



Photo: Guitar photographer/Shutterstock.com



nami chwang/Shutterstock.com



PKphotograph/Shutterstock.com



mTaira/Shutterstock.com

Seoul is a city of contrasts in which the ancient and the modern harmoniously coexist. In one sense, it's a hi-tech 21st-century city awash with neon lights and the sights and sounds of a 24 hour metropolis, while at the same time, a city retaining the majesty and graceful ambience of ancient dynasties that once ruled. Like the river Han on which it sits, Seoul is constantly moving as it strides boldly into the future, yet simultaneously managing to keep one foot firmly entrenched in its historical past.

Go where no one has
VENTURED BEFORE!

5 Off the Beaten Track
Destinations in Asia

ArrivalGuides

Foto: WhitefoxChen / Shutterstock

Top 5



Gyeongbokgung Palace
If you only have time for one palace visit make sure this is the one. Also r...



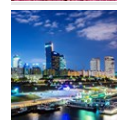
National Folk Museum Of Korea
The museum is located inside Gyeongbokgung Palace and



Namsangol Hanok Village
A trip to Namsangol Hanok Village will grant visitors insight into the tradi...



Seoul Tower
For sweeping views of the city from Seoul's highest point, head to the obser...



Hangang River Ferry Cruise
Taking a cruises along the Hangang River in Seoul is a great way to enjoy th...



THE CITY



Savvapanf Photo/Shutterstock.com

The Jongno-gu area of Seoul is one of the city's most fascinating districts, symbolizing the duality of Seoul as both ancient and modern. Here, the historic palaces and the old quarter of Insadong sit aside Daehakno and University St, which is the centre for alternative art brimming with galleries, theatres, restaurants and bars. This dichotomy between the ancient and the modern is also seen in the district of Gangnam, where skyscrapers tower above the delicate architecture of Gyeongbukgung Palace. The city's commercial centre, Gangnam, is more workmanlike than other areas of the city. However, like Myeongdong, the city's financial district, Gangnam is also becoming known for its restaurants and bars.

Missing home? Then head for Itaewon - the international hub of Seoul, where expatriates, tourists and locals gather. It is known for its legendary nightlife where Western-style pubs and nightclubs proliferate. Failing that, a spot of retail therapy in the Namdaemun and Dongdaemun areas should certainly cure all.

DO & SEE



Olesya Kuznetsova/Shutterstock.com

As one of the largest cities in the world, Seoul offers visitors plenty to explore. Any traveller will find an activity to fit their taste - the Korean capital has everything from historical sites to museums, art galleries, recognizable landmarks, traditional parks and palaces, casinos (only open to foreigners!), theme parks and much more. Seoul certainly is one of those cities that boasts the thrilling variety a traveller craves.

Gyeongbokgung Palace



If you only have time for one palace visit make sure this is the one. Also referred to as the "Northern Palace", it was built in 1395 and is a

stunning example of traditional Korean palatial architecture. Free guided tours are available in English, Japanese and Chinese.

Photo: CJ Nattanai/Shutterstock.com

Address: 161 Sajik-ro, Jongno-gu, Seoul

Phone: +82 2 2370 03900

Internet: www.royalpalace.go.kr

More Info: To run or speak loudly is not allowed within the Palace premises.

National Folk Museum Of Korea



The museum is located inside Gyeongbokgung Palace and offers an excellent collection of Korean cultural exhibits. There are over 4,000

historical artefacts on display, and it is a great place to learn more about the history and historic lifestyles of the Korean people.

Photo: MOLPIX/Shutterstock.com

Address: 37 Samcheong-ro, Jongno-gu, Seoul

Phone: +82 2 3704 3114

Internet: www.nfm.go.kr

Email: folkweb@korea.kr

Namsangol Hanok Village



A trip to Namsangol Hanok Village will grant visitors insight into the traditional ways of living during the extended period of of Joseon

Dynasty (1392-1910) rule. Here, one will be able to see restored housing dating back centuries, watch performances and even try a hand at activities such as archery.

Photo: SiHo/Shutterstock.com

Address: 84-1, Pildong 2-ga, Junggu, Seoul

Phone: +82 2 2266 6923

Seoul Tower



For sweeping views of the city from Seoul's highest point, head to the observation deck of Seoul Tower - a local landmark and attraction that's been

in operation for over three decades. The top floor features an upscale revolving restaurant; other eateries and attractions operate on-site.

Photo: Guitar photographer/Shutterstock.com

Address: Yongsan-dong 2 -ga San 1-3, Yongsan-gu, Seoul

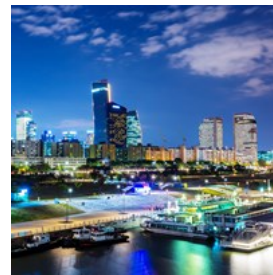
Opening hours: Open every day

Phone: +82 2 3455 9277

Internet: www.nseoultower.net

Email: help_master@cj.net

Hangang River Ferry Cruise



Taking a cruises along the Hangang River in Seoul is a great way to enjoy the city panorama - ferries pass local attractions en route, and

those in the evening often include a dining option. Cruises vary in length (some as short at 40 minutes) and have an on-board tour guide.

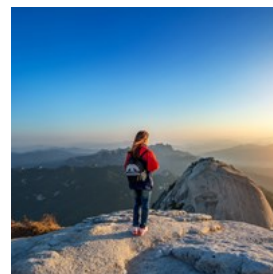
Photo: leungchopan/Shutterstock.com

Address: 290 Yeouidong-ro, Yeongdeungpo-gu, Seoul

Phone: +82 2 3271 6900

Internet: www.elandcruise.com

Bukhansan Mountain National Park



Escape the bustle of the city and retreat to the tranquillity of the mountains. Bukhansan National Park has several gorges, granite peaks and

more than 1,300 species of flora and fauna.

There are also many historical and cultural sites including Bukhansanseong Fortress, Buddhist temples and monk's cells.

Bukhansan National Park Office:

Photo: Guitar photographer/Shutterstock.com

Address: San 1-1, Jeongneung-dong, Seongbuk-gu, Seoul

Phone: +82 2 909 0497

Internet: english.knps.or.kr

Email: pukhan@knps.or.kr

Lotte World



Lotte World is an amusement park located in the heart of the city. The theme park features exciting rides, an ice rink, a folk museum, a lake, both indoor and outdoor games, a fantasy forest with animals and much more. Lotte World is a very popular site - about 6,000,000 visitors are welcomed here every year.

Photo: Efired/Shutterstock.com

Address: 240 Olympic-ro Songpa-Gu, Seoul

Phone: +82 2 411 2000

Coex Aquarium



Coex Aquarium is a great stop for families with children - the little ones will no doubt enjoy the massive display of live marine creatures from

waters in and around Korea and all over the world. The aquarium contains an incredible 40,000 animals altogether.

Photo: Olena Zaskochenko/Shutterstock.com

Address: 513, Yeongdong-daero, Gangnam-gu, Seoul

Opening hours: Monday - Friday, Sunday: 10am - 8pm,
Saturday and Holiday: 10am - 9pm

Phone: +82 2 6002 6200

Internet: www.coexaqua.com

Email: aquazigi@coexaqua.com

Bongeunsa Temple



This little gem is situated in the middle of Seoul and is an easy one to overlook. Bongeunsa Temple was founded in 794 during the Shilla King Weongseong's reign. There is a special

2-hour program designed for visitors, which includes meditation and a tea ceremony. Do not miss the huge Buddha statue in the back.

Photo: ESB Professional/Shutterstock.com

Address: 73 Samsung-dong, Gangnam-gu, Seoul

Phone: +82 2 3218 4895

Internet: www.bongeunsa.org

Email: bongeunsa@templestay.com

Changdeokgung



Changdeokgung is a grand palace from the last Korean dynasty. This is a great place to learn about Korean history but be sure to have some

comfortable shoes on since the place is big.

Enjoy the guided tour in English that lasts for one hour and be sure not to miss the guard changing ceremony.

Photo: Alexander A.Trofimov/Shutterstock.com

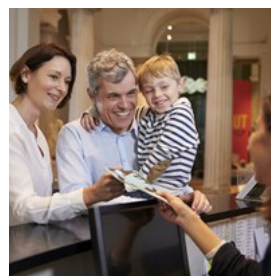
Address: 99 Yulgok-ro, Jongno-gu, Seoul

Opening hours: Closed on Mondays

Phone: +82 2 762 8261

Internet: www.cdg.go.kr

Trickeye Museum



Trickeye Museum is an interactive museum with paintings which are created with 'trompe l'oeil' (eye-tricking) techniques that give each

2D art piece the impression of being in 3D. This allows you to interact with the paintings in a way that makes it look like you are part of the original work.

Photo: Monkey Business Images/Shutterstock.com

Address: 20 Hongikro 3gil, Mapogu, Seoul

Opening hours: Daily: 9am - 9pm

Phone: +82 2 3144 6300

Internet: www.trickeye.com
 Email: edu@trickeye.com
 More Info: Seogyo Plaza B2

Seoul City Tour Bus



The City Tour Bus is a great way to see Seoul. The tour includes stops at some of Seoul's most popular attractions and shopping venues. There

are 26 stops and you can get off at any station and then take the next bus again. Buses run at 30-minute intervals.

Departure location: In front of Donghwa duty-free Shops at Gwanghwamun.

Photo: Syda Productions/Shutterstock.com
 Address: Gwanghwamun, Seoul
 Phone: +82 2 777 6090
 Internet: en.seoulcitybus.com

The War Memorial Of Korea



This huge museum is a great place where you can learn about the history of the Korean Military. There are many things to see both inside

and outside the museum. On display are military airplanes, tanks, weapons and other military equipment. Put your walking shoes on since this is a massive place. There are English-language tours available.

Photo: TAKUYA YAMAGUCHI/Shutterstock.com
 Address: 29 Itaewon-ro, Yongsan-gu, Seoul
 Opening hours: Tuesday - Sunday: 9.30am - 6pm, Closed on Mondays
 Phone: +82 2 709 3114, 3139
 Internet: www.warmemo.or.kr

National Museum Of Korea

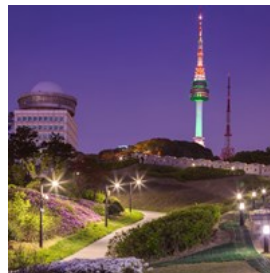


The National Museum of Korea contains thousands of artifacts dating back to various points throughout history, from ancient times to modernity. These

include items from Korea and greater Asia, including sculpture, calligraphy, paintings, porcelain, and more.

Photo: SJ Yang/Wikimedia Commons (image cropped)
 Address: 137 Seobinggo-ro, Yongsan-gu, Seoul
 Opening hours: Monday, Tuesday, Thursday, Friday: 10am - 6pm, Wednesday and Saturday: 10am - 9pm, Sunday and holidays: 10am - 7pm
 Phone: +82 2 2077 9000
 Internet: www.museum.go.kr

Namsan Park



Stroll around and enjoy this botanical garden with great sports facilities such as a swimming pool, tennis court, ping-pong court, baseball stadium

and roller-skating area. You can also take the cable car to the top or walk up the stairway path to get a great view over the city. Here at Namsan Park you will find the Seoul Tower.

Photo: PKphotograph/Shutterstock.com
 Address: 100-177 Hoehyeon-dong 1-ga, Jung-gu, Seoul
 Opening hours: Daily
 Phone: +82 2 3783 5900
 Internet: parks.seoul.go.kr

Seoul Olympic Park



Once used as a site for Seoul's 1988 Olympic Games, the park now contains Korea's biggest sporting arena, and is frequented by city

residents who come for nature walks amongst the park greenery or sporting events in one of the park's modern stadiums.

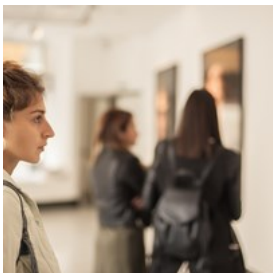
Photo: Ahn Eun sil/Shutterstock.com

Address: 426, Ollimpik-ro, Bangi-dong, Songpa-gu, Seoul

Phone: +822 410 1114

Internet: www.olympicpark.co.kr

Leeum Samsung Museum of Art



Leeum Samsung Museum of Art showcases a selection of artwork by artists from across the globe - both Korean and international creators.

Works range from traditional to contemporary art, and exhibitions change frequently. Guided tours in English available on Saturdays and Sundays.

Photo: guruXOX/Shutterstock.com

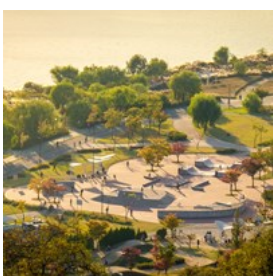
Address: 60-16, Itaewon-ro 55-gil, Yongsan-gu, Seoul

Opening hours: Tuesday - Sunday: 10.30am-6pm

Phone: +82 2 2014 6901

Internet: https://leeum.samsungfoundation.org/html_eng/global/main.asp

Yeouido Hangang Park



Conveniently located in Seoul's Yeouido neighborhood, the riverside Hangang Park is a green outdoor area popular with both locals

and visitors. Open year-round, the park

frequently hosts festivals and concerts, such as the Cherry Blossom and World Fireworks Festivals.

Photo: Lexter Yap/Shutterstock.com

Address: 330, Yeouidong-ro, Yeongdeungpo-gu, Seoul

Phone: +822 3780 0561 5

Internet: parks.seoul.go.kr

Deoksugung Palace



Set amidst high-rise modern buildings, the Deoksugung Palace is an oasis of traditional Korea in the very heart of Seoul's downtown.

Historically, it served for various administrative purposes and was inhabited by Korean royalty. Today, the palace and premises are open to visitors (guided tours available).

Photo: Kanuman/Shutterstock.com

Address: 99, Sejong-daero, Jung-gu, Seoul

Opening hours: Tuesday - Sunday: 9am-9pm. Closed on Mondays

Phone: +82 2 771 9951

Internet: www.deoksugung.go.kr

Dongdaemun Design Plaza



One of the newest urban developments in Seoul, the state-of-the-art Dongdaemun Design Plaza contains a Design Museum and Exhibition

Hall, shops and markets, as well as several other important sights, such as the Seoul Fortress and the Igansumun Water Gate.

Photo: yochika photographer/Shutterstock.com

Address: 281 Eulji-ro, Jung-gu, Seoul

Opening hours: Closed on Mondays

Phone: +82 2 2153 0510

Internet: www.ddp.or.kr

DINING



Indypendenz/Shutterstock.com

Much as expected from a busy Asian metropolis such as Seoul, the city really has a lot to offer in the way of dining - from traditional Korean restaurants to flavourful and endlessly varied street food, along with, of course, a plethora of eateries serving cuisine from all corners of the globe. In Korea, every sit-down meal is accompanied by kimchi - a spicy pickled cabbage, and some of the must-tries include bibimbab (vegetables and rice with an egg on top), Korean-style BBQ, and the many side dishes (banchan) that come with a staple of steamed rice.

Mugyodong Bugeokukjib



The historic eatery has been serving pollack soup for decades - ever since it first began operation in 1968. It's client base doesn't show signs of scaling down until today - those willing to indulge in the signature soup must prepare to wait in line during peak hours.

Photo: Kwanbenz/Shutterstock.com

Address: 38, Eulji-ro 1-gil, Jung-gu, Seoul

Opening hours: Monday - Friday: 7am-8pm, Saturday - Sunday: 7am-4pm

Phone: +82 2 777 3891

Ondal



Ondal serves authentic regional fare in an exquisite dining room of Grand Walkerhill Seoul, offering magnificent views of the Han River.

The freshest ingredients are used in the kitchen, and the food is cooked with a personal touch.

The ambiance is elegant yet unpretentious.

Photo: norikko/Shutterstock.com

Address: 177 Walkerhill-ro Gwangjin-gu, Seoul

Opening hours: Lunch Monday - Sunday: 12pm - 3pm, Dinner Monday - Saturday: 6pm - 10pm, Sunday: 5.30pm - 9.30pm

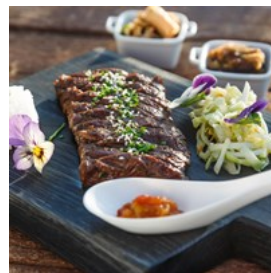
Phone: +82 2 450 4518

Internet:

www.walkerhill.com/grandwalkerhillseoul/en/dining/Ondal

More Info: Located at Grand Walkerhill Seoul

Samwon Garden



Enjoy your Korean food at the largest first-class restaurant in Korea! The restaurant can accommodate up to about 1,200 guests. On the

menu you will find mouth-watering dishes such as marinated Korean beef short rib, spicy beef short rib soup and special wrapped kimchi.

Photo: Konstantin Kopachinsky/Shutterstock.com

Address: 835, Eonju-ro, Gangnam-gu, Seoul

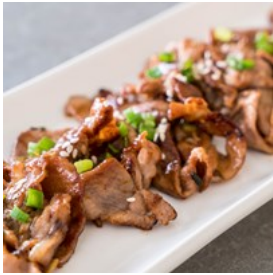
Opening hours: Daily: 11.50am - 10pm

Phone: +82 2 548 3030

Internet: www.samwongarden.com

Email: info@dinehill.co.kr

Top Cloud



Dine on the 33rd floor in a sophisticated atmosphere and breathtaking views of the city. This is the perfect place for a romantic evening. The polite staff serves a fine selection of grilled meats, as well as Korean and international specialties. Booking is advised.

Photo: topnatthapon/Shutterstock.com
 Address: 1-1 Jongno 2-ga, Jugno-gu, Seoul
 Public Transport: Jong-gak Station Line 1, Exit 3
 Opening hours: Semi Buffet 12am - 2pm / 6pm - 8.30pm, Grill 12am - 2.30pm / 6pm - 10pm, Bar 9pm-12am
 Phone: +82 2 2230 3300
 Internet: www.topcloud.co.kr
 More Info: Jongno Tower 33rd Floor

Dimatteo Pizza



Dimatteo Pizza offers authentic Italian cuisine with a selection of Italian wines. The very thin pizza is hailed as one of the best in town, and is made

with fresh ingredients such as fresh basil and buffalo mozzarella. Seafood and pasta dishes feature on their menu in abundance.

Photo: Romaset/Shutterstock.com
 Address: 1-141 Dongsoong-dong, Chongno-gu, Seoul
 Phone: +82 2 747 4444
 Internet: www.dimatteo.co.kr

Braai Republic



This small cosy restaurant serves great South African braai (BBQ) - a variety of juicy meats and sausages. The owner and his team are very

friendly and welcoming. You should book in advance as the restaurant gets very busy, especially on the weekends.

Photo: Alexander Rath/Shutterstock.com
 Address: 63-4, Itaewon-Dong, Yongsan-gu, Seoul
 Phone: +82 70 8879 1967
 Internet: www.braaisk.wixsite.com/braairepublic
 Email: braairepublicseoul@gmail.com

Jyoti Restaurant



If you would like to have some Indian food, head over to Jyoti Restaurant. The menu offers both vegetarian and non-vegetarian options

cooked by skilled chefs with ample experience. Set lunches are served on weekdays from 11.30am to 2pm, and various sets are available for dinner.

Photo: espies/Shutterstock.com
 Address: 6, Sinchon-ro 20-gil, Mapo-gu, Seoul
 Phone: +82 2 703 3535
 Internet: www.jyotifood.com

Philkyungjae



Indulge in traditional Korean food at restaurant Philkyungjae. The restaurant occupies a historical building constructed in the 1400s.

Here you can enjoy 18-course meals cooked with high-quality ingredients. The service is attentive and efficient.

Photo: kongsak sumano/Shutterstock.com
 Address: 205 Gwangpyeong-ro, Gangnam-gu, Seoul
 Phone: +82 2 445 2115
 Internet: www.philkyungjae.co.kr

Food Court - Lotte Department Store



This food court is located at the basement level of Lotte Department Store, and offers a good range of international dishes at reasonable prices. All the

Korean food you can wish for is served here - and there are plenty of spots to choose from. The place is huge and the atmosphere is lively.

Photo: Woraphon Nusen/Shutterstock.com

Address: 30 Eulji-ro, Jung-gu, Seoul

Phone: +82 2 771 2500

Internet: store.lotteshopping.com

Myeongdong Kyoja



The restaurant is well-visited by locals, which serves as testament to its authenticity. Myeongdong Kyoja opened its doors in

1976 and offers guests delicious dumplings and noodle dishes. This is an inexpensive restaurant with a fast pace and great for a solid in-and-out meal.

Photo: TMON/Shutterstock.com

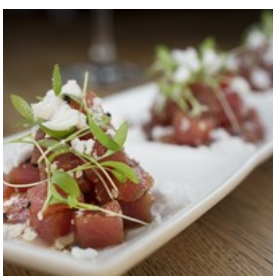
Address: 25-2 2-ga, Myeong-dong, Jung-gu, Seoul

Opening hours: Daily 10.30am - 9.30pm

Phone: +82 2 776 5348

Internet: www.mdkj.co.kr

Jung Sik Dang



If you are looking for modern Korean fine dining, this restaurant might be perfect for you. It features an a la carte menu with sets

containing five and six course meals. The typical Korean dishes are prepared with a twist and

well-presented on the plate.

Photo: Alexandralaw1977/Shutterstock.com

Address: 11 Seollungro 158-gil, Gangnam-gu, Seoul

Phone: +82 2 517 4654

Internet: www.jungsik.kr

Email: reservation@jungsik.kr

Pro Ganjang Gejang Sinsa



If you still had not had the chance to try Korean soy crab and if you are willing to go for something new, give this restaurant a go. Tanks

with live crabs are on display in the yard, which means very fresh crab is served at the restaurant. The menu is pleasantly varied and offers quite a selection of Korean dishes.

Photo: TMON/Shutterstock.com

Address: 27-1 Jamwon-dong, Seocho-gu, Seoul

Phone: +82 2 543 4126

Internet: www.prosoykrab.co.kr

Hemlagat



Hemlagat means "home-cooked" in Swedish. The restaurant executes traditional recipes passed on through generations. The restaurant brings a little bit of Scandinavian food and hospitality to the Korean capital, offering an extensive dinner and brunch menu.

Photo: Magdanatka/Shutterstock.com

Address: 123 Namsan Lotte Castle, 35 Sogong-ro, Jung-gu, Soul

Opening hours: Tuesday - Sunday: 11.30am - 2pm and 5.30pm-9-30pm. Closed on Mondays

Phone: +82 2 318 3335

Internet: www.hemlagatseoul.com

Email: hemlagatinseoul@gmail.com

More Info: Booking is recommended

CAFÉS



Surasak Ch/Shutterstock.com

One thing that becomes instantly obvious when walking down any street in South Korea is that coffee shops are incredibly popular - both international chains and small independent cafés dot the capital, providing a plethora of options to choose from. Seoul is known for its quirky themed cafés - ones where you can enjoy a beverage while playing with a resident cat or dog, those selling a very specific type of food or drink (the everything-green-tea O'Sulloc, for example), and even Hello Kitty-themed establishments, where everything revolves around the iconic character.

Vatos Urban Tacos



Vatos Urban Tacos serves creative Mexican-Korean fusion. Here you can enjoy artisan mouthwatering dishes such as fish and shrimp

tacos, kimchi fries and Galbe burritos in a lively atmosphere. The drink menu features a selection of great cocktails.

Photo: Joshua Resnick/Shutterstock.com

Address: 1, Itaewon-ro 15-gil, Yongsan-gu, Seoul

Opening hours: Sunday - Thursday: 11.30am - 11pm, Friday - Saturday: 11.30am - 12am

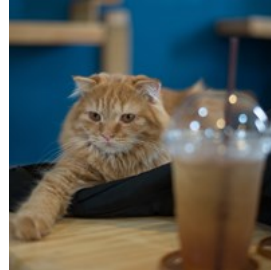
Phone: +82 2 797 8226

Internet: www.vatoskorea.com

Email: info@vatossg.com

More Info: 2nd Floor

Cats Living



For any animal or cat lover, this is definitely the place to visit. The cosy cafe is where guests are welcome to interact with the furry creatures while sipping on delicious coffees. Graceful felines roam around the space, gracing laps of visitors with their presence from time to time.

Photo: rolehcab/Shutterstock.com

Address: 2F 358-111 Seogyo-dong, Mapo-gu, Seoul

Internet: www.catsliving.co.kr

Tongin Market



There hardly is a better place for foodies on a budget than Tongin Market. At several cafes on-site (Box Lunch or Dosirak, for example), visitors may purchase a recommended 5 US dollars worth of coins, which may then be then exchanged for foods and snacks to complement the staple of soup and/or rice.

Photo: sekitarief/Shutterstock.com

Address: 3, Pirundae-ro 6-gil, Jongno-gu, Seoul

Opening hours: Tuesday - Sunday: 11am-4pm

Internet: www.tonginmarket.co.kr

Gwangjang Market



Known primarily as a clothing market, Gwangjang is a prime destination for those looking to feast on Korean street food - and it

certainly has no shortage of mouthwatering choices. Constantly teeming with visitors, the market is a great place to savour some classic specialties such as bibimbap, as well as, perhaps, try something very much out of the box, such as the dreaded live octopus.

Photo: Atmostfear/Shutterstock.com

Address: 88, Changgyeonggung-ro, Jongno-gu, Seoul

Opening hours: Daily: 8.30am-10pm

Internet: www.kwangjangmarket.co.kr

O'Sulloc



All offerings at O'Sulloc - food and drink - contain high-quality green tea from Korea's own Jeju-do island, where some of the world's finest tea is

grown. The cafés offerings include green tea ice cream, cakes and scones, desserts, and several varieties of soft drinks, such as the milky green tea latte.

Photo: Alerte'/Shutterstock.com

Address: 45-1, Insa-dong, Jongno-gu, Seoul

Opening hours: Daily: 10am-10pm

Phone: +82 2 732 6427

Internet: www.osulloc.co.kr

Rogpa Tea Stall



Rogpa is a place where one can enjoy delightful (Indian and Himalayan) vegetarian snacks and drinks, all while supporting good causes

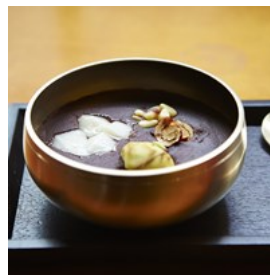
run by the volunteer organization. To further support the volunteers and Tibetans in need, stop by the next door shop selling handicrafts by exiled Tibetans on your way out.

Photo: leon58/Shutterstock.com

Address: 16 Sajik-ro 9-gil, Jongno-gu Seoul

Internet: blog.naver.com/rogpashop

Seoureseo Duljaero Jalhaneunjip



The longstanding cafe is known for one thing only - the filling, traditional red bean soup-like dessert made with rice dough, nuts (peanuts and

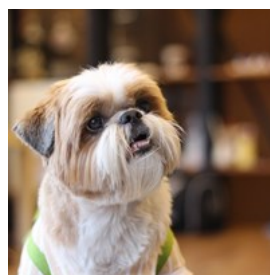
chestnuts), and other ingredients (several varieties on offer). It's a must-visit location for those looking to try authentic Korean treats.

Photo: mnimage/Shutterstock.com

Address: 122-1, Samcheong-ro, Jongno-gu, Seoul

Phone: +82 2 734 5302

Bau House



The canine answer to the world's rapidly growing number of cat cafés, Bau House is a place dog-lovers will certainly enjoy. The café's residents

are of varied breeds, tiny lap dogs mixed in with Labradors and dogs of comparable size, all of which roam free in the café's cosy insides and eagerly interact with visitors.

Photo: Sineenart Lerkmongkol/Shutterstock.com
 Address: 394-44 Seogyo-dong, Mapo-gu, Seoul
 Phone: +82 2 334 5152
 Internet: bau.cyworld.co.kr
 More Info: Jeil Bldg. 1F

Casablanca Sandwicherie



The trendy and rather unusual eatery is a good pick for those looking to grab a quick bite of the non-Korean kind - the Moroccan café serves a nice selection of great sandwiches with meat and vegetable stuffing, as well as several varieties of other authentic, hearty dishes.

Photo: picturepartners/Shutterstock.com
 Address: Yongsan-gu, Yongsan-dong 2ga 44-7, Seoul
 Phone: +82 2 797 8367
 Internet:
<https://www.facebook.com/CasablancaSandwicherie/>

Passion 5



Passion 5 is home to exquisite desserts and first-class chocolates and patisserie. Here, guests will get the chance to choose from a truly wide array of artisan creations of all shapes, colours and sizes. The café is located in Hangangjin Station area.

Photo: rml/Shutterstock.com
 Address: 272, Itaewon-ro, Yongsan-gu, Seoul
 Phone: +82 2 2071 9505

Tartine Too



Tartine Too is a Western-style bakery located very close to the Itaewon subway station. The café serves pies, cookies, tarts (which enjoy a special popularity), cheesecake and other treats. This is a great place to visit if you are craving something sweet.

Photo: Shebeko/Shutterstock.com
 Address: 119-15 Itaewon-dong, Yongsan-Gu, Seoul
 Opening hours: Daily: 10am - 10.30pm
 Phone: +82 2 3785 3400
 Internet: www.tartine.co.kr
 Email: contact@tartine.co.kr

BARS & NIGHTLIFE



Teerachat paibung/Shutterstock.com

Nighttime entertainment in Seoul is really more about the neighbourhood than a particular establishment - each area is known for its very specific vibe, and knowing what kind of pastime you're looking for might be a good idea before deciding on a location. The go-to areas are the stylish and bohemian Hongdae, Gangnam (favoured by young, trendy twenty-somethings), and Itaewon - a location most favoured by internationals. Most clubs and bars remain open late into the night, some venue remaining in operation as late as 1pm of the following day. One type of entertainment for those looking for

an authentic experience of sorts is one of the many Seoulian "noraebang" - karaoke bars still rather popular with locals. Other great nightlife areas of town include lower-key Myeongdong and Daehangno, as well as upscale Apgujeong-dong or Sinsadong.

Club Octagon



One of the most popular clubs in Seoul's stylish Gangnam district (and a nightlife venue renowned worldwide), Octagon is where the party doesn't stop until the early morning hours, with DJs playing house and electro all night long - all in a trendy interior featuring an indoor pool.

Photo: dmitrymoi/Shutterstock.com
 Address: 645, Nonhyeon-ro, Gangnam-gu, Seoul
 Phone: +82 2 516 8847
 Internet: www.octagonseoul.com
 Email: info@octagonseoul.com
 More Info: Located at New Hilltop Hotel

M2



M2 is a popular EDM dance club with modern sound and lighting systems. International superstar DJs are frequent guests here, and music genres played range from electronic to house. The place tends to get crowded on weekends, when dozens of locals and the occasional foreigners fill up the dance floor.

Photo: Syda Productions/Shutterstock.com
 Address: Seokyo Dong 367-11, Mapo Gu, Seoul
 Opening hours: Sunday - Thursday: 9.30p - 5am, Friday - Saturday: 9.30pm - 7am
 Phone: +82 2 3143 7573
 Email: clubblog@naver.com

Livingroom



The cool, laid-back living room is a bar and club with a rather chill vibe, serving drinks and cocktails, and frequently hosting guest DJs.

Artwork adorns the walls (sometimes there even are temporary exhibitions), creating a very pleasant, almost bohemian atmosphere.

Photo: Jacob Lund/Shutterstock.com
 Address: 30-1, Sinheung-ro, Yongsan-gu, Seoul
 Opening hours: Monday - Tuesday: Closed, Wednesday - Sunday: 9pm - 3am

J.J. Mahoney's



Located on Grand Hyatt Seoul premises, J.J. Mahoney's is an establishment that has something for everyone. Live music is played here

rather frequently, the high-quality sound system makes for great dancing conditions, and there is a billiards and darts room for those who are up for a challenge. The venue attracts a clientele of a diverse age range.

Photo: Aleksei Lazukov/Shutterstock.com
 Address: 322 Sowol-ro, Yongsan-gu, Seoul
 Opening hours: Monday- Wednesday: 7pm - 2am, Thursday: 7pm - 3am, Friday - Saturday: 7pm - 4am, Sunday: Closed
 Phone: +82 2 799 8601
 Internet: www.seoul.grand.hyattrestaurants.com
 More Info: Location: Garden Level

Lobby Lounge.Bar



Enjoy a great drink at Lobby Lounge.Bar on the 41st floor of the Sheraton Seoul D Cube City Hotel. The staff serve a good variety of mouth-watering

food, drinks, delightful desserts. Live entertainment is often provided - all with sweeping views of Seoul uncovering before guests' eyes.

Photo: Minerva Studio/Shutterstock.com

Address: 662 Gyeongin-ro, Guro-gu, Seoul

Opening hours: Sunday - Thursday: 10am - 12am, Friday -

Saturday: 10am - 1am

Phone: +82 2 2211 1740

Internet: www.starwoodhotels.com

Club FF



The indie FF is a favourite underground haunt for alternative music-scene enthusiasts and party people - the venue offers an

all-inclusive bar service at certain hours of the night, which is normally followed by a dance party of grand proportion with DJs and dancing.

Photo: melis/Shutterstock.com

Address: 407-8 Seogyo-dong, Mapo-gu, Seoul

Phone: +82 10 9025 3407

Evans



A must-visit for jazz-lovers, Evans takes its music very seriously - Mondays are reserved for jam sessions, and live jazz fills the air almost every

night of the week. The venue attracts a mixed crowd of locals and internationals of all age

groups.

Photo: Geoff Goldswain/Shutterstock.com

Address: 407- 3 Seogyo-dong, Mapo-gu, Seoul

Phone: +82 2 337 8361

Internet: www.clubevans.com

Su Noraebang



Offering one of Seoul's most popular evening entertainment varieties, this particular noraebang is the place to go to see and be seen (through the

floor-to-ceiling windows in some of the karaoke rooms, that is). Prices vary depending on time of day or night, but tend to be highest from 8pm onwards.

Photo: Dragon Images/Shutterstock.com

Address: 67 Eoulmadang-ro, Mapo-gu Seoul

Phone: +82 2 322 3111

Internet: www.skysu.com

Theatre



There are multiple places to catch a show in Seoul, some of the best ones include National Gugak Center (for traditional Korean music and dance

shows), Jeongdong Theater (for musicals), Nanta Theatre Jung-gu (which puts on first-rate non-verbal performances with music and comedy), and, of course, the National Theatre of Korea.

National Theatre of Korea:

Photo: aerogondo2/Shutterstock.com

Address: 59 Jangchungdan-ro, Jangchung-dong, Jung-gu, Seoul

Phone: +82 2 2280 4114

Internet: www.ntok.go.kr

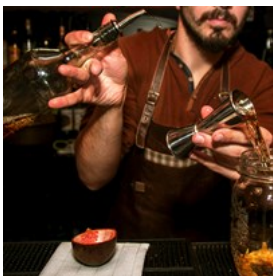
The Bungalow



Guests arriving to Bungalow must not forget to loose the shoes and socks - the floor is covered in sand, and the venue itself is designed to help recreate the atmosphere of a tropical beach bar. The drink list features cocktails of the tropical kind, and subdued music played.

Photo: Maksim Fesenko/Shutterstock.com
Address: 112-2 Itaewon-dong, Yongsan-gu, Seoul
Phone: +82 2 793 2344

Golmok Vinyl & Pub



Upholding the recently developing trend of vinyl bars, Golmok is one location not to be missed - the compact space is extremely inviting, and music selection impressive (with over 12,000 LPs). Theme music nights are held frequently, and the place tends to get packed with locals in-the-know at weekends.

Photo: Domakhina Mariia/Shutterstock.com
Address: Itaewon 557, Yonsan gu, Seoul
Opening hours: Monday: Closed, Tuesday - Thursday: 7pm - 1am, Friday - Saturday: 7pm - 3am, Sunday: 7pm - 12am
Phone: +82 7 905 979

Glam



Fit for an evening drink every night of the week, Glam is a sleek, stylish bar in Itaewon - the kind this particular neighbourhood isn't exactly known for. The bar's interior was crafted to emulate old European designs, with

well-dressed business-minded professionals frequenting its glamorous insides.

Photo: Kzenon/Shutterstock.com
Address: 26 Itaewon-ro 27ga-gil, Itaewon 1, il-dong, Yongsan-gu, Seoul
Phone: +82 2 796 6853

Cakeshop



One of the trendiest clubs of the moment, Cakeshop is where many international DJs and bands play when passing through Seoul. The crowd here is mostly made up of savvy music-lovers, with genres played ranging from electronic to hip hop. The club has an ever-so-slightly grungy feel to it.

Photo: Pressmaster/Shutterstock.com
Address: 34-16 Itaewon-dong, Yongsang-Gu, Seoul
Phone: +82 10 4765 6139
Internet: www.cakeshopseoul.com
Email: Contact@cakeshopseoul.com

SHOPPING



Scharfsinn/Shutterstock.com

Seoul is absolutely the place to be for shopping devotees - from street markets to high-end shopping malls, the Korean capital has it all. Some of the most popular shopping areas are Myeongdong, Itaewon, and Insadong - each with its own distinctive character. Seoul is a

metropolis filled with shopping opportunities at every turn. Markets worth a stop include Namdaemun and Dongdaemun, the Gyeongdong Oriental Medicine Market selling all sorts of traditional miracle cures (Chegidong Station) and Noryangjin Fish Market, even if only to watch the traders in action (line 1, Noryangjin Station).

Namdaemun Market



In the centre of Seoul, you will find Namdaemun Market - an open-air shopping extravaganza that has been a trading place for centuries! Here

you can buy anything from a pig's head to a Louis Vuitton replica handbag. It's the largest market in the country, selling everything from food to clothing.

Photo: qingqing/Shutterstock.com

Address: 21, Namdaemunsijang 4-gil, Jung-gu, Seoul

Public Transport: Hoehyeon Station

Phone: +82 2 753 2805

Internet: www.namdaemunmarket.co.kr

Dongdaemun Market



Not far from Namdaemun is Dongdaemun, another bustling market area where once again just about anything can be found. Dongdaemun is

made up of some traditional-style market stalls, wholesale outlets and various shopping centers selling mainly Korean and international fashion.

Photo: mTaira/Shutterstock.com

Address: 289-3 Jongno 6-ga, Jongno-gu, Seoul

Myeongdong



A popular shopping area, Myeongdong is the place to go if you're on the lookout for styles trending in Korea - often, rather unique clothing

and accessories pieces may be found in the shops and stores dotting the district. Do mind that most shops only sell sizes geared at a smaller build, which means some Western travelers may encounter difficulty finding fitting clothing.

Photo: Silverfoxz/Shutterstock.com

Address: Myeongdong, Seoul

Itaewon



Itaewon is a part of town thoroughly enjoyed by Western tourists - finding appropriately-sized clothing presents less of a difficulty than elsewhere

in town, and street salesmen often approach tourists with offers to flip through catalogues of knock-off brand goods (leading those interested into a basement store somewhere in the area - do exercise precaution if you choose to follow).

Photo: imtmphoto/Shutterstock.com

Address: Itaewon, Seoul

Apgujeong



For upmarket shopping, try the Apgujeong area where the city's rich and beautiful come to stock up on the latest fashions.

Apgujeong is home to locally and internationally known brand-name stores.

Photo: imtmphoto/Shutterstock.com
Address: Apgujeong, Seoul

Insadong



For traditional Korean crafts, try the Insadong neighbourhood - one of the best spots in town to shop for locally-made pieces. Here, shoppers will be able to select from hundreds of items ranging from ceramics to artwork and crafts made from humble paper.

Photo: Vincent St. Thomas/Shutterstock.com
Address: Insadong, Seoul

COEX Mall



The Incredibly large COEX Mall is a one-stop shopping location, where high-end international brands are represented alongside mid-range, affordable Korean stores. The mall's shopping, entertainment (there is an actual aquarium on-site), and dining options are endless - there will certainly be something there to suit every taste.

Photo: Dragon Images/Shutterstock.com
Address: 513, Yeongdong-daero, Gangnam-gu, Seoul
Phone: +82 2 6000 0114
Internet: www.coex.co.kr

Yongsan Electronics Market



For latest electronics, both genuine and imitation (if you happen to be interested in the latter), try the Yongsan Market packed to the brim with vendors and shops selling phones,

cameras, laptops, video games, and all sorts of useful devices. Prices tend to be lower than those in regular retail outlets.

Photo: petrunjela/Shutterstock.com
Address: 15-2 Hangangno 2(i)-ga, Yongsan-gu, Seoul
Opening hours: Daily: 10am-7.30pm

Kyobo Book Store Gwanghwamun



For all your literary needs, Kyobo Book Store the place to be - with well-organized books and periodicals in multiple different languages and a very impressive selection, the book shop is probably among the best in town. Kyobo also sells stationery, electronics, games, and more.

Photo: luminaimages/Shutterstock.com
Address: 1, Jongno 1-ga, Jongno-gu, Seoul
Opening hours: Daily: 9.30am-10pm
Phone: +82 1544 1900

Ewha Women's University Fashion Street



The area around Ewha Women's University teems with stores geared towards female shoppers; shops here are known to be generally rather affordable. The area is also where you would find some of the city's coolest cafés and cheap and cheerful hair salons.

Photo: elwynn/Shutterstock.com
Address: Daehyeon-dong, Seodaemun-gu, Seoul

Hongdae Free Market



Held once a week (on Saturdays), Hongdae Free Market reflects the youthful and artsy spirit of the neighbourhood.

Local artists and craftsmen gather here to showcase and sell their work, which is mostly unique, one-off items produced by the young designers themselves. Some street food stalls are normally in operation, too.

Photo: Roman Babakin/Shutterstock.com
Address: 19-3, Wausan-ro 21-gil, Mapo-gu, Seoul
Phone: +82 2 325 8553
Internet: www.freemarket.or.kr

Noryangjin Fish Market



Perhaps, the largest seafood market in Korea, Noryangjin Fish Market is the place to marvel at mysterious marine creatures (many still

alive) and - possibly - select some to be cooked and served on the spot - sit-down dining is available.

Photo: longtaildog/Shutterstock.com
Address: 674 Nodeul-ro, Dongjak-gu, Seoul
Phone: +82 2 2254 8000

Åland



The store really is a shoppers' paradise - with multiple floors each having a different theme (street wear, feminine attire, etc.), Åland might

just be one of the essential go-to places for the hottest Korean fashions. Leftovers are sold at the great value Åland After Åland outlet (19-12

Wausan-ro 17-gil, Mapo-gu).

Photo: nenetus/Shutterstock.com
Address: 53-6 Myeongdong 2(i)-ga, Jung-gu, Seoul
Phone: +82 1566 7477
Internet: www.a-land.co.kr

SMTOWN coexartium



For K-pop fans, SMTOWN is an essential shopping destination where fans not only get to browse through endless performer-branded

consumer items, but even meet the stars in person if those happen to be in the store. There are several locations around Seoul.

Photo: elwynn/Shutterstock.com
Address: 513, Yeongdong-daero, Gangnam-gu, Seoul
Internet: www.smtownland.com/index.php

Go To Mall



Underneath Express Bus Terminal Station lies Go To Mall - one of the cheapest spots to shop for latest Korean fashion.

Prices start at as low as a few dollars, affordable clothing and accessories filling the underground space teeming with shoppers.

Photo: imtmphoto/Shutterstock.com
Address: Jiha200, Sinbanpo-ro, Seocho-gu, Seoul
Phone: +82 2 535 8182
Internet: www.gotomall.kr
More Info: Gosok Terminal Station (underground)

ESSENTIAL INFORMATION



FenlioQ/Shutterstock.com

Incheon International Airport



Incheon International Airport is located approximately a 1-hour ride from downtown Seoul by bus or taxi.

Airport buses are normally stop directly outside the airport building (Limousine buses run not to Seoul only, but also connect the airport to other provincial cities). The Limousine bus runs to and from the airport every 10-15 minutes and stops at most of the major hotels. You can buy your bus ticket from ticket booths next to the bus stops outside on the sidewalk.

Taxis are available from stands no.16-21 on the arrivals floor. Some taxi companies offer English-language service.

Photo: Juan Garces

Address: Incheon International Airport, Yongjongdo

Phone: +82 2 1577 2600

Internet: www.airport.kr

Public Transport



The Underground is clean and efficient and operates from approximately 5.30am to midnight non-stop every day. All stations display signs

both in Korean and English. You can buy your ticket at the ticket vending machine. Check the website for details (www.seoulmetro.co.kr).

Seoul Station is a central hub for transportation. Standard buses are frequent and inexpensive. You can pay your fare by either scanning your T-money card or paying in cash when entering the bus. Make sure to have change since you cannot pay with bigger bills.

There are several city buses operating in Seoul. For example the "Blue Bus" which connects inner Seoul with the outer suburban areas. The Yellow Bus (Circular Line) goes in a circular pattern around the very central part of Seoul. There are also the Red Bus (Wide Area Line), Maeul Bus (Local Bus) and the Green Bus (Branch Line).

Photo: Pierre-Luc Auclair

Taxi



Taxi in Korea is an affordable means of transportation. Taxis come in two varieties - regular and deluxe (easy to recognize by the

black-with-golden-stripe color scheme; prices for those are slightly higher).

There is also the International taxi which was specially created for foreign tourists in Seoul who cannot speak Korean. They are orange with

a "Haechi", the Seoul mascot, on the side of it.

www.intltaxi.co.kr

+82 2 1644 2255

In addition there is also the water taxi. There are total of 17 water taxi stations located along the Hangang River.

Post



Post boxes are red in color and may be found all around the city. Seoul Central Post Office:

Photo: Andy Fuchs

Address: 70 Sogong-ro, Myeong-dong, Jung-gu, Seoul

Opening hours: Monday - Friday: 9am-6pm, Saturday -

Sunday: closed

Phone: +82 2 6450 1114

Pharmacy



There are many different pharmacies and you will find one on nearly every major street or road. They are marked by a sign that says "약," ("yak,"

which means "medicine"). However, many pharmacies are closed on Sundays, but pharmacies located in large shopping malls, subway stations, bus terminals are open on Sundays.

24-hour phone information service: 120 and 1339

Photo: Gemma Garner

Internet: www.pharm114.or.kr

Telephone



Country code: +82 Area code: 02

Photo: Jardson Almeida

Electricity



Round two-pin plugs, 110V but most hotels now have a 220V supply.

Photo: Stirling Tschan

Population

10,420,000

Currency

South Korean Won (KRW)

KRW1,000 ~ US\$0,89

Opening hours

Generally opening hours are from around 9am to 8pm.

Several night markets are open throughout the night. Banks are open Monday to Friday from 9am to 5pm.

Newspapers

The Seoul Times

The Korea Times

Emergency numbers

Police: 112

Fire or Ambulance: 119

Red Cross: 1339

Tourist information

Gwanghwamun Tourist Information Center
215 Sejongno 1-ga, Jongno-gu (in front of Donghwa Duty Free)

Opening hours: 9am - 8pm

Languages: English, Chinese, Japanese, Thai

+82 2 735 8688

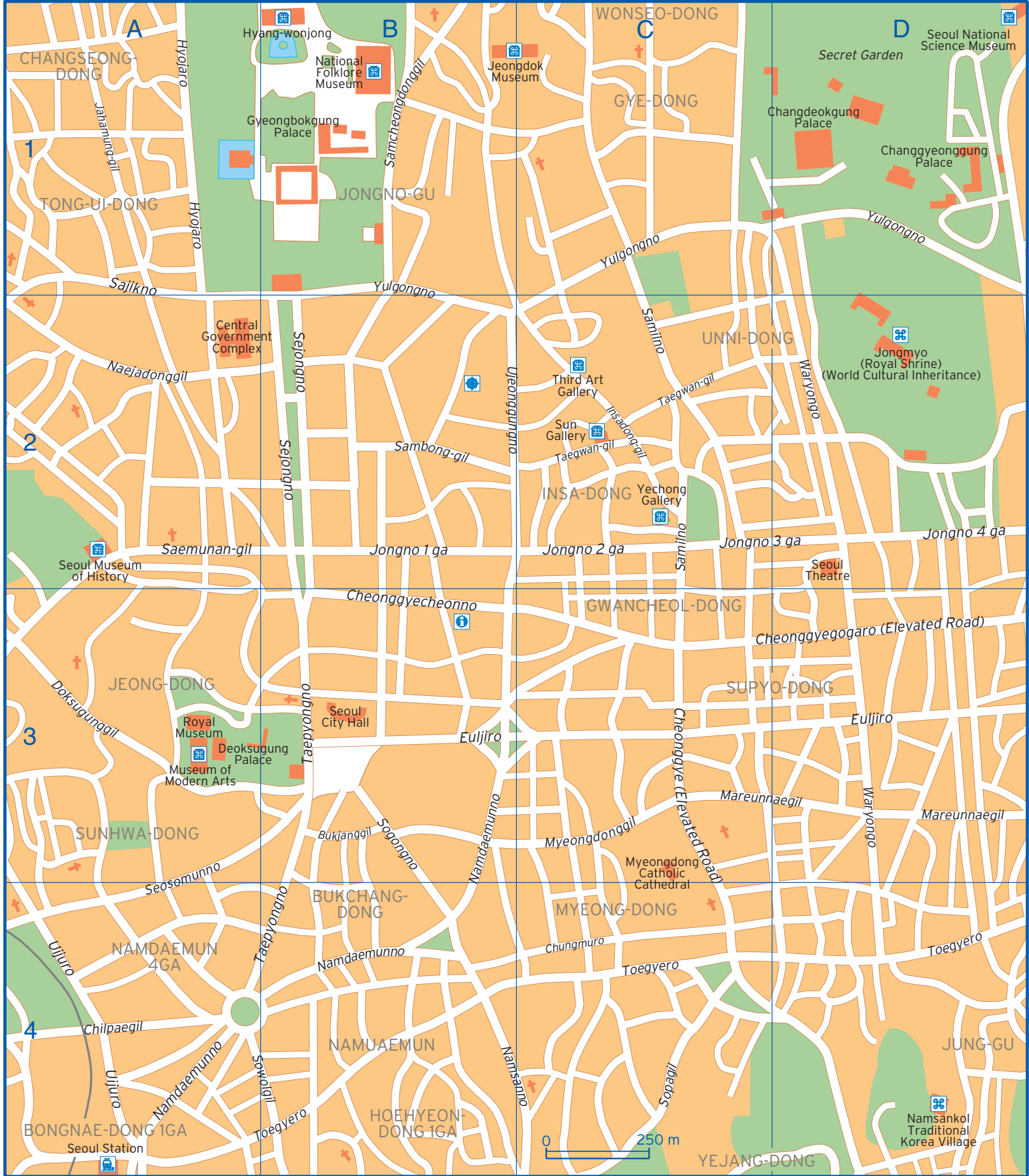
Korea Tourism Organization

40 Cheongyecheonno, Jung-gu, Seoul 100-180

Opening hours: 9am-8pm everyday

Korea Travel Hotline: +82 2 1330

(Korean, English, Japanese, Chinese)



Bukjanggal	B3	Jongno 3 ga	C2 D2	Sejongno	B2
Cheonggye (Elevated Road)	C3 C4	Jongno 4 ga	D2	Seosomunno	A3 A4
Cheonggyecheonno	B3	Mareunnaegil	C3 D3	Sogongno	B3
Cheonggyegogaro (Elevated Road)	C3 D3	Myeongdonggil	C3	Sopagil	C4
Chilpaegil	A4	Naejadonggil	A2	Sowolgil	A4 B4
Chungmuro	C4	Namdaemunno	A4 B3 B4	Taegwan-gil	C2
Doksugunggil	A3	Namsanno	B4 C4	Taepyongno	B3 B4
Euljiro	B3 D3	Saemunan-gil	A2	Toegyero	A4 B4 C4 D4
Hyojaro	A1	Sajikno	A1 A2	Ujuro	A4
Insadong-gil	C2	Sambong-gil	B2	Ujeonggungno	B2
Jahamung-gil	A1	Samcheongdonggil	B1	Waryongno	D2 D3
Jongno 1 ga	B2	Samilno	C2	Yulgongno	B1 B2 C1 D1
Jongno 2 ga	C2				