

On the Road





Seoul

02 / POP 10.01 MILLION

Includes ➔

Sights	39
Activities	56
Courses	56
Tours	60
Festivals & Events	60
Sleeping	61
Eating	68
Drinking & Nightlife	74
Entertainment	80
Shopping	85

Best Places to Eat

- ➔ Jungsik (p74)
- ➔ Noryangjin Fish Market (p73)
- ➔ Congdu (p70)
- ➔ Gwangjang Market (p73)
- ➔ Coreanos Kitchen (p74)

Best Places to Stay

- ➔ Hide & Seek Guesthouse (p63)
- ➔ Minari House (p65)
- ➔ Small House Big Door (p63)
- ➔ Itaewon G Guest House (p65)
- ➔ Park Hyatt Seoul (p68)

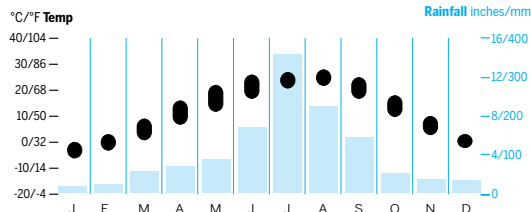
Why Go?

An old Korean proverb goes 'even if you have to crawl on your knees, get yourself to Seoul!' Never has this been more sound advice. Asia's second-richest city, Seoul (서울) is a dynamic mash-up of markets and K-Pop, teahouses and temples, palaces and mountains, skyscrapers and pulsing neon. This Unesco City of Design also offers several contemporary architectural marvels, including the Dongdaemun Design Plaza & Park and the giant glass wave of the new City Hall.

Gaze down on this sprawling metropolis of 10 million people from atop any of Seoul's four guardian mountains and you will innately sense the powerful *pungsu-jiri* (feng shui) that has long nurtured and protected the city. Public transport is brilliant and whatever you want, at any time of the day or night, Seoul can provide. The joys of eating, drinking, shopping and general merrymaking are in abundant evidence, from Apgujeong's chic boutiques to Hongdae's bars and restaurants.

When to Go

Seoul



May Enjoy good weather and top events such as the Jongmyo Daeje and Lotus Lantern Festival.

Aug Cool off at the outdoor swimming pools along the Han River.

Oct Hike across mountains coated in brilliant autumn colours, and enjoy Seoul's fireworks festival.