# SEOUL

## Getting Around the City

### Airport Limousine Bus-Airport Transport Service

| Airport | Boarding Location | Ticket Offices |
|---|---|---|
| Incheon Int'l Airport | <1a Seoul> Bus stops 3B-6B, 10A-13A on the 1st floor of Arrivals | 1st floor of the passenger terminal. Inside - next to Exits 4 and 9. Outside - next to Exits 4, 6, 7, 8, 11, 13 and bus stop 9C |
| Gimpo Int'l Airport | Domestic terminal <1b Seoul> Exit 3-5 <1b Incheon Int'l Airport> Exit 13-15 Int'l terminal <1b Seoul> Exit 6 <1b Incheon Int'l Airport> Exit 7 | Fare payable by cash or transit card on the bus |

### A'REX (Airport Railroad) Operating Hours : 05:20-24:00

## Seoul's 5 Best Itineraries

**1 Browse Through Seoul**
AM : Gwanghwamun Square → 10mins on foot → Gyeongbokgung Palace → 10mins on foot → Insa-dong<lunch>
PM : Insa-dong → 20mins on foot → Myeong-dong<dinner> → 10mins on foot Namsan Oreum/Cable Car → N Seoul Tower

**2 Seoul's Rich Heritage**
AM : Cheonggyecheon Stream → 10mins on foot → Deoksugung Palace → 5mins on foot → Seoul Museum of Art → 15mins on foot → Namdaemun Market<lunch>
PM : Namdaemun Market → bus/subway → National Museum of Korea → bus/subway → Itaewon<dinner>

**3 Where Past Meets Present**
AM : Samcheong-dong<lunch>
PM : Samcheong-dong → 20mins on foot → Bukchon Hanok Village → 10mins on foot → Changdeokgung Palace → bus/taxi → Daehangno<dinner> → Dongdaemun Market

**4 Trendy Streets by the Hangang River**
AM : Yeouido Hangang Park → 10mins on foot → 63 Square<lunch>
PM : 63 Square → bus/subway/taxi → Sangam DMC → 10mins on foot → Seoul World Cup Stadium → bus/taxi → Hongdae Street<dinner>

**5 A Dazzling Metropolis**
AM : CODEX & Bongeunsa Temple → bus/subway → Gangnam Station<lunch>
PM : Gangnam Station → taxi → Sinsa-dong Garosu-gil → taxi → Cheongdam-dong<dinner> → 10mins on foot → Apgujeong-dong

※ For more information, please visit www.visitseoul.net or download the iTourSeoul application.

### Legend

- Subway Line 1
- Subway Line 2
- Subway Line 3
- Subway Line 4
- Subway Line 5
- Subway Line 6
- Subway Line 7
- Subway Line 8
- Subway Line 9
- A'REX (Airport Railroad)
- Bundang Line
- ShinBundang Line
- Gyeongui-Jungang Line
- Gyeongchun Line
- Railway
- Transfer Station
- Train Station

- Museum / Gallery
- Performance Hall
- Shopping
- UNESCO World Heritage
- Sightseeing
- Casino
- Hangang Viewing Cafe
- Hangang Cruise Ship Quay
- Hotel
- Tourist Information Center
- Bus Terminal
- Hospital
- University

## Index

### UNESCO World Heritage

| | |
|---|---|
| Changdeokgung Palace | B2 |
| Gongneung Royal Tomb | F1 |
| Hwollleung Royal Tomb | E4 |
| Jongmyo Royal Tomb | B2 |
| Jongmyo Shrine | B2 |
| Seonjeongneung Royal Tombs | E4 |
| Taereung Royal Tomb | F1 |
| Unneung Royal Tomb | E2 |

### Museums / Galleries

| | |
|---|---|
| Cheong Wa Dae Sarangchae | B2 |
| DMC Gallery | B2 |
| Dongdaemun Design Plaza | B2 |
| Hoam Museum | B2 |
| Horim Art Center | E3 |
| Leeum, Samsung Museum of Art | D3 |
| Lotte World Folk Museum | F3 |
| The Museum of Korean Embroidery | E3 |
| National Folk Museum of Korea | B2 |
| National Hangeul Museum | D3 |
| National Museum of Korea | D3 |
| Nam Seoul Annex Building of the Seoul Museum of Art | D4 |
| Royal Tomb Museum of the Joseon Dynasty | F2 |
| Seodaemun Prison History Hall | C2 |
| Seoul Museum of History | D2 |
| Seoul Yangnyeongsi Herb Medicine Museum | E2 |
| SOMA Museum of Art | F3 |
| War Memorial of Korea | D3 |

### Sightseeing

| | |
|---|---|
| 63 Square | C3 |
| Seoul Arisu-dong Historic Site | F3 |
| Banpodaegyo Moonlight Rainbow Fountain | D3 |
| Bongeunsa Temple | E3 |
| Bukchon Hanok Village | B2 |
| Changgyeonggung Palace | B2 |
| Cheonggyecheon Stream | D2 |
| Children's Grand Park | E3 |
| COEX | E3 |
| Culture Station Seoul 284 | D3 |
| Deoksugung Palace | B2 |
| Gwanghwamun Square | B2 |
| Gyeongbokgung Palace | B2 |
| Gyeonghuigung Palace | B2 |
| Jogyesa Temple | B2 |
| Korea Cultural House | E4 |
| Korea House | D3 |
| Kukkiwon | E4 |
| Lotte World | F3 |
| Mongchontoseong Fortress | F3 |
| Namsan Botanical Garden | D3 |
| Namsangol Hanok Village | D3 |
| N Seoul Tower | D3 |
| Samcheong-dong | B2 |
| Seocho-dong Ancient Baekje-era Stone Mound Tombs | F4 |
| Seonyu Park | B3 |
| Seoul Marina Club & Yacht | C3 |
| Seoul World Cup Stadium | B2 |
| Sungnyemun Gate | D3 |
| Unhyeongung Palace | B2 |
| Yanghwajin Foreign Missionary Cemetery | C3 |

### Local Hot Spots

| | |
|---|---|
| Buam-dong | C2 |
| Dashangmo Street | D2 |
| Gangnam Station's Food Street | E4 |
| Gwanghwamun Square | B2 |
| Gyeongbokgung Palace | B2 |
| Hongdae Street | C3 |
| Munjeong-dong Rodeo Street | F4 |
| Samcheong-dong Street | D2 |
| Seorae Village Cafe Street | D4 |
| Sinchon Ktae Street | D3 |
| Sinsa-dong Garosu-gil | D3 |

### Performance Halls

| | |
|---|---|
| KT&G Sangsangmadang | C3 |
| LG Arts Center | E4 |
| Myeong Dong Nanta Theatre | D2 |
| National Gugak Center | D4 |
| Nyeonghwa Market | D2 |
| Seoul Folk Flea Market | E2 |
| Seoul Yangnyeongsi Market | E2 |
| Seoul Arts Center | D4 |
| Yeouido Floating Stage | C3 |

### Shopping

| | |
|---|---|
| BIFPLEX | B2 |
| Central City | D4 |
| D Cube City | B4 |
| Dongdaemun Shopping Complex | D2 |
| Garak Market | F4 |
| Garden 5 | F4 |
| Gwangjang Market | D2 |
| I'PARK Mall | C3 |
| Jangsanmiljae | E2 |
| Lotte Mall Gimpo Airport | A2 |
| Lotte World Tower & Lotte World Mall | F3 |
| Namdaemun Market | D2 |
| Noryangjin Fish Market | C3 |
| Pyeonghwa Market | D2 |
| Seoul Folk Flea Market | E2 |
| Seoul Yangnyeongsi Market | E2 |
| Techno Mart | D3 |
| Times Square | B3 |
| Yangjae Flower Market | E4 |
| Yongsan Electronics Shopping Mall | C3 |
| Galleria Duty Free E3 | |
| Morle Outlet | B4 |

### Casinos

| | |
|---|---|
| Paradise Casino Walkerhill | F3 |
| Seven Luck Casino (Millenium Seoul Hilton) | D3 |
| Seven Luck Casino (Seoul Gangnam) | D3 |

## Hotels

### Super Deluxe

| | |
|---|---|
| Grand Ambassador Seoul | D2 |
| Grand Hilton Seoul | C2 |
| Grand Hyatt Seoul | D3 |
| Grand InterContinental Seoul Parnas | E4 |
| Imperial Palace Seoul | E3 |
| InterContinental Seoul COEX | D3 |
| J.W. Marriott Seoul | D4 |
| Lotte Hotel Seoul | D3 |
| Lotte Hotel World | D3 |
| Mayfield Hotel & Resort | A3 |
| Millennium Seoul Hilton | D3 |
| Oakwood Premier COEX Center | D3 |
| Park Hyatt Seoul | E4 |
| Sheraton Seoul D Cube City | B4 |
| Sheraton Seoul Palace Gangnam | D4 |
| Sheraton Grande Walkerhill | F3 |
| The Plaza Seoul | D3 |
| The Ritz Carlton Seoul | E4 |
| The Shilla Seoul | D3 |
| The Westin Chosun Seoul | D2 |
| W Seoul Walkerhill | F3 |

### Deluxe

| | |
|---|---|
| Best Western Niagara Hotel | B3 |
| Best Western Premier Gangnam | E4 |
| Best Western Premier Guro Hotel | B4 |
| Best Western Premier Kukdo | D2 |
| Best Western Premier Seoul Garden | D3 |
| Capital Hotel Itaewon | E4 |
| Courtyard by Marriott Seoul Times Square | B3 |
| Ebu Hotel | D2 |
| Grand Hotel Seongbuk | B3 |
| Hotel PJ | D2 |
| Imperial Palace Boutique Hotel | D2 |
| Koreana Hotel | D2 |
| Kensington Hotel | D2 |
| Lotte City Hotel Mapo | B3 |
| Marriott Executive Apartments Yeouido Park Center - Seoul | C3 |
| Novotel Ambassador Dokseo | B4 |
| Novotel Ambassador Gangnam | E4 |
| Pacific Hotel | D3 |
| President Hotel | D2 |
| Prima Hotel | E3 |

### Deluxe

| | |
|---|---|
| Provista Hotel | D4 |
| Ramada Hotel & Suites Seoul Namdaemun | D3 |
| Ramada Seoul | E3 |
| Riviera Hotel | D2 |
| Royal Hotel | D2 |
| Samjung Hotel | E4 |
| Sejong Hotel | D2 |
| The K Seoul Hotel | E4 |

Seoul Stay Experience type accommodation that offers residential environment for long-term stay. Seoul Homestay that can only guarantee experience, and Hanok experience business) that are operated legally in its administrative. So register, in Seoul city, where you can find safe and reliable Seoul Stay Experience Homestay, and traditional housing accommodation. http://stay.visitseoul.net/

### Useful Phone Numbers

DASAN 120

| | |
|---|---|
| Dasan Call Center (information on Seoul) | 02-120 |
| Emergency (Police Relief Brigade) | 1588-1644 |
| Phone interpretation services | |
| Lost and Found Center of Seoul Metropolitan Police Agency | 02-2339-1282 |
| Lost articles | 1644-2255 |
| International Taxi Taxi service for foreigners | |
| 1330 IT Call Center Travel information · Tourist Complaint Center at Korea Tourism Organization | 1330 |
| Banks constant report | |
| Emergency Medical Information Center Request for emergency medical support | 119 |

## Tourist Information Centers

| | |
|---|---|
| Incheon Int'l Airport 032-743-3370 | |
| Gimpo Int'l Airport 02-3660-2486~7 | |
| Myeong-dong Tourist Information Center 02-779-0721 | D2 |
| Myeong-dong Tourist Interpretation Center 02-774-5270 | D2 |
| Seoul Global Cultural Center (Myeong-dong) 02-3788-7901~3 | D2 |
| Korea Tourism Organization 02-729-9496~9 | D2 |
| Bukkmo 02-734-0222 | D2 |
| Citizens' Hall 02-739-7755 | D2 |
| Dongdaemun 02-2236-9135 | D2 |
| Gwanghwamun 02-735-9008 | D2 |
| Gyeongbokgung Palace 02-738-0171 | D2 |
| Hongik University 02-323-2240 | C3 |
| Gangnam 02-3445-0111 | D2 |
| Itaewon · Insideo Itaewon Station 02-3785-0942 | D3 |
| Itaewon · In front of Hamilton Hotel 02-749-8323 | D3 |
| Bukchon Jaseong 02-2148-4161 | D2 |
| Bukchon Jeongdok 02-2148-4161 | D2 |
| Namdaemun Market 02-752-1913 | D3 |
| Namkmo 02-737-7895 | D2 |
| Mugo 02-334-7878 | C3 |
| Samilgyo Bridge 02-720-0872 | D2 |
| Sinchon Station (Gyeongui-Jungang Line) 02-363-7653 | C3 |
| Jamsil 02-3431-9472 | F3 |
| DDP 02-2153-0472 | D2 |
| Seocho (Seocho-Ik) 02-3476-1261 | E3 |
| Songpa 02-421-3975~1 | F3 |
| Insa-dong 02-737-7890 | D2 |

※ Tourist information centers are operated with a focus on tourists who visit the centers in person.
For detailed information on tourist spots, please call 120 for Dasan Call Center or 1330 for KTO TIC Call Center.
※ Hours for guided tours in foreign languages other than English are not fixed.

### Look for Red Vests in Seoul

Guide personnel in red vests with the (Z) symbol provide Seoul tourism information as well as interpretation and road guide services for Myeong-dong, Namdaemun Market, Sinchon, Itaewon, Dongdaemun, Bukchon, Hongdae, Samcheong-dong, and Sinsa-dong Garosu-gil.

Namdaemun Market · Samcheong-dong 09:30~18:30 Myeong-dong 09:30~19:30 Bukchon 09:00~18:00
Sinchon · Sinsa-dong Garosu-gil · Gwangjang Market 10:00~19:00 Dongdaemun · Hongdae 12:00~20:00

※ Publishing Date : December 2016

## Public Transportation

| Type | How to pay | Price |
|---|---|---|
| Subway | Lines 1-9, Bundang Line, Sinbundang Line, A'REX (Airport Railroad), Gyeongui-Jungang Line, Gyeongchun Line | T-money · Single Journey Ticket for Subway | ₩1,250~ |
| Bus | Blue · Long-distance routes within Seoul<br>Green · Short-distance routes within Seoul<br>Red · Express routes between Seoul and the metropolitan area<br>Yellow · Circular routes in central Seoul | T-money · Cash | Blue Bus/Green Bus ₩1,200~<br>Red Bus ₩2,400~ |
| Taxi | Regular Taxi, Deluxe Taxi, Van Taxi (9 seater), International Taxi | | Regular taxi ₩3,000~ |
| | International Taxi<br>• Foreign language service available<br>• 100% advance reservation system<br>• 1/8 will be finished if it's more than 2 hours | T-money<br>Credit<br>Pre-Mi Pass | Medium-sized taxi ₩3,600~ |

## How to Buy Transportation Cards

| Card Type | Where to Buy | Price |
|---|---|---|
| T-money | Places with the T-money logo: convenience stores, card-vending machines in subway stations and tourist information center | Card price ₩2,500 + Charge amount (₩1,000 and up) |
| NPASS | Incheon International Airport Tourist Information Center, Myeong-dong Tourist Information Center | 1-Day Pass : ₩10,000 Not including the ₩5,000 rental fee. |
| Single Journey Ticket (For subway only) | At ticket vending machines located within the subway station | Deposit payment ₩500 + Fare (You can have your deposit payment returned through the Deposit Refund Service) |