

Seoul Metro Map



Lost and found center
Line 1/2: City Hall Station
Line 3/4: Chungmuro Station
Line 5/6: Wangsimni Station
Line 6/7: Taereung Station

Call center
1577-1234



- 1 line 1
- 2 line 2
- 3 line 3
- 4 line 4
- 5 line 5
- 6 line 6
- 7 line 7
- 8 line 8
- 9 line 9
- Gyeongui-Jungang Line
- Shinbundang Line
- Suin-Bundang Line
- Airport Railroad Line
- Incheon Line 1
- Uijeongbu Lrt Line
- Ui Lrt Line
- Gimpo GoldLine
- Incheon Line 2
- Ever Line
- Sillim Line
- Gyeongchun Line
- Gyeonggang Line
- Seohae Line
- Station
- Transfer Station

DISCOVER SEOUL

Bukchon Hanok Village

A traditional Korean village featuring well-preserved hanok (traditional Korean houses) that showcase the lifestyle of the Joseon Dynasty.

N Seoul Tower

An iconic landmark of Seoul located on Namsan Mountain, offering panoramic views of the city.

Insadong

A cultural district known for its antique shops, art galleries, traditional tea houses, and craft shops.

Changdeokgung Palace and Huwon

A UNESCO World Heritage Site, this palace is famous for its beautiful gardens and traditional Korean architecture.

Cheonggyecheon Stream

An urban renewal project featuring a restored stream that runs through downtown Seoul, offering a tranquil escape amidst the bustling city.

Gwangjang Market

One of the oldest traditional markets in Seoul, famous for its street food and traditional Korean snacks.

War Memorial of Korea

A museum that commemorates the sacrifices made during the Korean War, offering extensive exhibits on military history.

Bukhansan National Park

A mountainous park offering hiking trails, scenic views, and historical sites, including Buddhist temples and fortresses.

Han River Park

A series of parks along the Han River, popular for recreational activities such as biking, picnicking, and water sports.

Seoul Forest

A large park that includes a deer farm, butterfly conservatory, and various themed gardens, providing a green oasis in the city.

LOCAL KNOWLEDGE

Weather

Korea experiences four distinct seasons: spring (March to May), summer (June to August), autumn (September to November), and winter (December to February). Summers are hot and humid with occasional heavy rain due to the monsoon, while winters can be very cold. Spring and autumn are mild and are considered the best times to visit.

Tipping

Tipping is not customary in Korea. Service charges are usually included in the bill at restaurants, hotels, and taxis. However, if you receive exceptional service, a small token of appreciation might be accepted but isn't expected.

Public Transportation

Korea has an efficient and extensive public transportation system, including buses, subways, and trains. Transportation cards like T-money can be used across different modes of transport, and they can be easily recharged at convenience stores or stations.

Getting Around

Navigation in Korea is straightforward thanks to well-signposted roads and a variety of transportation options. Taxis are relatively affordable and widely available, with some designated as "International Taxis" offering services in English, Japanese, or Chinese.

Smoking

Smoking is restricted in most public places in Korea, including restaurants, cafes, and public buildings. There are designated smoking areas in some places, such as streets or outside buildings. Violating smoking regulations can result in fines.

Safety

Korea is generally very safe with low crime rates. It's common to see people walking around late at night without fear. However, it's still advisable to take standard precautions such as watching your belongings in crowded areas and being cautious in unfamiliar places.

PERFECT DAY

Morning

Morning Start your day in Ikseon-dong, one of Seoul's hidden gems that combines a traditional atmosphere with a modern twist. This charming neighborhood is filled with narrow alleys, traditional hanok houses, and quaint shops. Enjoy a leisurely brunch at one of the many cozy cafés, where you can savor delicious pastries and artisanal coffee. Afterward, take a stroll through the neighborhood and discover unique boutiques, vintage shops, and art galleries.

Afternoon

Afternoon Dive into Seoul's rich cultural heritage by visiting the National Museum of Korea. This world-class museum houses an extensive collection of artifacts that span Korea's history, from ancient times to the modern era. Explore the beautifully curated exhibits, which include traditional ceramics, calligraphy, and Buddhist art. After immersing yourself in history, head over to the nearby Namsangol Hanok Village, where you can step back in time and experience traditional Korean life. This restored village features several well-preserved hanok houses, gardens, and cultural performances that provide a glimpse into Korea's past.

Evening

Evening As the sun sets, make your way to Dongdaemun Design Plaza (DDP), a hub of modern architecture and design. Designed by the renowned architect Zaha Hadid, DDP is an iconic landmark that hosts a variety of events, exhibitions, and markets. Wander through the futuristic spaces and marvel at the innovative designs on display. In the evening, the plaza transforms into a vibrant scene with illuminated LED lights and outdoor installations. After exploring DDP, take a short walk to the Dongdaemun Night Market, where you can indulge in a variety of street food and shop for trendy fashion items.

Travel is temporary, yet the journey is forever.

EAT & DRINK

Soyeon Samsung (Noodle)

The restaurant brings a youthful and refined twist to the traditional noodle recipe of "Sodong, Andong Guksi," renowned for its Presidential Noodles. 24-2, Bongeunsa-ro 84-gil, Gangnam-gu, Seoul +82 2 577 4490

Olh Eum

Situated in Gangnam, Olh Eum offers a unique fusion of traditional and modern Korean cuisine, gaining popularity for its innovative dishes. 37, Seolleung-ro 152-gil, Gangnam-gu, Seoul +82 2 549 2016

Ogojib Seolleongtang

Famous for its seolleongtang, a milky-white beef bone soup simmered for hours, known for its rich flavor and nutritional value. 555 Samseong-ro, Gangnam-gu, Seoul +82 2 567 5225

Boreumsoe

Located in Samsung-dong, this restaurant is renowned for its premium Korean beef barbecue and traditional dining experience. 36 Teheran-ro 81-gil, Gangnam-gu, Seoul +82 2 569 9967

Jungang Haejangkkuk (Haejangkkuk)

Specializes in haejangkkuk, a hearty Korean soup often consumed as a hangover cure, made with ingredients like beef, cabbage, and vegetables. 17, Yeongdong-daero 86-gil, Gangnam-gu, Seoul +82 2 558 7905

Kyochoon Pilbang

Renowned for its double-fried, crispy Korean fried chicken, available with unique sauces such as soy garlic and spicy, making it a favorite among many. 127, Bogwang-ro, Yongsan-gu, Seoul +82 2 6263 1992

ZEST Bar

A trendy venue that offers a wide selection of cocktails, wines, and beers, along with appetizers and light meals, set in a vibrant and stylish atmosphere perfect for socializing. 26, Dosan-daero 55-gil, Seoul +82 10 3177 8801

SHOP

COEX Mall

Located in Gangnam, COEX Mall is one of Asia's largest underground shopping malls, featuring a wide range of shops, restaurants, and entertainment options.

Lotte World Mall

Situated in Songpa-gu, this mall offers a diverse shopping experience with luxury brands, a duty-free shop, and an aquarium.

The Hyundai Seoul

Located in Yeouido, this is one of the newest and largest shopping malls in Seoul, known for its futuristic design and extensive range of stores.

IFC Mall

Also in Yeouido, IFC Mall features international brands, a movie theater, and various dining options.

Times Square

Located in Yeongdeungpo-gu, Times Square is a large shopping and entertainment complex with a wide variety of shops, restaurants, and a multiplex cinema.

Namdaemun Market

One of Korea's oldest and largest traditional markets, offering a variety of goods from clothing to food at affordable prices.

Gwangjang Market

Famous for its street food, Gwangjang Market is one of the oldest markets in Seoul, offering textiles, vintage clothing, and local delicacies.

Dongdaemun Fashion Town

A hub for fashion enthusiasts, this area is known for its vast selection of wholesale and retail clothing shops.

Dongdaemun Market

A large commercial district comprising multiple shopping centers and malls, known for textiles, fabrics, and fashion items.

Myeongdong Shopping Street

A bustling shopping district in central Seoul, renowned for its cosmetic shops, fashion boutiques, and street food vendors.



DESTINATION GUIDE

DIRECTORY

WHERE TO EAT AND DRINK

EAT LIKE A LOCAL

- A Soyeon Samsung (Noodle)
- B Jungang Haejangkkuk
- C Oeojib Seolleongtang

SPECIAL PLACES

- D Pilkyungjae
- E Samwon Garden
- F Olh Eum

SOMETHING DIFFERENT

- G Kyochon Pilbang
- H ZEST Bar

WHERE TO SHOP

FIND WHAT YOU'RE LOOKING FOR

- A The Hyundai Seoul

LOCAL SECRETS

- B Gwangjang Market

IN THE KNOW

WALKS & TRIPS

- A Seonjeongneung

DISCOVER SEOUL

WALKS & TRIPS

- A Bukhansan National Park
- B Hangang Riverside



KEY

- POST OFFICE
- HOSPITAL
- METRO
- MUSEUM/GALLERY
- THEATRE
- POLICE STATION
- BUS STATION
- POINT OF INTEREST

The contents of this publication are believed to be correct at the time of printing. However, the publisher can accept no responsibility for errors or omissions, or for changes to the details given. The publisher would appreciate your co-operation in suggesting additions or corrections.

Based on Lovell Johns data.

GRAND
INTERCONTINENTAL
SEOUL PARNAS