“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

Trent Holden,
Simon Richmond
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## Survival Guide

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## Seoul Maps

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<td>Seoul Maps</td>
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</table>
Explore the area’s mazelike streets.

Dine with locals at a food stall.

Learn about Korean history and culture.
Top Itineraries

Day One

Gwanghwamun & Jongno-gu (p48)

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.

Gwanghwamun & Jongno-gu (p48)

Join the afternoon tour of Changdeokgung, which also includes the Huwon (Secret Garden). Explore the wooded grounds of the venerable shrine Jongmyo, housing the spirit tablets of the Joseon kings and queens.

Myeong-dong & Jung-gu (p71)

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.

Lunch
Dine cheaply at Tobang (p64) or in style at Min’s Club (p66).

Dinner
Sample Korean street food at Gwangjang Market (p122).

Day Two

Itaewon & Around (p95)

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
Tuck into southern American barbecue at Linus’ BBQ (p100).

Myeong-dong & Jung-gu (p71)

Browse some of Itaewon’s boutiques then, for a postlunch workout, 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. Freshen up with a steam in the saunas and a soak in the tubs at the Dragon Hill Spa & Resort.

Dinner
Savour delicious bibimbap at Mokmyeoksanbang (p78).

Itaewon & Around (p95)

Explore Itaewon after dinner for a fun night of hopping between cafes, bars and dance clubs.

Dinner
Sample Korean street food at Gwangjang Market (p122).

Lunch
Dine cheaply at Tobang (p64) or in style at Min’s Club (p66).
Day Three

Northern Seoul (p124)
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 Fuel up on a Korean vegetarian feast at Deongjang Yesool (p130).

Northern Seoul (p124)
Keep on shadowing the Seoul City Wall 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 Journey to Central Asia with lamb shashlik at Samarkand (p122).

Suyeon Sanbang, and the equally serene surrounds of the temple Gilsang-sa.

Day Four

Western Seoul (p84)
Both contemporary art and panoramic views up and down the Han can be enjoyed at 63 Sky Art Gallery on Yeouido. Hire a bicycle in Hangang Riverside Park and pedal out to Seonyudo Park on an island in the Han River.

Lunch Pick your seafood and have it cooked at Noryangjin Fish Market (p90).

Western Seoul (p84)
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-dong and Yeonnam-dong are brimming with hipster hang-outs; if it’s Saturday you can shop for quirky, original craft souvenirs at the Free Market or Dongjin Market. A late-afternoon visit to the atmospheric Buddhist temple Bongeun-sa can segue nicely into browsing the boutiques of Apgujeong, Cheongdam or Garosu-gil.

Dinner Treat yourself to neo-Korean cuisine at Jungsik (p113).

Gangnam & South of the Han River (p106)
After dinner pitch up at the Banpo Hangang Park by 9pm to see the day’s last floodlit flourish of the Banpo
Seoul Maps

Sights
- Beach
- Bird Sanctuary
- Buddhist
- Castle/Palace
- Christian
- Confucian
- Hindu
- Islamic
- Jain
- Jewish
- Monument
- Museum/Gallery/Historic Building
- Ruin
- Shinto
- Sikh
- Taoist
- Winery/Vineyard
- Zoo/Wildlife Sanctuary
- Other Sight

Activities, Courses & Tours
- Bodysurfing
- Diving
- Canoeing/Kayaking
- Course/Tour
- Sento Hot Baths/Onsen
- Skiing
- Snorkelling
- Surfing
- Swimming/Pool
- Walking
- Windsurfing
- Other Activity

Sleeping
- Sleeping
- Camping

Eating
- Eating

Drinking & Nightlife
- Drinking & Nightlife
- Cafe

Entertainment
- Entertainment

Shopping
- Shopping

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

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

Population
- Capital (National)
- Capital (State/Province)
- City/Large Town
- Town/Village

Transport
- Airport
- Border crossing
- Bus
- Cable car/Funicular
- Cycling
- Ferry
- Metro/MTR/MRT station
- Monorail
- Parking
- Petrol station
- Skytrain/Subway station
- Taxi
- Train station/Railway
- Tram
- Underground station
- Other Transport

Routes
- Tollway
- Freeway
- Primary
- Secondary
- Tertiary
- Lane
- Unsealed road
- Road under construction
- Plaza/Mall
- Steps
- Tunnel
- Pedestrian overpass
- Walking Tour
- Walking Tour detour
- Path/Walking Trail

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

Hydrography
- River, Creek
- Intermittent River
- Canal
- Water
- Dry/Salt/Intermittent Lake
- Reef

Areas
- Airport/Runway
- Beach/Desert
- Cemetery (Christian)
- Cemetery (Other)
- Glacier
- Mudflat
- Park/Forest
- Sight (Building)
- Sportsground
- Swamp/Mangrove

Note: Not all symbols displayed above appear on the maps in this book.
## Top Sights (p54)

1. Jogye-sa ........................................... A3
2. Jongmyo ........................................... H3

## Sights (p59)

3. Bosingak ........................................... A7
4. Central Buddhist Museum ........................ A3
5. Cheondogyo Temple ................................ C3
6. Gonsindang ........................................ H4
7. Hwabong Gallery ................................... C4
8. Jeongjeon ........................................... H3
9. Jongno Tower ....................................... B6
10. Mokin Museum .................................... B4
   Sool Gallery ....................................... (see 37)
11. Stone Pagoda of Wongak-sa .................... D5
12. Sun Art Center .................................... C5
13. Tapgol Park ........................................ D6
14. Tteok & Kitchen Utensil Museum ............ F3
15. Unhyeongung ..................................... D2
16. Yeongnyeongjeon ................................ G2

## Eating (p64)

Balwoo Gongyang ....................................... (see 58)
17. Bibigo Gyejeolbabsang ........................... C4
   Gogung .................................................. (see 41)
18. Jilsiru Tteok Café ................................... F3
19. Jirisan ................................................ C3
20. Koong .................................................. C3
21. Min's Club ......................................... C3
22. Osegyehyang ..................................... C3
23. Tobang ................................................. B3

## Drinking & Nightlife (p66)

24. Baekseju-maeul ..................................... B7
25. Barcode .............................................. F5
26. Beautiful Tea Museum ............................. C5
27. Brew 3.14 ............................................ E3
28. Dalsaeneun Dalman Saenggak Handa ... C3
29. Dawon .................................................. C3
30. Ikdong Dabang ...................................... E4
   Shortbus ........................................... (see 25)
31. Sik Mool .............................................. E4
32. Story of the Blue Star ............................. B2
   Top Cloud .......................................... (see 9)

## Information (p148)

51. Insa-dong Tourist Information Center .... B4
52. Jogye-sa Information Center for Foreigners A4
53. North Insadong Tourist Information Centre B2
54. Seoul Global Center ................................ A7
55. Seoul Immigration Office Anguk .......... C2
56. South Insadong Tourist Information Centre D6
57. Sudo Pharmacy ..................................... C4
58. Templestay Information Center .......... A3
MYEONG-DONG & AROUND  Map on p216

Top Sights  (p73)
1 City Hall ..................... C2
2 Deoksugung .................. B2
3 N Seoul Tower &
   Namsan ........................ E6
4 Namdaemun Market .... C3

Sights  (p77)
5 Agricultural Museum ... A2
6 Ahn Jung-geun
   Memorial Hall .............. C6
7 Bank of Korea Money
   Museum ........................ D3
8 Bonggudae .................... E6
9 Citizens Hall .............. (see 1)
10 Culture Station Seoul
   284 ................................ A5
   Daehan Empire
   History Museum (see 18)
   Gungisil Relics
   Exhibition Hall .... (see 1)
11 Hamnyeongjeon ........ B2
12 Jeonggwaneon ........ B2
13 Jungwhaeron ............. B2
14 MMCA Deoksugung .... B2
15 Myeong-dong
   Catholic
   Cathedral .................. E3
16 Namsangol Hanok
   Village .................. F6
17 Namsan Park .......... E3
18 Seoul Animation
   Center ...................... E4
   Seoul
   Metropolitan
   Library ...................(see 1)
19 Seoul Museum of Art ... C2
20 Seoul Plaza................ C2
21 Skygarden .................. A5
22 Sungnyemun ............ B4
23 Sungnyemun ............ B4
24 Waryongmyo ............ E5

Eating  (p78)
25 A Person ........................ C2
26 Baekje Samgyetang .... D3
27 Cheolchul Bokjip .... D1
28 Congdu ........................ B1
29 Gogung ........................ E3
30 Gosang ........................ E1
31 Hadongkwan ............... E2

Sports & Activities  (p83)
58 Chunjiyun Spa ............ E3
59 Kimchiong
   Academy
   House ........................ E3
60 Korea Whal Culture
   Association .................. G6
61 Outdoor Gym .............. H6

Drinking & Nightlife  (p81)
39 Cafe the Story .............. F4
40 Cat Cafe ........................ D3
41 Craftworks ............... F2
42 Davansa
   Teahouse (see 49)
43 Neurin Maeul .............. E1
44 Walkabout .................. E4

Entertainment  (p81)
44 Joongdong Theater .... B2
45 Jump .......................... A1
46 Myeongdong Theater .... D2
47 Nanta Theatre Jung-gu
   ..................... D3
48 National Theater of
   Korea ........................ H6
49 Seoul Namsan
   Gugakdang ........................ G4

Shopping  (p82)
50 Aland ........................ D3
51 Joongang Building C
   and D .......................... C3
52 Lab 5 .......................... D3
53 Lotte Department
   Store ............................ D2
54 Migliore Mall ............ E3
55 Primera ...................... D3
56 Samho Woojoo .......... C3
57 Shinsegae .................. D3

Sleeping  (p149)
64 Banyan Tree Club &
   Spa ............................. H7
65 Crib49 ........................... E5
66 Global Hostel ........................ E4
67 Hotel Prince .................. E3
68 Lotte Hotel Seoul .... D2
69 Metro Hotel ............. D2
70 Myeongdong Tomato
   Guesthouse .................. E4
71 Namsan Guesthouse ... E4
72 Namsan Guesthouse
   2 ............................... E4
73 Nine Tree Hotel
   Myeong-dong ............. E3
74 Oriens Hotel &
   Residences ................ F4
75 Pacific Hotel .............. E4
76 Plaza .......................... C2
77 Small House Big Door ... D1
78 Westin Chosun Seoul ... D2
79 Zaza Backpackers .... D4

Information
80 Canadian Embassy .... A1
81 Chinese Embassy .... D3
82 Deoksugung Ticket
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83 German Embassy ....... B5
84 Myeongdong Tourist
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   Center ........................ E2
85 Namdaemun Market
   Tourist
   Information
   Center ........................ C3
86 UK Embassy ............. C1

Transport
City Airport
   Terminal ........................ (see 88)
87 N Seoul Tower Cable
   Car .......................... D5
88 Seoul Station ............. A5
Key on p215

See map p210

See map p224

Muldwinda (580m); Makgeolli Makers (600m)

French Embassy (400m); Nanta Theatre (630m); Chung-jeong-gak (680m)

see map

Muldwinda (580m); Makgeolli Makers (600m)

French Embassy (400m); Nanta Theatre (630m); Chung-jeong-gak (680m)

see map

Muldwinda (580m); Makgeolli Makers (600m)

French Embassy (400m); Nanta Theatre (630m); Chung-jeong-gak (680m)

see map

Muldwinda (580m); Makgeolli Makers (600m)

French Embassy (400m); Nanta Theatre (630m); Chung-jeong-gak (680m)

see map
Sights (p86)
1. KT&G SangsangMadang .... B5
2. Modern Design Museum......E4
3. War & Women's Human Rights Museum.......... A2

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4. Ciuri Ciuri .........................B6
5. Fell & Cole .........................B6
6. Loving Hut .........................D6
7. Menya Sandaime .................B3
8. Shim’s Tapas .....................D3
9. Slobbie ..........................C3
10. Taverna de Portugal ..........C5

Drinking & Nightlife (p91)
11. aA Café..............................B5
12. Anthracite .........................A7
13. Café Sukkara .....................E3
14. Chloris Tea Garden .........D6
15. Club MWG .........................C4
16. Fox Wine Bistro .............B6
17. Keg B ...............................B5
18. Labris ..............................C4
19. M2 .................................B5
20. Magpie Brewing Co .............C4
21. TableA ..............................E3
22. Thanks Nature Cafe .........C4
23. Wolhyang ........................E3
24. Yri Cafe ...........................B7

Sports & Activities (p27)
37. Yonsei University ..............D5

Sleeping (p150)
38. Blu: Home Guest House .................A3
39. Come Inn ............................C4
40. Lee Kang Ga .....................A2
41. Marigold Hotel .................B3
42. Studio 41st ..........................B1
43. Travelers Planet Hostel .................B2
44. Urbanwood Guesthouse .......D3
45. V Mansion ..........................D7

Information
46. Severance Hospital ..........D5
47. XIndie Ticket Lounge ........B5
**Sights** (p88)

- 63 Seaworld............................... (see 1)
- 63 Sky Art Gallery........................ (see 1)
- 1 63 Square...............................................D3
- 2 National Assembly.......................... A1
- 3 Yeouido Full Gospel Church.............. B2

**Eating** (p91)

- 63 Buffet Pavilion............................ (see 1)
- Busan Ilbeonji................................. (see 4)

**Entertainment** (p88)

- 63 Wax Museum............................... (see 1)
- National Assembly............................ A1

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- Eland Cruises..................................... D2

**Sleeping** (p151)

- Conrad Seoul................................... C2
ITAEWON  Map on p222

Top Sights (p99)
1 Leeum Samsung Museum of Art .......... G3

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2 Atelier du Saint-Ex.......................... D4
3 Baker’s Table ................................... A1
4 Bloc Party ...................................... F6
5 Bua................................................. D5
6 Coreanos Kitchen............................ A5
7 HNB Gogitip ................................... A1
8 Linus’ BBQ ...................................... B5
9 Lobster Bar ..................................... B5
10 Passion 5 ...................................... H2
11 PLANT .......................................... D5
12 Suiji’s .......................................... B5
13 Tartine ........................................... D5
14 Vatos .......................................... B5
15 Zelen ........................................... D4

Drinking & Nightlife (p101)
16 Against the Machine........................ H3
17 Always Homme ............................... E5
18 B1 ............................................... D4
19 Blue 55 ........................................ D5
20 Booth ........................................... A2
21 Booth Mansion ............................... A2
22 Burn ........................................... A2
23 Craftworks .................................... F5
24 Craftworks Taphouse ....................... A2
25 Damotori ........................................ A1
26 Flower Gin ..................................... A1
27 Four Seasons .................................. D5
28 G’Day .......................................... A3
29 Grand Ole Opry .............................. F5
30 Lovibond ....................................... B5
31 Made in Pong Dang ......................... A2
32 Magpie Brewing Co. ....................... A2
33 Miracle ......................................... F5
34 Mowmow ...................................... D4
35 Pet Sounds .................................... B2
36 Prost ........................................... D4
37 Queen .......................................... E5
38 Rose & Crown ............................... C5
39 Soho ........................................... E5
40 Southside Parlor .............................. A3
41 Takeout Drawing ............................. G4
42 Takeout Drawing ............................. A2
43 Trance .......................................... E5
44 Venue/ .......................................... D5
45 Ways of Seeing ............................... G4
46 White Rabbit ................................. A1
47 Why Not ....................................... E5
48 Wolhyang ..................................... H3

Entertainment (p104)
49 All that Jazz .................................. E4
50 Rocky Mountain Tavern .................. F5
51 Thunderhorse Tavern ...................... A3

Shopping (p104)
52 Ando .......................................... D6
53 Comme des Garçons ......................... H2
54 Dynasty Tailor ............................... B5
55 Eelskin Shop ................................. C5
56 Hamilton Shirts ............................. C5
57 Millimetre Milligram ....................... G4
58 Post Poetics ................................. (see 57)
59 The Book ...................................... C5
60 Itaewonland ................................. F5

Sports & Activities (p105)
61 Grand Hyatt Seoul .......................... F2
62 Guesthouse Yacht ........................... C4
63 Hotel D’Oro ................................. E5
64 IP Boutique Hotel ......................... F4
65 Itaewon G Guest House ................... E5
66 Itaewon Hostel & Inn ...................... D5
67 POP@Itaewon Guesthouse .............. B5
68 SP@Itaewon Guesthouse ................. C4

Sleeping (p152)
69 International Clinic ......................... F5
70 Itaewon Subway Tourist Information Center ......................... D5
71 Itaewon Tourist Information Center ........ G4

Information

Features

ITAEWON
JAMSIL

Top Sights (p108)
1. Bongeun-sa .................................................. B3
2. Lotte World ..................................................... E3
3. Olympic Park ...................................................... F2

Sports & Activities (p117)
21. Jamsil Baseball Stadium ................................. C3
22. Seoul Sports Complex ........................................ C3

Sights (p110)
COEX Aquarium .................................................. (see 20)
Folk Museum ...................................................... (see 2)
4. King Jeongjong’s Tomb ........................................ A3
5. King Seongjong’s Tomb ........................................ A3
6. Lotte World Tower ............................................. E3
7. Mongchon Museum .......................................... F2
8. Olympic Stadium ............................................. C3
9. Prugio Valley .................................................. B4
10. Queen Jeonghyeon
    Wanghu’s Tomb ............................................... A3
11. Seonjeongneung .............................................. A3
12. Seoul Baekje Museum .................................... F3
13. Seoul Olympic Museum .................................. F2
14. SOMA ............................................................. F3
15. SongEun ArtSpace ........................................ A1
16. Tangent .......................................................... B3
17. World Peace Gate .......................................... F2
18. Seasons Table ............................................... F2
19. Ellui ............................................................... A2
20. COEX Mall .................................................... B3

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23. Park Hyatt Seoul ........................................... B3
24. Seoul Olympic Parktel ..................................... F2

Drinking & Nightlife (p114)
25. Asan Medical Center ....................................... E2

Shopping (p116)
26. Dong-Seoul Bus Terminal ............................... D1

Information

Transport
CALT .............................................................. (see 20)
**Our Writers**

**Trent Holden**  
Coordinating Author; Myeong-dong & Jung-gu; Itaewon & Around; Gangnam & South of the Han River; Dongdaemun & Eastern Seoul; Day Trips; Sleeping

Having covered the length of the peninsula on other writing assignments – including a piece on the North for BBC Travel – this is Trent’s first gig working on the Seoul book for Lonely Planet. He had the not so shabby task of checking out its stunning mix of Joseon-era and modern architecture, world-class museums and galleries, countless bars and way too much good food. Trent has written 20-odd books for Lonely Planet, covering mainly Asia and Africa titles. You can catch him on twitter @hombreholden.

**Simon Richmond**  
Gwanghwamun & Jongno-gu; Western Seoul; Northern Seoul; Sleeping

UK-born writer and photographer Simon first coordinated Lonely Planet’s Korea guide in 2009 when he explored Seoul and its surroundings over several weeks. He liked the place so much that his next visit, to update the 7th edition of Seoul, saw him spend over two months living in Seoul and getting to know it even better. For this edition, Simon covered central, northern and western areas of Seoul; he also hiked around the old city walls on a beautiful spring day and had an enjoyable but messy time learning to make magkeolli. Follow him on Twitter, Instagram and at www.simonrichmond.com.

Read more about Simon at: http://auth.lonelyplanet.com/profiles/simonrichmond

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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 Franklin, London, Melbourne, Oakland, Beijing and Delhi, with more than 600 staff and writers. We share Tony’s belief that ‘a great guidebook should do three things: inform, educate and amuse’.