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**Korea Travel Guide**

*Information in this book is valid as of November 2014, and changes may have occurred thereafter. All information and rights to this publication belong to the Korea Tourism Organization. The electronic edition of this book is available at www.visitkorea.or.kr.*

*Not for sale. 한국관광가이드북(영어)*
TRAVEL GUIDE

KOREA
How to Use this Guidebook

This guidebook is divided into two parts: The Themed Travel section organizes top attractions by different themes and the Korea by Region section groups attractions by their location. Visitors considering a certain theme for traveling around Korea should be sure to check the must-see areas of the Themed Travel section, while those who have already chosen their destination may discover other attractions nearby under the Korea by Region section.

Themed Travel

In this section, Korea’s biggest tourist spots are organized into eight themes such as Shopping, Hallyu (Korean Wave), Korean Cuisine, and Nightlife. After choosing a place to visit, refer to its corresponding Korea by Region page to see what other attractions are in the area.

Hongik University Area (Hongdae)

→ Name of attraction

홍대앞

→ Name in Korean

<Map on p. 104>

A map of the location of the attraction can be viewed on this page, along with other attractions in the area.

Korea by Region

View major attractions by regions such as Seoul, Busan, or Jeju in this section. The maps in this area also list attractions mentioned in the Themed Travel section, making it easy to create a travel itinerary.

Myeong-dong Tourist Information Center

→ Name of attraction

명동관광정보센터

→ Name in Korean

Number on map representing the attraction

Yellow Box Attractions that are cross-listed in the Themed Travel section
GENERAL INFORMATION

- Legend
  📍 Address  ⏰ Hours of operation  🕒 Duration  💰 Admission or related fees
  📞 Phone  🌐 Website  📧 Email  📋 Other information

- Hours of operation for each location or business may change throughout the year. These hours may differ during summer, winter, or peak season and low season. In particular, operating hours for outdoor facilities may change due to inclement weather.

- Last admission for exhibits and other similar attractions are usually until 1 hour before closing time.

- Admission fees are generally listed for adults only. Some facilities may offer discounted rates for children, students, and the elderly.

- Admission to national parks are generally free, however there may be admission fees for visiting nationally protected cultural assets or properties within parks.

- To receive assistance by phone in foreign languages (English, Chinese, Japanese), call the 1330 Korea Travel Hotline by dialing “1330” from any phone. For questions related to Seoul, you can also dial “120” for the Seoul Dasan Call Center.

- The information in this guidebook was gathered in November 2014. Some facts and information regarding the places listed may have changed since then.

MAP LEGEND

Road  Railroad  KTX Line
Expressway and Number
Subway Station  KTX Station
Subway Transfer  Fortress
Tourist Information Center
Airport  Train Station  Bus Terminal
Shopping  Accommodation  Museum/Gallery/Exhibition Hall
Performance Hall  Mountain  Arboretum/Botanical Garden
Forest  Spa  Historic Site  Temple
Hospital  School  Port  Beach
Cable Car  Tourist Attraction  UNESCO World Heritage Site
Compass  Scale
WHAT MAKES KOREA SPECIAL

© Korea Tourism Organization
The distinct four seasons in Korea lend to beautiful, ever-changing natural scenery all throughout the year. Korea’s natural attractions are a big draw for visitors, as mountains cover 70% of the land, and the country is bordered by coastlines and the ocean on three sides.
CITY LIFE

Seoul, Korea’s capital, boasts lively, exciting scenery in the evening. Valleys of skyscrapers and the mighty Hangang River that flows through the middle of Seoul are beautifully lit up at night, and contribute to the irresistible energy of the city’s nightlife.
Tradition

Throughout the cities of Korea are significant sites that preserve almost 5,000 years of history. The traditional architecture of the past also sheds light on the philosophy of ancient Koreans, as importance was given to the building’s balance and harmony with its natural surroundings.
Part 1

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Shopping

Selected by CNN as one of the "world’s best shopping cities," Seoul attracts tourists all year round. Flashy urban department stores, shopping malls that are open until dawn, and fashion avenues with the latest trends show Seoul’s appeal in ways no other place can match. Outside of the capital meanwhile, shopaholics should not miss the world's largest department store in Busan or the chance to enjoy leisurely retail therapy at one of Gyeonggi-do Province’s large outlets!

Trendy Shopping Areas

Myeong-dong

Rated the number one tourist destination by international visitors every year. Myeong-dong is home to Korea’s Lotte and Shinsegae flagship department stores, as well as being a battlefield for SPA brands such as Zara and Uniqlo. Over 100 cosmetics and clothing stores can be found densely packed in each alley, selling imported clothing and the latest trends at low prices.

📍 Jung-gu, Seoul (Myeong-dong Stn. Line 4, Exit 6; Euljiro 1(il)-ga Stn. Line 2, Exit 6 & 7)
📍 tour.junggu.seoul.kr/tour/eng

Dongdaemun Fashion Town

This is a large fashion town where modern shopping malls and traditional wholesale markets coexist. Dongdaemun Fashion Town is open 24 hours, making it an excellent place for nighttime shopping. Malls such as
Doota, Migliore, and FITIN have not only the latest trends, but also original items by local designers.

📍 Jung-gu, Seoul (Dongdaemun Stn. Line 1 & 4, Exit 8; Dongdaemun History & Culture Park Stn. Line 2, 4 & 5, Exit 13 & 14)

**Garosu-gil Road, Sinsa-dong**

신사동 가로수길 <Map on p. 108>

Garosu-gil takes its name from the long line of gingko trees stretching for over 1km down both sides of its thoroughfare between Sinsa and Apgujeong stations, and is one of the main gathering places of Seoul’s trendsetters. It is home to many unique and cozy coffee shops, brunch restaurants, and shops. Flagship and pop-up stores owned by famous designer brands and delicious eateries frequently open along its peaceful blocks.

📍 Gangnam-gu, Seoul (Sinsa Stn. Line 3, Exit 8)

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**Hongik University Area (Hongdae)**

홍대앞 <Map on p. 104>

Youth street culture has shaped this area as a direct result of nearby Hongik University which sits at its center. The alleys are lined with fashion boutiques like A-Land and Bike Repair Shop, many other clothing stores, design shops, and more. The “Free Market,” which opens up every Saturday at the playground in front of the main gate of the university, sells handmade items by young artists.

📍 Mapo-gu, Seoul (Hongik Univ. Stn. Line 2, Gyeongui-Jungang Line & Airport Railroad, Exit 9)
Sinchon & Ewha Womans University Area

Sinhon, 이태원 <Map on p. 104>

The streets in front of Yonsei University and Ewha Womans University are also a popular youth culture destination. The “Street You Want to Walk” in front of Yonsei University has many famous restaurants and attractions popular among students, while the “Street You Want to Visit” in front of Ewha Womans University is densely packed with clothing, make-up, nail, and skincare shops, as well as beauty salons, all targeting the college’s female demographic.

📍 Seodaemun-gu, Seoul (Sinchon Stn. Line 2, Exit 2 & 3; Ewha Womans Univ. Line 2, Exit 2 & 3)

Itaewon Special Tourist Zone

이태원 관광특구 <Map on p. 101>

Located near the Yongsan U.S. Army Garrison, Itaewon is a popular locale among American soldiers, international residents, foreign tourists, and also young trendy Seoulites. The main street, particularly near the Hamilton Hotel, is lined with leather goods and plus-size clothing stores, vintage shops, sporting goods stores and more. There is also an “Antique Furniture Street” that sells Western antiques and props.

📍 Yongsan-gu, Seoul (Itaewon Stn. Line 6, Exit 1, 2, 3 & 4)

Shopping Complexes

Solve your meal, entertainment, shopping and relaxation needs in one place filled with comfortable and modern amenities. The following are large shopping complexes in Seoul and Busan, made even more convenient by being connected to luxury hotels, convention centers, and subway stations.

Coex Mall

코엑스몰 <Map on p. 108>

Coex Mall is connected to a convention center, a trade center, business hotels, duty free shops, a casino, the City Airport Terminal, office facilities, and much more, making it possible to experience shopping, culture, and business all under one roof. The mall houses global brand and designer shops, popular restaurants, exhibition halls and performance facilities. Asia’s first Burberry Beauty Box was opened here (following the original in London), as well as Korea’s only “Zara Home” store. Fans of K-pop should visit Coex Artium, where holographic K-pop concerts produced by S.M. Entertainment are shown.

📍 513 Yeongdong-daero, Gangnam-gu, Seoul (Connects to Samseong Stn. Line 2, Exit 5)
📍 10:30am–10pm (Some stores may have different hours)
📍 02-6002-5304
📍 www.coex.co.kr