2014 Seoul Tour+
Itineraries for the Five Senses
Healing 2014. 6.
**Seoul Tour’s Itineraries for the Five Senses**

Starting with the May issue, 10 itineraries to experience the charms of Seoul to the fullest (40 different content items) will be created with a new theme every month. They will be provided as product information customized to your needs under the title of “Seoul Tour’s Itineraries for the Five Senses.” You are asked to make active use of them when planning high-quality Seoul tour products for foreign group tourists.

### 1 High-End Healing Tour to Keep Body and Soul Healthy

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<td>1</td>
<td>Seoul Forest - Squeeze Village - Pevonia Spa - ON</td>
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<tr>
<td>2</td>
<td>Seonyudo Park - White Secret - SPA the el - Walking on the Cloud</td>
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<td>3</td>
<td>Mongchontoseong Fortress - Tea Therapy - Cheongkwanjang SPA G - Camping in the City</td>
<td>14</td>
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<td>4</td>
<td>Haneul Park(Sky Park) - TISBEAN - Chaum Theraspa - N Seoul Tower’s N Grill</td>
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<td>5</td>
<td>Forest Bathing Park in Seoul Grand Park - Beautiful Tea Museum - Hagajae - Faro Grand</td>
<td>24</td>
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</table>

### 2 Trip to Seoul that Heals the Soul

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<th>Page</th>
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<td>Yakhyun Catholic Church - Jeoldusan Martyrs’ Shrine - Mass in Multiple Languages at St. Francis Catholic Church - Sowolgil Observatory</td>
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<td>7</td>
<td>Gahoe-dong Catholic Church - Buam-dong Alleys - Myeongdong Cathedral Mass -Café Rio and Café Nodeul</td>
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<tr>
<td>8</td>
<td>Gilsangsa Temple - Seongbuk-dong Alleys - Bongeunsa Temple Life - Gwangjingyo Riview 8th Avenue</td>
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<tr>
<td>9</td>
<td>Jogyesa Temple - Pyeongchang-dong Alleys - International Seon Center - Dong-A Science Astronomical Observatory</td>
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<tr>
<td>10</td>
<td>Yanghwaajin Foreign Missionary Cemetery - Deoksugung Palace Jeongdong-gil - Appenzeller Noble Memorial Museum - Top Cloud</td>
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### Special Recommendations

<table>
<thead>
<tr>
<th>Special</th>
<th>Itinerary</th>
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<tbody>
<tr>
<td>1</td>
<td>Dongdaemun Design Plaza (DDP)</td>
<td>56</td>
</tr>
<tr>
<td>2</td>
<td>Jeongdong Observatory</td>
<td>63</td>
</tr>
<tr>
<td>3</td>
<td>Performance - Pyeongrong: That Peaceful Reverberation</td>
<td>64</td>
</tr>
<tr>
<td>4</td>
<td>2014 Quality Tour Product Certification System</td>
<td>65</td>
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<td>Information</td>
<td>Seoul Tour’s Itineraries for the Five Senses</td>
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</table>
Healing 1 High-End Healing Tour to Keep Body and Soul Healthy
Overview

Healing 1 : High-End Healing Tour to Keep Body and Soul Healthy

★ Product Characteristics: High-end healing courses that will relieve fatigue from everyday life and boost your body and soul!
☞ Healing parks in Seoul take you away from the dreary urban landscape to a mountain, river or forest in the middle of the city.
☞ Experience famous spas in Seoul, favorite healing places of celebrities ranging from Hollywood stars to Hallyu stars.
☞ Enjoy night views of Seoul over a classy dinner at a restaurant with a great atmosphere and fantastic view of Seoul.

<table>
<thead>
<tr>
<th>11:00 AM</th>
<th>13:30 PM</th>
<th>15:30 PM</th>
<th>20:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healing Park</td>
<td>Healing Therapy</td>
<td>Healing Experience</td>
<td>Healing Restaurant</td>
</tr>
</tbody>
</table>

Nature in a forest of buildings
- Go and see downtown parks in Seoul, which is surrounded by mountains.
- There are diverse healing parks where you can escape a forest of buildings and get in touch with nature.
- You can choose from five itineraries depending on your favorite areas.

Pleasing to the palate, healing to the body
- Kill two birds with one stone: A healing place with offerings that delight your mouth and make your body healthier!
- After a skin test, try cosmetics that best suit your skin and enjoy organic juice.
- Enjoy the leisure of a relaxing tea in a lower-body bath.
- Beauty cafes where you can refresh yourself, polishing your nails and putting on makeup while having a cup of coffee.

A valuable investment in someone special—You!
- An itinerary that relieves you of fatigue from head to toe
- Experience the best spas that Hollywood stars have visited
- Experience detox therapies based on a combination of Korean traditional and Western medicine that keeps you healthy
- Spas and therapies that guarantee relief from stress and deep sleep in addition to skin care

Savor an exclusive dinner and night views of Seoul
- Places where you can have a classy dinner with night views of Seoul
- Experience “glamping,” outdoor camping at one of the finest hotels
- Hidden hot spots where you can capture the enchanting days and nights of Seoul in one place

Course | 11:00 AM | 13:30 PM | 15:30 PM | 20:00 PM
---|---|---|---|---
1 | Seoul Forest | Squeeze Village | Pevonia Spa | ON
2 | Seonyudo Park | White Secret | SPA the el | Walking on the Cloud
3 | Mongchontoseong Fortress | Tea Therapy | Cheongkwanjang SPA G | Camping in the City
4 | Haneul Park (Sky Park) | TISBEAN | Chaum Theraspa | N Seoul Tower’s N Grill
5 | Forest Bathing Park in Seoul Grand Park | Beautiful Tea Museum | Hagajae | Faro Grand
1 Healing Park - Seoul Forest

2 Healing Therapy - Squeeze Village

3 Healing Experience - Pevonia Spa

4 Healing Restaurant - ON
Seoul Forest

Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Seoul Forest</th>
<th>Capacity</th>
<th>No limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>273, Ttukseom-ro, Seongdong-gu, Seoul (685, Seongsu 1-ga 1-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>parks.seoul.go.kr/seoulforest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>Seoul Forest</td>
<td>Open 24 hours a day</td>
<td></td>
</tr>
<tr>
<td>(Ecological</td>
<td></td>
<td>Summer season 07:00-20:00</td>
<td></td>
</tr>
<tr>
<td>Forest)</td>
<td></td>
<td>Winter season 08:00-18:00</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-460-2905</td>
<td></td>
<td></td>
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<tr>
<td>Park</td>
<td>Open year round</td>
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<td></td>
</tr>
<tr>
<td>Exhibitions</td>
<td>Closed (holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
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</tr>
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</table>

About

In the middle of a forest of buildings, Seoul Forest provides you an ecological space full of vital energy where you and your family will have healthy healing experiences.

- Seoul Forest consists of five theme parks centered on Cultural Art Park, including Ecological Forest, Nature Experiencing Study Field, and Wetlands Ecological Field.
- The Ecological Forest, once submerged under the Han River, has been transformed into an eco-forest connecting the Han River and Jungnang-cheon (Jungnang stream) to make it as close to nature as possible. Now it is a natural habitat for many wild animals and plants.
- In this park, which is five times the size of Yeouido Park, you can experience the ecological system, culture and arts of Seoul. The Meta Square trail in particular is a famed walking trail thanks to its gorgeous night views.
- In this park, you will find a diverse range of themes that you and your family can enjoy together: the Environmental Playground, Outdoor Experience Class, Ttukseom Family Ground and Insect Garden as well as the ecological forest where you can try feeding deer and water deer.

Photos

- Seoul Forest Waterside Rest Area
- Seoul Forest Gallery Garden
- Seoul Forest Meta Square
- Seoul Forest Mirror Lake
- Seoul Forest "ecological" deers
- Seoul Forest Plaza

How to Get There

- Exit ② of Seoul Forest Station (Subway Line Bundang Line) - cross the street at the crosswalk and go straight 200m - Seoul Forest
- Exit ⑦ of Ttukseom Station (Subway Line ⑨) - take the right side and go straight for 200m - take a right turn and go straight for 10m - cross two pedestrian's crossings to arrive at Seoul Forest.

Parking

- Seoul Forest Parking Lot can accommodate up to 189 cars (177 small cars and 12 large cars).
- Small-sized: 300 won per 10 minutes. Large: 600 won per 10 minutes

Product Development Tips

- Loaded with chances to experience the diversity of nature, this park is a place where both adults and children can learn while playing together. It can be developed into family tour packages.

Nearby Attractions

- Ttukseom Park, Seongsu-dong Sujehwa Town, and Wangsimni Gopchang-Gui Alley
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Squeeze Village</th>
<th>Capacity</th>
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<tbody>
<tr>
<td>Address</td>
<td>Squeeze Village, 1st floor, 116-7, Nonhyeon 2-dong, Gangnam-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Kim, Jin Kyung</td>
<td>Phone</td>
<td>+82-70-7761-3662</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.squeezevillage.com">www.squeezevillage.com</a></td>
<td>Closed (holidays)</td>
<td>Open year round</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>By phone</td>
<td>Hours</td>
<td>10:00–22:00</td>
</tr>
</tbody>
</table>

### About

"Squeeze Village" Detox Juice, the drink that Miranda Kerr revealed as the secret to her flawless complexion

- Squeeze Village sells cold-pressed juices made of fresh fruits and detoxifying vegetables.
- No syrup, water, white sugar, preservatives or coloring additives are used in any of the drinks. Only natural ingredients are used.
- Its main menu is "Miranda Kerr Detox Juice," which has become the talk of the town since Miranda Kerr herself presented the recipe on Youtube.
- Miranda Kerr Detox Juice - A shake of coconut water, coconut milk and seven powders. It is good enough as a substitute for a meal.
- Wheatgrass, Kohlrabi and Apple Juice is an anti-aging drink with an antioxidant effect. It is great at detoxifying the blood and liver.

### Photos

- Exterior of Squeeze Village
- Squeeze Village's kitchen
- Wheatgrass, grapefruit and apple juice
- Interior of Squeeze Village
- Homegrown wheatgrass
- Lowbush blueberry and lemon tea

### How to Get There

- Exit ③ of Gangnam-gu Office Station (Subway Line 7) - go straight 300m - first floor of the Medi for Ladies (Dr. Lee's Obstetrics and Gynecology Clinic) building

### Parking

- Up to six cars can be parked in the parking lot on the first floor (free of charge).
- Cheongdam Cheonga Gil Public Roadside Parking Lot can accommodate up to 15 cars and one large bus (700 won per 10 minutes for the first two hours and 1,400 won per 10 minutes afterwards).

### Product Development Tips

- It is a popular place for Korean models and celebrities who need to mind their figures. It can be developed into products targeting tourists in their 20s and 30s keen on Korean beauty secrets.
- Recommended for tourists who are sensitive to jet lag and environmental changes as food to improve their conditions.

### Nearby Attractions

- Sinsa-dong Garosu-gil, Dosan Park, Apgujeong Rodeo Street, and Banpo Hangang Park
Healing 1: High-End Healing Tour to Keep Body and Soul Healthy

Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Pevonia Spa</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>The Ritz-Carlton, 120, Bongeunsa-ro, Gangnam-gu, Seoul</td>
<td>Five customers can be served concurrently.</td>
</tr>
<tr>
<td>Contact</td>
<td>Seo, Si On</td>
<td>Phone +82-2-565-4422</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>By phone</td>
<td>Closed (holidays)</td>
</tr>
<tr>
<td></td>
<td>By e-mail (<a href="mailto:spa@pevoniakorea.com">spa@pevoniakorea.com</a>)</td>
<td></td>
</tr>
<tr>
<td>Payment method</td>
<td>Cash or credit card</td>
<td>Hours 10:00–22:00</td>
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<tr>
<td></td>
<td>(Foreign cards are accepted.)</td>
<td>Languages available English, Japanese</td>
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<tr>
<td>Price</td>
<td>60 minutes 187,000 won</td>
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<tr>
<td></td>
<td>90 minutes 280,000 won</td>
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<tr>
<td>Discount</td>
<td>5% off for hotel guests</td>
<td></td>
</tr>
</tbody>
</table>

About

Medipost Pevonia Spa, Hollywood stars’ favorite healing destination

- Spa cosmetics brand Pevonia opened its first "Pevonia Spa" branch in Seoul in March 2014.
- Pevonia was founded in 1991 by Philippe Hennessy, a member of the family that owns the Moët Hennessy Louis Vuitton (LVMH) group, and his wife Sylvie, a dermatologist and biochemist.
- Hollywood celebrities including Angelina Jolie, Brad Pitt, Paris Hilton and Beyoncé frequently visit Pevonia Spas.
- Pevonia’s spa products are more popular because they are made of natural botanicals and marine ingredients free from the 10 ingredients harmful to the human body including parabens, alcohol, artificial colors and mineral oil.

Photos

How to Get There

- Exit ④ of Gangnam-gu Office Station (Subway Line 9) - go straight 100m - first basement of The Ritz-Carlton Seoul hotel - Pevonia Spa

Parked

- The underground parking lot of the hotel is available.

Product Development Tips

- Pevonia Spas are well known as favorite places of Hollywood actors. Also, they are considered prestigious as a reservation is made without fail for a state guest visiting Korea from overseas. As such, it is recommended for tourists who want an upscale trip.
- Pevonia Spa, which seeks to be an "eco spa," is recommended for tourists who have sensitive skin.

Nearby Attractions

- Gangnam Subway Station, Garosu-gil and Serosu-gil Roads, and Apgujeong Rodeo Street
1-4

Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>ON River Station</th>
<th>Capacity</th>
<th>450 persons in total (150 per floor)</th>
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<tr>
<td>Address</td>
<td>Jamwon Hangang Park, 380-2, Apgujeong-dong, Gangnam-gu, Seoul,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Chief Officer Shin, Su Jeong</td>
<td>Phone</td>
<td>+82-10-2299-0782</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.onriver.co.kr">www.onriver.co.kr</a></td>
<td>Closed (holidays)</td>
<td>Open year round</td>
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<tr>
<td>How to make a reservation</td>
<td>By phone (+82-2-3442-1580, 1582)</td>
<td>Hours</td>
<td>Cafe 10:00–5:00 (next day)</td>
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<td>Price</td>
<td>Individual Beverages Start at 10,000 won</td>
<td>Payment method</td>
<td>Cash or credit card (Foreign cards are accepted.)</td>
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<td></td>
<td>Meals Start at 20,000 won</td>
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<td></td>
<td>Set menu 75,000–100,000 won</td>
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About

Hold the days and nights of Seoul in your eyes on board the ON, which gives you unobstructed panoramic views of the city.

- Located on a riverboat moored by the side of the Han River between Hannamdaegyo Bridge and Donghodaegyo Bridge, this restaurant is a special place where you can relish the charms of the Han River that change with the seasons and weather.
- ON has three floors: Bar and Dining on the first floor, Cafe and Restaurant on the second, and On House (banquet hall). Not only are they great places for families and couples to go to but the banquet hall also provides a great space for parties.

Photos

Exterior of ON

Interior of ON Bar and Dining

Interior of ON Cafe

ON House (banquet hall)

A course served in ON

Night view of the Han River seen from ON

How to Get There

- Exit ⑥ of Apgujeong Station (Subway Line ③) - go straight toward Hyundai High School - Jamwon Hangang Park

Parking

- The Hangang Park Parking Lot can accommodate 400 or more cars (1,000 won for the first half hour and 200 won for every 10 minutes afterwards).

Product Development Tips

- You can have a meal and wine looking out to great night views on the boat floating in the river. It can be packaged with Banpo Hangang Park (Moonlight Rainbow Fountain Show at Banpo Bridge) and recommended to foreign independent tourists who expect a romantic date on a tour.
- The group space (that can accommodate up to 150 at one time) makes it easy to plan an event or party as part of your tour products.

Nearby Attractions

- Sinsa-dong Garosu-gil and Serosu-gil Roads, Banpo Hangangdaegyo Bridge, Goto Mall, and Seorae Village Cafe Street
Course 2

1 Healing Park - Seonyudo Park

2 Healing Therapy - White Secret

3 Healing Experience - SPA the el

4 Healing Restaurant
   - Walking on the Cloud
Seonyudo Park

Address: 343, Seonyu-ro, Yeongdeungpo-gu, Seoul (Dangsan-dong)
Website: http://parks.seoul.go.kr/template/default.jsp?park_id=seonyudo
Closed (holidays): Open year round

Overview
Korea's first recycled ecological park as well as a green resting place for citizens in downtown Seoul

1. Seonyudo Park provides opportunities to learn about ecology and experience nature. It is also full of things to see and places in which to relax.
2. Seonyugyo: This pedestrian-only bridge that measures 469 meters in length was built to celebrate the new millennium. It is popular for its spectacular night views created by colorful lights projected onto the bridge.
4. Seonyujeong Pavilion: Seoul citizens relax here while viewing the picturesque mountains, just like their ancestors who lived as part of nature.
5. Ecological Water Playground is particularly popular among children. The water playground is 15 meters at the deepest point and uses purified water, and there are wood benches on which kids can dry themselves and take rest after playing in the water. There is also a sand pit where children can play.
6. Amphitheater: A cultural space where classical, rock, jazz and other diverse concerts are held each season.
7. Story of Seonyudo: Renovated in 2013, this building holds exhibitions, performances, and seminars in diverse genres. (Hours: 09:00–18:00. Admission is free.)
8. Cafeteria Naru is a cafe and restaurant located within Seonyudo Park. There are spacious halls on the first and second floors as well as a terrace where you have the leisure of relaxing and enjoying the scenery of Seonyudo and views of the Han River while having a meal.
9. Seonyudo Park Pianos: They are installed in the park for anyone to play.

How to Get There
Walk for seven minutes from Exit 2 of Seonyudo Station (Subway Line 2).

Parking
Hangang Park Yangwha District Parking Lot (1,000 won for the first half hour and 200 won for every 10 minutes afterwards)
April–October: 09:00–23:00, November–March: 09:00–21:00, free on Sundays and holidays

Product Development Tips
Equipped with a playground where children can play in the water, a botanical garden for ecological learning, pianos open to all and other convenient facilities, the park can be developed into family tour packages.

Nearby Attractions
Yeouido Hangang Park, Hapjeong-dong Cafe Street, Hongdae Street, Haneul Park (Sky Park), Yeongdeungpo Times Square, and D-Cube City Department Store
Overview

Place
White Secret
Capacity
300 seats

Address
23, Apgujeong-ro 50-gil, Gangnam-gu, Seoul (Sinsa-dong)

Contact
Branch Manager Lee, Ji Seon
Phone
+82-2-514-7879

How to make a reservation
Reservations can be made by phone (+82-2-514-7879).

Price
Beverages
Salty Latte (Tall): 4,700 won

Food
Salty Ice Cream: 4,200 won

Others
Hamcho rice: 7,000–10,000 won

About

The first salt-based healing cafe in Korea! It is a unique downtown cafe where you can take short but deep rest.

- The cafe uses nature-friendly salt made of sea salt from Jeungdo, Sinan-gun.
- The walls, floors and ceilings of the cafe are finished with eight tons of sea salt, so that you breathe in minute salt particles once inside the cafe.
- Sixty minutes of rest in a “Salt Healing Room” has the effect of staying in a clean sea area for four days.
- Just lying and breathing in a hammock chair in mind-soothing lighting helps heal inflammations in the nose and lungs.
- Built on the motif of salt caves, which are tourist attractions in Eastern Europe
- There are seven healing rooms from which you can choose depending on the number of your group (there is one room for a single customer, four rooms for two, one room for three, and one for many).
- Costs: 10,000 won/person (60 minutes in a healing room + choose one from Salty Latte, Americano, or Tea)
- Drinks and cakes made of colored sea salt and Hamcho (salicornia herbacea plant) are offered.

Photos

Inside of a healing room ①
Inside of a healing room ②
Americano and Snow Roll Cake

Hammock chairs
Hamcho rice
Ice cream with colored salt

How to Get There
- Take a right turn around the first block from Exit ⑤ of Apgujeong Rodeo Station (Subway Line Bundang Line) - take a right at the Codes Combine store and go straight about 100m - You will find it on your right.

Parking
- The parking lot of the cafe building is available (2,000 won for the first hour and 1,000 won for every additional hour afterwards).

Product Development Tips
- Package it with White Secret by Bellespiani, a natural cosmetics store, on the first basement of the building and recommend them as a beauty and healing attraction.
- Family customers like it very much as they can play with salt and be healed at the same time. Recommendable to Korean and Chinese tourists suffering from harmful substances such as particulate matter and yellow dust.

Nearby Attractions
- Seoul Forest, COEX, Ttukseom Park, Seongsu-dong Sujehwa Street, and Majang Livestock Products Market Food Alley
### Overview

**SPA the El**

- **Address**: 15 2167-gil, Nonhyeon-ro, Gangnam-gu, Seoul (Sinsa-dong)
- **Contact**: Marketing Team Manager Park, Jeong Hwan (+82-10-2609-1643)
- **Website**: www.spa-the-el.com
- **How to make a reservation**: Reservations can be made by phone (+82-2-549-3949)
- **Price**: 88,000 won – (Prices vary with programs.)

**About**

The color therapies, jewelry and gold therapies, and many other diverse beauty techniques introduced in a number of TV programs have attracted public attention.

- It has been introduced in a number of TV programs (I Live Alone (MBC), Cultwo's Veranda Show (MBC), etc.). Also, it is a favorite healing spa among celebrities.
- **Color therapy** (chromotherapy) is a form of healing that uses colors to invigorate the body and the mind with the wavelengths of energy inherent in individual colors.
  - "Color Mirror" psychological counseling is provided based on three colors that you choose out of 59 natural color oils.
  - "Doctor Sofa" is the world's first couch-type therapy equipment. A healing experience comes through sounds and images as well as light therapy on this ergonomically designed sofa. The equipment is made up of nine lighting windows and 10 bubbles that prop up your body to make you comfortable.
- What is light therapy? It is therapy that exposes a customer to a certain amount of bright light to cure various diseases that arise from lack of light. It helps treat psychological and mental illnesses and relieves tension through various colors of visible rays.
- "Jewelry and Gold Therapy" is a beauty therapy that uses the beneficial energy of gem stones.
- Gem stones such as amethysts, tiger's eyes and rose stones are used for facial lifting and energy infusion.

### Photos

- A view of SPA the El
- Color therapy oils
- Select colors

### How to Get There

- Go straight from Exit ④ of Apgujeong Station (Subway Line 3) - take a right turn around the second block and go straight - 6th floor of Sesocheon Building on your left

### Parking

- Free parking is available in the parking lot of the building (2,000 won for valet parking on Thursdays).

### Product Development Tips

- Introduced not only on the Korean media but also on overseas medias including Japan (TRAVEL STYLE SISTER) and China (CCTV Economy Channel), it is recommended for female tourists from Japan, China and Southeast Asia who are highly interested in Korean beauty secrets.

### Nearby Attractions

- Apgujeong Rodeo Street, Cheongdam-dong Fashion Street, Sinsa-dong Garosu-gil and Serosu-gil Roads
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Walking on the Cloud in 63 City</th>
<th>Capacity</th>
<th>200 seats</th>
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<tr>
<td>Address</td>
<td>50, 63-ro, Yeongdeungpo-gu, Seoul</td>
<td>Phone</td>
<td>+82-2-789-5904–5</td>
</tr>
<tr>
<td>Contact</td>
<td>Deputy Senior Manager Yoo, Sun Mo</td>
<td>Closed (holidays)</td>
<td>Open year round</td>
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<tr>
<td>Website</td>
<td><a href="http://www.63restaurant.co.kr">www.63restaurant.co.kr</a></td>
<td>Hours</td>
<td>Restaurant 11:30–15:00 / 17:30–22:00</td>
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<td></td>
<td></td>
<td></td>
<td>Bar 18:00–01:00 (until 24:00 on weekends and holidays)</td>
</tr>
</tbody>
</table>

### About

A European-style restaurant and bar located on the 59th floor of 63 City, one of Seoul’s landmarks

- A romantic place perched over the Han River in downtown Seoul. It has a European-style garden restaurant as well as a bar serving wines and whiskey.
- Popular among couples as a great place to have a romantic date or make a proposal under the splendid night views from the high-rise building.
- The exterior walls are finished with glass through which stunning views of the Han River unfold before your eyes.
- Selected as a great restaurant by the Zagat Survey, a world-renowned gourmet guidebook, and the Blue Ribbon Survey, a Korean gourmet guidebook.
- The chefs have distinguished award-winning records in prestigious international cooking contests.
- It has 300 wines and whiskeys, and you can ask for a recommendation from a sommelier.

### Photos

#### Entrance to Walking on the Cloud

#### Garden Restaurant

#### A room

#### A dish on the menu

#### Bar

#### Wine Cellar

### How to Get There

- Use the shuttle bus (free of charge) that stops about 10 meters from Exit ① of Saetgang Station (Subway Line 9) in the direction of Yeouido.

### Parking

- Underground parking lots on the second and third basement floors of the building (free for the first hour and 2,000 won for every 30 minutes afterwards, free for up to four hours if you use the restaurant).

### Product Development Tips

- "Love Package" bundled with a 63 City tour is popular. Recommended for couple tourists.
- A course at Walking on the Cloud + 1 glass of wine + 63 City Big 3 ticket + Love Elevator just for two → 140,000 won for two persons (booking: bit.ly/1oMiVJy).

### Nearby Attractions

- 63 City, D-Cube City Department Store, Yeouido IFC Mall, Noryangjin Fisheries Wholesale Market
1 Healing Park
   - Mongchontoseong Fortress

2 Healing Therapy - Tea Therapy

3 Healing Experience
   - Cheongkwanjang SPA G

4 Healing Restaurant
   - Camping in the City
**Overview**

<table>
<thead>
<tr>
<th>Place</th>
<th>Olympic Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Olympic Park, 424, Olympic-ro, Songpa-gu, Seoul</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.olympicpark.co.kr">www.olympicpark.co.kr</a></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-2147-2814</td>
</tr>
<tr>
<td>Closed (holidays)</td>
<td>Open year round</td>
</tr>
<tr>
<td>Hours</td>
<td>Walk-in, bikes 5:00–22:00</td>
</tr>
<tr>
<td>Vehicles</td>
<td>6:00–22:00</td>
</tr>
</tbody>
</table>

**About**

In Olympic Park you become one with nature and learn the history of Seoul.

- Inside Olympic Park is "Mongchontoseong Fortress," the remains of earthen fortifications from the early Baekje Kingdom period. Without any borders, it blends well with the park, providing citizens with a place for rest.
- There are also the Mongchon Museum of History as well as the Baekje dugout hut site and the Seoul Baekje Museum, giving you a chance to learn about the old days of Seoul.
- The park has diverse places where you can enjoy being in touch with nature, including the Peace Plaza where concerts and events are held, World Flag Plaza, Mongchon Moat Musical Fountain, Walking Paths, and Rose Garden.
- Olympic Park is well known for its walking paths. The highlight of the park is One Tree Hill where a lone tree stands still in the wide-open grass field.
- The Rose Plaza has a great scenery and an exotic feel to it, reminding visitors of the Palace of Versailles in Europe. A rose festival is held with a diverse range of events every May.
- Sweet Potato Dig and Rice Harvesting events are scheduled for October, and a Jangseung (Korean totem pole) making event (folktale experience) is planned for November.

**Photos**

- **World Peace Gate**
- **Trail to Mongchontoseong Fortress**
- **Rose Plaza**
- **Scarecrow Making**
- **A performance at the Rose Festival**
- **Mongchon Moat Musical Fountain**

**How to Get There**

- Exit ① of Mongchontoseong Fortress Station (Subway Line ③) - World Peace Gate
- Exit ③ of Olympic Park Station (Subway Line ③) - Olympic Park East Gate

**Parking**

- Parking is available in East Gate 2, South Gate 2 and North Gate 2 (pay in advance: 4,000 won for small cars, 10,000 won for large cars).
- South Gate 3, South Gate 4, Hall, and Parktel (pay later: small cars – 1,000 won for the first hour and 500 won for every 20 minutes afterwards; large cars – 10,000 won)

**Product Development Tips**

- As there are gardens, galleries and exhibition halls with varied concepts, it is recommended for family tourists as a park filled with things to see.

**Nearby Attractions**

- Jamsil Shopping Town, Munjeong-dong Rodeo Street, Seokchon Lake, and COEX Mall
There are three methods of tea-making, each with its own characteristics and benefits:

1. **Patbingsu** - This method involves shaving the ice with sweetened red beans and other toppings. It is a unique and refreshing experience, perfect for warmer months.

2. **Herb tea** - This type of tea is made with herbs and spices, providing a variety of flavors and health benefits. It is a great option for those looking for a natural remedy or a delicious drink with a difference.

3. **Tea** - This method involves brewing tea leaves or other tea ingredients to create a warm and comforting beverage. It is a classic choice for those seeking a traditional tea experience.

These methods are designed to cater to different preferences and needs, ensuring that there is something for everyone to enjoy.

In addition to these methods, the tea therapy center also offers a wide variety of products, such as herbal teas, tea-related accessories, and other tea-related products. These products are designed to complement the tea-making experience and provide additional benefits for both the body and the mind.

Overall, this tea therapy center offers a unique and diverse experience that caters to a wide range of preferences and needs, making it a great destination for anyone looking to relax, unwind, and enjoy a cup of delicious tea.
### Overview

**Cheongkwanjang SPA G**

- **Capacity:** 6 persons (concurrent users)
- **Address:** KT&amp;G Tower, 2nd basement, 416, Yeongdong-daero, Gangnam-gu, Seoul (Daechi-dong)
- **Contact:** Branch Manager Lee, Sang Min
- **Phone:** +82-2-557-8030
- **Website:** www.spag.co.kr
- **How to make a reservation:** Online or by phone
- **Price:**
  - 60 minutes: 99,000 won
  - 120 minutes: 165,000 won
  - 150 minutes: 187,000 won
  - 180 minutes: 242,000 won
- **Payment method:** Cash or credit card (Foreign cards are accepted.)
- **Languages available:** Japanese, English
- **Closed (holidays):** Open year round (closed on Lunar New Year's Day and Chuseok)
- **Hours:** 9:30–23:00

### About

Run directly by the Korea Ginseng Corporation, Cheongkwanjang SPA G is the place for tourists looking for an upscale tour experience.

- This cosmetic spa specializing in *hongsam* (red ginseng) uses only six-year-old ginseng produced by Cheongkwanjang, a high-quality red ginseng brand of the Korea Ginseng Corporation.
- Going beyond simply eating red ginseng, SPA G offers specialized spa programs to keep your skin young and beautiful.
- The good nutrients of red ginseng are absorbed deep into the skin through therapists' skillful hand techniques.
- The state-of-the-art spa equipment helps blood circulation throughout the body, ensuring that the energy of red ginseng is absorbed all across the body.
- There are single rooms and couple rooms, each of which is equipped with a shower and a locker.
- A Myeongdong branch has been opened in the first basement of Hotel Skypark Central at 16, Myeongdong 9-gil, Jung-gu, Seoul (+82-2-755-8031).

### Photos

- ![SPA G Entrance](Image)
- ![A spa for a single guest](Image)
- ![A spa room](Image)
- ![Rest area](Image)
- ![A therapy bed](Image)
- ![Cheongkwanjang's six-year-old red ginseng](Image)

### How to Get There
- **Exit 2** of Samseong Station (Subway Line 2) - go straight 100m, and you will find it on the second basement of the KT&amp;G Tower on your left.

### Parking
- The underground parking lot of the building can be used (free for customers).

### Development Tips
- Develop products for tourists who expect both health and beauty improvements through the benefits of red ginseng.
- High-end tour products can be developed targeting tourists from Japan and the Great China Region where Cheongkwanjang red ginseng is popular and in high demand.

### Nearby Attractions
- COEX Mall, Bongeunsa Temple, Garosu-gil and Serosu-gil Roads, Tea Therapy and Squeeze Village
### Overview

**Sheraton Grande Walkerhill**

**Address**
177, Walkerhill-ro, Gwangjin-gu, Seoul (Gwangjang-dong)

**Contact**
Cho, Hui Yeon

**Website**
www.sheratonwalkerhill.co.kr

**Phone**
+82-2-455-5000

**Hours**
Open year round

**Closed** (holidays)

**Price**
- **Camping Zone**
  - 100,000 won on weekdays,
  - 130,000 won on weekends
- **Indian Tent Zone**
  - 120,000 won on weekdays,
  - 160,000 won on weekends
- **Kids Menu**
  - 50,000 won on weekdays,
  - 60,000 won on weekends

**Payment method**
Cash or credit card (Foreign cards are accepted.)

**Languages available**
English, Japanese and Chinese

**About**

Sheraton Grande Walkerhill's "Camping in the City" has reopened. Let's go downtown for camping!

- Try camping right in the middle of the city. It's loaded with fun and relaxation.
- There is a grassy area for badminton and mini football games as well as an "Indian Tent" zone for those of you who wish to make a camping experience even more special and exotic.
- The best barbecue foods including seafood and beef for dinner. Enjoy a leisurely dinner at Jade Garden, looking out to Achan Mountain.
- Both lunch and dinner are available on weekends (10:30-14:30), while dinner is available on weekdays (17:30-21:30).
- Special packages for special memory are popular for family outings and after-work get-togethers.
- My Angel's Birthday - A birthday party complete with a cake and beverages for six children (420,000 won on weekdays and 500,000 won on weekends)
- Get Together - It gives busy office workers a chance to have a unique get-together and is offered for a group of six people (600,000 won on weekdays and 780,000 won on weekends).

**How to Make a Reservation**
A prior reservation is required (+82-2-455-5000).

**Capacity**
About 100 persons

### Photos

- **Indian Tents**
- **Barbecue**
- **Night view of Camping in the City**

**Kids Special Package**

**Indian Experience**

### How to Get There
- Exit ② of Gwangnaru Station (Presbyterian College and Theological Seminary) (Subway Line 5) - go straight 900m toward Walkerhill along the Achasan-ro road.

### Parking
- Large buses can be parked in the Large Vehicle Parking Lot of the hotel (free for customers).

### Product Development Tips
- The program allows you to enjoy a high-class barbecue in nature. Products customized to upscale tourists can be developed using this glamping program.
- Recommended for family tourists from Japan and the Great China Region as a product that gives the gift of an unforgettable memory to their family members.

### Nearby Attractions
- Achasan Mountain Ecological Park, Children's Grand Park, Gwangjingyo Riverview 8th Avenue, Ja-Bol-Lae Observatory, and Gwangnaru Bicycle Park.
1 Healing Park
   - Haneul Park (Sky Park)

2 Healing Therapy - TISBEAN

3 Healing Experience
   - Chaum Theraspa

4 Healing Restaurant
   - N Seoul Tower’s N Grill
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Haneul Park (Sky Park)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>Visitor Information Center, 95, Haneulgongwon-ro, Mapo-gu, Seoul</td>
</tr>
<tr>
<td><strong>Contact</strong></td>
<td>Park Operations Division of Seobu Parks and Landscape Management Office</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>worldcuppark.seoul.go.kr</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td>March, April, May, September, October: Until 21:00</td>
</tr>
<tr>
<td></td>
<td>Summer (June, July, August): Until 22:00</td>
</tr>
<tr>
<td></td>
<td>Winter (November, December): Until 19:30</td>
</tr>
<tr>
<td><strong>Capacity</strong></td>
<td>No limit</td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>+82-2-300-5529</td>
</tr>
<tr>
<td><strong>Closed (holidays)</strong></td>
<td>Open year round</td>
</tr>
<tr>
<td><strong>Languages available</strong></td>
<td>English</td>
</tr>
</tbody>
</table>

### About

Nature heals you! Haneul Park is famous for its breathtaking scenery and beautiful sunset.

- At Haneul Park, visitors are met with scenic views of downtown Seoul in every direction with Bukhansan Mountain to the north, Namsan Mountain and the 63 Building to the east, the Han River to the south, and Haengjusanseon Fortress to the west.
- There are observation platforms, the Haneul Staircase and rest places on the slope, all of which provide great viewing points.
- The scenery changes with the seasons, giving the park a unique character each season. It allows you to enjoy the scenery that nature alone creates.
- Wildflowers in the spring and sunflowers in the summer produce fantastic views.
- In October when the silver grass is in full bloom, a Silver Grass Festival is held, and the park is open also at night to allow visitors to stroll and enjoy laid-back moments at dusk.

### Photos

- **A view of Haneul Park**
- **A view of Haneul Park - Summer**
- **Night view of the Silver Grass Festival**
- **Haneul Staircase**
- **Bowl Embracing the Sky**
- **A view of Haneul Park - Autumn**

### How to Get There

- Exit ① of World Cup Stadium Station (Subway Line 6) - go straight to the main street - cross the street at the crosswalk (Pyeonghwa (Peace) Park starts here) - use the Haneul Stairs or the sloping road.

### Parking

- Parking is available in the parking lot of World Cup Park (cars: 300 won per 10 minutes, large cars: 900 won per 10 minutes).

### Product Development Tips

- The park is known for its night views during the Silver Grass Festival in October. Recommended for group tourists who visit Korea during their National Day holidays.
- Situated at a place with amazing scenery, professional photographers often visit the park. Recommended for tourists who want to have beautiful pictures of a trip to Seoul.

### Nearby Attractions

- World Cup Park, Hongdae Street, Hapjeong-dong Cafe Street, and Ewha Women’s University Fashion Street
**TISBEAN**

**Overview**

- **Address**: 2nd floor, 358-19, Seogyo-dong, Mapo-gu, Seoul
- **Contact**: Yoo, Leah
- **Website**: www.tisbean.co.kr
- **How to make a reservation**: By phone
- **Price (in Korean won)**:
  - **Beverages**:
    - Coffees: 3,000
    - Honey Grapefruit: 6,300
    - Smoothies: 4,300
    - Bingsu (shaved ice with an assortment of toppings): 9,600
  - **Nail care**:
    - Regular: 2,000
    - Gel care: 5,000
  - **Makeup**:
    - Free
- **Capacity**: About 40 persons
- **About**
  - **TISBEAN**, a multi-healing cafe where you can enjoy a cup of coffee while polishing your nails
  - TISBEAN is an acronym made up of one syllable from each of the words: beauty, place and coffee bean. All the tables are equipped with a mirror, an eye shadow pallette, lipsticks, and gels, so you can try on makeup while having a coffee.
  - Eye shadow and lip colors are replaced every season. If you like something you try on, you can buy it at the Beauty Corner.
  - You can select three colors for regular nail polishing at 2,000 won (5,000 won for gel nail polish) and do your own nail care.
  - Also, there is a powder room equipped with hair dryers and setters. On weekends, the cafe often holds a makeup or nail polish event, offering free makeup services.
- **Payment method**: Cash or credit card (Foreign cards are accepted.)
- **Languages available**: English (Guidebooks are available in Japanese and Chinese.)

**Photos**

- Exterior of TISBEAN
- Interior of TISBEAN
- Cosmetics Test Corner

**How to Get There**

- Exit ③ of Hongik University Station (Subway Line 2) - go straight 100m - take a right at TGI - go straight 200m toward Hongik University - second floor next to Lotteria

**Parking**

- The parking lot to the west of Hongik University accommodates 169 cars (500 won per 10 minutes).

**Product Development Tips**

- Recommended for female tourists in their 20s and 30s highly interested in Korean beauty secrets as a break during their trip
- Recommended as a place for changing makeup and turning yourself into a clubber before starting to enjoy the club culture of the Hongdae district

**Nearby Attractions**

- Hongik University, Hongik University Pedestrian-Friendly Street, Hapjeong-dong Cafe Street, Sinchon College Town, and Ewha Women’s University Fashion Street

**Beverages**

- Coffees: 3,000
- Honey Grapefruit: 6,300
- Smoothies: 4,300
- Bingsu (shaved ice with an assortment of toppings): 9,600

**Nail care**

- Regular: 2,000
- Gel care: 5,000

**Makeup**

- Free

**Languages available**

- English (Guidebooks are available in Japanese and Chinese.)
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Chaum Theraspa</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>442, Dosan-daero, Gangnam-gu, Seoul (Cheongdam-dong)</td>
<td>12 persons at a time, 48 per day</td>
</tr>
<tr>
<td>Contact</td>
<td>Jeong, Hae Ji</td>
<td>Phone +82-2-3015-2835</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.chaum.net">www.chaum.net</a></td>
<td>Closed (holidays)</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>By phone</td>
<td>Hours 10:00–22:00</td>
</tr>
<tr>
<td>Price</td>
<td>90 minutes 440,000 won</td>
<td>Payment method Cash or credit card (Foreign cards are accepted.)</td>
</tr>
<tr>
<td></td>
<td>120 minutes 550,000 won</td>
<td>Languages available English, Chinese, Russian</td>
</tr>
</tbody>
</table>

### About

Chaum Theraspa, a spa run by a medical center based on a new concept that combines healing with medicine:
- Relax and be healed in a healing spa after a consultation with a specialist in the medical center that provides a combination of Western, Oriental and alternative medical services.
- Care services that represent the spa include Theraspa and food therapy, which are administered after an analysis of an individual's body type and health status.
- Herb-ball Therapy: A ball of 10 medicinal herbs and four Oriental medicine ingredients are used for a massage that will relax your muscles and strengthen your immune system. (An Oriental medical doctor’s diagnosis and treatment may generate additional costs, which vary with individuals.)
- Aromatic Soothing: It is a bath in hot spring water containing a lot of minerals that has the excellent effect of relieving muscle and joint pain and strengthening the immune system.
- Thermal Capsule Moor Mud: Body treatment to help eliminate wastes and toxins accumulated in your body using organic moor mud extracted from hot spring water in Hungary.

### Photos

- Front view of Chaum Medical Center
- Health Examination Center
- Theraspa experience

### How to Get There

- Exit ⑧ of Cheongdam Station (Subway Line 7) - go straight 550m - take a left turn - go straight 290m - Chaum Medical Center

### Parking

- The parking lot of the medical center on the third basement is available for free.
- Parking lot of Eonbuk Elementary School (capacity: 228 cars, five large buses, 400 won per 10 minutes)

### Product Development Tips

- Recommended for tourists who want to experience a healing spa after a professional consultation.
- The well-organized system makes it convenient to receive services encompassing consultations, spas and treatment, so it is a good place for group tourists in higher age groups.

### Nearby Attractions

- Cheongdam-dong Fashion Street, Dosan Park, Sinsa-dong Garosu-gil and Serosu-gil Roads, and Apgujeong Rodeo Street
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>N Seoul Tower N Grill</th>
<th>Capacity</th>
<th>80 seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>N Seoul Tower, 5th floor, 105, Namsangsol-won-gil, Yongsan-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Lim, Chan Hui</td>
<td>Phone</td>
<td>+82-2-3455-9297</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.nseoutower.co.kr">www.nseoutower.co.kr</a></td>
<td>Closed (holidays)</td>
<td>Open round year</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Website, By phone</td>
<td>Hours</td>
<td>Weekdays 11:00–15:00 17:00–23:00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Weekends 11:00–23:00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price</th>
<th>A selection of 3 cuts of Korean beef to share 250,000 won (for two)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Payment method Cash or credit card (Foreign cards are accepted.)</td>
</tr>
<tr>
<td></td>
<td>Korean beef tenderloin 110,000 won</td>
</tr>
<tr>
<td></td>
<td>Korean striploin 125,000 won</td>
</tr>
<tr>
<td></td>
<td>Languages available English, Chinese, Japanese</td>
</tr>
</tbody>
</table>

Enjoy a date in Seoul like Do Min-jun and Cheon Song-yi in *My Love from the Star.*

- Perched at the top floor of N Seoul Tower, N Grill is the highest restaurant in Seoul. People can enjoy night views of Seoul over an elegant dinner, so it is famous as a place for making a proposal.
- It has become more popular as a place for a special date since the Do Min-jun and Cheon Song-yi couple visited the restaurant in a very popular TV drama, *My Love from the Star.*
- There is a constant flow of visitors who want to have a special memory in this revolving restaurant, which gives you the full 360-degree panoramic views of Seoul at night.
- In addition to set menus with Korean beef tenderloin steak, Korean striploin steak and prime rib-eye as basic dishes, "A Selection of 3 Cuts of Korean Beef to Share" is highly recommended. This dish, which allows you to try three different parts of Korean beef on one plate, has a famous nickname: *My Love from the Star Steak.*

### About

- **Interior of N Grill**
- **N Seoul Tower**
- **N Grill in My Love from the Star**

### Photos

**Night view of N Seoul Tower**
**A couple table in N Grill**
**A selection of 3 cuts of Korean beef**

### How to Get There

- Exit ⑤ of Donguk University Station or Exit ② of Chungmu-ro Station (Subway Line ③) - Namsan Shuttle Bus No. 2 - get off at N Seoul Tower.
- Exit ③ of Myeongdong Station or Exit ② of Chungmu-ro Station (Subway Line ④) - Namsan Shuttle Bus No. 5 - get off at N Seoul Tower.
- Exit ⑥ of Gwanghwamun Gate Station (Subway Line ⑤) - get on the Seoul City Tour Bus - get off at N Seoul Tower.

### Parking

- Parking lot of the National Theater of Korea (₩1,000 won for the first half hour and 500 won for every 10 min afterwards)
- Namsan Cable Car Parking Lot (500 won per 10 min), Namsan Park Parking Lot (300 won per 10 min)

### Product Development Tips

- Since a date between Do Min-jun and Cheon Song-yi in N Grill was featured in *My Love from the Star,* which became an international phenomenon, there has been a rising interest in the restaurant. It can be bundled into *Hallyu* tour products.

### Nearby Attractions

- Love Locks in the Roof Terrace of N Seoul Tower, Namsangol Hanok Village, and Myeongdong Street
1 Healing Park
   - Forest Bathing Park in Seoul Grand Park

2 Healing Therapy
   - Beautiful Tea Museum

3 Healing Experience - Hagajae

4 Healing Restaurant - Faro Grand
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Forest Bathing Park (located within the Seoul Zoo of Seoul Grand Park)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>102, Daegongwongwangjang-ro, Gwacheon-si, Gyeonggi-do</td>
</tr>
<tr>
<td>Contact</td>
<td>Manager Kim, Seong Tae, Landscaping Division</td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-500-7542</td>
</tr>
<tr>
<td>Website</td>
<td>bit.ly/1hiTHDi</td>
</tr>
<tr>
<td>Closed (holidays)</td>
<td>Open year round</td>
</tr>
<tr>
<td>Hours</td>
<td>Summer season (March–October) 9:00–19:00</td>
</tr>
<tr>
<td>Winter season (November–February) 9:00–18:00</td>
<td></td>
</tr>
<tr>
<td>Payment method</td>
<td>Cash or credit card</td>
</tr>
<tr>
<td>Price</td>
<td>Individual Adults: 3,000 won; teenagers: 2,000 won; children: 1,000 won</td>
</tr>
<tr>
<td>Group (30 persons or more) Adults: 2,100 won; teenagers: 1,400 won; children: 700 won (Group discount: 30%)</td>
<td></td>
</tr>
<tr>
<td>Payment method</td>
<td>Individual Ticket Office on site</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Group (30 persons or more) Online booking in the website</td>
</tr>
</tbody>
</table>

### About

Your body and mind become one with nature in the Forest Bathing Park, which is located within the Seoul zoo, the biggest in Korea.

- Come in touch with nature in the Seoul Zoo, which has 333 species of animals under protection.
- Walk in the natural forest of Cheonggyesan Mountain, which is famous for its clear water, and breathe in phytoncides from the trees with your whole body.
- Phytoncides are substances that plants give off to protect themselves from germs, insects and fungi. They have antibacterial and stress-relieving effects as well as help strengthen the functions of the intestines, heart and lungs.
- The park has a hiking trail with uphill and downhill paths that is divided into four sections.
- Depending on the route, the forest walk lasts 50 minutes at the shortest and three hours at the longest.
- All over the forest, there are rest places with eleven different themes, including the Forest of Meditation featuring a barefoot walking path of hwangto (yellow dirt) and Ice Valley Forest.

### Photos

- Full view of Seoul Grand Park
- A view of Forest Bathing Park
- A view of Forest Bathing Park
- A view of Forest Bathing Park
- Seoul Zoo
- Children's Zoo

### How to Get There

- Exit ①, ②, or ③ of Grand Park Station (Subway Line 4) - enter the Seoul Grand Park

### Parking

- Use the parking lots of Seoul Grand Park (capacity: about 6,750 cars)
- Fee for one day: 4,000 won for Small (passenger cars); 2,000 won for Compact; 9,000 won for Buses (25-seater or bigger)

### Development Tips

- Develop tour packages for family tourists by linking Avion (www.avion.co.kr), a multi-experience playland for children in Seoul Grand Park, and Seoul Land, an amusement park nearby.

### Nearby Attractions

- Seoul Land, Yanjae Citizen's Forest, Goto Mall (Express Bus Terminal Underground Shopping Center), Banpo Hangang Park, and Sinsa-dong Garosu-gil and Serosu-gil Roads
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Beautiful Tea Museum</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>19-11, Insadong-gil, Jongno-gu, Seoul (Insa-dong)</td>
<td>40 seats</td>
</tr>
<tr>
<td>Contact</td>
<td>Chief Officer Choi, Eun Jeong</td>
<td>Phone +82-2-735-6678</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.tmuseum.co.kr">www.tmuseum.co.kr</a></td>
<td>Closed (holidays)</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Group reservations are accepted for weekdays.</td>
<td>Hours 10:30–21:50</td>
</tr>
<tr>
<td>Price</td>
<td>Traditional tea Prices start at 8,000 won.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bingsu 15,000 won (tea, green tea)</td>
<td>Payment method Cash or credit card (Foreign cards are accepted.)</td>
</tr>
<tr>
<td></td>
<td>Green tea U-jeon: 65,000 won, Se-jak: 50,000 won</td>
<td>Languages available English, Japanese (multi-language menu available)</td>
</tr>
</tbody>
</table>

### About

A quiet and antique cafe and museum located in the heart of Insa-dong
- You will feel healed and relaxed as you drink a traditional Korean tea and a flower tea in this spacious and pleasant traditional tea cafe, which was made over from a traditional Korean house.
- The spacious central garden is turned into a cafe, providing a large space between chairs and making tea drinking leisurely and comfortable.
- There is a tea shop next to the Cashier at the entrance of the cafe. Here you can buy green teas (U-jeon and Se-jak) after sampling them.
- At one corner of the cafe, there are a museum and a gallery where Korean, Chinese and Tibetan tea cups and other items are on display. There are also special exhibits.
- The highest-quality Boseong Green Teas are for sale at reasonable prices. You can taste them before purchase.
- About 50 different teas are for sale, and about 100 teas are offered for sampling.

### Photos

![Beautiful Tea Museum Entrance](image1)

![A view of the cafe ①](image2)

![A view of the cafe ②](image3)

![Tea Shop next to the Cashier](image4)

![Tea Museum](image5)

![Tea Gallery](image6)

### How to Get There

- Exit ⑥ of Anguk Station (Subway Line 3) - go straight 500m toward Insadong junction - take a right turn into the "Yechon" alley.
- Exit ③ of Jonggak Station (Subway Line 1) - go straight 300m toward Jongno 9-gil - back entrance of the cafe

### Parking

- Insa-dong Off-Street Public Parking Lot with a capacity of 80 cars (1,000 won per 10 minutes)
- The parking lots of Hanaro Hwaegwon and KB Koomin Bank are available (1,000 won per 10 min).

### Product Development Tips

- Introduced as an Insa-dong attraction in guidebooks in the Great China Region. It can be incorporated into products customized to tourists from the region who are known to like teas.
- It is recommended as a stop in high-end tour products for independent tourists from Japan, Europe and the Americas who prefer high-quality teas.

### Nearby Attractions

- Tea Therapy Haengrang, Ride Artee, Bukchon Asian Art Museum, and Bukchong
Hagajae is a space for humanistic medicine that promotes health and beauty of the body and mind through Korean tea culture.

- Hagajae is a combination of a cafe, a gallery and a clinic that seeks to bring healing to its customers. It is run together by doctors, Korean medical doctors, philosophers and psychologists.
- Experience the Korean *Malcha* tea ceremony. (A reservation is required. It takes about 40 minutes.)
  - *Malcha* (tea powder): It is made by grinding green tea leaves to powder. It retains more of the nourishments of green tea than *Jeoncha* (brewed tea). The Malcha tea ceremony is more formal and polite than the one using brewed tea, so it is better suited to learn Oriental manners.
- In the cafe, you can brew and drink varied Korean teas.
- In the gallery, artworks that go well with teas are on display.
- The skin care clinic offer serves utilizing the benefits of Korean teas based on a combination of Oriental and Western medicine.
### Overview

**How to make a reservation**

By phone

**Price**

- **Seafood Course**: 150,000 won
- **Dosirak Jeongsik** (lunchbox set menu): 65,000 won
- **Sushi Jeongsik** (sushi set menu): 55,000 won

**Payment**

Cash or credit card (Foreign cards are accepted.)

**Languages available**

English

### About

**Faro Grand**

A classy dinner in an exclusive restaurant in the center of Seoul that gives you fabulous night views

- The name, *Faro*, comes from Chinese letters *Fa* (波), which means “wave,” and *Ro* (路), which means “road.” The combined word means “sea road.” Just as the name indicates, the menu is based on seafood, and it features both Japanese and Chinese cuisines in one menu.

- Located in the Sky Lounge on the 36th floor, it provides superb views. You will feel like sailing leisurely over the waves of colorful lights in the heart of the city.

- The 930㎡ restaurant accommodates a total of 163 seats and 11 rooms and offers great views of the city from any of the seats.

- The chefs are from the Sheraton Grande Walkerhill hotel, and they all have years of experience and award-winning careers.

- The VIP Room can accommodate up to 20 people and is complete with the equipment required for conferences and presentations.

### Photos

![Faro Grand Entrance](image)

![A night view from Faro Grand](image)

![Sushi Bar](image)

![Interior of Faro Grand](image)

![A view of a room](image)

![Main Hall](image)

### How to Get There

- Exit ③ of Euljiro 1-ga Station (Subway Line 2) - take a right turn at the Korea Herald building - go straight 200m - take a right turn at the Kim Myeong Ja Gulgukbap (Oyster Rice Soup) restaurant - Mirae Asset Center One

### Parking

- Parking lot of Mirae Asset Center One (free for two hours)

### Product Development Tips

- As the restaurant is equipped with multi-purpose meeting rooms, it can be recommended as a place for a MICE event or a group dinner on an Incentive Tour as well as for regular group tourists.

- It is the only high-end restaurant in Korea that serves both Japanese and Chinese dishes, so it is suitable for family group tourists who need to take culinary diversity into consideration when selecting a menu.

### Nearby Attractions

- Myeongdong Cathedral, Namsangol Hanok Village, Deoksugung Palace Doldam-gil (Stone-Wall Road)
Healing 2 Trip to Seoul that Heals the Soul
## Overview

<table>
<thead>
<tr>
<th>11:00 AM</th>
<th>13:30 PM</th>
<th>15:30 PM</th>
<th>20:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious Site</td>
<td>Healing Trail</td>
<td>Religious Experience</td>
<td>Healing View</td>
</tr>
<tr>
<td>Empty yourself to be filled. Time to look back on yourself</td>
<td>Walk along trails in Seoul and get healthier</td>
<td>Empty yourself to be filled. Time to look back on yourself</td>
<td>Seoul in your eyes, and there runs the Han River</td>
</tr>
</tbody>
</table>

- Visit religious attractions including temples, cathedrals, churches, and Catholic holy lands
- Visit downtown temples that show the essence of traditional Korean architecture
- Visit Catholic and Christian churches of varied architectural styles with a long history
- You can choose from five itineraries depending on your favorite areas.

### Product Characteristics:
- One-day healing courses to visit religious attractions, walk along roads full of character, and admire beautiful night views!
- Make use of "125 healing places for Seoul citizens" to create itineraries.
- Itineraries to visit religious places and have religious experiences, which will lead you to look back on yourself and find peace of mind.
- Time of medication to break away from the noises of the city and walk along the streets that abound with the graceful beauty of traditional Korean houses.
- Close the day with a romantic dinner along with fascinating night views of Seoul.

### Course Schedule

<table>
<thead>
<tr>
<th>Course</th>
<th>11:00 AM</th>
<th>13:30 PM</th>
<th>15:30 PM</th>
<th>20:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Yakhyun Catholic Church</td>
<td>Jeoldusan Martyrs' Shrine</td>
<td>Mass in Multiple Languages at St. Francis Catholic Church</td>
<td>Sowolgil Observatory</td>
</tr>
<tr>
<td>7</td>
<td>Gahoe-dong Catholic Church</td>
<td>Buam-dong Alleys</td>
<td>Myeongdong Cathedral Mass</td>
<td>Café Rio and Café Nodel</td>
</tr>
<tr>
<td>8</td>
<td>Gilsangsa Temple</td>
<td>Seongbuk-dong Alleys</td>
<td>Bongeunsa Temple Life</td>
<td>Gwanggingyo Riverview 8th Avenue</td>
</tr>
<tr>
<td>9</td>
<td>Jogyesa Temple</td>
<td>Pyeongchang-dong Alleys</td>
<td>International Seon Center</td>
<td>Dong-A Science Astronomical Observatory</td>
</tr>
<tr>
<td>10</td>
<td>Yanghwajin Foreign Missionary Cemetery</td>
<td>Deoksugung Palace Jeongdong-gil</td>
<td>Appenzeller Noble Memorial Museum</td>
<td>Top Cloud</td>
</tr>
</tbody>
</table>
1 Religious Site
   - Yakhyun Catholic Church

2 Healing Trail
   - Jeoldusan Martyrs' Shrine

3 Religious Experience
   - Mass in Multiple Languages at St. Francis Catholic Church

4 Healing View
   - Sowolgil Observatory
Located on the Jungnim-dong hill, Yakhyun Catholic Church is the first Catholic church and Western-style building in Korea.

- The church is Korea’s first modern building, which was constructed in 1892. Its second Main Hall was built six years earlier than the Myeongdong Cathedral.
- The Catholic church was built in the Seosomun area where a great many martyrs sacrificed their lives. It also manages the Seosomun Martyrs’ Shrine.
- The hill leading to the church is made into a park, which provides a place for rest to residents in the neighboring areas.
- It is popular as a wedding place because the building is antique and beautiful. Visitors can watch a Catholic wedding on weekends.
- Multi-language brochures, postcards and stamps are available in the Seosomun Martyrs’ Shrine.
- You can learn the history of the Korean Catholic Church in the shrine where the ashes of the martyrs who died in Seosomun are buried and memorial tablets are dedicated to them.

Yakhyun Catholic Church Entrance  Main Building  Interior of Yakhyun Catholic Church

The Seosomun Martyrs’ Shrine  Guidebooks in multiple languages  Observation Platform

How to Get There
- Exit ③ of Seoul Station (Subway Line 4) - go straight 600m toward Jungnim-dong Junction
- Exit ④ of Chungjeongro Station (Subway Line 2) - go straight 300m along the Seosomun-ro 6-gil road

Parking
- The church parking lot is available on weekdays. (Tourists cannot park here on weekends because it is used for parking by wedding guests.)
- The underground parking lot of Seosomun Neighborhood Park can accommodate about 900 cars (500 won per 10 minutes, +82-2-313-0388).

Product Development Tips
- Holy land pilgrimage packages may be developed by linking other Catholic holy lands in Seoul in commemoration of Pope Francis’s visit to Korea on August 14, 2014.
- Recommended for FITs who want to relax at a quiet place, away from crowded tourist spots.

Nearby Attractions
- Culture Station Seoul 284, Lotte Outlets Seoul Station Branch, Seosomun Neighborhood Park, Sungnyemun Gate, and Namdaemun Market
Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Jeoldusan Martyrs’ Shrine</th>
<th>Capacity</th>
<th>About 100 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>6, Tojeong-ro, Mapo-gu, Seoul (Hapjeong-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Shrine Office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.jeoldusan.or.kr">www.jeoldusan.or.kr</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-2126-2299</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>For a group of 10 or more, a reservation is required two weeks in advance by phone or online. (A group pilgrimage to the holy land can be organized with a reservation.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>09:30–17:00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

About

Jeoldusan Mountain where thousands of Catholics were beheaded is now preserved as a holy land to honor the spirits of the martyrs.

- The shrine, designated as Historic Site No. 399, is located in the Jamdubong Relics site in Yanghwa Naruteo (Yanghwa ferry dock). It is the only place in the Han River area that is preserved in its original state.
- The area was turned into a holy land after the Korean War to honor the spirits of the Catholic martyrs. A church and a museum were built in 1967.
- Byeonin Persecution Memorial Church, which was built to commemorate the 100th anniversary of the persecution of thousands of Catholics in 1866
- The building has a roof in the shape of Got (a traditional Korean hat worn by noblemen) with angle rafters in the corners of the roof, which bring to life the traditions and beauty of traditional Korean houses. Its architectural structure represents Korean Catholic churches.
- Korean Catholic Martyrs’ Museum
- About 5,000 articles of relics and materials are on display, showing the traces of martyrs and the social and cultural aspects at that time.

Photos

Korean Martyrs Canonization Memorial Hall
Martyr’s Path
Instruments of torture

How to Get There

- Exit ⑦ of Hapjeong Station (Subway Line 2 or 5) - go straight 600m toward Jeoldusan.

Parking

- Parking lot of the Jeoldusan Martyrs’ Shrine (Free. Smaller-size buses can be parked, but large buses are not allowed because the ground is not firm enough.)
- Hangang Public Parking Lot (Large buses can be parked. Fee: 1,000 won for the first hour and 200 won for every 10 minutes afterwards)

Product Development Tips

- Holy land pilgrimage packages may be developed by linking other Catholic holy lands in Seoul in commemoration of the Pope’s visit to Korea on August 14, 2014.
- Itineraries can be developed to visit the holy lands of both Catholic and Christian Churches by linking Yanghwajin Foreign Missionary Cemetery.

Nearby Attractions

- Yanghwajin Foreign Missionary Cemetery, Hapjeong-dong Cafe Street/Seonyudo Park, Trick Eye Museum, and Hongdae Street
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>St. Francis Catholic International Parish of Seoul</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>90, Hannam-daero, Yongsan-gu, Seoul (Hannam-dong)</td>
<td>About 250 (based on Mass on weekends)</td>
</tr>
<tr>
<td>Contact</td>
<td>St. Francis Catholic International Parish Office</td>
<td>Phone +82-2-793-2070</td>
</tr>
<tr>
<td>Website</td>
<td>church.catholic.or.kr/international/</td>
<td></td>
</tr>
</tbody>
</table>

#### Mass Schedules

- **Saturday**
  - French: 18:00
- **Sunday**
  - English: 09:00
  - German: 10:00
  - Italian: 11:15 (Antonio Education Center)
  - Spanish: 12:30

- Masses are held in multiple languages, and an Italian social club is run in the church.

- It consists of the Main Mass Building, the Retreat House, and the Catholic Religious Institute (Order).
- It is the only church for foreign pastors in Korea.
- Visitors should keep quiet at times other than Mass in order not to disturb the priests and nuns.
- There is a separate building for the Antonio Education Center, which houses an auditorium on the first floor and a foreign kindergarten on the second, third, and fourth floors.
- The "Italian Club" members have a get-together in the first basement of the Antonio Education Center after the Italian Mass on Sundays.
- It is a society of Italians living in Korea. Priests from Italy run a lunch restaurant on reservations.
- Once a month, a vigil mass is held in Portuguese (call to confirm at +82-2-793-2070).

### About

It is a Catholic church for foreigners living in Seoul. Masses are held in multiple languages, and an Italian social club is run in the church.

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### Photos

- Entrance to the church
- Main Hall Building of the church
- Interior of the main mass hall
- Antonio Education Center
- Foreign Kindergarten
- Front view of St. Francis Catholic International Parish of Seoul

### How to Get There

- Exit ② of Hangangjin Station (Subway Line ⑤) - go straight 800m along the Hannam-daero road toward Hannamdaegyo Bridge - located on your left

### Parking

- Minibuses can be parked in the church parking lot (free if booked in advance, +82-2-793-2070).
- The public parking lot of Hangangjin Station can accommodate large buses (San 10-84, Hannam-dong, 300 won per 10 minutes).

### Product Development Tips

- Holy land pilgrimage packages may be developed by linking other Catholic holy lands in Seoul in commemoration of the Pope’s visit to Korea on August 14, 2014.
- Unique itineraries can be developed to visit Itaewon where a diversity of cultures coexist after Mass.

### Nearby Attractions

- Seoul Central Mosque, Sowolgil Observatory, Hannamdong Cafe Street, Leeum, Samsung Museum of Art, and Maebongsan Mountain Neighborhood Park
Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Sowolgil Observatory</th>
<th>Total distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Whole area of Sowol-ro, Yongsan-gu, Seoul (Itaewon-dong)</td>
<td>2.7km (It takes about 40 minutes.)</td>
</tr>
<tr>
<td>Course</td>
<td>Hangangjin Station ➤ Namsan Botanical Garden ➤ Namsan Park ➤ Observatory Cafe ➤ HBC Art Village ➤ Goethe Institute ➤ Namsan Public Library ➤ Sowolgil Observatory (Huam Elementary School)</td>
<td></td>
</tr>
</tbody>
</table>

About

Sweeping views of the Itaewon-dong, Namyeong-dong, and Huam-dong areas unfold as you walk along the path around the waist of Namsan Mountain.

- Namsan Botanical Garden: As many as 120,000 plants of 270 species visitors in this unique tourist attraction, which opened in 1997 (admission is free).
- Namsan Park: One of the key tourist attractions in Seoul where you can visit N Seoul Tower and ride the Namsan cable car.
- Harvest Namsan: An observatory cafe with open views of Grand Hyatt Hotel and Itaewon-dong
- HBC Art Village: In this village daily life becomes one with art. You can find varied artworks in every alley.
- Website: arthill100.com (A project was launched to turn the Haebangchon neighborhood—which has become home to foreigners living in Korea—into a village of art.)
- Namsan Public Library, equipped with reference rooms, reading rooms and AV rooms, hold photo and other diverse exhibitions.
- Sowolgil Observatory: The 90 steep stairs connecting Namsan Sowol-gil with Huam-dong are reborn into an elevator observatory.

Photos

- Sowol-gil Walking Path
- Harvest Namsan
- HBC Art Village Entrance

- Namsan Park Square
- Elevator of the Sowolgil Observatory
- A view of Sowolgil Observatory

How to Get There

- To go to Sowolgil Observatory: Exit ④ of Hoehyeon Station (Subway Line 4) - go straight from Dodong Samgeori (Junction) toward Sowol-ro.
- To go to Namsan Botanical Garden: Exit ① of Hangangjin Station (Subway Line 6) - take the uphill road next to Yongsan International School of Seoul.

Parking

Large buses can be parked in any of the following places:

- Public parking lot of Hangangjin Station (San 10-84, Hannam-dong, Yongsan-gu, 300 won per 10 minutes)
- Namsan Botanical Garden (258-148, Itaewon 2-dong, Yongsan-gu, 300 won per 10 minutes)
- Namsan Park Parking Lot (100-177, Hoehyeon-dong 1-ga, Jung-gu, 300 won per 10 minutes)

Product Development Tips

- Recommended as a destination to close the day where tourists can enjoy both walking and viewing
- It can be combined with Itaewon where a diversity of cultures coexist into a walking tour package for independent tourists from Europe and the Americas.

Nearby Attractions

- St. Francis Catholic International Parish of Seoul, Hannamdong Cafe Street, Itaewon Gyeongnidan-gil, HBC Art Village, and Culture Station Seoul 284
1 Religious Site
   - Gahoe-dong Catholic Church

2 Healing Trail
   - Buam-dong Alleys

3 Religious Experience
   - Myeongdong Cathedral Mass

4 Healing View
   - Café Rio and Café Nodeul
**Overview**

<table>
<thead>
<tr>
<th>Place</th>
<th>Gahoe-dong Catholic Church</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>57, Bukchon-ro, Jongno-gu, Seoul (Gahoe-dong)</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.kahoe.or.kr">www.kahoe.or.kr</a></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-763-1570</td>
</tr>
</tbody>
</table>

**About**

Gahoe-dong Catholic Church with its history of 50 years is located in Bukchon Hanok Village where the present meets the past.

- A historic place where the first Mass in Korea was held and some members of the last royal family of the Joseon Dynasty were baptized.
- In November 2013, the church was reconstructed into buildings that retain the architectural beauty of both Korean traditional and Western styles.
- Reconstructed on the concept of a Korean scholar in Hanbok (Korean traditional clothing) and a foreign priest having their arms around each other.
- It is designed to accentuate the beauty of Hanok, so that it blends well with the overall scenery of Bukchon, while its interior is designed to come in harmony with the contemporary architectural structure.
- Spaces open to all.
- The Underground Garden in the front yard of the Hanok and the Haneul Madang (Sky Yard) overlooking the Bukchon Hanok Village are open to the public.
- First stop of Route 2 of the Seoul Catholic Pilgrimage Routes recommended by "Visit Seoul," Seoul City's official travel guide site.
- Route 2 (about three hours and a half required): Gahoe-dong Catholic Church - Site of the Ministry of Justice - Site of Wu-Podocheong (Police Bureau-Right) - Site of Gyeonggi Gamyeong (Provincial Office) - Seosomun History Park - Martyrs' Shrine (See http://bit.ly/1DOGGM)

**Photos**

- Exterior of the Catholic Church
- Interior of the Catholic Church ①
- Interior of the Catholic Church ②
- Interior of the Catholic Church ③
- Interior of the Catholic Church ④
- Interior of the Catholic Church ⑤

**How to Get There**

- Exit ② of Anguk Station (Subway Line ③) - walk eight minutes towards the Constitutional Court of Korea.

**Parking**

- Seoinsa Madang Public Parking Lot (Gyeonji-dong, Jongno-gu; 08:00–22:00; 800 won per 10 minutes)
- Nakwon Arcade Public Parking Lot (Nakwon Arcade, Jongno-gu; 1,000 won per 10 minutes)

**Product Development Tips**

- Develop products targeting overseas tourists who will take interest in the history of the Korean Catholic Church before and after the visit of Pope Francis in August by linking other holy lands (in Jeju Island, Chungcheongnam-do Province, etc.).

**Nearby Attractions**

- Bukchon Hanok Village, Insa-dong, Samcheong-dong Cafe Street, Sajik Park, and Sejong Village Food Street
# Overview

**Place** Buam-dong Alleys  
**Address** Changuimun-ro 10-gil, Changuimun-ro 5ga-gil, Jahamun-ro, Jahamun-ro 40-gil, and Baekseongdong-gil in Jongno-gu, Seoul

## About

**Romantic streets where nature, art, history and memories of old alleyways blend in harmony**
- Situated at the foot of a mountain behind Cheong Wa Dae (Office of the President), the neighborhood retains the traces of old life during the 60s and 70s, as if time had stopped here.
- Historically significant cultural properties, houses with a tin roof in the 80s, and suburban houses, which embody the flow of the times, remain as they were.
- As the area is designated as a development restriction area, there are no tall buildings, and you can enjoy the forest, valleys, and birds chirping in the center of the city.
- There are many cafes and galleries with unique character, making it an attractive filming location for TV dramas and a popular destination for couples.
- **Places recommended**
  - Zaha Museum is the highest art gallery in Seoul, known for its great views (362-21 Buam-dong, +82-2-395-3222).
  - Bangye Yun Ung-ryeol's Villa: Seoul City's Folklore Cultural Property No. 12. It retains the initial characteristics of the process of Hanok (Korean traditional house) becoming modernized (348 Buam-dong).
  - Sammotoonge Cafe: It was featured as Actor Lee Sun Kyun's house in TV drama, The First Shop of Coffee Prince (97-5 Buam-dong, +82-2-391-4737).
  - Seokpajeong is a villa of Regent Heungseon Daewongun in the final years of the Joseon Dynasty. Seoul City's Tangible Cultural Asset No. 26. (It is located within the Seoul Museum, and you can visit it while you are at the museum to see the exhibits. 201 Buam-dong, +82-2-395-0100)

## Photos

- A cafe on the Buamdong-gil road  
- Bangye Yun Ungnyeol's Villa  
- Whanki Museum  
- A gallery on the Buamdong-gil road  
- Seoul Museum  
- Seokpajeong Entrance

## How to Get There
- Exit ③ of Gyeongbokgung Palace Station (Subway Line 3) - go straight 100m, take Bus No. 1020, 7212, or 7022 at the bus stop, and get off at Buam-dong Community Service Center - enter the Buam-dong Alleys.

## Parking
- Gyeongbokgung Palace Parking Lot (capacity: 50 buses and 240 cars, +82-2-720-7595)  
- Buam-dong does not have much parking space, so it is recommended to park at Gyeongbokgung Palace and use public transportation to the destination.

## Product Development Tips
- It can be developed as a course for an indirect experience with the lives of artists and ordinary people by linking it to the "Seochon Hanok Village" course (which takes 2 hours and a half)," one of the Seoul Walking Tour courses (bit.ly/1ibCG91).citizens by linking it to the "Seochon Hanok Village" course (which takes 2 hours and a half)," one of the Seoul Walking Tour courses (bit.ly/1ibCG91).
- Package it with Bukaksan and Inwangsan Mountains and recommend it for a break on the walking tour.

## Nearby Attractions
- Cheong Wa Dae, Gyeongbokgung Palace, Cheongun Park, Tongin Market, Sajik Park, Gwanghwamun Gate, Bukchon Hanok Village, and Gahoe-dong Catholic Church
**Overview**

**Myeongdong Cathedral**

Address: 74, Myeongdong-gil, Jung-gu, Seoul (Myeongdong 2-ga)

Website: www.mdso.or.kr

Priest’s Office Phone: +82-2-774-1784

**Capacity**: About 800 persons

**About**

**Myeongdong Cathedral** is the symbol of Korean Catholicism and enshrines the remains of many Catholic martyrs.

- It is a monumental architectural structure designated as Historic Site No. 258. It was built in an imposing Gothic architectural style, which led to its nickname, "Pointed Roof on the Hill."
- The church buildings were built with about 20 different types of bricks, and red bricks and gray granite stones were laid in beautiful harmony.
- First stop of Route 1 of the Seoul Catholic Pilgrimage Routes recommended by "Visit Seoul," Seoul City’s official travel guide site
- Coste Hall is a space for art and culture on the second floor of the Myeongdong Cathedral Cultural Center. Cultural events, such as seminars, classic performances including recitals and vocal ensembles, and small-scale film festivals, are held in this 476-seat performance hall (closed on Mondays).

**Mass Schedules**

<table>
<thead>
<tr>
<th><strong>Mass on weekdays (Monday–Saturday)</strong></th>
<th>6:30/18:00/19:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>- No 19:00 Mass on Mondays</td>
<td></td>
</tr>
<tr>
<td>- Masses at 6 and 7 PM on Saturdays are Vigil Masses.</td>
<td></td>
</tr>
<tr>
<td>* Vigil Mass: A Mass said on a Saturday evening or the evening before a holy day of obligation</td>
<td></td>
</tr>
<tr>
<td><strong>Mass on Sundays</strong></td>
<td>7:00/9:00/10:00/12:00/16:00/17:00/18:00/21:00</td>
</tr>
<tr>
<td>- An English Mass is held at 9 o’clock.</td>
<td></td>
</tr>
<tr>
<td>- English confessions are heard before 9.</td>
<td></td>
</tr>
</tbody>
</table>

**How to Get There**

- Exit 6 or 7 of Myeongdong Station (Subway Line 4) - walk for five minutes along the Myeongdong Shopping Street - take a right turn at the Myeongdong Theater and take the uphill road.

**Packing**

- Use the parking lot of Mirae Asset Center One (67 Suha-dong, Jung-gu). The fee is 1,000 won per 10 minutes and 8,000 won for a full day.

**Product Development Tips**

- Recommend a one-day walking course by adding it to "Visit Seoul"-recommended Catholic Pilgrimage Route 2.
- As it is located in Jung-gu filled with tourist attractions (Myeongdong UNESCO Road, Shopping Street, N Seoul Tower), it provides easy access to those places. Also, accommodation facilities are well developed in this area, so it is recommended to use a nearby accommodation.

**Nearby Attractions**

- Myeongdong Shopping Street, Namsangol Hanok Village, N Seoul Tower, Namdaemun Market and traditional culture experience at Korea House
**Overview**

<table>
<thead>
<tr>
<th>Place</th>
<th>Café Rio and Café Nodeul</th>
<th>Capacity</th>
<th>40 seats each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>496, Yangnyeong-ro, Yongsan-gu, Seoul (Ichon 1-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Branch Manager Cheon, Min Gyu</td>
<td>Phone</td>
<td>+82-2-796-2003</td>
</tr>
<tr>
<td>Website</td>
<td>blog.naver.com/directi</td>
<td>Closed</td>
<td>Open year round</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(holidays)</td>
<td></td>
</tr>
</tbody>
</table>

**How to make a reservation**

A reservation is a must during the Seoul International Fireworks Festival (scheduled for early October every year).

**Price**

- Beverages: Start at 4,000 won
- Honey bread: 7,500 won
- House wine: 6,500 won

**Payment method**

- Cash or credit card (Foreign cards are accepted.)

**Languages available**

- English

---

**About**

Café Rio and Café Nodeul at the north end of the Hangangdaegyo Bridge are the best places to relax and admire the Han River.

- Based on the old Korean story of the Weaver Girl and the Cowherd, two cafés were built on either side of the Hangangdaegyo Bridge, Café Rio on the right and Café Nodeul on the left.
- Café Rio: On the menu of this tranquil café are beverages, honey bread, and house wine.
- Café Nodeul: In this cafeteria-like, comfy café, you can enjoy snacks and canned beer, looking out to the Han River.
- A scene from the movie, *The Suspect*, was filmed on the bridge. To shoot the scene, Hallyu Star Gong Yoo jumped off the 18-meter rails of the Hangangdaegyo bridge.
- Hangangdaeygo is now turned into a story-telling bridge to encourage pedestrians with messages from celebrities and famous people. Walk to the end of the "Bridge of Life," and you will be reminded of the good in life.

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**Photos**

- Café Rio
- Interior of Café Rio
- Tables in Café Rio

- Café Nodeul
- Interior of Café Nodeul
- Sunset seen from Café Nodeul

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**How to Get There**

- Exit ① of Yongsan Station (Subway Line 1) - go straight 900m toward the north end of Hangangdaegyo.
- Exit ③ of Sinyongsan Station (Subway Line 4) - go straight 900m toward the north end of Hangangdaegyo.

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**Parking**

- Large buses can be parked in the parking lot of Ichon Hangang Park (1,000 won for the first hour and 200 won for every 10 minutes afterwards).
- Vehicles other than city buses may be parked at the bus stop in front of the cafés after 21:00.

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**Product Development Tips**

- Develop healing-themed packages to close the day by looking at the sunset over the Han River
- Develop nature-friendly packages by bundling it with Nodeulseom, Ichon Hangang Park, and Yeouido Hangang Park

---

**Nearby Attractions**

- National Museum of Korea, water taxis at the Ichon Dock, Nodeulseom, Yongsan Electronics Shopping Mall, and Noryangjin Fisheries Wholesale Market
1 Religious Site  
   - Gilsangsa Temple  

2 Healing Trail  
   - Seongbuk-dong Alleys  

3 Religious Experience  
   - Bongeunsa Temple Life  

4 Healing View  
   - Gwangjingyo Riverview 8th Avenue
Gilsangsa Temple

<table>
<thead>
<tr>
<th>Place</th>
<th>Gilsangsa Temple</th>
<th>Capacity</th>
<th>About 200 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>68, Seonjam-ro 5-gil, Seongbuk-gu, Seoul (Seongbuk-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Gilsangsa Temple Office</td>
<td>Phone</td>
<td>+82-2-3672-0036</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.gilsangsa.or.kr">www.gilsangsa.or.kr</a></td>
<td>Closed (holidays)</td>
<td>Open year round</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Call to make a reservation for a temple stay by a group of 20 or more.</td>
<td>Hours</td>
<td>08:00–17:00</td>
</tr>
<tr>
<td>Price</td>
<td>Weekend Seon (Zen) Meditation Practice</td>
<td>Payment method</td>
<td>Account-to-account transfer</td>
</tr>
</tbody>
</table>

About

Conveniently located, just 10 minutes from downtown, Gilsangsa Temple feels like an old house in a neighborhood that looks like the countryside.

- Established in 1997, Gilsangsa has a relatively short history but has been spreading Buddhist teachings through a variety of temple experience and temple stay programs.
- A zen medication practice called Malgo Hyanggiruge (clean and fragrant) is held once a month. You can meditate eight hours or more and experience temple life (free of charge).
- On every third and fourth weekends, "Weekend Seon Meditation Practices" are held for two days and one night. It is a process of searching for your true self by keeping silent and practicing Chasu (crossing of hands).
- The temple offers a temple life program to allow lay people to experience Buddhist culture for a short period of time, two to four hours a day (call +82-2-3672-0035 for inquiries).
- In the yard of the temple, there are two 600-year-old trees designated for protection, creating cool shades for visitors.
- The statue of Gwanseum Bosal (Goddess of Mercy) was made by Choi Jong-tae, a Catholic sculptor, in the hopes of reconciliation among religions.

Photos

- Gilsangsa Temple Entrance
- Front view of Gilsangsa Temple
- Beomjong (Great Buddhist Bell)

Monks’ living quarters  Yeondeung (lotus lanterns)  Gwanseum Bosal Statue

How to Get There

- Exit ⑥ of Hansung University Station (Subway Line 4) - go straight 50m and take the shuttle bus in front of Dongwon Mart.
- It takes about 20 minutes to walk to the temple: Exit ⑥ of Hansung University Station - go straight 800m toward Seongbuk-ro 8-gil - go straight 800m toward Seonjam-ro.

Parking

- The parking lot of the temple is available, but it does not have much space. It is recommended to take the shuttle bus or walk to the temple, whenever possible.

Product Development Tips

- Two-day-one-night temple stay courses can be developed for tourists from the Great China Region who are highly interested in Buddhist culture.
- Korean Buddhism experience courses can be recommended for independent tourists from Europe and the Americas who are highly interested in Oriental culture.

Nearby Attractions

- Choi Sunu House, Suyeonsanbang, Bukaksan Mountain Route of the Seoul City Wall (Seonggwakgil) Course, Simujang, and Korea Furniture Museum
# Seongbuk-dong Alleys

<table>
<thead>
<tr>
<th>Overview</th>
<th>Seongbuk-dong Alleys</th>
<th>Total distance</th>
<th>About 6.0km (It takes one hour and a half.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Whole area of Seongbuk-dong, Seongbuk-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course</td>
<td>Choi Sunu House ▶ Suyeonsanbang ▶ Simujang ▶ Kansong Art Museum ▶ Korea</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

Old and scenic alleys and traditional Korean houses leave you a warm memory.

- Choi Sunu House (9, Seongbuk-ro 15-gil): The charming atmosphere of the traditional Korean house (*Hanok*) remains as it was, and its antique beauty is appealing to viewers.
- Suyeonsanbang (8, Seongbuk-ro 26-gil) is a traditional Korean tea house made over from a *Hanok*. Writers used to write poets and novels in this old house.
- Simujang (24, Seongbuk-ro 29-gil) is a humble but decent *hanok* where Manhie Han Yong-un, a Buddhist poet and independence activist, lived.
- Kansong Art Museum (102-11, Seongbuk-ro): Concerned about Korean cultural assets and artworks being taken out of Korea, Jeon Hyeong-pil devoted his life and fortune to buying back the antiques of his country and founded this private museum.
- Korea Furniture Museum (121, Daesagwan-ro): Traditional Korean wood furniture is on display, categorized by material, by use, and by region.
- Open on Tuesday through Saturday. A guided tour costs 20,000 won (40,000 won if a tea ceremony is added). Reservation: +82-2-745-0181 or contact@kofum.com
- Viewing times (in Korean): 11:00, 13:00, 14:00, 15:00, 16:00, 17:00. viewing times (in English): 14:00, 16:00.

### Photos

- Choi Sunu House
- Suyeonsanbang
- Simujang
- Kansong Art Museum
- Seongbuk-dong Alleys
- Korea Furniture Museum

### How to Get There
- Exit ⑤ of Hansung University Station (Subway Line 4) - go straight 700m toward Seongbuk-dong Community Service Center - Choi Sunu House

### Parking
- Free parking is available in the Seongbuk-dong Residential Permit Parking Areas during the day. Non-residential parking is not allowed in the evening and on weekends (Seongbuk-ro 21-gil).

### Product Development Tips
- Seongbuk-dong is quiet and secluded, compared with Bukchon and Samcheong-dong. Walking tour packages for group tourists from the Great China Region can be developed using Seongbuk-dong Alleys as a theme.
- Walking tour packages for foreign independent tourists can be developed by bundling it with Bukaksan Mountain Route and Naksan Park Route of Seoul Seonggwakgil (Fortress Wall Trail).

### Nearby Attractions
- Gilsangsa Temple, Jeongneung Royal Tomb, Seoul Seonggwakgil, Daehak-ro, and Naksan Park
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Bongeunsa Temple in the Jogye Order of Korean Buddhism</th>
<th>Capacity</th>
<th>7–120 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>531, Bongeunsa-ro, Gangnam-gu, Seoul (73, Samseong 1-dong)</td>
<td>Phone</td>
<td>Bongeunsa Temple</td>
</tr>
<tr>
<td>Contact</td>
<td>Eom, Ju Gyeong</td>
<td>Temple Stay</td>
<td>+82-2-3218-4825</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.bongeunsa.org">www.bongeunsa.org</a></td>
<td>Foreigners</td>
<td>+82-2-3218-4895</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td></td>
<td>Koreans</td>
<td>+82-2-3218-4825</td>
</tr>
<tr>
<td>Individual</td>
<td>Visit in person or call by phone</td>
<td>Payment method</td>
<td>Closed (holidays)</td>
</tr>
<tr>
<td>Group</td>
<td>By e-mail/by phone (A one-week advance reservation is required.)</td>
<td></td>
<td>Lunar New Year's Day and Chuseok holidays</td>
</tr>
<tr>
<td>Price</td>
<td>20,000 won per person</td>
<td>Languages available</td>
<td>English, Japanese, Chinese</td>
</tr>
<tr>
<td>Group</td>
<td>20,000 won per person. 30,000 won for more than three hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount</td>
<td>Elementary and middle school students; underprivileged people</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

**Temple life at Bongeunsa Temple heals your body and mind tired from everyday life.**

- Temple culture experience programs provide opportunities to experience the daily life and routines of Buddhist practitioners in the only traditional temple that sits in the Gangnam area.
- **Temple Life - A program designed to experience traditional Korean Buddhist culture over a short stay**
  - Group Temple Life (Korean and foreigners): A true healing of the mind is achieved through four basic activities: temple tour, tea ceremony, lotus flower making and meditation with monks. Old or young, man or woman, anyone can participate by signing up on the site, without a reservation.
- **Thursday Temple Life:** This program starts at 14:00 every Thursday. It consists of a temple tour, tea ceremony, lotus flower making and meditation with monks. You can also participate in additional programs, such as chanting, prayer beads making, talk with monks, 108 prostrations, and sutra copying.

### How to Get There

- Exit ⑥ of Samseong Station (Subway Line ②) - go straight 100m toward ASEM Tower - Bongeunsa Temple is on your left.
- Exit ② of Cheongdam Station (Subway Line ⑦) - go straight 150m toward Kyunggi High School - Bongeunsa Temple is on your right.

### Parking

- Parking is available in the temple parking lot. Up to 10 large buses can be parked (free of charge).

### Product Development Tips

- Foreigners from diverse countries in the Americas, Europe and Asia prefer programs offered by the temple. Besides this, the programs are open to anyone regardless of age or gender. Therefore, the temple can be packaged into diverse tour products.
- On Thursdays, you can sign up for the program on the spot without a reservation. The program can be recommended for free time on a package tour.

### Nearby Attractions

- COEX Mall, Lotte Duty Free Shop, Lotte Hotel, Lotte Department Store, Sinsa-dong Garosu-gil and Serosu-gil Roads, Galleria Department Store Luxury Hall, and Apgujeong Rodeo Street.
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Gwangjingyo Riverview 8th Avenue</th>
<th>Capacity</th>
<th>70 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>527-2, Cheonho-dong, Gangdong-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Kim, Se Jeong</td>
<td>Phone</td>
<td>+82-2-3780-0796</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.riverview8.co.kr">www.riverview8.co.kr</a></td>
<td>Closed</td>
<td>(holidays)</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Make an inquiry online in the website</td>
<td>Hours</td>
<td>10:00–22:00 (winter season: 10:00–21:00)</td>
</tr>
</tbody>
</table>

### About

Riverview 8th Avenue on the Gwangjingyo Bridge where a popular TV drama, *Iris*, was filmed offers a variety of exhibitions and performances and wide and unspoilt views of the Han River.

- One of the three under-bridge observatories in the world
- Gwangjingyo Riverview 8th Avenue provides fantastic views of the Han River not only from inside the performance hall but also from the bridge outside.
- The floors of the exhibition hall are built with glass panels, which allow you to see the river flowing under your feet.
- You can watch both performances and spectacular views of the river in Riverview 8th Avenue, which represents the cultural spaces in the Han River area. All programs are offered for free.

### Photos

- A night view of the Han River seen from Riverview 8th Avenue
- Glass floor panels in the exhibition hall
- A night view of Gwangjingyo Riverview 8th Avenue

### How to Get There

- Exit ② of Gwangnaru Station (Subway Line ⑤) - go straight to Gwangjin Youth Center - take a right turn and go straight 500m - Riverview 8th Avenue
- Exit ② of Cheonho Station (Subway Line ⑧) - go straight 200m - take a left turn at Gwangjingyo Namdan (South End) Junction - go straight 500m - Riverview 8th Avenue

### Parking

- Use the parking lot of Gwangnaru Hangang Park under the Cheonhodaegyo Bridge.
- 1,000 won for the first hour and 200 won for every 10 minutes afterwards (free on Sundays and holidays)

### Product Development Tips

- There is a constant flow of overseas tourists as it is famous as a filming location for *Iris* and *City Hunter*. It is recommended as a stop for *Hallyu* tour packages.
- It can be recommended as a romantic destination for couples. They can stroll along the walking trail across the Gwangjingyo Bridge, watch a performance and an exhibition at Riverview 8th Avenue, admiring views of the Han River together.

### Nearby Attractions

- Gwangnaru Hangang Park, Jamsil Station Underground Shopping Center, Samseong Station, and Sheraton Grande Walkerhill’s Camp in the City
1 Religious Site
   - Jogyesa Temple

2 Healing Trail
   - Pyeongchang-dong Alleys

3 Religious Experience
   - International Seon Center

4 Healing View
   - Dong-A Science Astronomical Observatory
Jogyesa Temple is the headquarters of the Jogye order that represents Korean Buddhism.

- Jogyesa, located in downtown Seoul, has more than 100 years of history. The temple has weathered the turbulent years of Korea’s modern and contemporary history, together with Korean people.
- The leisurely sights of the temple as well as its old trees make it hard for visitors to believe that they are in the heart of the city.
- Colorful and splendid lotus lanterns cover the sky in the compound of the temple.
- A 500-year-old white pine tree stands next to the Main Hall. It is designated as Natural Monument No.9.
- The temple hosts a grand Lotus Lantern Festival every year to celebrate the birth of Buddha (April 8th in the lunar calendar). It is the final destination of the Lotus Lantern Parade.
- Jogyesa Temple offers Temple Stay and Temple Life programs (apply in the website).
- Programs for staying at the temple for two days and one night (Temple Stay) or three hours (Temple Life) and experiencing the discipline and culture of Korean Buddhism.
- Temple Stay (two days and one night): Fee - 98,000 won per person. The program is offered in English, Chinese, Japanese, and French. Six to 50 persons are accommodated at one time.
- Temple Life (three hours from 14:00 to 17:00): 30,000 won per person. The program is offered in English, Chinese, Japanese, and French. Six to 60 persons are accommodated at one time.

How to Get There
- Go straight 70m from Exit 2 of Jonggak Station (Subway Line 1) - cross the street at the crosswalk, go straight 100m, and enter the access road on your left.
- Go straight 50m from Exit 6 of Anguk Station (Subway Line 3) - cross the crosswalk in front of Dongdeok Gallery, take the left and go straight 50m, and enter the access road on your right.

Parking
- Seonisamadang Public Parking Lot: 1,000 won per 10 minutes (Jogyesa Temple does not have much parking space, so it is recommended to use public transportation.)

Product Development Tips
- The Lotus Lantern Festival takes place from Jongno to Insa-dong to Cheonggyecheon, all located near Jogyesa Temple. It is recommended to develop tours to enjoy Buddhist culture and look around those famous spots of Seoul during the festival period.
- The three-hour Temple Life program is recommended for tourists who cannot afford to spend two days for temple stay.

Nearby Attractions
- Cheong Wa Dae, Deoksugung Palace, Gyeongbokgung Palace, Gwanghwamun Gate (Gwanghwamun Square), Cheonggyecheon Stream, Insa-dong, and Bukchon Hanok Village
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Pyeongchang-dong Alleys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Whole area of Pyeongchang-dong, Jongno-gu, Seoul</td>
</tr>
</tbody>
</table>

### About

- **Pyeongchang-dong Alleys**

  Appreciate art and picturesque views as you walk in this rich neighborhood filled with exclusive houses!
  - Pyeongchang-dong is a rich neighborhood nesting in a hillside with fresh air and magnificent views, though geographically located in the center of the crowded city.
  - It is home to many galleries renowned for their unique character, including Gana Art Center, one of the galleries that represent Korean art exhibition halls.
  - Gana Art Center is the largest gallery in Korea. Its exterior fits in harmoniously with the natural scenery and attractions (www.ganaart.com).
  - Total Museum of Contemporary Art offers not only exhibitions but also artistic and cultural events in varied genres, such as concerts and seminars (www.totalmuseum.org).
  - Cafes with great views recommended
  - Kimi Art Gallery Cafe is an art space remodeled from a house. Views of Pyeongchang-dong from the cafe terrace connected to the gallery on the second floor are unparalleled (www.kimiart.net, +82-2-394-6441)
  - Cafe Motte stands next to Gana Art Center. It gives you unobstructed views of Bukhansan Mountain (www.motte.co.kr, +82-2-379-6500).
  - Pyeongchang-dong Alleys are one of the 20 selections of Alley Walking Courses designated by the Jongno District Office. Signboards and maps for tourists are installed on many corners.

### Photos

- A view of Pyeongchang-dong Alleys
- A view of Pyeongchang-dong Alleys
- Gana Art Center
- Kim Chong Yung Museum
- Total Museum of Contemporary Art
- Total Museum of Contemporary Art

### How to Get There

- Exit ③ of Gyeongbokgung Palace Station (Subway Line 3) - go straight 100m and take Bus No. 1711 or 1020 at the bus stop - get off in front of Lotte Apartment Complex to enter the neighborhood.

### Parking

- Pyeongchang-dong Public Parking Lot (128-7/148-18 Pyeongchang-dong, Jongno-gu, Seoul. 1,000 won per 10 minutes)
- Hours: 09:00–19:00 on weekdays, 09:00–15:00 on Saturdays. Free parking on Sundays and holidays.

### Product Development Tips

- Recommend a one-day walking course in connection with a Huam-dong Alley tour to follow the traces of the 600-year-old city that remain in Jongno.
- Since there are many uphill and downhill roads, it is essential for older tourists to wear comfortable shoes.

### Nearby Attractions

- Buam-dong Alleys, Gyeongbokgung Palace, Cheong Wa Dae, Sejong Village Food Street, Bukchon Hanok Village, and Insa-dong
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>International Seon Center of the Jogye Order of Korean Buddhism</th>
<th>Capacity</th>
<th>Accommodation: 100 Daily experience: 300</th>
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<tbody>
<tr>
<td>Address</td>
<td>167, Mokdongdong-ro, Yangcheon-gu, Seoul (Sinhaeng-dong)</td>
<td>Phone</td>
<td>+82-2-2650-2242</td>
</tr>
<tr>
<td>Contact</td>
<td>Yongtae Kim, Chief Manager for International Affairs</td>
<td>Closed (holidays)</td>
<td>Open year round (reservation required)</td>
</tr>
<tr>
<td>Website</td>
<td>Korean <a href="http://www.seoncenter.or.kr">www.seoncenter.or.kr</a></td>
<td>Korean <a href="http://www.seoncenter.com">www.seoncenter.com</a></td>
<td></td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Online reservation on the website</td>
<td>Hours</td>
<td>Vary with programs (see below)</td>
</tr>
<tr>
<td>Price</td>
<td>Daily 30,000 won (including a meal)</td>
<td>Payment method</td>
<td>Cash</td>
</tr>
<tr>
<td>2 days, 1 night 50,000 won (including meals and accommodation)</td>
<td>Languages available</td>
<td>Buddhist monks (sunims) conduct sessions in English.</td>
<td></td>
</tr>
</tbody>
</table>

### About

**A place for our contemporaries who need both rest and discipline to experience temple life**

- The center offers a variety of programs to learn Korean Buddhism and traditional culture.
- Saturday Meditation in English is offered for both local residents and foreigners who want to learn meditation.
- Participants are guided on sitting meditation, walking meditation, meditation customized to individuals, English dharma, zen yoga as well as exchanging experiences in Buddhist practices (19:00–21:00 on Saturdays, free of charge).
- "Breathe and Rest" Temple Stay and "Traditional Korean Buddhist Culture Experience" Temple Stay
  - Programs for experiencing diverse Buddhist culture and practices under the systematic guidance of Buddhist monks for two days and one night. Activities include customized meditation, walking meditation, Dancheong (red and blue) painting, lotus lantern making, prayer beads making for 108 prostrations, and rub copying.
- Daily Temple Stay
  - It lasts from 14:00 until 17:00 on weekdays. It is a program for understanding and experiencing Korean Buddhist culture (a gong-yang (meal) is served at 17:00).

### Photos

- Night view of International Seon Center
- A monk guides participants to meditate
- Tea and talk with monks

### How to Get There

- **Walk for 10 minutes toward Mokdong Middle School from Exit ⑧ of Omokgyo Station (Subway Line 5).**

### Parking

- Parking lots of the building on the second and third basements (free parking for participants)

### Product Development Tips

- As Buddhist monks preside over all programs in English, tour products can be developed for English-speaking tourists using the temple programs.
- Easy to develop tour products as there are programs arranged by time, by period, by content.

### Nearby Attractions

- Mokdong SBS Broadcasting Station, Seonyudo Park, Yeongdeungpo Times Square, Noryangjin Fisheries Wholesale Market, and D-Cube City Department Store
Overview

Place: Dong-A Science Astronomical Observatory
Address: Najin Electronic World, 7th floor, 109, Cheongpa-ro, Yongsan-gu, Seoul
Contact: Hong, Ju Eun (+82-2-3148-0704)
Website: bit.ly/SSe1Rb
Open: Tuesdays, Fridays, Saturdays, Sundays (An adjustment can be made for a group of 30+)

How to make a reservation:
Online, by phone

Price:
| Group of foreigners (30 or more) | Day (15:00–17:00) | 20,000 won | Payment method | Cash or credit card
|                                 | Night (19:00–22:00) | 30,000 won | Languages available | (Foreign cards are accepted.)

About

A feast of mysterious starlight unfolds in the heart of Seoul!
- A filming location for Mimi, a TV series starring TMO Changmin. It is gaining popularity as a unique tourist attraction.
- Let's go explore the beautiful stars and planets with sophisticated observation equipment and participate in a variety of experience programs!
- Celestial Observation Center: Vividly observe what planets and other celestial bodies look like through the circular dome with 7m in diameter, which revolves 360 degrees.
- Planetarium: A virtual constellation center equipped with an 8-meter dome screen and high-definition digital projectors
- Outdoor Observation Post: Various telescopes optimized to the celestial bodies to be observed are installed, allowing visitors to observe planets, double stars, star clusters and others.
- Science Hall and Da Vinci Room: Multi-purpose facilities used for seminars, lectures, etc. (capacity: Science Hall~150 persons, Da Vinci Room~70)
- Rooftop Park: In this astronomy-themed park at the top of the building, there are benches on which you can rest and look at the stars.
- Programs: Day (Haebaragi, meaning Sunflower) - Solar observation (sunspots, solar prominences, etc.) and a virtual visit to the solar system in the Planetarium, Night (Byeolbaragi, meaning Starflower) - Star and planet observation, Solar System observation (Planetarium),Trip to Constellations, and a video

How to Get There
- Walk about 10 minutes from Exit 3 of Yongsan Station (Subway Line 1) towards Yongsan Electronics Shopping Mall.

Parking
- Parking lots of Najin Electronic World Main Office Buildings 12 and 13

Product Development Tips
- A place for observing stars in downtown Seoul. Easy to move to other tourist attractions.
- Recommended for different types of tourists: Learning course for children, dates for couples, etc.

Nearby Attractions
- Yongsan War Memorial of Korea, National Museum of Korea, Hannamdong Cafe Street, Itaewon Gyeongnidan-gil, and Hongik University Pedestrian-Friendly Street

Photos

- Observation equipment
- A scene on Mimi, an M-net TV series
- Planetarium

- Planetarium
- Celestial Observation Center
- Outdoor Observation Post
1 Religious Site  
   - Yanghwajin Foreign Missionary Cemetery

2 Healing Trail  
   - Deoksugung Palace Jeongdong-gil

3 Religious Experience  
   - Appenzeller Noble Memorial Museum

4 Healing View  
   - Top Cloud
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Yanghwajin Foreign Missionary Cemetery</th>
<th>Capacity</th>
<th>About 200 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>46, Yanghwajin-gil, Mapo-gu, Seoul (Hapjeong-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Yanghwajin Service Hall (Information Office)</td>
<td>Phone</td>
<td>+82-2-352-9174</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.yanghwajin.net">www.yanghwajin.net</a></td>
<td>Closed</td>
<td>Closed on Sundays (holidays)</td>
</tr>
<tr>
<td>Languages available</td>
<td>English, Japanese and Chinese</td>
<td>Hours</td>
<td>10:00–17:00</td>
</tr>
<tr>
<td>(A reservation is required.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

- **Foreign missionaries and their families who lost their lives for the cause of the Gospel are buried in this cemetery park, which is now a Protestant holy land.**
  - Foreign missionaries who propagated the Gospel and founded hospitals and schools in Korea are buried in the Yanghwajin Foreign Missionary Cemetery.
  - Yanghwajin Hall brings to light the lives of missionaries who dedicated their lives to the spread of the Gospel in Korea.
  - Information on the missionaries, their mission activities, changes in Yanghwajin as well as the history of the Korean Church are on display by subject matter.
  - **The 100th Anniversary Memorial Church**
  - The church was established to commemorate the 100th anniversary of Korean Christianity and to preserve the Yanghwajin Foreign Missionary Cemetery as the holy land of the Korean Christian Church.

### Photos

- Yanghwajin Service Hall
- A view of the missionary cemetery
- A view of the missionary cemetery
- 100th Anniversary Memorial Church
- Yanghwajin Hall PR Room
- Path to Jeoldusan Martyrs’ Shrine

### How to Get There

- Exit ⑦ of Hapjeong Station (Subway Line 2 or 6) - go straight 400m toward Yanghwajin.

### Parking

- Yanghwajin Public Parking Lot is available. (Holy Land pilgrims must make a reservation in advance at 82-2-332-9174.)
- Large buses can be parked in the Mangwon Junction Public Parking Lot (1,000 won for the first half hour and 200 won for every 10 minutes afterwards).

### Product Development Tips

- Pilgrimage tours to visit both Christian and Catholic holy lands can be developed by adding Jeoldusan Martyrs’ Shrine.
- Packaged with Jeongdong First Methodist Church and Appenzeller Noble Memorial Museum, it can be recommended as a course to learn the history of Korean Christianity.

### Nearby Attractions

- Jeoldusan Martyrs’ Shrine, Hapjeong-dong Cafe Street, Seonyudo Park, Trick Eye Museum, and Hongdae Street
<table>
<thead>
<tr>
<th>Overview</th>
<th>Place</th>
<th>Deoksugung Palace Jeongdong-gil</th>
<th>Total distance</th>
<th>3.5km (It takes three hours.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Whole area of Jeongdong, Jung-gu, Seoul</td>
<td>Deoksugung Palace ▶ Deoksugung Palace Doldam-gil (Deoksugung Stone-Wall Road) ▶ Seoul Museum of Art ▶ Jeongdong First Methodist Church ▶ Former Russian Legation ▶ Seoul Anglican Cathedral</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

Walk along the elegant and graceful Deoksugung **Doldam-gil** (Stone-Wall Road), admiring the buildings from the Enlightenment Period until the Early Modern Period.

- Deoksugung Palace (99, Sejong-daero): The Changing of the Royal Guard ceremony takes place every day, attracting a constant flow of foreign tourists.
- Seoul Museum of Art (61, Deoksugung-gil) is a beautiful building next to the Deoksugung **Doldam-gil** (Stone-Wall Road) where various exhibitions and concerts are held.
- Jeongdong First Methodist Church (46, Jeongdong-gil) is a rather small church between the Seoul Museum of Art and Jeongdong Theater.
- Former Russian Legation (21-18, Jeongdong-gil) has great significance in the modern history of the Joseon Dynasty. It is where *Agwan Pacheon* (Royal Refuge at the Russian Legation) took place.
- Seoul Cathedral of the Anglican Church of Korea (16, Sejong-daero 19-gil) is the first Romanesque building in Korea.
- There lies the largest holy mosaic picture in Asia, and a spiral staircase leading to the basement passage has high architectural value.
- It was built with arched roofs, so that they would blend harmoniously with the nearby palace, Deoksugung. The Korean-style roof tiles on the building make for unique architectural beauty.

<table>
<thead>
<tr>
<th>Photos</th>
<th>Deoksugung Palace</th>
<th>Deoksugung Palace Doldam-gil</th>
<th>Seoul Museum of Art</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jeongdong First Methodist Church</td>
<td>Former Russian Legation</td>
<td>Seoul Anglican Cathedral</td>
</tr>
</tbody>
</table>

### How to Get There

- Exit ② of City Hall Station (Subway Line 1 or 2) - The walking tour starts at Deoksugung Palace.

### Parking

- **Seoul City Hall Seosomun Annex Parking Lot (37, Seosomun-dong, Jung-gu; 1,000 won per 10 minutes)**
- Public parking lot next to the British Embassy (5-1, Jeong-dong, Jung-gu; 1,000 won per 10 minutes)

### Product Development Tips

- There are many sites that cut through the modern history of Korea, so group tour packages can be developed under historic themes.
- Deoksugung Palace Doldam-gil is a stone-wall road that makes for a romantic and graceful date. Recommended for independent tourists from the Great China Region.

### Nearby Attractions

- Appenzeller Noble Memorial Museum, Jeong-dong Observatory, Central Hall of the Salvation Army, Seoul Museum of History, and Namdaemun Market
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Appenzeller Noble Memorial Museum</th>
<th>Capacity</th>
<th>About 100 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>19, Seosomun-ro 11-gil, Jung-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Curator Kim, Jin Yeong</td>
<td>Phone</td>
<td>+82-2-319-5578</td>
</tr>
<tr>
<td>Website</td>
<td>appenzeller.pcu.ac.kr</td>
<td>Closed</td>
<td>Closed on Mondays</td>
</tr>
<tr>
<td>How to make a reservation</td>
<td>Call to make a reservation for a group of 10 or more.</td>
<td>Hours</td>
<td>10:00–17:00</td>
</tr>
<tr>
<td>Languages available</td>
<td>Guided tours are available in English and Chinese (an advance contact is required at +82-2-319-5578).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

Witness the modern history of Korea and the history of Christian missions in Korea enshrined in the Pai Chai Institute, Korea’s first Western-style modern educational institution.

- The Pai Chai Institute is Korea's first western-style modern educational institution, which was established by the American missionary Henry Gerhard Appenzeller.
- The museum houses a permanent exhibition hall, a temporary exhibition hall and a hands-on activity classroom as well as collections that showcase the aspects of modern education practiced in old times.
- The Pai Chai Institute and early missionaries are introduced in the Permanent Exhibition Hall.
- You can experience modern education and watch a video in a “hands-on classroom,” a reproduction of the classroom of the Pai Chai Institute in the 1930s.
- The history of the Pai Chai Institute is exhibited: Textbooks used by students 120 years ago as well as their yearbooks and diplomas are on display.
- Temporary Exhibition Hall: <Republic of Korea and Pai Chai Institute: 1885-1960>
- The educational effects of the Pai Chai Institute on modern and contemporary history are presented multi-dimensionally by linking events with people.

### Photos

- Front view of the museum
- Museum Entrance
- Interior of the museum
- Permanent Exhibition Hall
- Temporary Exhibition Hall
- Pai Chai Institute Magazine

### How to Get There

- Exit ③ of City Hall Station (Subway Line 1 or 2) - go straight 50m toward Seosomun-ro 11-gil.

### Parking

- Seoul City Hall Seosomun Annex Parking Lot (37, Seosomun-dong, Jung-gu; 1,000 won per 10 minutes)
- Public parking lot next to the British Embassy (5-1, Jeong-dong, Jung-gu; 1,000 won per 10 minutes)

### Product Development Tips

- Develop history-themed tour packages by adding Ewha Girls High School Museum to learn about the history of modern education in Korea.
- Develop walking tour courses for FIT couples by adding Deoksugung Palace Jeongdong-gil.

### Nearby Attractions

- Deoksugung Palace, Seoul Museum of Art, Jeong-dong Observatory, Central Hall of the Salvation Army, and Seoul Museum of History
### Top Cloud

- **Place:** Top Cloud
- **Capacity:** 260 seats (three rooms)

#### Overview
- **Address:** 33rd floor of Jongno Tower Building, 51, Jong-ro, Jongno-gu, Seoul (Jongno 2-ga)
- **Contact:** Manager Kim, Jong Gu
- **Website:** www.topcloud.co.kr
- **How to make a reservation:** Reservations can be made by phone between 09:00 and 22:00.
- **Price:**
  - Lunch Buffet: 38,500 won
  - Dinner Buffet: 60,500 won
  - Lunch Course: KRW 50,000–60,000 range
  - Dinner Course: KRW 80,000–120,000 range
- **Payment method:** Cash or credit card (Foreign cards are accepted.)
- **Languages available:** English, Chinese, Japanese
- **Phone:** +82-2-2198-3300
- **Open year round**
- **Hours:**
  - Buffet: 12:00–14:00/18:00–20:30
  - Grill: 12:00–14:30/18:00–22:00
  - Bar and Cafe: 12:00–24:00

#### About

**One of Seoul's landmarks, Top Cloud takes you on a delightful trip to wonderful flavors with knockout views.**

- Top Cloud is a restaurant located on the 33rd floor of Jongno Tower in central Seoul and provides stunning night views.
- The modern and sensuous glass building and interior designs were created by an architect and a lead designer of world renown.
- Two attractive spaces, bar and grill sections, are connected through a bridge.
- Bar Section: Relax in the bar and watch live jazz performances over a semi-buffet, wine and cocktail.
- Grill Section: Enjoy hotel-class dishes, full-course menus, and high-quality wines in a classy atmosphere.
- A chef with 26 years of experience and his team prepare classic culinary delights with fresh ingredients.

#### Photos

- **Front view of Jongno Tower**
- **A meal with a view**
- **A photo of a course**
- **A photo of a course**
- **Interior of Top Cloud**
- **Interior of Top Cloud**

#### How to Get There
- **Exit 4 of Jonggak Station (Subway Line 1) - 33rd floor of the Jongno Tower building**

#### Parking
- **Use the underground parking lot of the building (free for three hours if you have a meal).**

#### Product Development Tips
- **You can look down to major attractions in Seoul including Gyeongbokgung Palace, Cheong Wa Dae and N Seoul Tower, and it is easy to move to other places.**
- **Famous as a filming location for My Lovely Sam Soon, a TV drama starring Hyun Bin starred; Midas, a TV drama starring Jang Hyuk; and The Art of Seduction, a movie starring Son Ye-jin. Recommended as a restaurant with a view in connection with other Hallyu attractions.**

#### Nearby Attractions
- **Cheong Wa Dae, Insa-dong Ssamzie-gil, Gyeongbokgung Palace, Gwanghwamun Gate, Deoksugung Palace, Bukchon Hanok Village, Cheonggyecheon Stream, Myeongdong, and N Seoul Tower**

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Special Recommendations

Special 1
Dondaemun Design Plaza (DDP)

Special 2
Jeongdong Observatory

Special 3
Performance
- Pyeongrong: That Peaceful Reverberation

Special 4
2014 Quality Tour Product Certification System

Information
[Seoul Tour+] Itineraries for the Five Senses
### Dongdaemun Design Plaza (DDP)

**Overview**

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Dongdaemun Design Plaza (DDP)</th>
<th>Classification</th>
<th>Things to do</th>
<th>Things to see</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Euljiro 7-ga, Jung-gu, Seoul</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>DDP Information Center</td>
<td>Phone</td>
<td>+82-2-2153-0510</td>
<td></td>
</tr>
<tr>
<td>Website/blog</td>
<td><a href="http://www.ddp.or.kr">www.ddp.or.kr</a></td>
<td>Visiting period</td>
<td>Open on March 21, 2014. Open year round</td>
<td></td>
</tr>
</tbody>
</table>

**How to make a reservation**
- Individual: By phone, online, on-site box office
- Group: Phone (+82-2-2153-0000) or online on-site booking not allowed

**Admission**
- General: Adults aged 19-65 in full
- Discount 1 (25%): Children and teenagers/aged 65 and above/patriots and veterans/dischable (Grades 4-6)/groups of 20 or more
- Discount 2 (50%): Group of 20 or more elementary, junior high, or high school students with an advance reservation
- Free: Infants younger than 3 years/persons of national merit/dischable (grades 1-3)/state guests and diplomatic missions

**Payment method**
Cash or credit card (VISA, MasterCard or other foreign cards are accepted)

**Language available**
English, Japanese and Chinese

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### DDP

- Opening date: March 21, 2014
- Construction completed at the end of November, 2013
- Purpose: An integrated cultural space to introduce global design trends and innovative design ideas as well as experience Seoul's past, present and future
- Facilities: Five facilities (Art Halls, Museum, Business Center, Accommodations and Park) divided into 15 spaces
- Architect: Zaha Hadid / Construction: Samsung C&T
  - Gross area: 86,574㎡
  - Lot area: 62,692㎡
  - 4 stories above ground and 3 below (maximum height of 29m)

### Opening of DDP

DDP, a space for creating and enjoying dreams, opens at 10 AM on March 21, 2014.

- Dongdaemun Design Plaza is where you can meet the past, present and future of Seoul as well as experience a great variety of culture and art.
  - Art Halls: Conventions, fashion shows, concerts, performances, and new product launches
  - Museum: Exhibition halls as well as a design playground for children and families, where they can experience Korean designs and global trends
  - Design Labs: A business platform for exhibiting, publicizing and trading creative private design products
  - Design Market: Integrated space of convenience linked to surrounding commercial areas where you can enjoy cultural content, experiential activities and shopping. Open 24 hours a day
  - Dongdaemun History and Culture Park: Citizens’ park where you can participate in new events, relax and enjoy yourself
- Eight unique and diverse exhibitions to celebrate the opening including the following: A total of 920 works are planned to be exhibited.
  - "Kan Song Mun Hwa" exhibiting 59 articles of national treasure-class relics
  - "Design Sports" with sports-related goods on display, such as "Chanho Park's Gloves" and "Seonhong Hwang's Soccer Shoes"
  - "Zaha Hadid 360°" to introduce her imaginative design pieces
- Sixty stories of attractions are to be developed out of historical, space and creative resources to provide opportunities for diverse experiences.
- DDP will be invigorated together with the Dongdaemun commercial area and made into a night attraction for tourists.
# About the Facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Space</th>
<th>Content and Programs</th>
<th>Hours</th>
<th>Closed</th>
<th>Preview of Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Halls (4,953㎡)</td>
<td>Art Hall 1 and 2, International Conference Hall</td>
<td>Seoul Fashion Week, Zaha Hadid 360°, etc.</td>
<td>10:00-21:00</td>
<td>Mondays, January 1, Lunar New Year’s Day, Chuseok (excluding hired spaces and special exhibitions)</td>
<td></td>
</tr>
<tr>
<td>Design Museum, Design Exhibition Hall, Design Pathway</td>
<td>Kan Song Mun Hwa, Design Sports, 100 Years of Korean Design History, etc.</td>
<td>10:00-19:00 (Weekdays) ※ Extended hours on Wednesdays and Fridays (19:00-21:00)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Experience Zone</td>
<td>Hands-on creative and scientific experiences for children</td>
<td>10:00-19:00 (Weekdays) ※ Extended hours on Wednesdays and Fridays (19:00-21:00)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Labs (8,206㎡)</td>
<td>Design Lab 1 and 2</td>
<td>Design and art products, knowledge and information, shopping, etc.</td>
<td>10:00-22:00</td>
<td>Open year round</td>
<td></td>
</tr>
<tr>
<td>Academy Hall</td>
<td>Experiential activities, educational programs, and exhibitions</td>
<td>10:00-22:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designers' Lounge</td>
<td>Food and drinks are offered in collaboration with famous chefs on design themes</td>
<td>10:00-22:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Cafe</td>
<td>Provides citizens convenience and rest</td>
<td>00:00-24:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallery Mun, Dongdaemun History Museum, Dongdaemun Stadium Memorial, Yipansu Exhibition Hall</td>
<td>Ulm School of Design, Poster Biennale, Design Allegory of Enzo Mari toward Utopia, Seoul Video Festival, etc.</td>
<td>10:00-19:00 (Weekdays) ※ Extended hours on Wednesdays and Fridays (19:00-21:00)</td>
<td></td>
<td>Mondays, January 1, Lunar New Year’s Day, Chuseok (excluding hired spaces and special exhibitions)</td>
<td></td>
</tr>
<tr>
<td>Design Market</td>
<td>Various types of stores including multi-brand shops, select shops, and &quot;antenna shops&quot; in operation</td>
<td>10:00-19:00 (Weekdays) ※ Extended hours on Wednesdays and Fridays (19:00-21:00)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dongdaemun History and Culture Park</td>
<td>Cultural park that provides citizens with convenience, rest and information</td>
<td>00:00-24:00</td>
<td></td>
<td></td>
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<tr>
<td>Oullim quare</td>
<td></td>
<td>00:00-24:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citizens Service Support Center</td>
<td>Provide services to promote convenience for citizens</td>
<td>00:00-24:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## DDP Opening Exhibition Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Exhibition</th>
<th>Location</th>
<th>Duration</th>
<th>Exhibition Components</th>
<th>Admission Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kan Song Mun Hwa (The Treasure of Kansong)</td>
<td>Design Museum</td>
<td>Open on March 21 and all year round</td>
<td>- Jeon Hyeongpil (pen name: Kansong) - Seoul Club Story - Cross the Genkai Nada to find Goryeo and Joseon - Speech of this country (Hunmin Jeongeum)</td>
<td>General admission: KRW 8,000 Discount 1: KRW 6,000 Discount 2: KRW 4,000</td>
</tr>
<tr>
<td></td>
<td>Zaha Hadid 360°</td>
<td>Design Experience Zone Lobby</td>
<td>March 21-March 26</td>
<td>- Fashion Collaboration Objet - Zaha’s Design Works - Zaha’s World of Architecture</td>
<td>General: KRW 4,000 Discount 1: KRW 3,000 Discount 2: KRW 2,000</td>
</tr>
<tr>
<td></td>
<td>Design Allegory of Enzo Mari Towards Utopia</td>
<td>Yigansu Exhibition Hall</td>
<td>March 21-June 21</td>
<td>- Self-Sustaining Design - Innovation and Tradition - Over 50 Years of Enzo Mari’s Works - Contemporary Italian Designers</td>
<td>General: KRW 4,000 Discount 1: KRW 3,000 Discount 2: KRW 2,000</td>
</tr>
<tr>
<td></td>
<td>Ulm Models: Models after Ulm: Ulm School of Design 1953-1968</td>
<td>Gallery Mun</td>
<td>March 21-May 21</td>
<td>- History of Ulm School of Design - Ulm Model - Leaving the Bauhaus Legacy - Models after Ulm</td>
<td>General: KRW 2,000 Discount 1: KRW 1,500 Discount 2: KRW 1,000</td>
</tr>
<tr>
<td></td>
<td>YKDM Pathway Cafe</td>
<td>Pathway Cafe on 3rd floor of the Museum</td>
<td>For one year from March 21</td>
<td>Multi-purpose area (lounge, exhibitions and museum shop)</td>
<td>Free</td>
</tr>
<tr>
<td></td>
<td>Who I Love: Designing Love in Dongdaemun</td>
<td>Media Wall Image Wall</td>
<td>For one year from March 21</td>
<td>Stories of people living in the 10 areas around Dongdaemun</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Design Experience Zone</td>
<td>4th floor of the Museum</td>
<td>Open on March 21 and all year round</td>
<td>Permanent exhibits and niche fairs, Design Lab</td>
<td>Individual: KRW 4,000 Group: KRW 3,000</td>
</tr>
</tbody>
</table>

✦ See DDP Overview for discounts.
✦ Special opening exhibitions (eligible for the Integrated Pass) are free on March 21 through 31, 2014.
Discovering 60 DDP "Hot Spots" and developing stories

Stories of history, space and creation will create 60 new experiences, which will increase visitors' satisfaction and lead them to come back as a result.

<table>
<thead>
<tr>
<th>History (STORY Telling)</th>
<th>Space (SPACE Telling)</th>
<th>Creation (DESIGN Telling)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seoul Seonggwak (fortress), Seoul Seonggwak Chiseong (battlements), Hadogamteo (military training ground), Byeoljijun Army Training Field, Igansumun, City Artifacts Exhibition Hall, roofing tiles pavement, Donglaemun Stadium Light Tower and Flame Cauldron</td>
<td>Grass Hill; Miraero (Into the Future) Bridge on the first floor; Yeongri (Two as One) Tunnel; Sculptured Stairways; exterior panels; Art Hall 1; and Design Museum</td>
<td>BIM technology for curved lighting that connects the ceilings and walls to make one seamless whole; cantilevers; eco-friendly building technology that does not tolerate an error of even 4mm; contest arena for emerging artists; and trendsetter</td>
</tr>
</tbody>
</table>

**History (STORY Telling)**

<table>
<thead>
<tr>
<th>Joseon Dynasty</th>
<th>Joseon Dynasty, Colonial Period, Independence</th>
<th>Modern and Contemporary Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Igansumun (water gate made of two arched gates)</td>
<td>Training field of Byeoljijun, Korea's first modernized military force</td>
<td>Seoul Stadium Light Towers (1966)</td>
</tr>
<tr>
<td>Fortress wall destroyed on account of Japanese Crown Prince's matrimony</td>
<td>Opening ceremony for Korea's first streetcar (1899)</td>
<td>Flame for the National Sports Festival (1966)</td>
</tr>
<tr>
<td>Site of Yeomchocheong and Hadogam, military facilities of Joseon Dynasty</td>
<td>Young-Min Lee, the first to hit a home run in Korean baseball history (1928)</td>
<td>Place where Cha Bum-Kun scored dramatic equalizers (1976)</td>
</tr>
<tr>
<td>Training field with remains of a roofing tile pathway and sites of a garden and a pond</td>
<td>Funeral of Kim Gu, leader of independence movement (1949)</td>
<td>First games of Korean professional baseball and football (1982 and 1983, respectively)</td>
</tr>
</tbody>
</table>
**Space (SPACE Telling)**

<table>
<thead>
<tr>
<th>World-class Korean technologies</th>
<th>Places standing out for the artistic beauty of their forms</th>
<th>Places where the art of curves comes to life</th>
</tr>
</thead>
<tbody>
<tr>
<td>First in Korea to introduce 3D BIM technology</td>
<td>Atypical internal pillars</td>
<td>Art Hall has realized three-dimensional, atypical curves</td>
</tr>
<tr>
<td>45,133 sheets of atypical exterior panels without an error of even 4mm</td>
<td>&quot;Sculptured Stairways&quot; turning stairs into artwork</td>
<td>Lights on the ceiling and straight stairs in Design Lab</td>
</tr>
<tr>
<td>Massive mega trusses with no pillars</td>
<td>Diverse GRG board techniques</td>
<td>&quot;Design Experience Zone&quot; where you cannot tell the ceiling apart from the walls</td>
</tr>
<tr>
<td>Atypical Miraero Bridge made of exposed concrete</td>
<td>Oullim Square Cave Stairway</td>
<td>&quot;Design Pathway&quot; where the ceiling lights lead the way</td>
</tr>
</tbody>
</table>
# Discovering 60 DDP "Hot Spots" and developing stories

## Creation (Design Telling)

<table>
<thead>
<tr>
<th>Media</th>
<th>Photo Zones</th>
<th>Citizens' Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image Walls leading the flow of human traffic" /></td>
<td><strong>DDP’s great view – Shopping malls around DDP</strong></td>
<td><strong>An arena of integration and harmony, “8-way intersection”</strong></td>
</tr>
<tr>
<td><img src="image2" alt="Unique entrance gate" /></td>
<td><strong>DDP where the night is beautiful</strong></td>
<td><strong>“Grass Hill,” a venue of concerts and performances</strong></td>
</tr>
<tr>
<td><img src="image3" alt="Cantilever Media Facade" /></td>
<td><strong>Photo zone where anyone can be a great photographer</strong></td>
<td><strong>Oullim Square, DDP’s meeting place</strong></td>
</tr>
<tr>
<td><img src="image4" alt="Performance and exhibition information is provided on the Media Wall" /></td>
<td><strong>V-shaped Cave Stairway heading towards the sky in Oullim Square</strong></td>
<td><strong>Grass Square where the contemporary meets the historical</strong></td>
</tr>
</tbody>
</table>

---

*Introduction*
<table>
<thead>
<tr>
<th>Images</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DDP Oullim Square_Night view</td>
<td>Exterior View of DDP</td>
</tr>
<tr>
<td>Exterior View of DDP</td>
<td>Sculptured Stairways</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How to Get to DDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Exit ① or ⑩ of Dongdaemun History &amp; Culture Park Station (Subway Line 2, 4, or 5)</td>
</tr>
<tr>
<td>- There is no concept of main gate or back gate.</td>
</tr>
<tr>
<td>- There are a total of 42 entrances including those leading to the sidewalks, parking garages, and the subway station.</td>
</tr>
<tr>
<td>- Parking capacity: 283 cars and 54 coaches (large buses)</td>
</tr>
<tr>
<td>The parking fee is KRW 400 per five minutes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Development Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group tourists</strong></td>
</tr>
<tr>
<td>- DDP's &quot;60 Hot Spots&quot; can be utilized as story resources for tour products.</td>
</tr>
<tr>
<td>- Products can be developed by linking them with diverse exhibitions as well as educational and experiential programs in the DDP.</td>
</tr>
<tr>
<td>- Products can be developed in collaboration with Doosan Tower, Dongdaemun Market, and other nearby shopping malls.</td>
</tr>
<tr>
<td><strong>Foreign Independent Travelers (FIT)</strong></td>
</tr>
<tr>
<td>- Nightly city tours can be developed.</td>
</tr>
<tr>
<td>- Products can be developed in connection with City Tour Buses going through traditional markets.</td>
</tr>
<tr>
<td>- Transit tour products can be developed to go between Incheon Airport Seoul.</td>
</tr>
<tr>
<td><strong>Recommended courses</strong></td>
</tr>
<tr>
<td>- Traditional markets (Gwangjang Market, Bangsan Market, Pyeonghwa Market) - DDP tour - performance (Doosan Art Center, Chungmu Art Hall)</td>
</tr>
<tr>
<td>- Jong le Nara Paper Art Museum - DDP tour - shopping (Migliore, Doosan Tower, etc.)</td>
</tr>
<tr>
<td>- DDP tour - Hanbok Cafe - Cheonggyecheon Stream - Gwangjang Market</td>
</tr>
</tbody>
</table>
Jeongdong Observatory, a place for relieving fatigue from the trip and appreciating the tradition and modernity of Seoul in one place!
- An observatory space (about 94.88㎡) on the 13th floor of Seoul City Hall Seosomun Building 1
- As part of the "Sharing City" project, a lounge with chairs and tables is open to visitors.
  - There is a cafe within the observatory where visitors can take rest.
- How to get the observatory: Use the dedicated elevator (Elevator 3) within the building.
- View Deoksugung Palace and other attractions around Jeongdong through the viewing window
  - Inside the observatory are exhibited photos of the area of Jeongdong in the 1900s as well as old maps.
  - Panorama View introduces famous attractions around Jeongdong seen from the observatory.

How to Get There
- Exit ① or ② of City Hall Station (Subway Line ① or ②)
- Exit ① - go straight for 30m - alley on your right - go straight for 70M - arrive at the building
- Exit ② - alley on your left - go straight for 70M - arrive at the building
- Parking: The parking lot on the 4th basement floor of the New Building accommodates about 101 cars.
- Large buses may use the Bus Parking Lot near the Donghwa Duty-Free Shop in front of Gwanghwamun Station Exit ⑥ (free).
Performance – Pyeongrong: That Peaceful Reverberation

The high-class concert, Pyeongrong: That Peaceful Reverberation, reinterprets traditional Korean music from a modern perspective.

About the Performance
- A chance to appreciate the Korean traditional music inscribed on the Unesco Intangible Cultural Heritage List (Jongmyojeoryeok, Arirang and Pansori)
- A high-class traditional music concert that grafts modern performing arts onto traditional Korean music, exhibiting excellence and beauty of traditional Korean music
- Heart-moving songs about human life and love linger on even after the performance.

In this concert, traditional Korean music is combined with cutting-edge technology of media art called 3D Projection Mapping.

What is 3D Projection Mapping? It is the art of scanning buildings and sculptures and projecting them onto the stage and seats. It gives a three-dimensional effect that makes things look more real than in real life, enabling viewers to experience unique images and giving the effect that the projected things look alive.

Namsangol Hanok Village
- A traditional Korean village established in 1998. It is favored as a main attraction for foreign tourists as it is easy to visit by public transport, and nearby tourist attractions are readily accessible from it (free admission).
- Hanok (traditional Korean house) tours and programs for experiencing traditional culture are regularly available.

Images

How to Get There
- Exit ③ of Chungmuro Station (Subway Line 3 and 4) - Walk along to the entrance of Namsangol Hanok Village
- Parking: charged parking lot of Namsangol Hanok Village (cash or credit card)
- Passenger cars – 250 won for five minutes/Tourist buses – 3,000 won per hour

-product tips

Group tourists
- Develop traditional experience theme products linking Gyeongbokgung Palace, Insadong, Korea House and Namsangol Hanok Village together

FIT
- Offer a nightly tour in collaboration with N Seoul Tower to give visitors a chance to enjoy the grace and elegance of traditional houses along with modern tastes
- Offer a tour in collaboration with Chungmu Art Hall to enjoy both traditional music concerts and modern performances

Recommended courses
- Korea House (Daejanggeum food experience) - Namsangol Hanok Village (Hanok tour) - Pyeongrong in Seoul Namsan Traditional Theater
- Dongdaemun - Cheonggyecheon Stream - Pyeongrong in Seoul Namsan Traditional Theater - N Seoul Tower

Overview

<table>
<thead>
<tr>
<th>Venue</th>
<th>Seoul Namsan Traditional Theater</th>
<th>Capacity</th>
<th>300 seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>28, Toegye-ro 34-gil, Jung-gu, Seoul, Korea 28 (Pildong 2-ga)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>Yoon Hye-jin, Marketing Office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-2261-0502</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>hanokmaeul.seoul.go.kr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Period</td>
<td>May 1, 2014–December 31</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How to make a reservation

<table>
<thead>
<tr>
<th>Individual</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (Interpark) or buy at the on-site box office</td>
<td>Phone (+82-2-2261-0502)</td>
</tr>
<tr>
<td>Hours (60 minutes)</td>
<td></td>
</tr>
<tr>
<td>Tue–Fri 20:00–</td>
<td>Sat–Sun 17:00–</td>
</tr>
</tbody>
</table>

Price

<table>
<thead>
<tr>
<th>Individual</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-students – 50,000 won</td>
<td>Non-students–30,000 won</td>
</tr>
<tr>
<td>Students – 30,000 won</td>
<td>Students–18,000 won (for 20 or more)</td>
</tr>
<tr>
<td>Booking by phone is required.</td>
<td></td>
</tr>
<tr>
<td>Payment method</td>
<td>Languages available</td>
</tr>
<tr>
<td>Cash or credit card (Amex and UnionPay cards are not accepted.)</td>
<td>English, Japanese, Chinese</td>
</tr>
</tbody>
</table>

agency
- Inquire at +82-2-2261-0502

Namsangol Hanok Village

- A traditional Korean village established in 1998. It is favored as a main attraction for foreign tourists as it is easy to visit by public transport, and nearby tourist attractions are readily accessible from it (free admission).
- Hanok (traditional Korean house) tours and programs for experiencing traditional culture are regularly available.

Images

Full View of the Theater  Performance Hall in the Theater  Performance Poster

- Exit ③ of Chungmuro Station (Subway Line 3 and 4) - Walk along to the entrance of Namsangol Hanok Village
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- Dongdaemun - Cheonggyecheon Stream - Pyeongrong in Seoul Namsan Traditional Theater - N Seoul Tower
2014 Seoul Certification Program for High Quality Tour Package

* Providing promotion, management support and golden incentive to the participating travel agency in order to enhance the satisfaction of foreign tourists who visit Seoul, Korea through developing superior tour package products

### Program Table

<table>
<thead>
<tr>
<th>Seoul Tourism Organization</th>
<th>Contact</th>
<th>Tel.</th>
<th>e-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor</td>
<td>Ko Wui Sung, Chief</td>
<td>82-2-3788-0842</td>
<td><a href="mailto:kwskorea@seoulwelcome.com">kwskorea@seoulwelcome.com</a></td>
</tr>
<tr>
<td>Japan</td>
<td>Huh Lyn</td>
<td>82-2-3788-8126</td>
<td><a href="mailto:lynn@seoulwelcome.com">lynn@seoulwelcome.com</a></td>
</tr>
<tr>
<td>Great China Region</td>
<td>Kim Jeongwon</td>
<td>82-2-3788-0846</td>
<td><a href="mailto:yuanyuan@seoulwelcome.com">yuanyuan@seoulwelcome.com</a></td>
</tr>
<tr>
<td>Southeast Asia, Europe, America</td>
<td>Ku Jihye</td>
<td>82-2-3788-0879</td>
<td><a href="mailto:finekj@seoulwelcome.com">finekj@seoulwelcome.com</a></td>
</tr>
</tbody>
</table>

### Overview

#### Purpose
- To promote development of high-quality tour package products that incorporate various cultural experiences in Seoul
- To enhance the satisfaction of foreign tourists who visit Seoul through superior tour package products certified by the Seoul Metropolitan Government

#### Procedure

- **Application** (on rolling basis)
  - Application received through Korean partner companies

- **Certification Evaluation**
  - Certification of high-quality tour package given after evaluation

- **Promotion Support**
  - Promotion and management support provided

### To Apply

- Applicants should submit the Program Participation Agreement form to Seoul Tourism Organization through Korean inbound partners

### Support

#### Classification

<table>
<thead>
<tr>
<th>Golden Incentive</th>
<th>Amount (in KRW)</th>
</tr>
</thead>
</table>
| Certified quality tour products | • Total tourists of 500 or more: 4,000,000 won  
|                    | • Total tourists of 1,000 or more: 8,000,000 won |
| Pre-qualified tour products          | • Total tourists of 1,000 or more: 3,000,000 won   |
| Promotion support                  | • Seoul certification mark granted  
|                    | • Joint advertisement of certified products in the relevant country |
| Certified quality tour products          | • Information on new tour resources to develop tour products |
| Other                              |                                                                               |

- Details of support is subject to change depending on changes in policy of Seoul Metropolitan Government
<table>
<thead>
<tr>
<th>Contents</th>
<th>High Quality Tour Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirements</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Requirement</td>
</tr>
</tbody>
</table>
| Accommodation | - At least a 2-night stay in a 1st class or higher rated hotel in Seoul  
  ➢ Hanok stay, Innostel, temple stay and Good Stay hotels included  
  ➢ Accommodations at a 1st class hotel or higher in Gyeonggi or Incheon area during the peak season (Apr.–Oct.) approved  
  ➢ Accommodations in Gyeonggi-do or Gangwon-do area (1 night) approved in the case of winter packages (Dec.–Feb.) |
| Meal | - Subtotal price of two meals of 20,000 won or higher during at least 2 days of stay in Seoul  
  ➢ Minimum 7,000 won per meal per person  
  ➢ No distinction between lunch and dinner  
  ➢ Meals at restaurants in Seoul or Gyeonggi-do area  
  ➢ Breakfast excluded from evaluation  
  (breakfast at a deluxe hotel recognized once only) |
| Attraction | - Subtotal of entrance(experience) fees of 30,000 won or higher at 2–3 cultural experience sites in Seoul  
  ➢ Inclusion of one site in Gyeonggi-do or Gangwon-do area approved in the case of winter packages  
  ➢ Minimum 5,000 won per site per person  
  ➢ Subtotal of entrance(experience) fees of 30,000 won or higher at 2 or 3 sites |
| Guide | - Tour guide certification required  
  ➢ Exceptions granted for Southeast Asian tourists  
  (Thailand, Vietnam, Malaysia, Indonesia) |
| Schedule | - Staying at least 2 full days in Seoul is required  
  ➢ One day’s stay refers to a stay of at least 6 hours between 08:00 and 20:00 |
# Seoul Tour+ Itineraries for the Five Senses - Monthly Themes

## Introduction
- Starting with the May issue, it offers "Seoul Tour+ Itineraries for the Five Senses": Every month, 10 itineraries to experience the charms of Seoul (40 different content items) will be created with a new theme and provided as product information customized to your needs.
- You are asked to make active use of them when planning high-quality Seoul tour products for foreign group tourists.

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Product Name</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Shopping</td>
<td>Shopping 1_Shopping while Sightseeing in Seoul</td>
<td>Traditional market ⇝ nearby food ⇝ shopping street ⇝ early morning market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shopping 2_Enjoy Summer Sales</td>
<td>Department store/duty-free shop ⇝ nearby food ⇝ outlet ⇝ shopping center</td>
</tr>
<tr>
<td>June</td>
<td>Healing</td>
<td>Healing 1_High-End Healing Tour to Keep Body and Soul Healthy</td>
<td>Healing park ⇝ healing therapy ⇝ healing experience ⇝ healing restaurant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healing 2_Trip to Seoul that Heals the Soul</td>
<td>Religious site ⇝ healing trail ⇝ religious experience ⇝ healing view</td>
</tr>
<tr>
<td>July</td>
<td>Hallyu</td>
<td>Hallyu 1_Catch Up with Hot Korean Dramas</td>
<td>filament location ① ⇝ Restaurants in dramas ① ⇝ filament location ② ⇝ Restaurants in dramas ②</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hallyu 2_Dive into the Hottest Trends in Korean Culture</td>
<td>K-Experience① ⇝ K-Experience② ⇝ K-Experience③ ⇝ K-Dinner</td>
</tr>
<tr>
<td>August</td>
<td>Family</td>
<td>Family 1_Mom and Daughter Trip to Seoul</td>
<td>Exhibition/viewing ⇝ beauty shopping ⇝ nearby food ⇝ cultural performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family 2_Make Family Memories in Seoul</td>
<td>Recreational area/aquarium ⇝ amusement park ⇝ restaurant ⇝ performance for families</td>
</tr>
<tr>
<td>September</td>
<td>Challenge</td>
<td>Challenge 1_Stress Level Down to Zero, Running Man Experience in Han River, Seoul</td>
<td>Bike ⇝ nearby food ⇝ water sports ⇝ place with a great view</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Challenge 2_Lose Weight while Having Fun in Exciting Seoul</td>
<td>Unique indoor experience ⇝ hiking ⇝ restaurant ⇝ unique outdoor experience</td>
</tr>
<tr>
<td>October</td>
<td>Night Culture</td>
<td>Night Culture 1_TGIF! Nightlife in Seoul</td>
<td>Snacks ⇝ indie band ⇝ college-town bar ⇝ club</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Night Culture 2_Kick up Your Heels Until the sunrise in Seoul</td>
<td>Dinner/drinks (1st round) ⇝ dinner/drinks (2nd round) ⇝ singing room/club ⇝ hangover food</td>
</tr>
<tr>
<td>November</td>
<td>Tradition</td>
<td>Tradition 1_Look Around Seoul with a History of 600 Years</td>
<td>Traditional attraction ⇝ restaurant ⇝ modern heritage site ⇝ night tour</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tradition 2_Experience the Traditions of Seoul with a History of 600 Years</td>
<td>Traditional experience ⇝ restaurant ⇝ traditional food experience ⇝ traditional performance</td>
</tr>
<tr>
<td>December</td>
<td>Beauty</td>
<td>Beauty 1_Secret Beauty Experience to Become Beautiful like Jun Ji Hyun</td>
<td>Hair and makeup ⇝ nearby food ⇝ beauty shopping ⇝ photo shoot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beauty 2_Turn into Cinderella in Seoul</td>
<td>Fitness ⇝ spa ⇝ &quot;wellness&quot; restaurant ⇝ beauty shopping</td>
</tr>
<tr>
<td>January 2015</td>
<td>Love</td>
<td>Love 1_Make Your Love Come True in Seoul</td>
<td>Unique date ideas ⇝ restaurant and cafe ⇝ performance ⇝ great place for a date</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Love 2_Together with Your Sweetheart in Seoul</td>
<td>Festival ⇝ nearby attraction ⇝ restaurant ⇝ great place for a date</td>
</tr>
</tbody>
</table>
Seoul Tour+

*Itineraries for the Five Senses - Healing*

Date of Publication: June 2014
Publisher: Tourism Marketing Team, Seoul Tourism Organization
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