

SEOUL

People say SEOUL is
The world's most wired city (The Museum)
A top 5 convention city (Lotte)
The world's best airport (Seoul)
A Creative City of Design (Seoul)
The Best BT-MICE City (Inns)

Seoul: *Van Complete Convention City*

Legend

Subway Line 1	A'REX (Airport Railroad)	Museum / Exhibition Hall	Hotel
Subway Line 2	Bundang Line	Performance Hall	Tourist Information Center
Subway Line 3	Sinbundang Line	Shopping	Bus Terminal
Subway Line 4	Jungang Line	UNESCO World Heritage	Hospital
Subway Line 5	Gyeongui Line	Sightseeing	Casino
Subway Line 6	Gyeongchun Line	Hangang Viewing Cafe	Water Taxi Stop
Subway Line 7	Transfer Station	Hangang Cruise Dock	
Subway Line 8			
Subway Line 9			



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Museum / Exhibition Hall	Cheongwadae Sarangchae D2	DMC Gallery B2	Dongdaemun Design Plaza D2	Hogun Museum A2	Leum, Samsung Museum of Art D3	Lotte World Folk Museum F3	Nam Seoul Annex Building of the Seoul Museum of Art D4	National Museum of Korea D3	Royal Tombs Museum of the Joseon Dynasty F1	Seodaejeon Prison History Hall C2	Seoul National Museum of Korea D2	The National Folk Museum of Korea D3	The War Memorial of Korea D3	Hongdae NANTA Theater C3	KT&G Sangsang Mading C3	LG Arts Center E4	National Theater of Korea D3	
Performance Hall	Seoul Arts Center D4	National Gugak Center D4	Yeouido Floating Stage C3	BIPLEX Central City D4	D-CUBE CITY D4	Garak Market F4	Garden 5 F4	Kimpo Airport Outlet A2	(PARK) Mall C2	Janghyangyeong Antique Furniture Street E2	Noryangjin Fisheries Wholesale Market C3	Seoul Folk Flea Market D2	Seoul Hanjaryeongsil Market F3	Techno Mart F3	Times Square B3	Walkerhill Duty Free Shop F3	Yongseon Electronics Shopping Mall C3	
UNESCO World Heritage	Changdeokgung (Palace) D2	Gyeongju (Royal Tomb) F1	Haeinsa (Buddhist Temple) D2	Jongmyeong (Royal Shrine) D2	Saemangeon (Royal Tomb) D2	Taeseung (Royal Tomb) F1	Ulsung (Royal Tomb) E2	63City D2	Amisa-dong Prehistoric Settlement Site C3	Saemangeon (Royal Tomb) D2	Saemangeon (Royal Tomb) D2	Changgyeonggung (Palace) D2	Seokchon-dong Ancient Baekje Stone Mound Tombs F4	Changgyeonggung (Palace) D2	Ulsung (Royal Tomb) E2	Yongseon Electronics Shopping Mall C3	Korea Cultural House E4	
Sightseeing	Korea House D3	Kukkwon E4	Paradise Walkerhill Casino F3	Seven Luck Casino (Gangnam) E3	Buam-dong C2	Daehangno Street D2	Gangnam Station Street D4	Geoncheon-rock Street E3	Geoncheon Fashion Town B4	Hongdae Street D2	Munmyeong-dong Rodeo Street F4	Samcheonggong (Palace) D2	Saemangeon (Royal Tomb) D2	Seoul Marina Club & Yacht B3	Seoul World Cup Stadium B2	Sungryumgwan (Gate) D3	Unhyeonggung (Palace) D2	Yongseon Foreign Missionary Cemetery B3
Casino	Paradise Walkerhill Casino F3	Seven Luck Casino (Gangnam) E3	Buam-dong C2	Daehangno Street D2	Gangnam Station Street D4	Geoncheon-rock Street E3	Geoncheon Fashion Town B4	Hongdae Street D2	Munmyeong-dong Rodeo Street F4	Samcheonggong (Palace) D2	Saemangeon (Royal Tomb) D2	Seoul Marina Club & Yacht B3	Seoul World Cup Stadium B2	Sungryumgwan (Gate) D3	Unhyeonggung (Palace) D2	Yongseon Foreign Missionary Cemetery B3	Westin Chosun Seoul D2	

Hotel

Super Deluxe	Grand Ambassador Seoul D2	Grand Hilton Seoul C2	Grand Hyatt Seoul D2	Grand InterContinental Seoul Parnas E4	Imperial Palace Hotel E3	InterContinental Seoul COEX E3	J.W. Marriott Seoul D4	Lotte Hotel Seoul D2	Lotte Hotel World F3	Mayfield Hotel A3	Minimium Seoul Hilton D2	Seokchon-dong Premier Coex Center D2	Park Hyatt Seoul D2	Renaissance Seoul Hotel E4	Ritz-Carlton Seoul E4	Seoul Palace Hotel D4	Shilla Hotel F3	The Plaza Hotel Seoul D2	W Seoul Walkerhill F3
Deluxe	Best Western Niagara Hotel B3	Best Western Premier Gangnam E4	Best Western Premier Quiri Hotel E4	Best Western Premier Kukdo E4	Riviera Hotel E3	Royal Hotel D2	Sanjung Hotel D2	Sejong Hotel D2	Seokyo Hotel C3	Seoul Kyoyuk Munnha HoeKwan E4	Hotel PJ D2	IP Boutique Hotel D2	Marriott Executive Apartments Yeouido Park Centre - Seoul C3	Novotel Ambassador Doksan B4	Novotel Ambassador Gangnam E4	Pacific Hotel D3	President Hotel D2	Priema Hotel E3	

Tourist Information Centers

Gyeongbokgung (Palace) 02-738-9171 D2	Korea Tourism Organization 02-729-9497-9 D2	Seoul Station 02-385-0466 D3
Changgyeonggung (Palace) 02-735-8888 D2	Seoul National Railroad 02-383-7833 C3	Seokchon National Railroad 02-383-7833 C3
Gwanghwamun 02-223-2270 D2	Yeongdeungpo Station 02-269-3200 B3	Yongsan Station 02-3780-5403 C3
Gangnam Market 02-305-4193 D2	Yongpoo Station 02-3780-5403 C3	Kimpo Int'l Airport 02-3707-9465 A2
Namsan Tower 02-752-5278 D2	Ilseoul Station 02-3784-5974 D3	Ilseoul Station 02-3784-5974 D3
Seoul National Museum 02-737-7895 D2	Incheon Int'l Airport 02-192-3888 2007 -	Namsan 02-737-7895 D2
Dongdaemun Market 02-228-9155 D2	Jamsil Int'l Airport 02-2143-7007 F4	Mapo 02-334-7878 C3
Myeong-dong 02-374-3238 D2	Jeongdok Public Library 02-2148-4161 D2	Myeong-dong 02-374-3238 D2
Myeong-dong (M Plaza SF) 02-398-7961-3 D2	Coex 02-538-0264 E3	Bukhwa 02-734-0222 D2
Sammyung 02-729-7895 D2	Pungmul Market 02-2334-5836 E3	Sammyung 02-729-7895 D2
Sammyung 02-729-7895 D2	Hongik Univ. 02-323-2240 C3	Sammyung 02-729-7895 D2

Useful Phone Numbers

Dasan Call Center	Information on Seoul	02-120
Interpretation Service BBB (Before Babel Brigade)	Phone interpretation service	1588-5644
Lost and Found Center at Seoul Metropolitan Police Agency	Last articles	02-2299-1282
International Taxi	Taxi service for foreigners	1644-2255
1301 TT Call Center	Tourist information	1330
Tourist Complaint Center at Korea Tourism Organization	Tourist complaint report	1330
Emergency Medical Information Center	Request for emergency medical support	1339

Seoul

Seoul Gourmet Landmarks
Cultural Heritage
Entertainment Museums & Galleries
Shopping Hangang
Visit Seoul
The Official Guide to Everything Seoul

See. Eat. Sleep. Shop. Interact.

with the Visit Seoul Website, Mobile Website and Smartphone App

To download the 1 Tour Seoul app: Enter "1 Tour Seoul" in the iPhone App Store or Android Market

Rent an iPhone with the 1 Tour Seoul app already installed at other roaming centers: Incheon International Airport (Gates 6 and 7 / Gates 10 and 11) / Gimpo International Airport (Gate 1) / City Airport, LG & Travel (Korea City Air Terminal) (2nd Floor, Airport Limousine Bus Station)

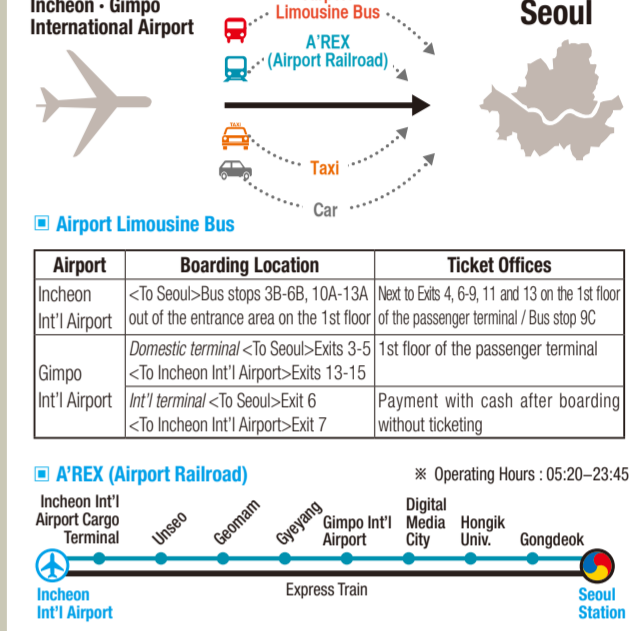
For more information: Dial the Seoul tourism info hotline at +82-2-120 (ex.3 for foreign language service)

www.visitseoul.net

Experience Seoul's 5 Best Itineraries

- Browse Through Seoul**
10 min. on foot → Insa-dong → 10 min. on foot → Insadong → 20 min. on foot → Myeong-dong → 10 min. on foot → Namsan Daeum/Cable Car → N Seoul Tower
- Seoul's Rich Heritage**
10 min. on foot → Deoksugung (Palace) → 10 min. on foot → Seoul Museum of Art → 15 min. on foot → Namdaemun Market → 15 min. on foot → National Museum of Korea → 10 min. on foot → Haeom-dong
- Where Past Meets Present**
10 min. on foot → Bukchon Hanok Village → 10 min. on foot → Changdeokgung (Palace) → 10 min. on foot → Dongdaemun Market
- Trendy Streets by the Hangang (River)**
10 min. on foot → 63City → 10 min. on foot → Youido Hangang Park → 10 min. on foot → 63City → 10 min. on foot → Seoul World Cup Stadium → 10 min. on foot → Hongdae Street
- A Dazzling Metropolis**
10 min. on foot → Coex & Bongseosa (Temple) → 10 min. on foot → Gangnam Station → 10 min. on foot → Sinsa-dong Garosu-gil → 10 min. on foot → Cheongdam-dong → 10 min. on foot → Apgyeong-dong

Getting to Seoul



Exploring Beyond Seoul

Bus Terminal	Express Bus Terminal	Map D4	1688-4700
Incheon Int'l Airport	<To Seoul> Bus stops 38-6B, 10A-13A out of the entrance area on the 1st floor of the passenger terminal / Bus stop 9C	Map F2	02-323-8885
Gimpo Int'l Airport	<To Seoul> Bus stops 3-5 1st floor of the passenger terminal / <To Incheon Int'l Airport> Exits 13-15	Map F3	1688-5979
	Payment with cash after boarding without ticketing	Map D3	1544-7788
		Map C3	
		Map A3	02-2660-2114

Public Transportation

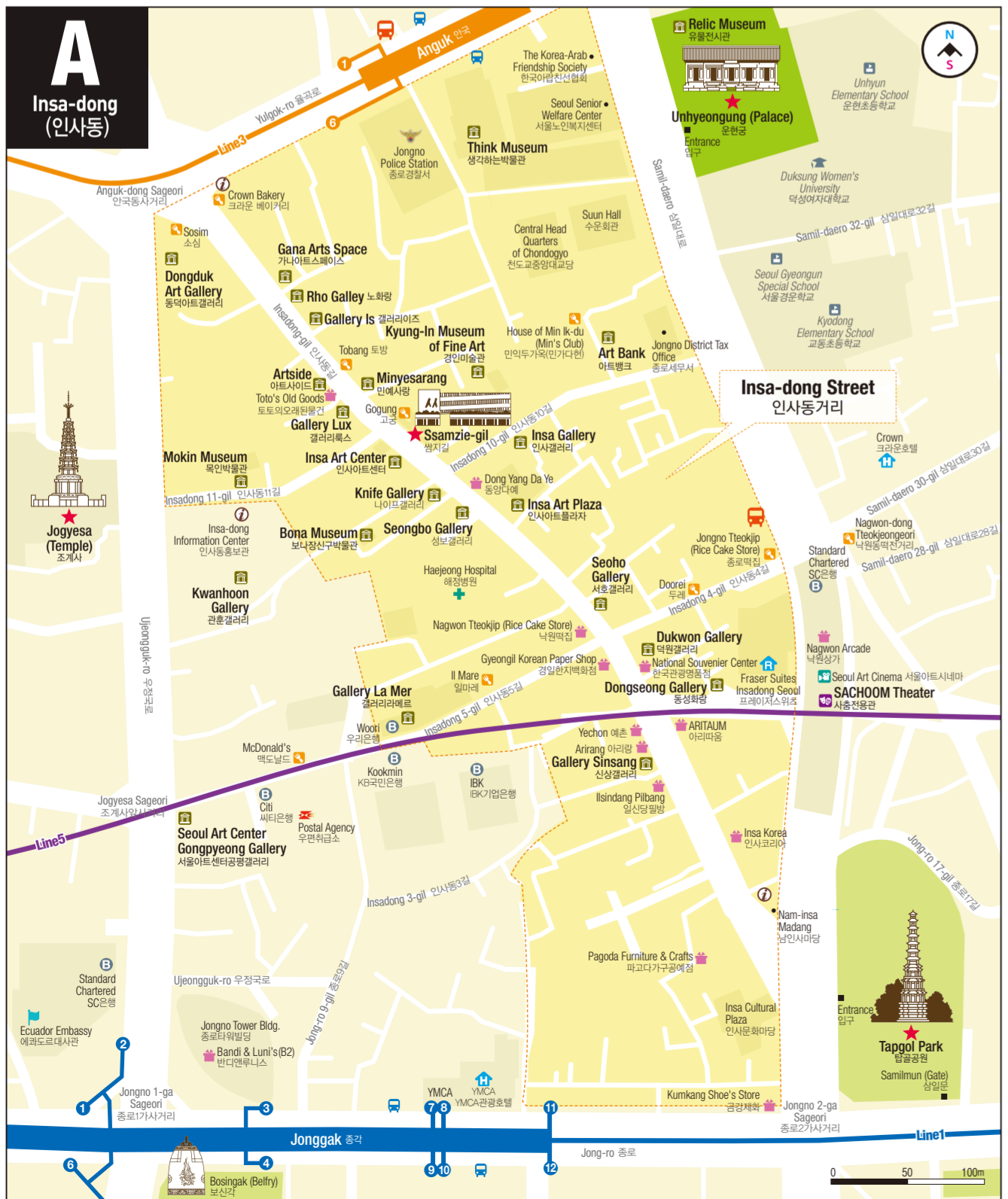
Subway Type	How to Pay
Lines 1-9, Bundang Line, Sinbundang Line, Jungang Line, A'REX(Airport Railroad), Sun Line, Gyeongui Line, Gyeongchun Line	T-money Single Journey Ticket for Subway Seoul Citypass Seoul Citypass Plus

Bus	Bus Type	How to Pay
Blue	Long-distance routes within Seoul	T-money Cash Seoul Citypass Seoul Citypass Plus
Green	Short-distance routes within Seoul	T-money Cash Seoul Citypass Seoul Citypass Plus
Red	Express routes between Seoul and the metropolitan area	T-money Cash Seoul Citypass Seoul Citypass Plus
Yellow	Circular routes in central Seoul	T-money Cash Seoul Citypass Seoul Citypass Plus

Taxi	Regular Taxi	Deluxe Taxi	How to Pay
			T-money Cash Credit Card
	Van Taxi (9 seater)	International Taxi	Foreign language service available 100% advance reservation system 24-Hour service available (1644-2255)

How to Buy Transportation Cards

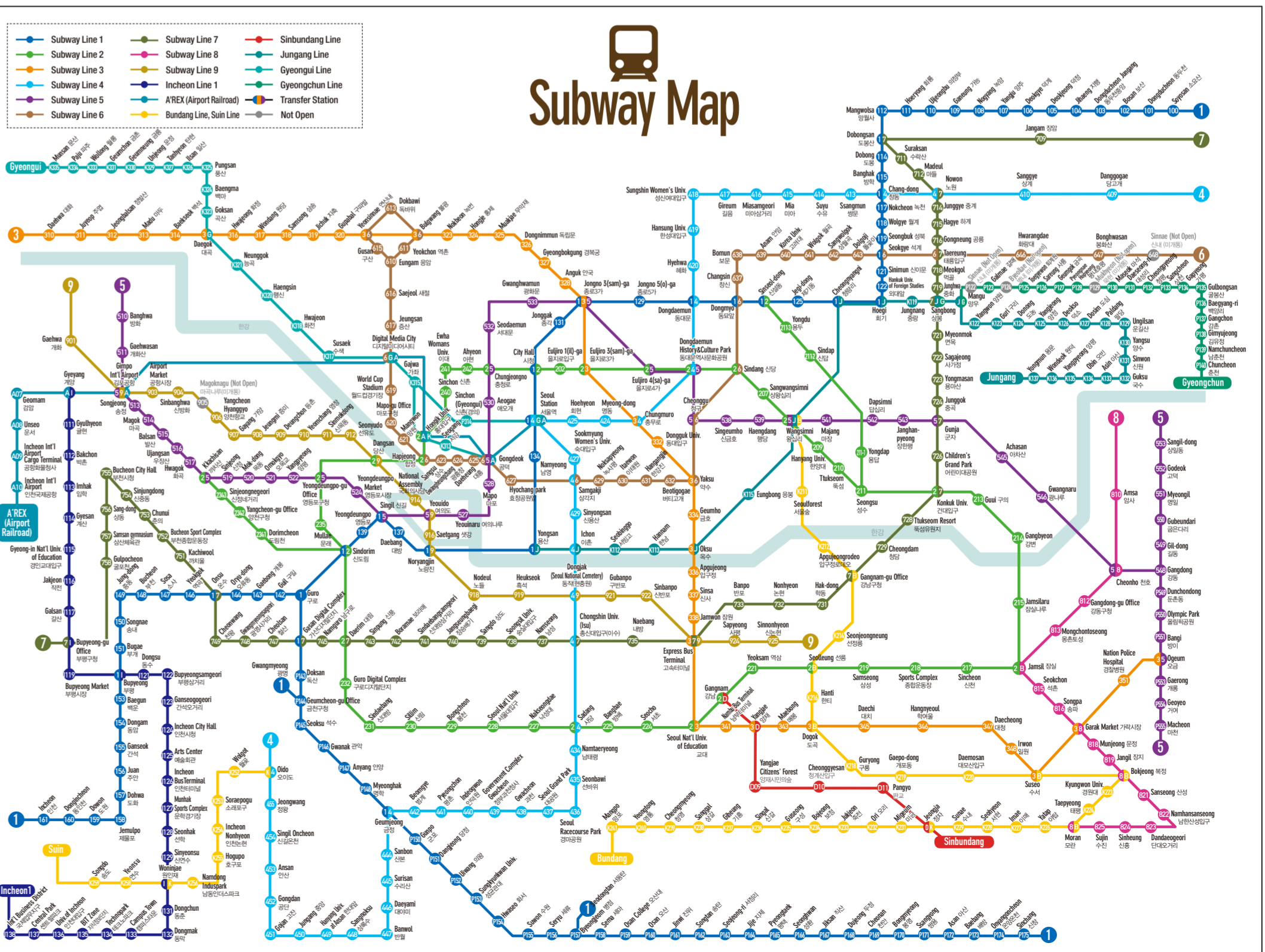
Card Type	Where to Buy	Price
T-money	<Sold at> Newsstands near bus stops, GS25 convenience stores <Recharge> Where T-money is sold, C.I. subway stations	Card price ₩2,500 + charge amount ₩1,000 and up
Seoul Citypass	C.I. and Minstop convenience stores in the arrival area at Incheon Int'l Airport as well as tourist information centers at Dongdaemun, Gwanghwamun, Itaewon, Gimpo Int'l Airport, Samiljo (Bridges) and Jamsil	1-day pass ₩15,000 2-day pass ₩25,000 3-day pass ₩35,000 (Can be used up to 20 times per day)
Seoul Citypass Plus	GS25 convenience stores, tourist information centers, train stations	₩3,000 for the purchase of the card Deposit payment ₩500 + fare (100 cash per deposit) Payment returned through the Deposit Refund System
Single Journey Ticket (For subway only)	Subway stations	



Seoul City Tour Bus

If you buy just one ticket, you can conveniently visit major tourist attractions in Seoul. Seoul City Tour Bus is a hop-on, hop-off shuttle bus that circles around fixed routes, and you can use it as much as you want throughout one day.

- How to Buy Tickets**
 - Tickets can be bought from the bus guide on board the bus.
 - Ticket Booth next to the Korea Hotel in Gwanghwamun
 - ※ If you have bought a City Tour Pass, you can use it on downtown circular routes.
- Closed**
 - Mondays (Although the tour bus is operated when a national holiday falls on Monday)
 - ※ Full operation during summer holiday period (4th week of July - Aug. 15)
- Contact** 02-777-6090 | <http://www.seoulcitybus.com>
- Departure Point** In front of Donghwa Duty Free Shop in Gwanghwamun (Line 5 Gwanghwamun Station, Exit 6)



City Circulation Tour
This tour stops at all of the major tourist attractions in central Seoul.
09:00-21:00 (Last bus departs at 19:30, 30 min. intervals (20 min. during summer holiday period))

Cheonggyecheon (Stream) and Ancient Palaces Tour
This tour makes stops along Cheonggyecheon (Stream), a beautiful 11 km-long man-made stream that flows through downtown Seoul, and at each of the Five Grand Palaces built during the Joseon Dynasty.
10:00-17:00 (Starts at 09:00 during summer holiday period, 1-hour intervals)

Night Tours
The Night Tours are perfect for those who enjoy romantic nighttime views of the city. These non-stop tours also offer great views of the Hangang (River) at night and are available in both Single-decker and Double-decker buses.
09:00-12:00 (Last bus departs at 10:00)

New Traditional Market Tour (Beginning in January 2013)
This course covers main traditional markets in downtown Seoul.
Call 02-120 for more information