



Seoul

**“All you’ve got to do is decide to go
and the hardest part is over.**

So go!”

TONY WHEELER, COFOUNDER – LONELY PLANET

THIS EDITION WRITTEN AND RESEARCHED BY

Simon Richmond

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(left) Changing of the guard at Deoksugung (p69)

(above) Gyeongbokgung (p46)

(right) Royal food banquet



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Seoul Maps

Map Legend

Sights

- Beach
- Buddhist
- Castle
- Christian
- Hindu
- Islamic
- Jewish
- Monument
- Museum/Gallery
- Ruin
- Winery/Vineyard
- Zoo
- Other Sight

Eating

- Eating

Drinking & Nightlife

- Drinking & Nightlife
- Cafe

Entertainment

- Entertainment

Shopping

- Shopping

Sports & Activities

- Diving/Snorkelling
- Canoeing/Kayaking
- Skiing
- Surfing
- Swimming/Pool
- Walking
- Windsurfing
- Other Sports & Activities

Sleeping

- Sleeping
- Camping

Information

- Bank
- Embassy/Consulate
- Hospital/Medical
- Internet
- Police
- Post Office
- Telephone
- Toilet
- Tourist Information
- Other Information

Transport

- Airport
- Border Crossing
- Bus
- Cable Car/Funicular
- Cycling
- Ferry
- Monorail
- Parking
- S-Bahn
- Taxi
- Train/Railway
- Tram
- Tube Station
- U-Bahn
- Underground Train Station
- Other Transport

Routes

- Tollway
- Freeway
- Primary
- Secondary
- Tertiary
- Lane
- Unsealed Road
- Plaza/Mall
- Steps
- Tunnel
- Pedestrian Overpass
- Walking Tour
- Walking Tour Detour
- Path

Boundaries

- International
- State/Province
- Disputed
- Regional/Suburb
- Marine Park
- Cliff
- Wall

Geographic

- Hut/Shelter
- Lighthouse
- Lookout
- Mountain/Volcano
- Oasis
- Park
- Pass
- Picnic Area
- Waterfall

Hydrography

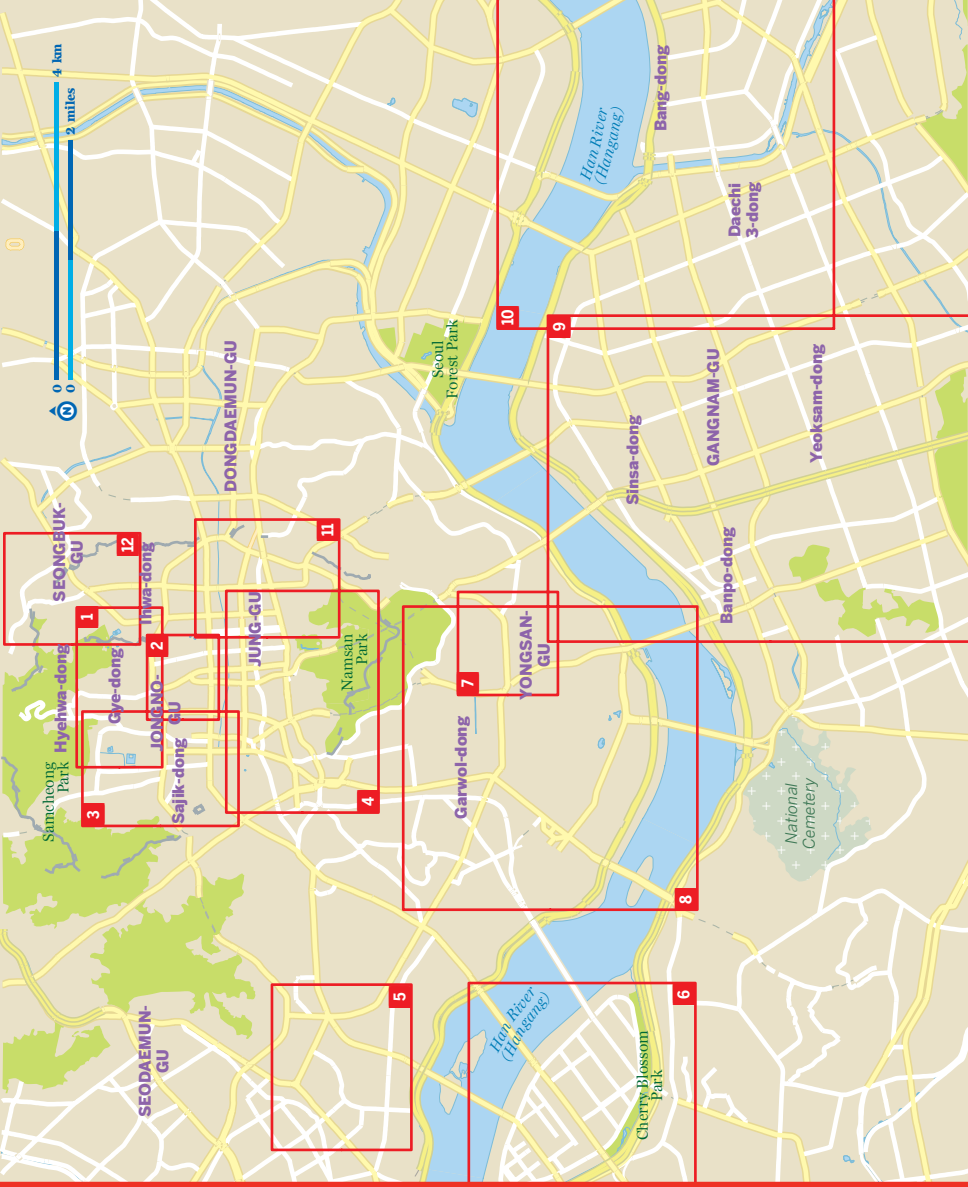
- River/Creek
- Intermittent River
- Swamp/Mangrove
- Reef
- Canal
- Water
- Dry/Salt/Intermittent Lake
- Glacier

Areas

- Beach/Desert
- Cemetery (Christian)
- Cemetery (Other)
- Park/Forest
- Sportsground
- Sight (Building)
- Top Sight (Building)

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BUKCHON HANOK VILLAGE

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BUKCHON HANOK VILLAGE *Map on p.195*

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- 2 Changdeokgung Ticket Booth..... E4
- 3 Changgyeonggung Ticket Booth..... G3
- 4 Dong-Lim Knot Workshop..... D2
- 5 Donhwamun..... E4
- 6 Gahoe Museum..... D2
- 7 Huwon..... F2
- 8 Injeongjeon..... E3
- 9 Kahoidong.com hanok..... C2
- 10 Nakseonjae..... F4
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- 12 Simsimtheon..... C2
- 13 World Jewellery Museum..... C3
- 14 Yeongyeongdang..... F2
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Dhal..... (see 27)
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- 22 Cha Masineun Tteul..... C2
- 23 Dabang..... D2
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- 25 Kopi Bangasgan..... C3
- 26 Sajjngwan..... D2
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- 28 Jonginmoo..... D3
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- 33 Chi-Woon-Jung..... C2
- 34 Doo Guesthouse..... D2
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- 36 Rak-Ko-Jae..... D3
- 37 Seoul Guesthouse..... D3
- 38 Sophia Guest House..... C3
- 📍 Information**
- 39 Bukchon Tourist Information Centre..... D3

INSA-DONG & AROUND *Map on p198*

- 📍 Top Sights (p50)**
- Jogye-sa A3
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- 📍 Sights (p54)**
- 1 Bosingak A7
2 Cheondogyo Temple C3
3 Gonsindang H4
4 Jeongjeon H3
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7 Tapgol Park Entrance D7
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Gogung (see 38)
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11 Koong C3
12 Min's Club C3
13 Nwijo C3
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15 Sadongmyeonok C4
16 Tobang B3
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- 17 Baekseju-maeul B7
18 Bar Friends E5
19 Barcode F5
20 Beautiful Tea Museum C6
21 Coffee Bean & Tea Leaf D5
22 Dalsaeneun Dalman Saenggak Handa C3
23 Dawon C3
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35 Mera Hatt C4
36 Nakwon Musical Instruments Arcade D5
37 O'sulloc B4
38 Ssamziegil C4
39 Sun Art Center C5
- 🏊 Sports & Activities**
- 40 Buddhist Institute English Library C2
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42 Templestay Information Center A3
43 YBM Sisa D7
44 Yoo's Family F1
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47 Guesthouse Korea F1
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- 📍 Information**
- 53 Insa-dong Tourist Information Centre B4
54 North Insadong Tourist Information Centre B2
55 South Insadong Tourist Information Centre D6
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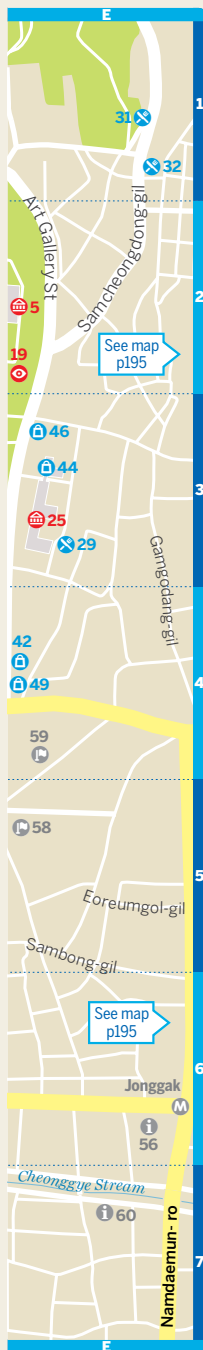
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INSA-DONG & AROUND







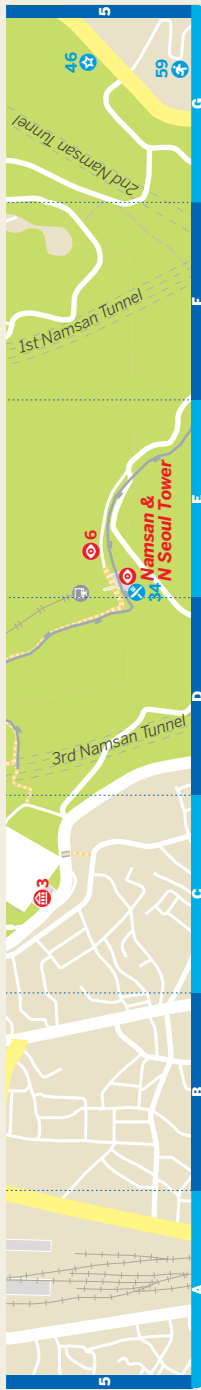


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 5 Children's Museum E2
 6 Daelim Contemporary Art
 Museum C4
 7 Donggun D3
 8 Gangeongjeon D3
 9 Geunjeongjeon D3
 10 Gwanghwamun D4
 11 Gyeonghoeru D3
 12 Gyotaejeon D3
 13 Hammering Man B6
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 15 Heungnyemun D4
 16 Hyangwonjeong D2
 17 National Folk Museum D2
 18 National Palace Museum... C4
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 23 Seoul Museum of History ... B6
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 of Seoul E3
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 Congdu (see 23)
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 27 GastroTong C3
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 32 Solmoe-maeul E1
 33 Song's Kitchen B3
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 37 Et M'amie B3
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 39 Sejong Centre for the
 Performing Arts C5
- Shopping (p62)**
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 41 Gallery Cha C4
 42 Gallery Hyundai E4
 43 Gallery Simon C3
 44 Hakogojae E3
 45 Jean Art Gallery C3
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 47 Kyobo Bookshop D6
 48 Market m* B3
 49 Seoul Selection E4
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- Sleeping (p135)**
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- Information**
 51 Australia Embassy D6
 52 Canada Embassy B7
 53 Cheong-gye-cheon
 Tourist
 Information Centre D7
 54 Cheongwadae Tour
 Ticket Booth D4
 55 China Embassy B2
 56 Chungang Atlas E6
 57 Gyeongbokgung
 Tourist
 Information Centre D4
 58 Ireland Embassy E5
 59 Japan Embassy E4
 60 KTO Office E7
 New Zealand Embassy (see 51)
 61 US Embassy D5

MYEONG-DONG & AROUND

0 500 m
0 0.3 miles

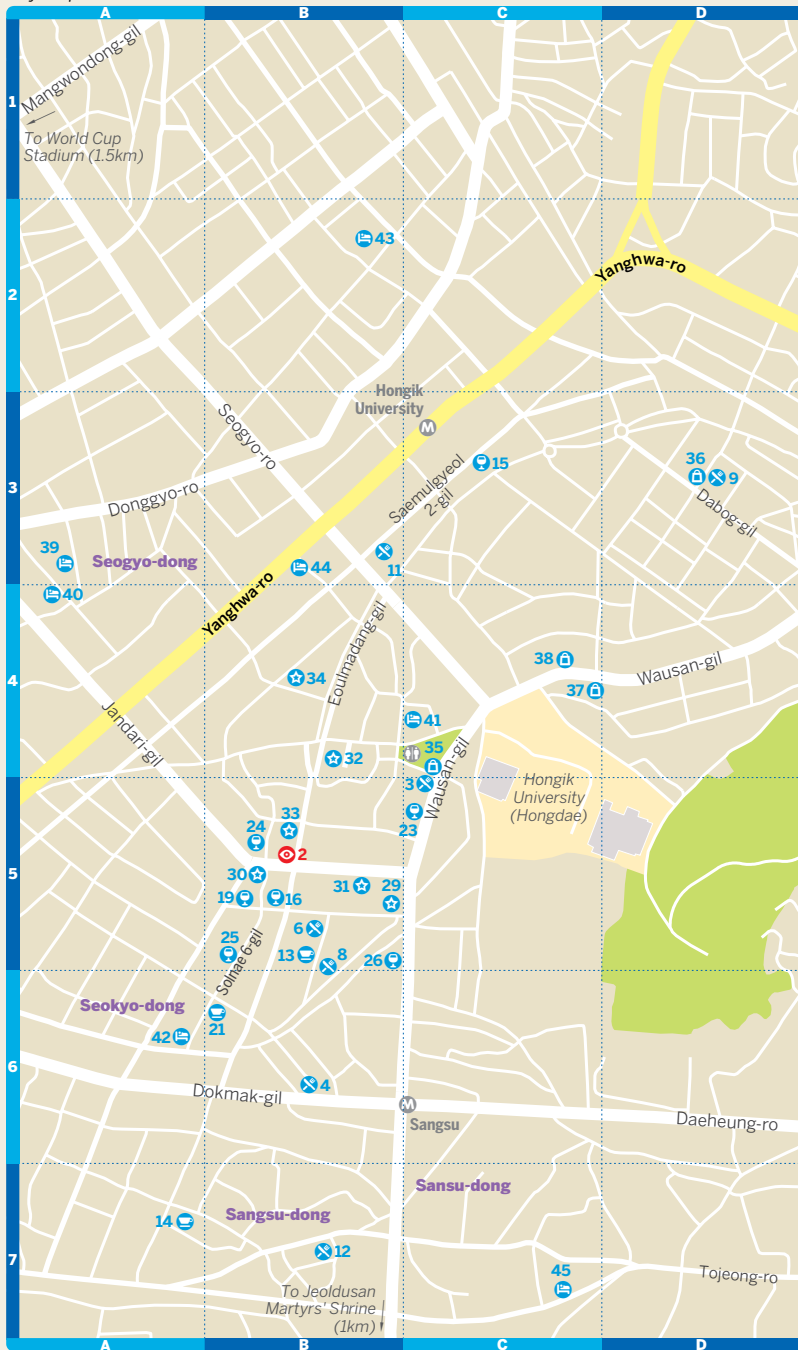


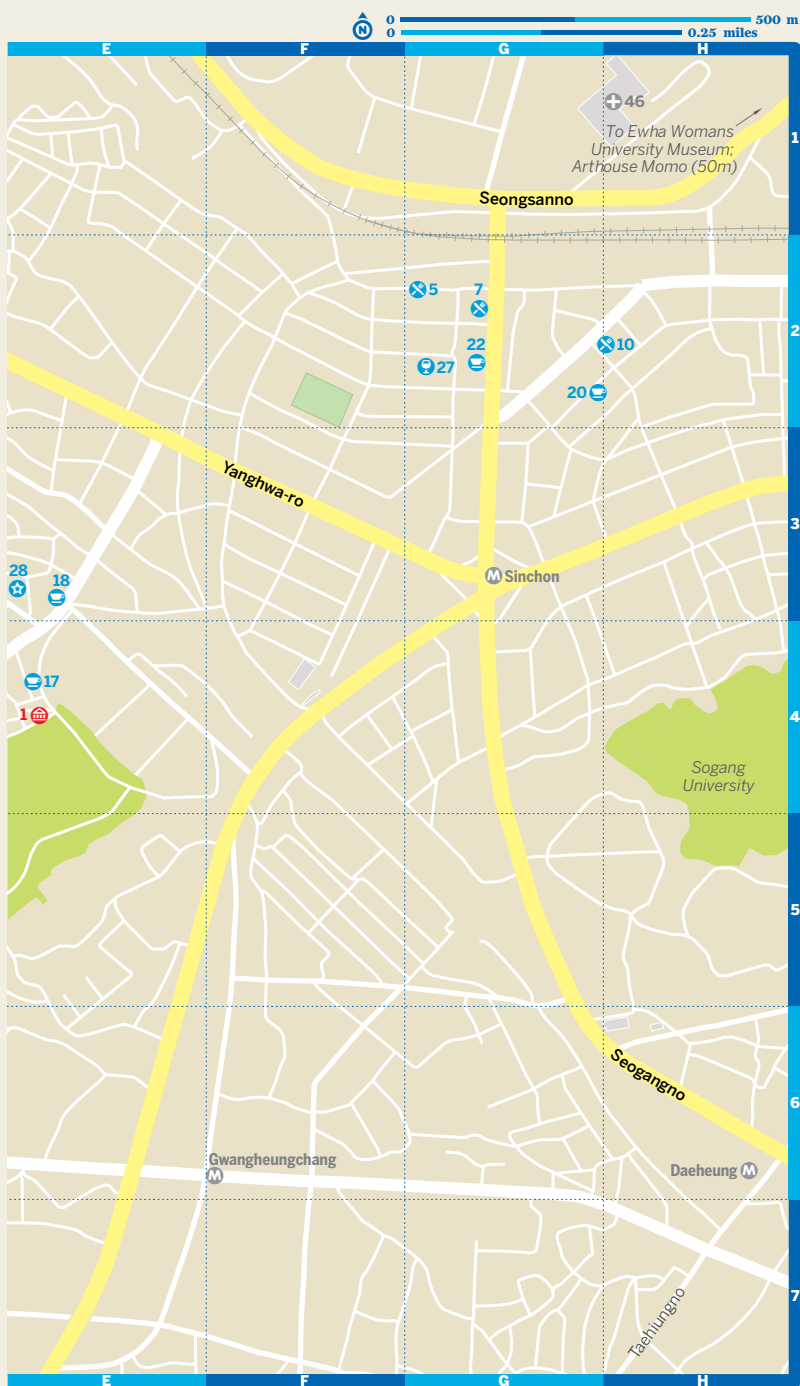


- 📍 Top Sights (p67)**
- 14 Myeong-dong Catholic Cathedral.....E2
- 15 Namsangol Hanok Village.....F3
- 16 PLATEAU B3
- 17 Seokjo-jeon.....B1
- 18 Seoul Animation Center.....E3
- 19 Seoul Museum of Art.....B1
- 20 Sungnyemun (Namdaemun).....B3
- 21 Waryongmyo.....D4
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- 4 Anglican Church.....B1
- 5 Bank of Korea Museum.....C2
- 6 Bongoodae (Signal Beacons).....E5
- 7 City Hall.....C1
- 8 Deoksugung Ticket Office.....B1
- 9 Hamnyeon-jeon.....B1
- 10 Hanbit Media Park.....D1
- 11 Hwangudan.....C1
- 12 Jeonggwan-heon.....B1
- 13 Jungghwa-jeon.....B1
- 32 Mokyeoksangbang.....D4
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- 35 Potlala.....D2
- 36 Sinsun Seolhongtang.....D2
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- 42 Chongdong Theatre.....A1
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- 46 National Theatre of Korea.....G5
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- 23 Baekje Samgyetang.....D2
- 24 Cafe Mamas.....D1
- 25 Coconut Kitchen.....D3
- 26 Gogung.....E2
- 27 Hadongkwan.....D1
- 28 Haejangguk Alley.....C3
- 29 Hotteok Stall/Gate 2.....B3
- 30 Kaigukso Alley.....C3
- 31 Korea House.....F3
- 🛍️ Shopping (p75)**
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- 50 Alpha.....B3
- 51 Level 5.....D2
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- 53 Lotte Department Store.....C1
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- 59 Banyan Tree Club & Spa.....G5
- 60 Chunjiyun Spa.....D2
- 61 Silloam Sauna.....A3
- 📍 Information (p75)**
- 76 Myeong-dong Tourist Information Centre.....D2
- 77 Namdaemun Market Tourist Information Centre.....C3
- 78 Seoul Center for Culture & Tourism.....D2
- 79 Seoul Global Centre.....C1
- 80 UK Embassy.....B1

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HONGDAE, SINGCHON, EDAE & AROUND





HONGDAE, SINCHON, EDAE & AROUND *Map on p204*

📍 Sights

- 1 Korean Design Museum.....E4
2 KT&G SangsangMadang.....B5

🍴 Eating

- 3 Bap.....C5
4 Bella Tortilla.....B6
5 Chuncheon-jip.....G2
6 Fell & Cole.....B5
7 Loving Hut.....G2
8 O-Yori.....B5
9 Shim's Tapas.....D3
10 Sinsun Seolnongtang.....H2
11 Slobbie.....B3
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🍷 Drinking & Nightlife

- 13 aA Café.....B5
14 Anthracite.....A7
15 Bahia.....C3
16 Bau House.....B5
17 Café Goods.....E4
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19 Castle Praha.....B5
20 Chloris Tea Garden.....G2
21 Eunhasu Dabang.....B6
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24 M2.....B5
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🎮 Entertainment

- 28 Café BBang.....E3
29 Club Evans.....B5
30 DGBD.....B5
31 FF.....B5
32 Freebird.....B4
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🛍 Shopping

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40 Blu: Home Guest House.....A4
41 Come Inn.....C4
42 Jaan Guesthouse.....A6
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44 Seokyo Hotel.....B3
45 V Mansion.....C7

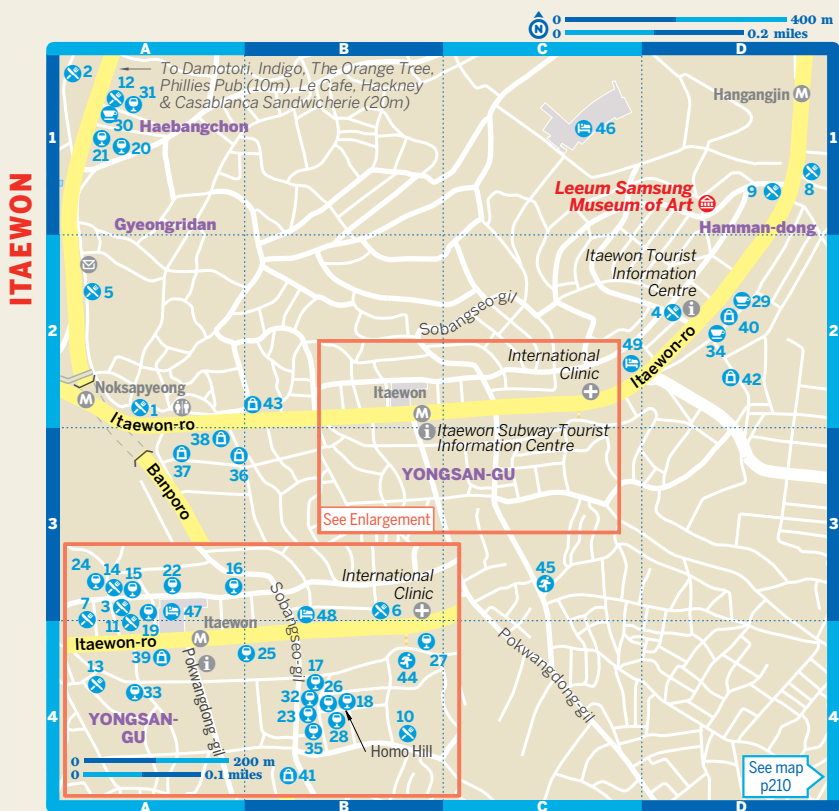
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- | | |
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- | | | |
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| 1 Buddha's Belly.....A2 | 19 B1.....A3 | 38 Golden Eelskin.....A3 |
| 2 HBC Gogitjip.....A1 | 20 Burn.....A1 | 39 Hamilton Shirts.....A4 |
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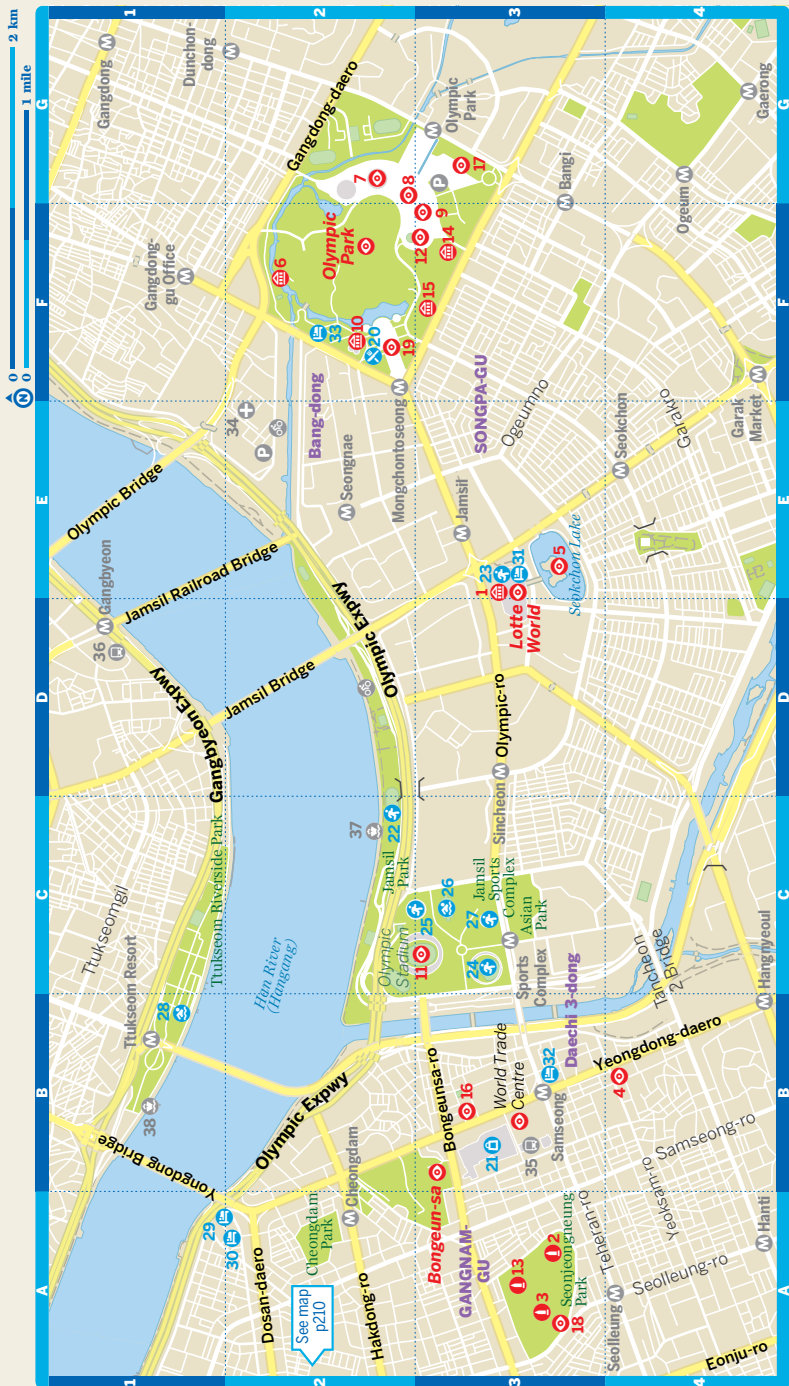
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JAMSIL



JAMSIL

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- 🚗 Transport**
 - CALT..... B3
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|--|-------------------------------------|---------------|--|--------------------------------------|---------------|
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| | Dongdaemun History Museum | D2 | | 8 Doota | D2 |
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| | 4 Jangchung-dong Jokbal Alley | C4 | | 11 Euljiro Co-Op Residence | C2 |
| | 5 My Friend & Ala-Too | C3 | | 12 Hotel PJ | A3 |
| | 6 Woo Rae Oak | B2 | | 13 Hotel Shilla | C5 |
| | | | | 14 Tokoyo Inn Seoul Dongdaemun | D3 |
| | | | | 15 Western CO-OP Residence | C2 |



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|---|--|--|
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Our Story

A beat-up old car, a few dollars in the pocket and a sense of adventure. In 1972 that's all Tony and Maureen Wheeler needed for the trip of a lifetime – across Europe and Asia overland to Australia. It took several months, and at the end – broke but inspired – they sat at their kitchen table writing and stapling together their first travel guide, *Across Asia on the Cheap*. Within a week they'd sold 1500 copies. Lonely Planet was born.

Today, Lonely Planet has offices in Melbourne, London and Oakland, with more than 600 staff and writers. We share Tony's belief that 'a great guidebook should do three things: inform, educate and amuse'.

Our Writer



Simon Richmond

Long before he became a travel writer and photographer, Simon spent several years living in Japan. It was from there that he first visited Seoul in 2004. He next returned in 2009 to coordinate Lonely Planet's *Korea*, spending six weeks exploring Seoul and the surrounding areas. The two months he spent living in Seoul to research this guidebook took him deeper into both the heavily toured and off-the-beaten-track parts of the city – a fascinating experience that continues to leave him hungry for more (of the delicious food, in particular!). Simon has written scores of other titles for Lonely Planet and other publishers, and has contributed features to many travel magazines and newspapers around the world.

Read more about Simon at:
lonelyplanet.com/members/simonrichmond

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Top Itineraries

Day One


Gwanghwamun (p44)

 Start your tour of **Gyeongbokgung** at the palace's expertly restored main gate, Gwanghwamun, where you can watch the pageantry of the changing of the guard on the hour. Explore the winding streets of **Bukchon Hanok Village** and **Insa-dong**, pausing for refreshments at a cafe or teahouse in between browsing the equally ubiquitous art galleries and craft stores in these areas.



Lunch Dine cheaply at Tobang (p58) or in style at Min's Club (p58).


Bukchon (p49)

 Join the 2pm tour of **Changdeokgung**, which also includes the Huwon (Secret Garden). Afterwards explore the wooded grounds of the venerable shrine **Jongmyo**, housing the spirit tablets of the Joseon kings and queens.



Dinner Sample Korean street food at Namdaemun Market (p68).

Myeong-dong (p65)

 Take your seat at a fun **nonverbal show** such as *Nanta* or *Jump*. Be dazzled by the bright lights and retail overload of **Myeong-dong** and neighbouring **Namdaemun Market**, where the stalls stay open all night.

Day Two


Yongsan-gu (p86)

 Survey centuries of Korean history and art by selectively dipping into the vast collection of the **National Museum of Korea**. Shuttle over to the west side of Yongsan-gu to enjoy the contemporary art and architecture at the splendid **Leeum Samsung Museum of Art**.



Lunch Snack on tacos with a twist at Vatos (p89).


Namsan (p67)

 Browse some of Itaewon's boutiques then, for a post-lunch work out, hike up **Namsan** to **N Seoul Tower**. It's not a difficult climb, but if you don't have the energy then there's a cable car or a bus. It's very romantic watching the sunset from atop this central mountain as the night lights of Seoul flicker to life.




Dinner Savour delicious Euro-style cuisine at OKitchen (p89).

Itaewon (p86)

 Freshen up with a steam in the saunas and a soak in the tubs at the **Dragon Hill Spa & Resort**. Return to **Itaewon** for dinner and a fun night of hopping between cafes, bars and dance clubs.

Day Three


Seodaemun (p112)

 Reflect on the struggles and sacrifices of Koreans to overcome colonialism and create a modern country at **Seodaemun Prison History Hall**. Afterwards, hike up nearby **Inwangsan** for fabulous views of the city, surreal rock formations and the other-worldly shamanistic rituals of **Inwangsan Guksadang**.



Lunch Enjoy authentic pizza at Serious Deli (p117).


Seongbuk-dong (p112)

 Keep on shadowing the **Seoul Fortress Walls** down to Buam-dong and over **Bukaksan** and to Seongbuk-dong, a hike of around two hours. Catch your breath and rest your feet in the beautiful teahouse **Suyeon Sanbang**, and the equally serene surrounds of the temple **Gilsang-sa**.




Dinner Snip noodles with big scissors at Woo Rae Oak (p110).

Dongdaemun (p107)

 If your hiking legs haven't given out, it's only another hour or so following the Fortress Walls over **Naksan** and down to **Dongdaemun**, where the night market will just be starting to crank up (alternatively take the subway). Admire the 21st-century architectural styling of **Dongdaemun Plaza & Park**, then trawl the market stalls for a new outfit.

Day Four


Yeouido (p79)

 Both contemporary art and panoramic views up and down the Han can be enjoyed from the top of the **63 City**. Back on the ground, hire a bike and pedal around Yeouido, passing the **National Assembly** building. Also spend some time strolling **Seonyudo Park** on an island in the Han River.



Lunch Get your fix of fresh seafood at Noryangjin Fish Market (p81).

Hongdae (p78)

 If you're interested in contemporary architecture, then **Ewha Womans University's** stunning entrance building and **KT&G SangsangMadang** in Hongdae are both worth seeing. Hongdae and neighbouring Sangsu are brimming with hipster hang-outs, and if it's Saturday you can shop for quirky, original craft souvenirs at the **Free Market**.



Dinner Tuck into delicious *galbi* (barbecued beef) at Samwon Garden (p102).

Gangnam (p96)

 A late-afternoon visit to the atmospheric Buddhist temple **Bongeunsa** can segue nicely into browsing the boutiques of **Apgujeon**, **Cheongdam** or **Garosu-gil**. After dinner pitch up at the **Banpo Hangang Park** by 9pm to see the day's last floodlit flourish of the **Moonlight Rainbow Fountain** off the Banpo Bridge.

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