Sun.)
① 02-411-7811-2

Toh lim

A restaurant famous for its genuine Guangdong cuisines made by a chef from mainland China

① Lunch 12:00-15:00 /

Dinner 18:00-22:00

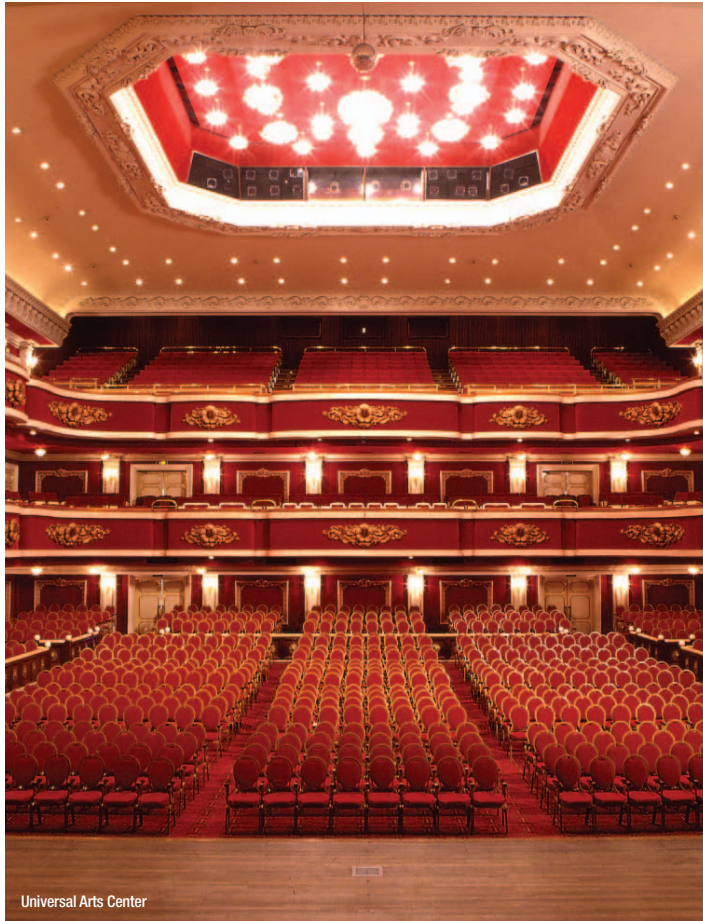
① 02-411-7800-1

Lotte Hotel Seoul



Art & Entertainment

Both the Universal Art Center, where you can watch superb modern performances including classical ballet and Walkerhill Theater, offering captivating and extravagant Las Vegas-like shows, are located in Gangdong.



Universal Arts Center



Walkerhill Theater

Universal Arts Center

An opera house-like antique and classical multipurpose performance hall

- Ⓣ Grand theater (Ballet, awards, etc., 1,200 seats)
- ☎ 02-2204-1030
- 🌐 www.uac.co.kr
- 📍 Line #5 Ahasan Station, Exit 4

Walkerhill Theater

Traditional Korean performances and a wide range of modern performances are showcased.

- Ⓣ Walkerhill Theater (Legend of Flower, 620 seats, 5 April 2010–open run)
- ☎ 02-455-5000
- 🌐 www.walkerhill.co.kr
- 📍 Line #5 Gwangnaru Station, Exit 2 / Line #2 Gangbyeon Station, Exit 1

Away Spa

A spa specializing in exquisite therapies from all over the world including Ayurvedic Medicine from India

- ⌚ 06:00-22:00 / open hours may differ by program. Call to check hours in advance
- ☎ 02-2022-0450
- 🌐 www.wseoul.com
- 📍 Line #5 Gwangnaru Station, Exit 2 / Line #2 Gangbyeon Station, Exit 1

Away Spa



Museum

In Gangdong, you can explore one of the world's top 5 sculpture parks as well as a cultural museum at the world's largest indoor theme park. The SOMA Museum of Art and Lotte World Folk Museum are Seoul favorites.



Lotte World Folk Museum



SOMA Museum of Art

SOMA Museum of Art

This art museum located in Olympic Park is famous as one of the top 5 sculpture parks in the world

Ⓢ 10:00-18:00 ☎ 02-425-1077

🌐 www.somamuseum.org

📍 Line #5 Olympic Park Station, Exit 3 / Line #8

📍 Mongchontoseong Station, Exit 1

Lotte World Folk Museum

A folk museum displaying a fascinating 1:8 miniature scale Joseon village

Ⓢ 09:30-20:00 (Available for entrance until 19:00) / open throughout the year

☎ 02-411-4761-5

🌐 www.lotteworld.com

📍 Line #2 Jamsil Station, Exit 4

Sightseeing

Blending right in with glamorous and glitzy Gangnam, Gangdong offers many fascinating places surrounded by the green of the natural environment. Come and experience a unique observatory from which the Hangang River can be viewed, peaceful, laidback parks and a world-class theme park.



Lotte World



Olympic Park

Olympic Park

A beautiful park that features an art gallery, promenade, jogging track, an eco park and other facilities

ⓐ Sunrise-22:00

ⓑ 02-4101-360 (Park PR Dept. of Korea Sports Promotion Foundation)

ⓒ www.sosfo.or.kr/olpark

ⓓ Line #5 Olympic Park Station, Exit 3

Lotte World

The world's largest indoor theme park offering 42 different attractions and spectacular festivals

ⓐ 09:30-23:00 / open throughout the year

ⓑ 02-411-3502-3

ⓒ www.lotteworld.com

ⓓ Line #2 Jamsil Station, Exit 4

Gwangjinyo Observatory

From this observatory on the Gwangjinyo Bridge, you can watch the flowing Hangang River through the transparent glass floor and see the exceptional view of the city at night

ⓐ 02-120

ⓓ Line #5 Gwangnaru Station, Exit 2

Seoul Forest

An urban forest consisting of five parks with different themes, providing citizens with a place to relax.

ⓐ Open 24 hours / 365 days (refer to operating hours applied to individual facilities in the park)

ⓑ 02-460-2905

ⓒ <http://parks.seoul.go.kr>

ⓓ Line #2, Ddukseom Station, Exit 8

Nightlife

Here you can find some quiet laid back bars and pubs, or Korean-style bars and taverns that offer a bounty of tasty side dishes. Around the hotel, premium bars, pubs and casinos are also available for an unforgettable night on the town.

Madang

A traditional Korean tavern with an impressive oak bonfire

- ☎ 02-468-3030
- 📍 Line #7 Children's Grand Park Station, Exit 4

Paradise Walker Hill Casino

This was the first casino in Seoul. With spacious indoor facilities and modern interior design, it offers a variety of fun, exciting games

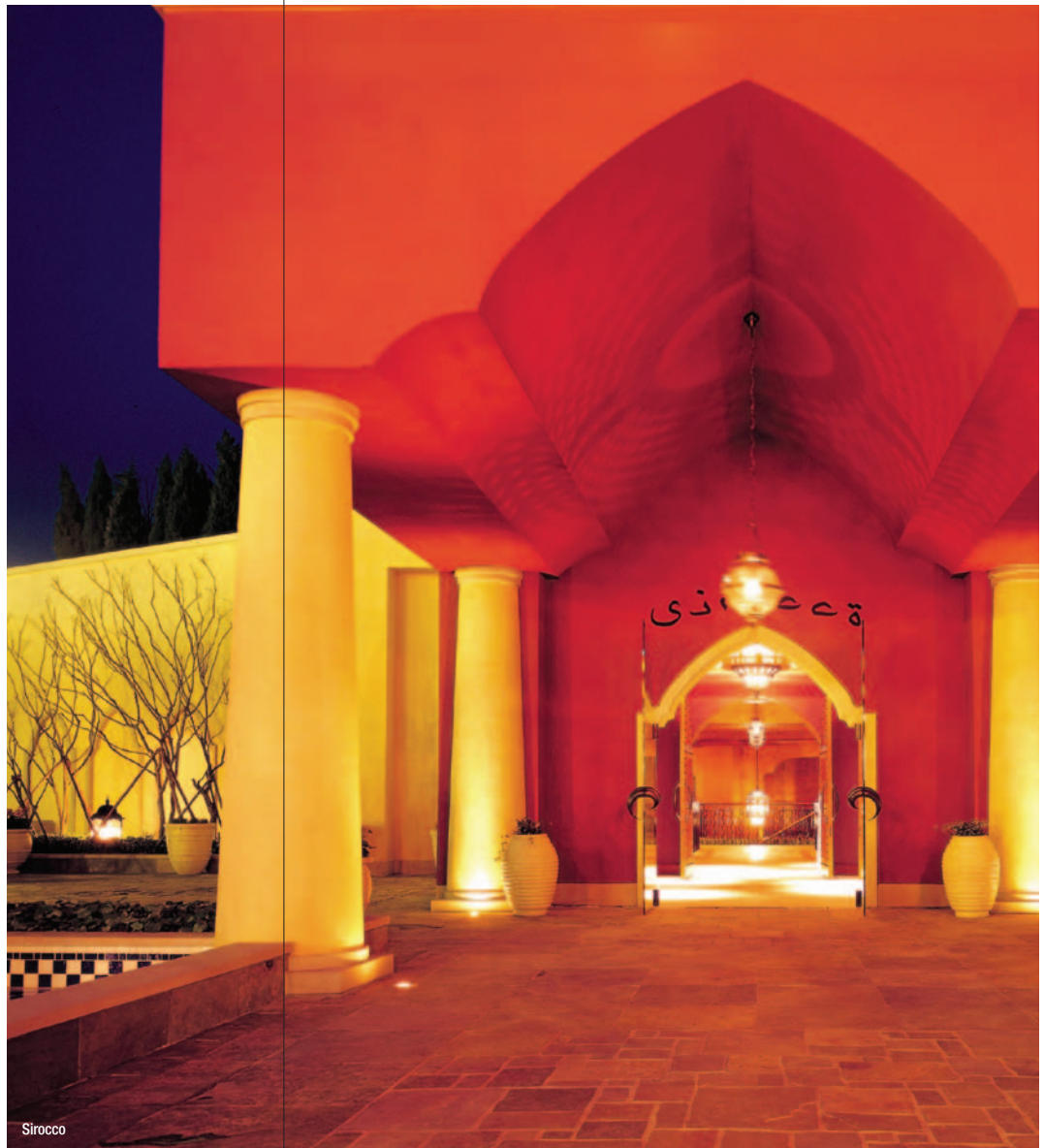
- 🕒 Open 24 hours
- ☎ 02-456-2121
- 🌐 www.seoulcasino.co.kr
- 📍 Line #5 Gwangnaru Station, Exit 2 / Line #2 Gangbyeon Station, Exit 1

Sirocco

A pub and Karaoke bar where you can enjoy entertaining live music over whisky, wine, cocktail or beer

- 🕒 18:00-02:00AM the following day
- ☎ 02-450-4567
- 🌐 www.sheratonwalkerhill.co.kr
- 📍 Line #5 Gwangnaru Station, Exit 2 / Line #2 Gangbyeon Station, Exit 1

*Sheraton Grande Walkerhill



Sirocco

Shopping

Visitors can experience traditional markets and modern shopping in Gangdong where department stores, duty free shops, specialized electronics, shopping malls, as well as antique shops and flea markets are located. Visitors can discover charming traditional Korean souvenirs while strolling along the streets.

Lotte Department Store (Jamsil)

With Lotte World amusement park and Lotte Hotel located nearby, find relaxation and go shopping with great convenience

Ⓞ 10:30-20:00 / closed once a month, call to check the closing date

☎ 02-411-2500

🌐 www.lotteshopping.com

📍 Line #2 Jamsil Station, Exit 3

Lotte Duty Free (Lotte World)

A duty free shop offering famous brand products at 10-30% off original prices with great convenience

Ⓞ 09:30-20:00 / open throughout the year

☎ 02-411-7550-5

🌐 <http://kr.lottedfs.com>

📍 Line #2 Jamsil Station, Exit 3

Techno Mart (Gangbyeon)

A shopping mall and multiplex with a cluster of 2,500 electronics departments

Ⓞ Basement-8th floor 10:00-20:00 / 9th floor 10:00-22:00

☎ 02-3424-0114

🌐 www.tm21.com

📍 Line #2 Gangbyeon Station, Exit 1, 2

Dapsimni Gallery St.

Over 50,000 antique artifacts including wooden crafts, ceramic ware and folklore materials are available here

Ⓞ 09:00-19:00 / closed on Sundays

☎ 02-2244-6120 (Dongbu Branch of Korean Ancient Art Association)

🌐 www.visitseoul.net

📍 Line #5 Dapsimni Station, Exit 4

Seoul Folk Flea Market

A regular flea market offering unique local products and souvenirs at low prices

Ⓞ 02-3707-8024 (Pungmul Market Management Dept. of Seoul City Hall)

🌐 <http://pungmul.seoul.go.kr>

📍 Line #1 Sinseoldong Station, Exit 9

Walkerhill Duty Free Shop

A premium shopping center in Sheraton Grande Walkerhill & W Seoul Walkerhill

Ⓞ Imported goods 10:00-21:00 / Domestic products 10:00-22:30 / open throughout the year

☎ 02-450-6350, 60

🌐 www.walkerhill.co.kr

📍 Line #5 Gwangnaru Station, Exit 2 / Line #2 Gangbyeon Station, Exit 1

Seoul Yangnyeongsi Market

This is Korea's largest herbal medicine market in which approximately 70% of all nationwide medicinal herbs are traded. A wide gamut of raw and processed herbal products are available

☎ 02-969-4793-4

📍 Line #1 Jegi Station, Exit 2



Lotte Duty Free (Lotte World)



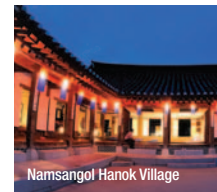
In Korea, entertainment was rooted in the farming culture. Called Pungmulnori, it is comprised of dance and folk music performed with traditional percussive instruments. Samulnori originated from this Pungmulnori based on the four instruments of Kkwaenggwari (a small gong), Jing (a larger gong), Janggu (an hourglass-shaped drum) and Buk (a barrel drum similar to the bass drum). If the Taepyeongso (a Korean double reed wind instrument) is added in the four basic instruments, the rhythm becomes even richer. Samulnori was performed at the World of Music, Arts and Dance (WOMAD) in 1991 and has received world-wide praise ever since. Characteristic individual instruments, dance and acrobatics create such a perfect harmony that audiences cannot help but keep the beat with the performers.



Nanta



Gwanghwamun Art Hall



Namsangol Hanok Village

Places where Samulnori Performances are available in Seoul

1 Nanta
This is a nonverbal performance based on the rhythms of Samulnori. This performance has attracted the most number of viewers in the history of the Korean performing arts and was performed on Broadway in New York City for the first time among Asian performance groups.

2 Gwanghwamun Art Hall
This is a traditional play theater where traditional Korean music, dance, sound, plays and acrobatics are performed including the performance of the Kim Duksoo Samulnori group.

3 Namsangol Hanok Village
Every year, there are a variety of traditional events from spring to fall. Among the many events, visitors' favorite programs are both a Samulnori performance and a Samulnori experience program.

How can I enjoy Seoul if I only have a few hours?

Finished your scheduled business and still have a few hours to spare before going to the airport? Make the most of your time with a quick visit to these famous locales.

“Where can I see UNESCO World Heritage Sites in Seoul?”

City Hall Area

- Changdeokgung Palace → ㉠082
- Jongmyo Shrine → ㉠082
- Royal Tombs of the Joseon Dynasty → ㉠083



Changdeokgung Palace

“Where can I find traditional Korean crafts for friends?”

City Hall Area

- Ssamziegil Shopping Street → ㉠057
- Korea House → ㉠083
- Namdaemun Market → ㉠089

Around Gangdong Area

- Seoul Folk Flea Market → ㉠124

“What is the one must-see landmark of Seoul?”

City Hall Area

- Cheonggyecheon Stream → ㉠085
- Cheongwadae → ㉠085

Yongsan Area

- N Seoul Tower → ㉠104
- Hangang River Park → ㉠104
- Namsan Park → ㉠104

Other Areas

- 63 City



Ssamziegil Shopping Street



Lotte Duty Free Shop (Main Shop)

“Where can I buy a gift for a loved one?”

Gangnam Area

- Hyundai Department Store (Apgujeong) → ㉠027
- The Galleria (Luxury Hall) → ㉠027
- AK Duty Free Shop → ㉠049

City Hall Area

- Lotte Department Store (Main Store) → ㉠089
- Shinsegae Department Store (Main Store) → ㉠089
- Hyundai Department Store (Sinchon) → ㉠089
- Lotte Duty Free Shop (Main Shop) → ㉠089
- Dongwha Duty Free Shop → ㉠089

Yongsan Area

- The Shilla Duty Free Shop → ㉠109
- Galleria Concos → ㉠109

Gangdong Area

- Lotte Department Store (Jamsil) → ㉠124
- LotteDuty Free Shop (Lotte World) → ㉠124
- Walkerhill Duty Free Shop → ㉠124

“Where can I buy tasty, nutritious traditional Korean Hangwa (Korean confectionaries)?”

City Hall Area

- Namdaemun Market → ㉠089
- Insadong → ㉠056

Gangdong Area

- Seoul Yangnyeongsi Market → ㉠124



Hangwa

“Is there any place to look for rare books and materials in Seoul?”

Gangnam Area

- Coex Mall (Bandi & Luni's) → ㉠049

City Hall Area

- KYOBO Bookstore → ㉠089
- Tongmungwan → ㉠057

Yongsan Area

- Foreign Book Store (Itaewon) → ㉠095
- What the Book (Itaewon) → ㉠095





MISO

“What should I see if I want to enjoy traditional Korean arts?”

Gangnam Area

- Korea Cultural House → 043

City Hall Area

- Korea House → 083
- The Chongdong Theater <MISO> → 077
- Gwanghwamun Art Hall <PAN> → 078
- The National Theater of Korea → 078

Gangdong Area

- Walkerhill Theater → 117



Walkerhill Theater

“Where can I see exciting nonverbal performances?”

Gangnam Area

- Ballerina Who Loves B-boy → 036

City Hall Area

- Nanta → 077
- Jump → 077
- Drawing Show → 077
- BABY → 077
- Fanta-Stick → 077

“Where can I experience the trendy culture of Seoul equivalent to Soho in Manhattan?”

Gangnam Area

- Garosu-gil Street → 014
- Cheongdamdong Luxury Street → 022
- Apgujeong Rodeo Street → 026

City Hall Area

- Samcheongdong → 060
- Hongik Univ. Street → 064

Yongsan Area

- Itaewon Street → 094



Samcheongdong Street

Tour Programs offered by hotels

Grand InterContinental Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	Morning	40,000-50,000	Gyeongbokgung Palace, Jogyesa Temple, around Cheongwadae, Bukak Skyway, etc.
	Afternoon	45,000-55,000	Namdaemun, Insadong, Changdeokgung Palace, etc.
Full-day Tours		100,000	Morning City Tour + Folk Village, etc

JW Marriott Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	09:00-12:30	38,000	Jogyesa Temple → Gyeongbokgung Palace Guard Change Ceremony → Gyeongbokgung Palace → The National Folk Museum of Korea → Cheongwadae → Quartz Center or Ginseng Center → Itaewon
	13:00-17:30	40,000	Changdeokgung Palace → Insadong → Namdaemun Market → Quarts Center or Ginseng Center
Full-day Tours	09:00-18:00	95,000	Jogyesa Temple → Gyeongbokgung Palace Guard Change Ceremony → Gyeongbokgung Palace → The National Folk Museum of Korea → Cheongwadae → Quartz Center or Ginseng Center → Lunch (Bulgogi or Dolsot Bibimbap) → Yongsan Electronics Mall Complex → Namsan Traditional Korean House Village → N Seoul Tower → Quartz Center

Grand Ambassador Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	08:00-15:30	65,000	Imjingak Park → Freedom Bridge → ID Check Point → Unification Village (pass by) → The 3rd Tunnel → Dorasan Observatory → Dorasan Station → Imjingak Park → Ginseng Center or Amethyst factory → Drop-off at Itaewon Market or City Hall
	08:00-17:30 (DMZ Tour)	130,000	Half day DMZ tour → Lunch → Join Panmunjeom Tour → ID Check Point → Camp Bonifas → Tour of JSA → Conference Room → Bridge of No Return → Camp Bonifas → Drop-off at Lotte Hotel

Park Hyatt Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	09:00- 12:30	38,000	Jogyesa Temple → Guard Changing Ceremony → Gyeongbokgung Palace (alternative site on Tue.) → The National Folk Museum → Pass by Cheongwadae → Amethyst or Ginseng Center
Full-day Tours	09:00- 17:30	85,000	Jogyesa Temple → Guard Changing Ceremony → Gyeongbokgung Palace (alternative site on Tue.) → The National Folk Museum → Pass by Cheongwadae → Amethyst or Ginseng Center → Lunch (Itaewon) → Changdeokgung Palace & Secret Garden (alternative site on Mon. and Thu.) → Insadong Art Galleries → Namdaemun Market

Grand Hyatt Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	13:00- 17:30	40,000	Changdeokgung Palace & Secret Garden → Insadong → Namdaemun Market → Amethyst or Ginseng Center
Full-day Tours	09:00- 17:30	85,000	Jogyesa Temple → The Royal Guard Changing Ceremony → Gyeongbokgung Palace → The National Folk Museum → Pass by Cheongwadae → Amethyst or Ginseng Center → Lunch → Changdeokgung Palace & Secret Garden → Insadong → Namdaemun Market → Amethyst or Ginseng Center

Ramada Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	08:00- 16:30	65,000	Imjingak Park → Freedom Bridge → 3rd Tunnel → DMZ Theater → Dorasan Station → Unification Village → Insadong

Seoul Palace Hotel

Program	Time	Cost (KRW)	Course
Half-day Tours	13:00- 17:30	40,000	Changdeokgung Palace & Secret Garden → Insadong Art Galleries → Namdaemun Market → Amethyst or Ginseng Center
Full-day Tours (DMZ Tour)	08:00- 18:00	119,000	Half-day DMZ Tour → Lunch (Korean B.B.Q) → Gyeongbokgung Palace → The National Folk Museum → Insadong

Imperial Palace Hotel

Program	Time	Cost (KRW)	Course
Half-day Tours	13:00- 17:30	40,000	Changdeokgung Palace & Secret Garden → Insadong → Namdaemun market → Amethyst or Ginseng Center
Full-day Tours	09:00- 17:30	85,000	Jogyesa Temple → Gyeongbokgung Palace → Cheongwadae → Ginseng Center → Lunch (Itaewon) → Changdeokgung Palace & Secret Garden → Insadong → Namdaemun Market

The Ritz Carlton Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	09:00- 12:30	38,000	Pass by Cheongwadae → Guard Changing Ceremony → Gyeongbokgung Palace (Deoksugung Palace on Tuesday) → The National Folk Museum → Jogyesa Temple → Ginseng Center or The Amethyst Factory → Itaewon sending
Full-day Tours	09:00- 17:30	96,000	Pass by Cheongwadae → Guard Changing Ceremony → Gyeongbokgung Palace → The National Folk Museum → Jogyesa Temple → Amethyst or Ginseng Center → Lunch → Korean Folk Village

Novotel Ambassador Doksan

Program	Time	Cost (KRW)	Course
Half-day Tours	08:00- 15:00	55,000	Imjingak Park → Freedom Bridge → The 3rd Tunnel → DMZ → Dorasan Observatory → Dorasan Station → Unification Village → Amethyst Factory → Drop off Itaewon
Full-day Tours	09:00- 17:00	87,000	Lottel Hotel → Unification Observatory → Lunch → Imjingak Park → ID Check Point → Camp Bonifas → JSA → Drop off at Lotte hotel

COEX InterContinental Seoul

Program	Time	Cost (KRW)	Course
Half-day Tours	Morning	40,000- 50,000	Gyeongbokgung Palace, Jogyesa Temple, around Cheongwadae, Bukak Skyway, etc.
	Afternoon	45,000- 55,000	Namdaemun, Insadong, Changdeokgung Palace, etc.
Full-day Tours		100,000	Morning City Tour + Folk Village, etc

* For other tour programs contact a DMC listed on right next page. → ⑩134

DMC List

COMPANY	PERSON IN CHARGE	TEL / FAX	URL / E-MAIL
AJU Incentive Tours	Lee, Hyun Ae	02-786-0028 02-774-0028	www.ajutours.co.kr ajuincentive@netsgo.com
I love seoul tour	Shin, Yeong Il	02-730-1090 02-733-1096	www.iloveseoultour.com seoulstours21@korea.com
Bosuk Tours	Yoon, Yui Ki	02-595-2900 02-595-2905	- bosuktours@hotmail.com
Bridge Travel	Lee, Sang Ho	02-754-2252 02-779-8142	www.bridge-tour.com bridge5u@naver.com
Chungang Express	Cho, Won Yeong	02-2266-3350 02-2253-8478	www.jsatour.com chogari@yahoo.co.kr
Cosmojin Travel	Kim, Ji Hye	02-336-0345 02-796-1130	www.cosmojin.com cosmojin@cosmojin.com
JaU Tour	Kim, Eun Hae(Grace)	02-3455-0027 02-3783-3629	www.jautour.com kimeunhae@jautour.com
Goodmorning Tours	Cho, Hoon	02-757-1232 02-3675-1277	www.english.koreahas.com tour@koreahas.com
Grace Travel	Seico	02-332-8946 02-336-7334	www.triptokorea.com help@triptokorea.com
Global Tour	Chung, Kuen Hwa	02-330-4270 02-335-0041	www.en.globaltour.co.kr khchung@globaltour.co.kr
Hanatur International	Chun, Hyun Sook	02-398-6641 02-6234-0441	www.hanatur.com inbound@hanatur.com
Hanjin Travel Service	Cho, Kwui Nam	02-726-5541 02-778-2514	www.hanjintravel.com gncho@kaltour.com
Holiday Planners	Chung, Yeong Hee	02-336-3532 02-336-3522	www.holidayplanners.co.kr operation@holidayplanners.co.kr
Housing&Tour	Oh, Eun Hee	02-2088-7871~2 02-6008-2561	www.hnt.pe.kr hnt@hnt.pe.kr
IntoKorea tour	Hong, Yeong Ae	02-771-2470 02-771-2479	www.intokorea.net intokorea1@yahoo.co.kr
Korea Business Travel	Chun, Hee Sung	02-739-8111 02-739-8112	www.kbs-travel.com james001@unitel.co.kr
RYE Tour	Kim, Hwa Kyeong	02-725-0808 02-725-0832	www.ryetour.com ryetour@korea.com
Root Travel	Chung, Yeong Sam	02-549-8605 02-544-8606	www.roottravel.co.kr rootvl@kornet.net
Us Tour & Travel	Kim, Sun Yeong	02-773-7333 02-733-2737	www.ustravel.kr master@ustravel.kr
WowCorea Tour	Chang, Jin A	02-739-3337 02-319-3076	www.wowcoreatour.com help@wowcoreatour.com
YeSung Tour	Seo, Kyeong Won	02-2202-7300 02-2202-3273	www.ifreepass.co.kr ifreepass@hotmail.com
East West Travel Service	Kwon, Kyeong Tae	02-711-6850 02-717-5882	www.ntotour.co.kr ktkwon@ewts.co.kr
Prime Travel Service	Kim, Tae Hwan	02-777-4411 02-753-5080	www.primetravel.co.kr andy23571@hanmail.net
Segye Tour	Anyone	02-6900-9000 02-6900-9091	www.segyetour.com -
Unicom	Kim, Dae Kyoung	02-2274-4080 02-2274-7214	www.hotelkorea.com unicom@hotelwide.com

Major Events in Seoul

April

Hangang Yeuido Spring Flower Festival	http://tour.ydp.go.kr	02-2670-3143
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May

International Modern Dance Festival	www.modafe.org	02-765-5352
Hi Seoul Festival	www.hiseoulfest.org	02-3290-7150
Jongmyo Royal Ancestral Rites	www.jongmyo.net	02-765-2124
Lotus Lantern Festival	www.llf.or.kr	02-2011-1544

June

Korean Queer Culture Festival	www.kqcf.org	0505-303-1998
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July

Seoul Grand Sale	www.visitseoul.net	02-2171-2456
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August

Seoul Fringe Festival	www.seoulfringe.net	02-325-0110
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September

The World Festival of National Theaters	www.ntok.go.kr	02-2280-4287
Seoul Drum Festival	www.seouldrum.go.kr	02-757-2121

October

Seoul International Fireworks Festival	www.bulnori.com	02-729-1702
Seoul International Dance Festival	www.sidance.org	02-3216-1185
Seoul Performing Arts Festival	www.spaf.or.kr	02-3668-0100-7
Seoul Yangnyeongsi Oriental Medicine Cultural Festival	www.seoulya.com	02-969-4793
Hanseong Baekje Cultural Festival	www.baekjefest.com	02-2147-2826

* Hangang River Outdoor Swimming Pools Open from July-August: When the Hangang River Outdoor Swimming Pools open, it means that summer is really here in Seoul. Enjoy a thrilling dip in the pool or lounge beside it and enjoy the beautiful river landscape.

* The schedule of the festivals listed above are subject to change.
(Please confirm times and dates before attending.)

Essentials for Travelers

Seoul Weather

South Korea has a temperate climate with four distinct seasons. Be sure you prepare clothing and other items appropriate for the season when you are traveling.

Spring (March to May) A warm and sunny season (12°C in average), bring a long-sleeved shirt because of spring frost and variation in temperatures throughout the day.

Summer Summer (June to August) is hot and humid (23-27°C). You should bring lightweight summer clothes. Pack an umbrella for the rainy days between mid June to early July.

Autumn (September to November) Because of cooler temperatures (11-19°C in average), it is a great season for outdoor activities. However, it is recommended to bring a jacket, sweater and scarf because of chilly winds.

Winter (December to February) The weather is cold and dry with an average temperature of -6 to 7°C. It is recommended to bring a hat and umbrella for snowy days. You should also bring gloves and a muffler.

Useful Information in Seoul

Restaurant Etiquette

- You just say “Deo Juseyo!” if you want to have more side dishes. There is no additional charge.
- Tipping is not required. All product prices and service charges are already included in the Value Added Tax.

On The Street

- Some buildings open their restrooms to the public. You will see bathroom signs on the street if public restrooms are available. There are also other public restrooms available for a fee (KRW 100 per 10 minutes).
- Arisu (tap water), which is safe to drink (approved by WHO), is available on the street.

Luggage Storage

- If you want to store your luggage after checking out of the hotel, you may use a locker in a subway station. If you are around Myeongdong, you can use the Luggage Storage Service at the Seoul Center for Culture & Tourism. (☎ 02-3789-7961)

Shopping Information

- In Korea, all product prices already include Value Added Tax (10%). You just need to pay the tag price.
- International credit cards such as VISA, MasterCard, AMEX and JCB are accepted in most general stores (if affiliated) as well as in hotels, department stores and duty free shops.

Essentials for Travelers

Souvenir Ideas

Najeonchilgi Crafts Najeonchilgi is traditional Korean lacquer ware with mother-of-pearl inlay. Jewelry boxes, pencil cases, small cabinets, compact mirrors and accessories are available. → @056

Traditional Korean Crafts There are many traditional patterned fans, key chains, mobile phone chains, hairpins and business card cases for the souvenir shopper. In Insa-dong, a variety of beautiful traditional Korean crafts are available at low prices. → @056

Traditional Korean Clothing Hanbok is traditional Korean apparel with beautiful curves and colors. Even though they look somewhat large, you can adjust them by pulling the strings on the item. Therefore, it is easy to buy Hanbok for your child or spouse even though you may not know their exact body size. → @111

Traditional Korean Paper Hanji is environment-friendly traditional Korean paper that can last for 1,000 years. Made of mulberry and dyed naturally, it has beautiful and fascinating colors. Various items made of this traditional Korean paper, such as notebooks and postcards, are available. → @056

Porcelain Korean ceramic ware has been praised by the world because of its color tone and aesthetic beauty. You can make your own pottery and bring it home or buy a great piece at an antique shop. → @056

Medicinal Herbs Korea's largest herbal medicine market, in which approximately 70% of all medicinal herbs are traded, is located in Seoul. In this market there are nearly 1,000 shops clustered together. A variety of medicinal herbs, such as ginseng, are available at low prices. → @124



Useful Information

Transportation

Bus The Seoul bus system is divided into four colors: blue (main line), green (branch line), yellow (circular line) and red (wide area line).

With the online bus map (bus route searching system), Seoul metropolitan city helps foreigners easily use local transportation.

① <http://english.seoul.go.kr> [EN]

Category	Pass	Cash
Blue-Long-distance city bus	900	1,000
Green-Short-distance city bus	900	1,000
Red-Seoul-Gyeonggi Area express bus	1,700	1,800
Yellow-Circular city bus	700	800

Basic fare : 10km
Additional charge: KRW 100 for every additional 5km

Taxi Taxi stands are easily found across the city. In fact, you can readily find a taxi on the street. There are three types: general taxis, deluxe taxis and van taxis. The basic fare for general is KRW 2,400. The other two are more expensive.

Subway Since the whole city is perfectly networked through nine subway lines, you can easily arrive at your destination using the Seoul subway system. It is available every three minutes (every 20 minutes after midnight) from 5:30am to 1:00am (until midnight on Saturdays, Sundays and national holidays).

① www.seoulmetro.co.kr (EN)

Category	Pass	Cash
Adults	900	1,000
Teens	720	1,000
Children	450	500

(KRW)

Basic fare : 10km
Addition Charge : KRW 100 for every additional 5km for 10-40km

International Taxi

International taxis have been introduced for the convenience of foreign tourists as the drivers can communicate in English. For these taxis, advanced reservations are required. You can book a taxi through the 24-hour call center [☎ 1644-2255].

Seoul City Pass

With this pass, you can use the subway and city buses regardless of distance up to 20 times per day.

① <http://www.seoulcitypass.com> ☎1644-0088

1-day Pass	KRW 15,000
Up to 20 times to ride buses and a subway for a day	
2-day Pass	KRW 25,000
Up to 40 times (20 times per day) to ride buses and a subway	
3-day Pass	KRW 35,000
Up to 60 times (20 times per day) to use buses and a subway	

* No limits to ride Seoul City Tour Bus (City Tour, Royal Palace Tour)

* Available transportation-Seoul subway, blue, green and yellow buses [Red buses, Gyeonggi and Incheon buses NOT available]

Places to buy a Seoul City Pass

- ① Tourist Information Center: Dongdaemun, Gwanghwamun, Itaewon Station, Gimpo Airport, Samilgyo, Namdaemun, Jamsil
- ② Family Mart and Ministop located in the Incheon International Airport

Useful Information

Other Transportation

Since Seoul has well-designed subway and bus networks, it is easy to travel around the city even if it is your first visit to Seoul. Taxis are a very convenient means of transportation as well. There are also more unique means of transportation in Seoul. You can quickly reach the other side of the city by traveling on the Hangang River. You can also receive VIP treatment in a luxurious limousine.

Tour Boat The seven ferry terminals along the Hangang River are also fascinating tourist attractions in Seoul. You can enjoy the scenic views of Seoul in the daytime and enjoy extravagant night views and exciting on-board performances in the evening.

☎ 02-3271-6900

① www.hcruise.co.kr

Hangang River Water Taxi A brand-new means of transportation that traverses the river allowing you to arrive at the westernmost part from the easternmost part of Seoul within 30 minutes. You can also tour fascinating tourist

attractions along the river. attractions along the river.

☎ 1588-3960

① www.pleasantseoul.com

Premium Pass Limousine You can go to your hotel or any place you want from Incheon International Airport in a luxurious limousine. A variety of limousine packages such as 'Special Seoul Night Tour' and 'Business & Convention' are available.

☎ 02-2063-3545

① www.limoservice.co.kr

Currency

The unit of Korean currency is the WON (KRW). Coin denominations are KRW 1, 5, 10, 50, 100 and 500. Bank notes are KRW 1,000, KRW 5,000, KRW 10,000 and KRW 50,000. You can exchange money at airports, banks and large shopping malls. At hotels and airport duty free shops, US dollars are also accepted. You can use your international credit card as well.

Exchange Rate

USD 1	1,114.85
EUR 1	1,555.91
JPY 100	1,353.89
CNY 6	1,018.31
HKD 7	1,001.83

* As of March 2011

Useful Information

Medical Services

In Seoul, there are many excellent hospitals equipped with state-of-the-art facilities. In the event of emergency situations, you can receive quick, high-quality medical treatment. If you are sick, explain your symptoms to the hotel's front desk. Some hospitals offer interpretation services for foreigners' convenience.

International Health Care Centers in Seoul

Large Korean hospitals operate an international health care center (international medical clinic) for foreigners. The bilingual medical staff and volunteers will help you receive excellent medical care in a relaxed and comfortable setting.

FACILITY	TEL
International Health Care Center at Seoul National University Hospital	02-2072-0505
International Health Care Center at Soon Chun Hyang University Hospital	02-709-9158
International Clinic at Kyung Hee University Medical Center	02-958-9644
International Medical Center at Hanyang University Hospital	02-2290-9550
International Medical Center at Yonsei Sinchon Severance Hospital	02-2228-5800
International Health Care Center at Seoul St. Mary's Hospital	02-2258-5745
International Health Care Center at Seoul Samsung Hospital	02-3410-0200
International Health Care Center at Gangnam Severance Hospital	02-2019-3600
International Clinic at CHA Hospital	02-3468-3127
International Clinic at Asan Medical Center	02-3010-5001

Emergency Medical Services for Foreigners

In the event of emergency situations while touring Seoul, just call 1339 without area code. A variety of medical service information is available 24 hours a day, year round.

- Dial 1339 without area code (English, Japanese, Chinese)
- Services
 - Information on international medical centers available for emergencies
 - Recommends the best hospital available
 - Gives consultation on first aid and diseases in emergency situations
 - Calls an ambulance if necessary
 - Information on hospitals available for non-emergency patients
 - Gives other useful information for patients in an emergency

Useful Information

Telephone No.

- Interpretation Service BBB(Before Babel Brigade) : Telephone Interpretation Service
① 1588-5644
- DASAN Call Center : Seoul-related information Call ①120 without area code
- Seoul Lost & Found : If your personal belongings are lost ① 02-2299-1282
- Tourist Information Guide : Tourist Information ① 02-1330
- Korea Tourism Organization Compliant Center : Report tourism-related complaints
① 02-735-0101

Banks

BANK	TEL	URL
Kookmin Bank	1644-9999	www.kbstar.com
Shinhan Bank	1599-8000	www.shinhan.com
Woori Bank	080-365-5000	www.wooribank.com
Korea Exchange Bank	1588-3500	www.keb.co.kr
Citibank Korea	1588-7000	www.citibank.co.kr
Industrial Bank of Korea	1566-2566	www.ibk.co.kr
SC First Bank	1588-1599	www.scfirstbank.com
HANA Bank	1588-1111	www.hanabank.com
HSBC	1588-1770	www.hsbc.co.kr

Useful Information

Business hours (Major Organizations and Buildings)

ORGANIZATIONS AND BUILDINGS	WEEKDAYS	SATURDAYS	SUNDAYS AND HOLIDAYS
Bank	09:00~16:00	Closed	Closed
Public and Government Offices	09:00~18:00	Closed	Closed
Post Office	09:00~18:00	Closed	Closed / Main Post Office (open throughout the year)
Foreign Public and Government Offices	09:00~17:00	Closed	Closed
Department Store	10:30~20:00	10:30~20:30	10:30~20:30 (once a month, closed on weekday)
Private Company	09:00~18:00	Closed	Closed

Duty Free Shops

AREA	DUTY FREE SHOP	TEL	LOCATION
Gangnam	AK Duty Free Shop(Coex)	02-3484-9777	Line #2 Samsung Station
	Dongwha Duty Free Shop	080-399-3456	Line #5 Gwanghwamun Station
City Hall	Lotte Duty Free Shop (Main Store)	02-759-6550-6	Line #2 Euljiro 1-ga Station
	Lotte Duty Free Shop (Lobby)	02-759-7680-3	Line #2 Euljiro 1-ga Station
Yongsan	The Shilla Duty Free Shop	02-2230-3662	Line #3 Dongguk Univ. Station
	Lotte Duty Free Shop (Lotte World)	02-411-7550-5	Line #2 Jamsil Station
Gangdong	Walkerhill Hotel Duty Free Shop	02-450-6350, 60	Line #2 Gangbyeon Station
	AK Duty Free Shop (Gimpo Airport)	02-2064-2700	Line #5 Gimpo Airport Station

Useful Information

Department Stores

AREA	DUTY FREE SHOP	TEL	LOCATION
Gangnam	Lotte (Gangnam)	02-531-2500	Bundang Line Hanti Station
	Hyundai (Trade Center)	02-552-2233	Line #2 Samsung Station
	Galleria	02-3449-4114	Line #3 Apgujeong Station
	Shinsegae (Gangnam)	1588-1234	Line #3, 7 Express Bus Terminal Station
	Hyundai (Main)	02-547-2233	Line #3 Apgujeong Station
City Hall	Lotte (Main)	02-771-2500	Line #2 Euljiro 1-ga Station
	Hyundai (Sinchon)	02-3145-2233	Line #2 Sinchon Station
	Shinsegae (Main)	1588-1234	Line #4 Hoehyeon Station and Myeongdong Station
Yongsan	Galleria Concos	02-390-4114	Line #1, 4 Seoul Station
	I'Park Mall (Yongsan)	02-2012-0101	Line #1 Yongsan Station
Gangdong	Lotte (Jamsil)	02-411-2500	Line #2 Jamsil Station
	Lotte (Star City)	02-2218-2500	Line #2, 7 Konkuk Univ. Station
Others	Lotte (Nowon)	02-950-2500	Line #4, 7 Nowon Station
	Shinsegae (Yeongdeungpo)	02-2638-2143-6	Line #1 Yeongdeungpo Station
	Hyundai (Mia)	02-2117-2233	Line #4 Gireum Station
	Lotte (Mia)	02-944-2500	Line #4 Mia Sangeori Station
	Lotte (Yeongdeungpo)	02-2632-2500	Line #1 Yeongdeungpo Station
	Hyundai (Mok-dong)	02-2163-2233	Line #5 Omokgyo Station
	Lotte (Cheongyang-ri)	02-966-2500	Line #1 Cheongyang-ri Station
Lotte (Gwanak)	02-833-2500	Line #2 Sindaebang Station	
Hyundai (Cheonho)	02-488-2233	Line #4 Gireum Station	

* Most department stores are closed once a month (mostly on a Monday). It is recommended to contact the department before you visit.

Seoul Tourism Organization Support System

To ensure the success of your MICE event in Seoul, the Seoul Convention Bureau promises to deliver quality service with complete support from A to Z. Our professional staff provides a full range of services at all stages of convention planning. From the initial invitation to the day of the actual event, our step-by-step service is tailored to fit your needs to produce a smooth, seamless experience. The Seoul Convention Bureau is your well-prepared partner!

Support Programs for Bids to Host a MICE Event in Seoul

- Financial support for site inspection, bidding activities, preparing the bid proposals
- Provide information and data on bids to host an event through the Council of Promoting International Meeting Industry of the Seoul Metropolitan City
- Provide a Letter of Recommendation or Video message from the mayor of Seoul to support your bid to host an event
- Provide Letter of Recommendation or Video message from the CEO of the Seoul Tourism Organization to support your bid to host an event
- Additional Administrative support for site inspection

Support Programs to Promote a MICE Event in Seoul

- Financial support to mail abroad
- Provide information and advice on convention hosting
- Provide a portable promotional booth
- Provide promotional film featuring Seoul Metropolitan City
- Cooperation for production of promotional film to help hold a convention

Support Programs for Holding MICE Event in Seoul

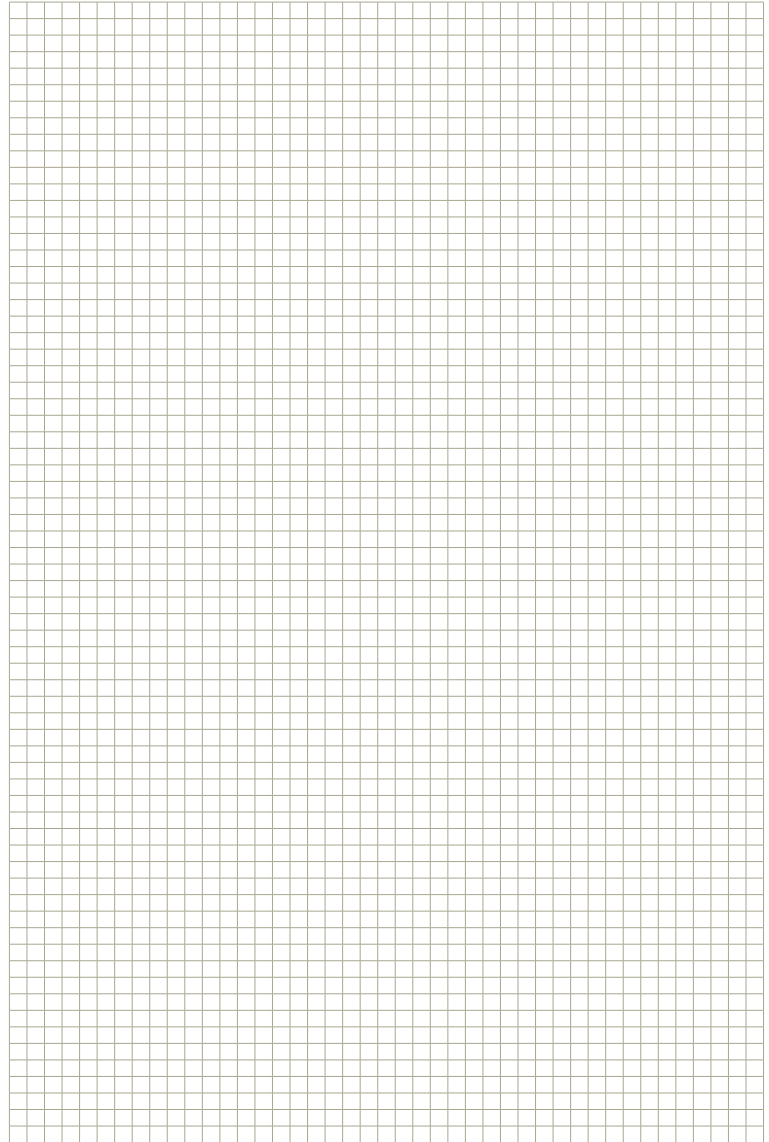
- Financial support for publication, rental of convention venues, tour
- Hosted banquet by the mayor of Seoul
- Secure qualified, bilingual volunteers associated with the Seoul Convention Bureau for an event
- Production assistance for a tourism brochure to be distributed to convention participants
- Complimentary advertising opportunity at the Incheon International Airport

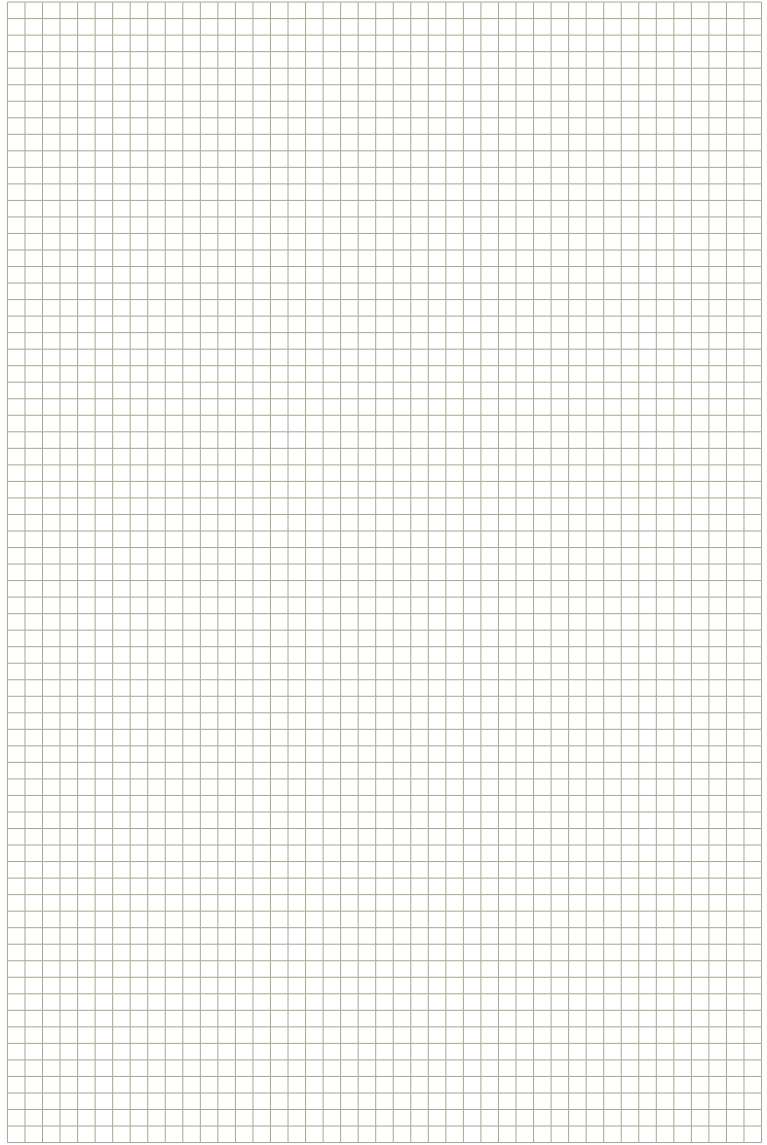
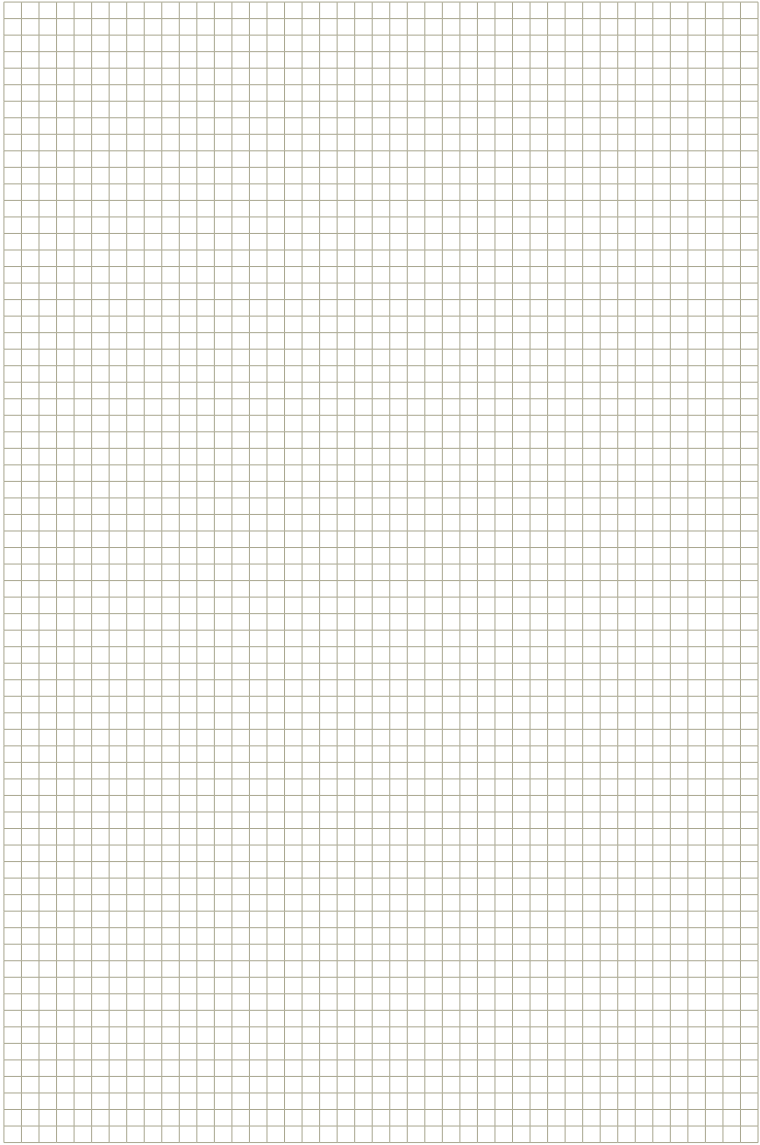
Convention Experts At Your Service

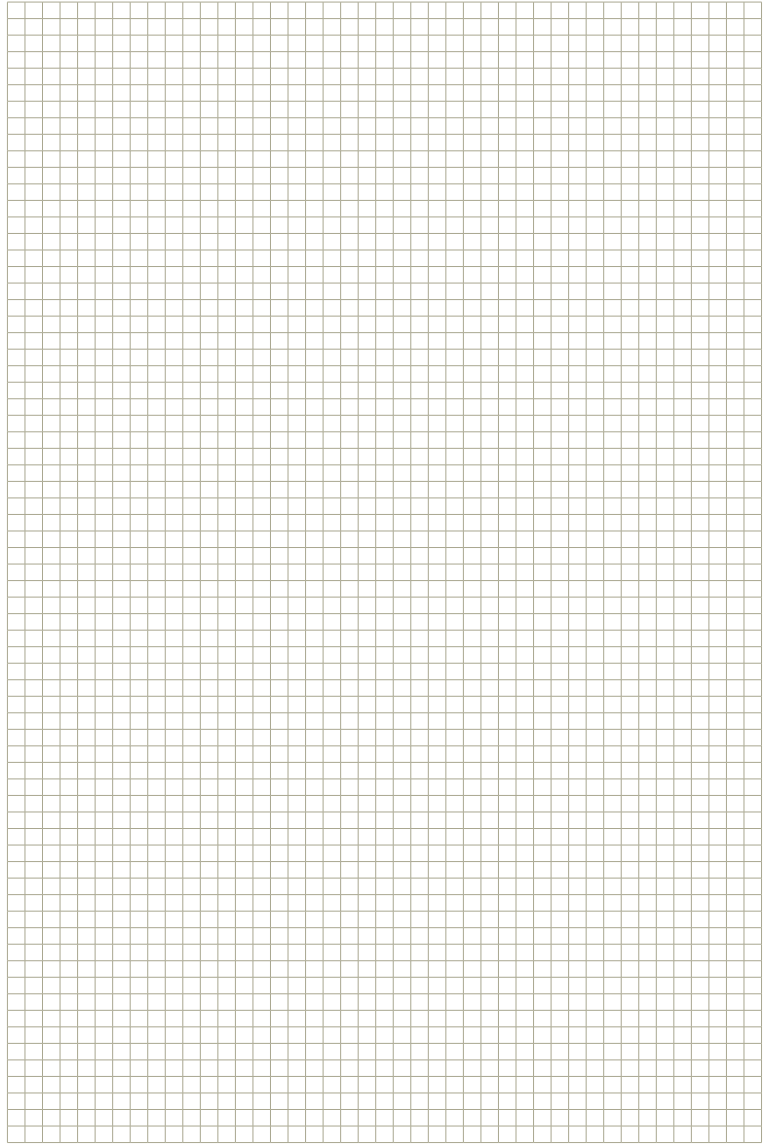
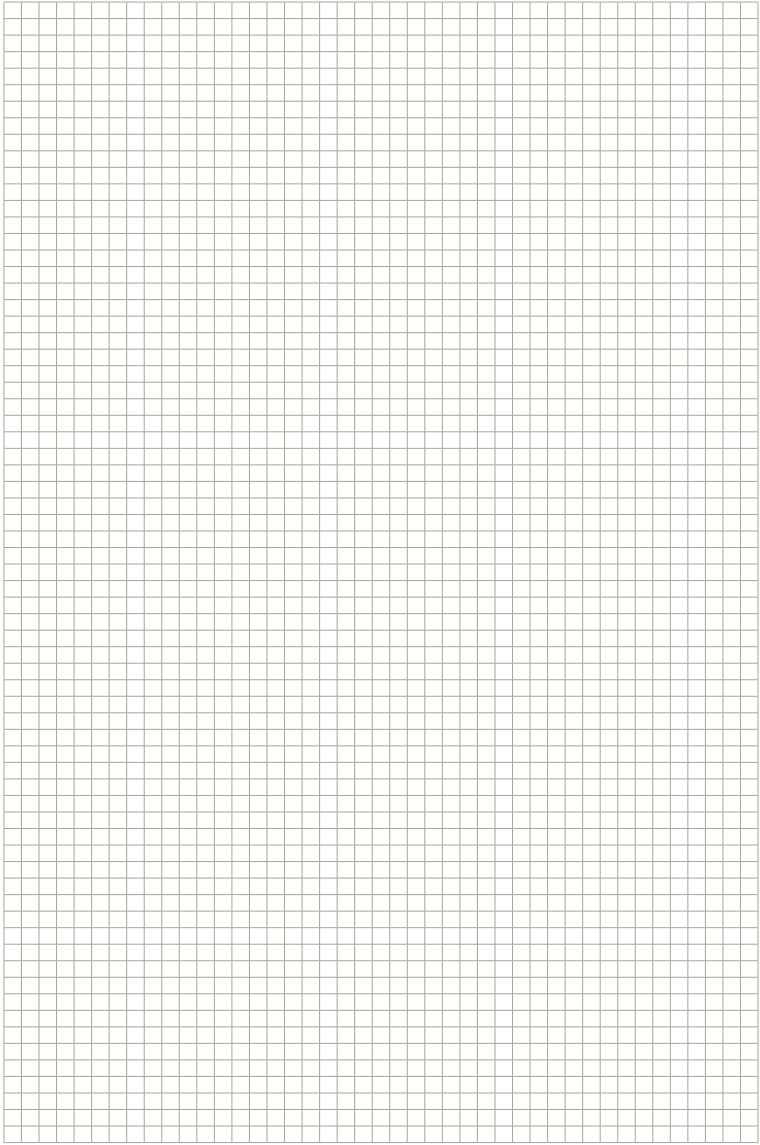
We maintain a database of all graduates of the Seoul Convention Academy, Seoul Convention Bureau Volunteer Team and those of 19 convention-related departments at 11 Seoul colleges to provide a highly trained pool of volunteers for your event.

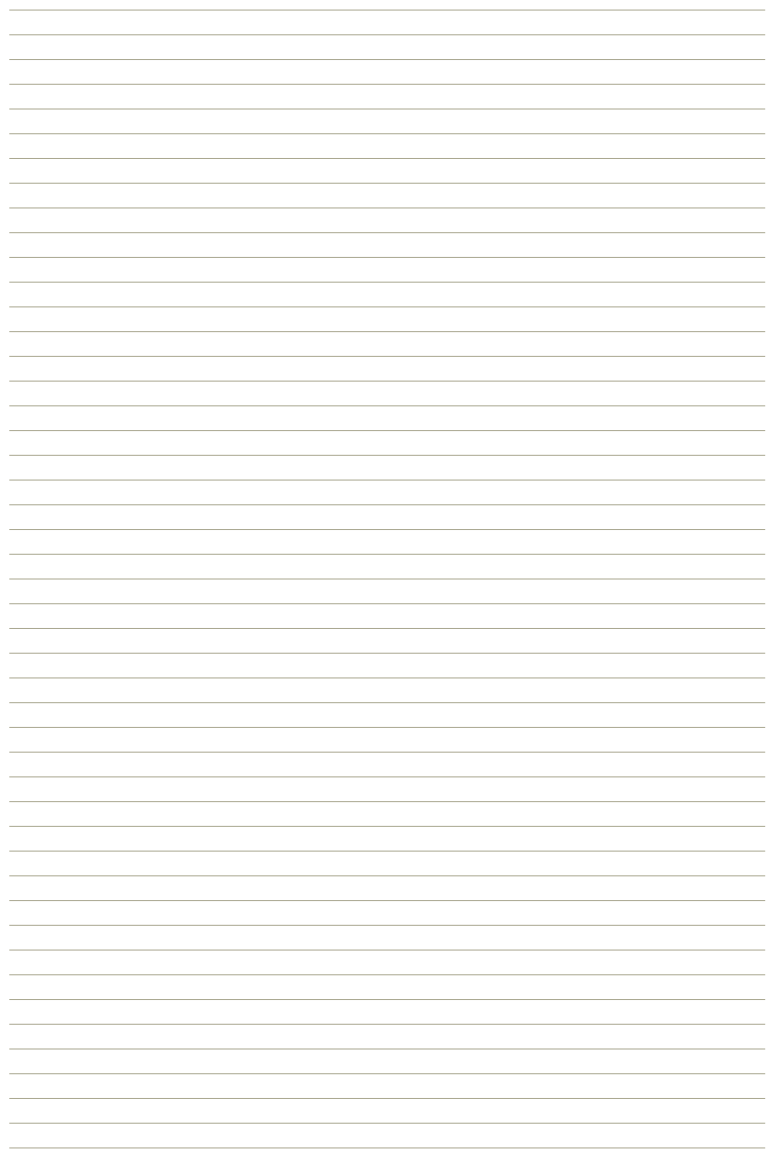
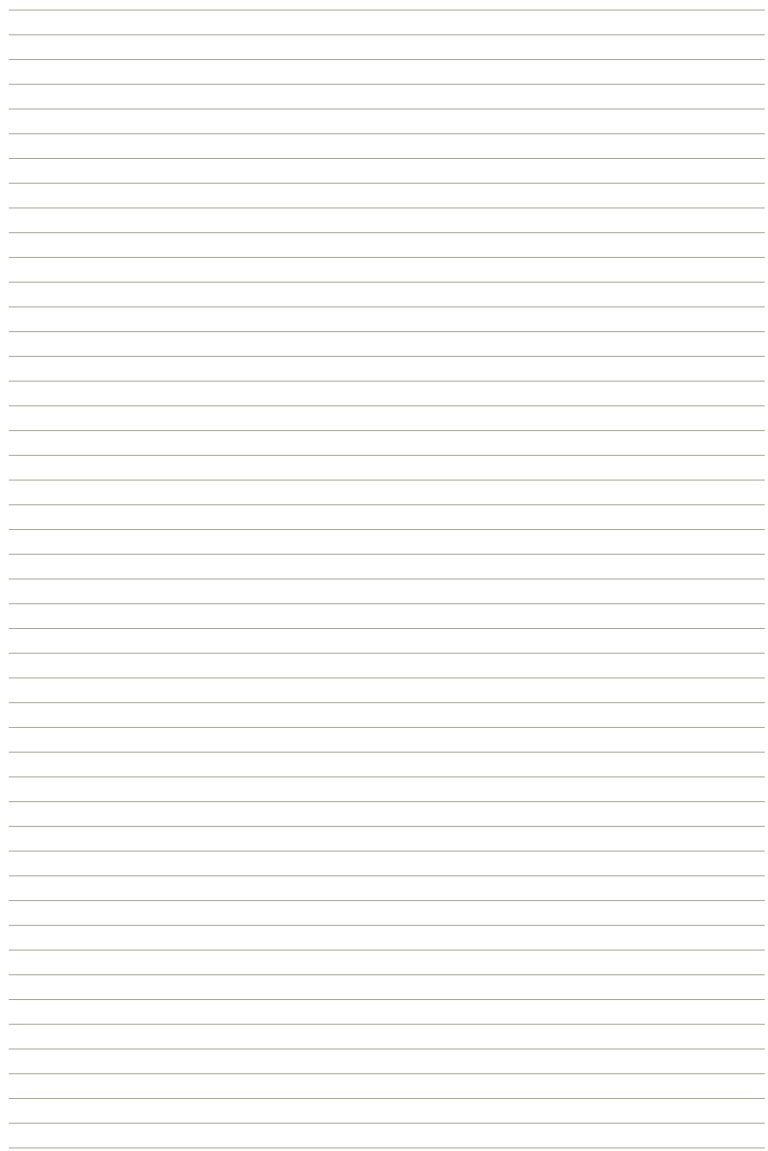


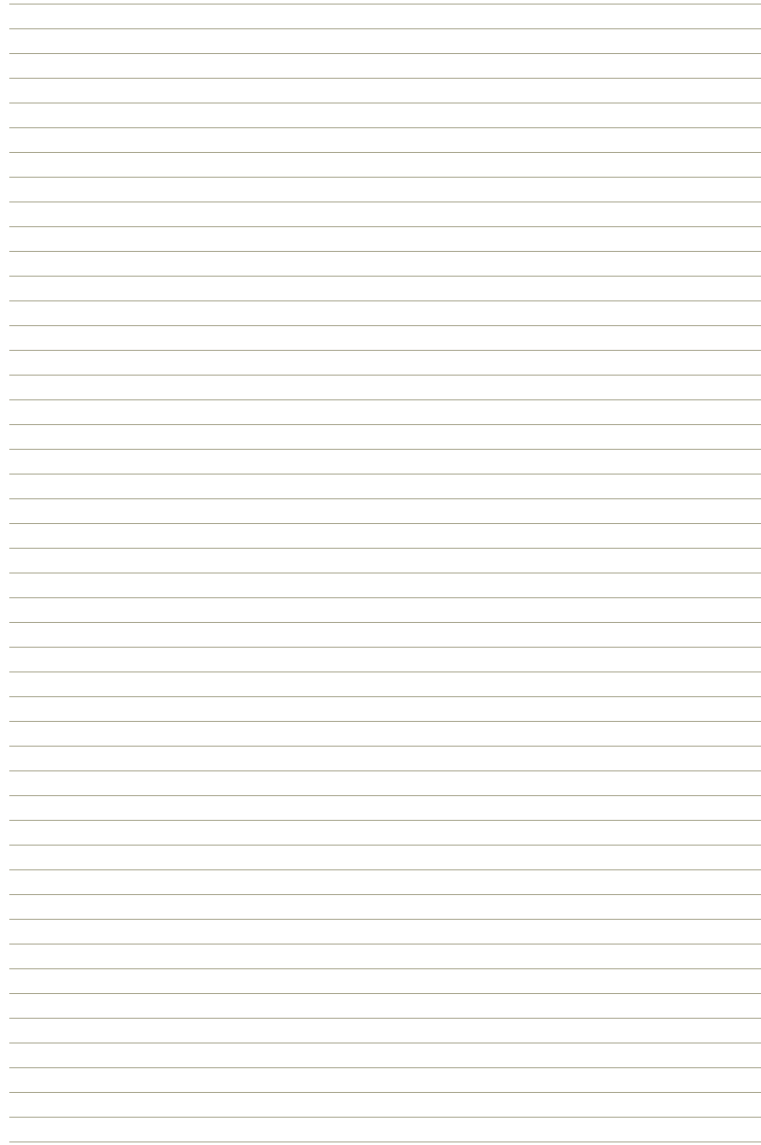
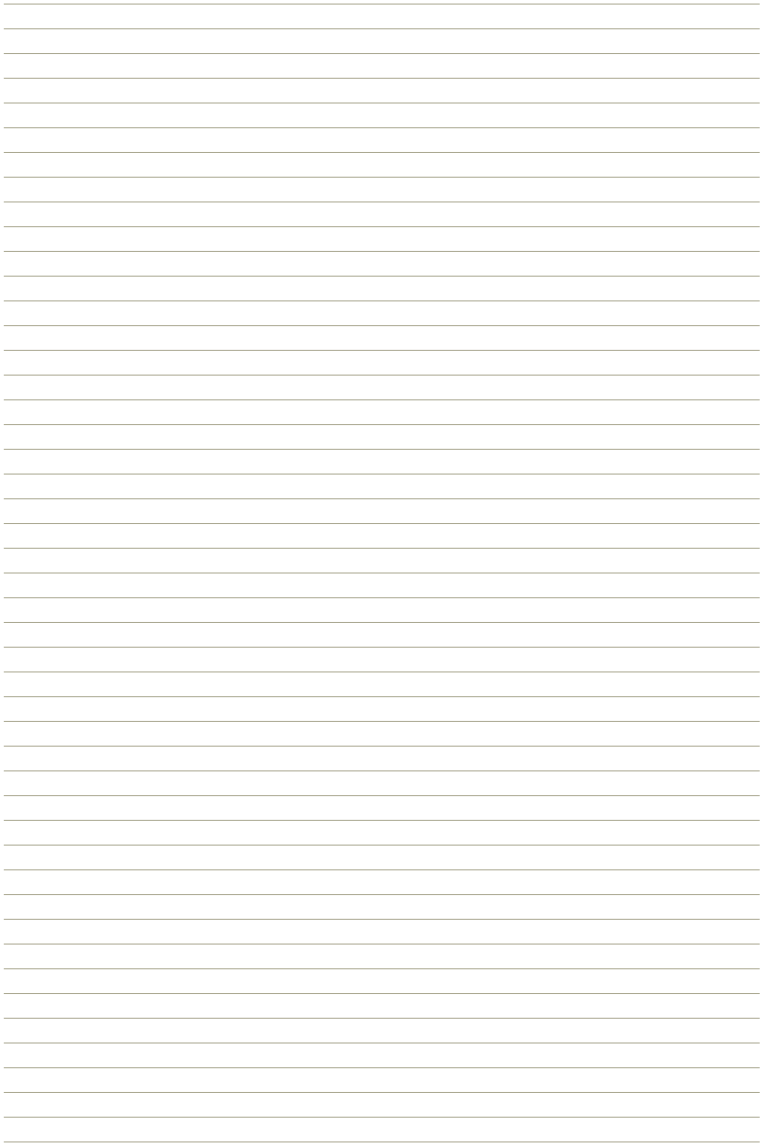
NOTES













**Seoul Metropolitan Government,
Tourism Promotion Division**



**Seoul Convention Bureau,
A division of the Seoul Tourism Organization**

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• Seoul Tourism Organization is a public corporation founded by Seoul authority and several private companies to promote a systematic Seoul tourism marketing.



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