



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

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(left) **Jongno-gu p48**

Explore the area's
mazelike streets

(above) **Gwangjang
Market p122** Dine with
locals at a food stall.

(right) **National Folk
Museum of Korea p51**
Learn about Korean
history and culture.



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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.



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

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.



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

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.

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.



Gyeongbokgung (p50)



Insa-dong (p59)

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



Dinner Journey to Central Asia with lamb shashlik at Samarkand (p122).

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

Dongdaemun & Eastern Seoul (p118)

 If your hiking legs haven't given out, it's only another hour or so following the City Wall 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 Design Plaza & Park**, then trawl the market stalls for a new outfit.

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



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

into browsing the boutiques of **Apgujeong**, **Cheongdam** or **Garosu-gil**.

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

- Body surfing
- 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

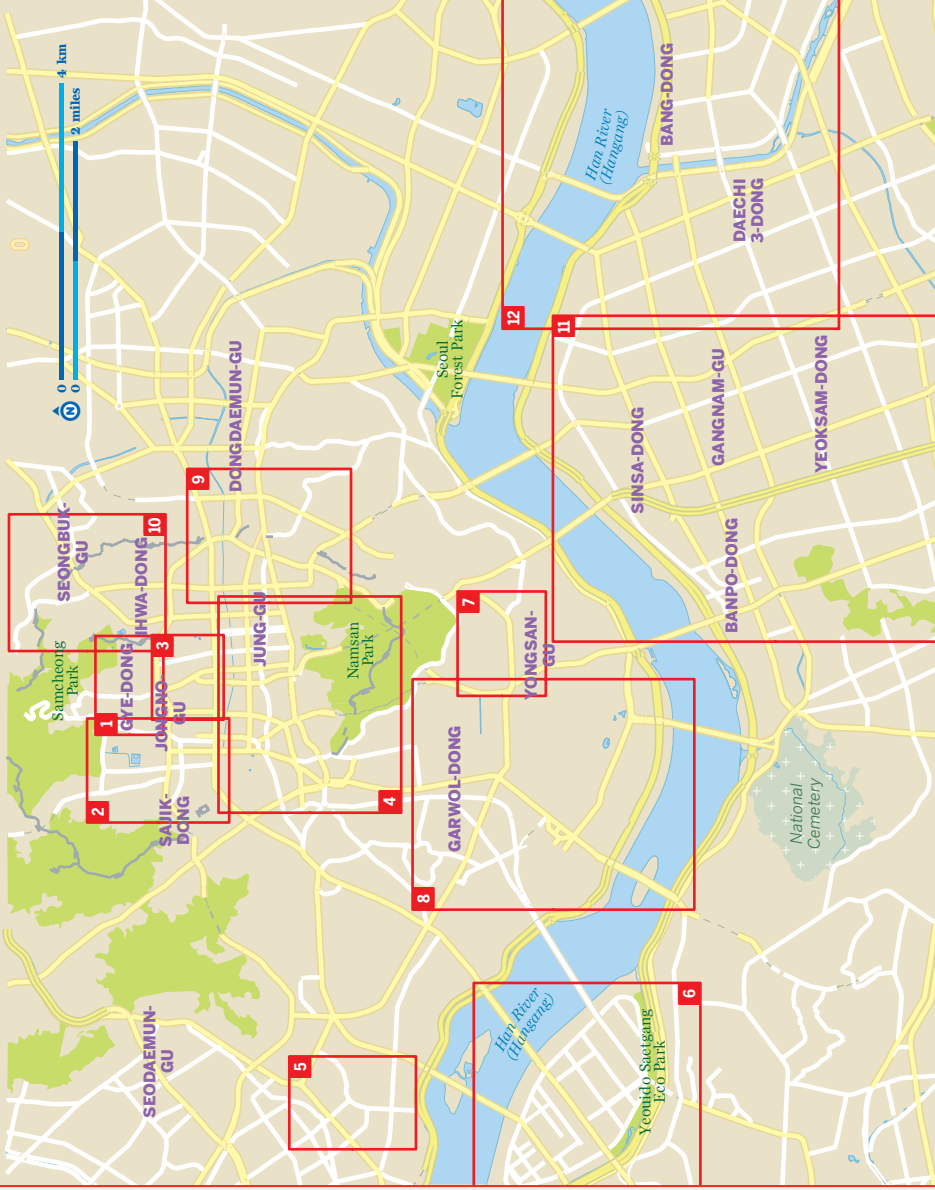
Areas

- 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

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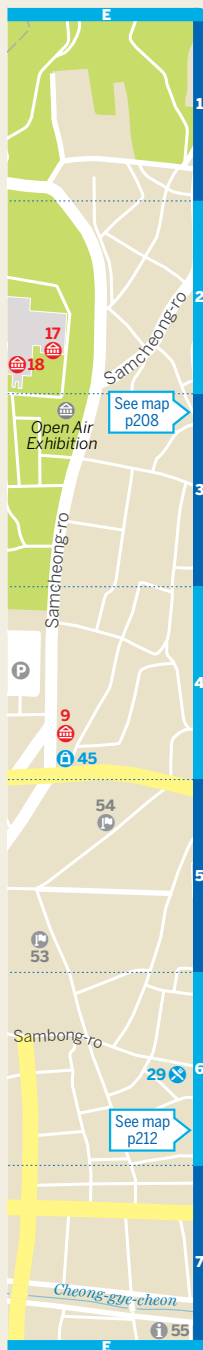
- 1** Bukchon Hanok Village (p208)
- 2** Gwanghwamun (p210)
- 3** Insa-dong & Around (p212)
- 4** Myeong-dong & Around (p215)
- 5** Hongdae, Sinchon & Around (p218)
- 6** Yeouido (p220)
- 7** Itaewon (p222)
- 8** Yongsan-gu (p224)
- 9** Dongdaemun & Around (p225)
- 10** Daehangno & Seongsu-gu (p226)
- 11** Apgujeong & Gangnam (p228)
- 12** Jamsil (p230)



BUKCHON HANOK VILLAGE







- 📍 Top Sights (p50)**
- 1 Cheong-gye-cheon D7
 - 2 Gyeongbokgung D3
- 📍 Sights (p56)**
- 3 Admiral Yi Sun-Sin's Statue D7
 - 4 Artside C3
 - 5 Cheong-gye Plaza D7
 - 6 Cheongwadae C1
 - 7 Cheongwadae Sarangchae..C1
 - 8 Daelim Contemporary Art Museum C4
 - 9 Gallery Hyundai E4
 - 10 Gallery Simon C4
 - 11 Gwanghwamun Square..... D6
 - Gwanghwamun Square Underground Exhibition (see 16)
 - 12 Gyeonghuigung A6
 - 13 Hammering Man B7
 - 14 Heunghwamun B7
 - 15 Jean Art Gallery C3
 - 16 King Sejong Statue..... D6
 - 17 National Children's Museum E2
 - 18 National Folk Museum of Korea E2
 - 19 National Museum of Korean Contemporary History D5
 - 20 National Palace Museum of Korea C4
 - 21 Ryugaheon C3
 - 22 Sajikdan A5
 - 23 Sejong Gallery D6
 - 24 SeMA Gyeonghuigung Museum of Art A7
 - 25 Seoul Museum of History ... B7
 - 26 Spring Sculpture D7
- 🍴 Eating (p63)**
- Euro Gourmet (see 27)
 - 27 GastroTong C3
 - 28 Hanmiri D7
 - 29 Jongno Sarangga E6
 - 30 Ogawa C6
 - 31 OKitchen D5
 - 32 Potato Passion..... B4
 - 33 Rogpa Tea Stall..... A4
 - 34 Song's Kitchen..... A3
 - 35 Tongin Market Box Lunch Cafe B2
 - 36 Tosokchon B4
- 🍷 Drinking & Nightlife (p66)**
- 37 Daewo Sochom B3
 - 38 et M'amie..... B3
 - 39 Hopscotch..... C3
 - 40 MK2 C3
- 🎭 Entertainment (p68)**
- 41 Sejong Center for the Performing Arts D6
- 🛍 Shopping (p68)**
- 42 Kyobo Bookshop D7
 - 43 Market m* B3
 - Mono Collection.....(see 40)
 - 44 Sejong Art Market SoSo C6
 - 45 Seoul Selection E4
 - 46 Yuimaru A4
- 🚌 Sports & Activities (p27)**
- 47 Seoul City Tour Bus..... D7
- 🛌 Sleeping (p148)**
- 48 Hide & Seek Guesthouse C4
 - 49 Inn Daewon C4
- 📍 Information**
- 50 Australian Embassy D6
 - 51 Cheong-gye-cheon Tourist Information Center D7
 - 52 Gyeongbokgung Tourist Information Center D4
 - 53 Irish Embassy E5
 - 54 Japanese Embassy E5
 - 55 KTO Tourist Information Center..... E7
 - New Zealand Embassy.....(see 50)
 - 56 US Embassy..... D6

A detailed street map of the Insa-dong neighborhood in Seoul. The map features a grid system with letters A-D across the top and bottom, and numbers 1-7 along the left side. Major roads shown include Yulgok-ro running diagonally from the top-left towards the center, Ujeongguk-ro running vertically through the middle, and Samnildae-ro running diagonally from the top-right towards the bottom-right. Other streets include Gamgodang-gil, Yunposon-gil, Bulcho-ro, Gyeong-a-il, Samsong-ro, Jonggak, Namdaemun-ro, and Jong-ro. Landmarks such as Jogye-sa (marked with a red temple icon), Unhyeongung (a green park area), and Tapgol Park are labeled. Numerous bus stops are indicated by blue circular icons with numbers (e.g., 32, 19, 28, 22, 20, 29, 21, 5, 23, 40, 37, 10, 51, 38, 41, 57, 17, 36, 35, 48, 7, 12, 26, 46, 39, 33, 11, 13, 9, 24, 31). District names GYEONGUN-DONG and NAGWON-DONG are printed in purple capital letters. Two callout boxes point to specific locations: one near the top says "See map p208" and another on the left says "See map p210". At the bottom right, there's a scale bar indicating distances to Bibap (100m) and Caffé Themselves (100m).

Bibap (100m);
Caffe Themselves (100m)



INSA-DONG & AROUND *Map on p212***📍 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)

🎬 Entertainment**(p68)**

- 33 Cinematheque/Seoul Arts
Cinema D5

🛍 Shopping**(p69)**

- Cerawork (see 41)
34 Chungang Atlas A5
35 Dolsilnai C4
36 Insa-dong Maru C4
37 KCDF Gallery B4
38 Kukjae Embroidery B4
39 Nakwon Musical Instruments
Arcade D5
40 O'Sulloc B3
41 Ssamziegil C4

🏊 Sports & Activities**(p26)**

- 42 O'ngo E4
43 YBM Sisa E7
44 Yoo's Family F1

🛏 Sleeping**(p148)**

- 45 Beewon Guesthouse F2
46 Fraser Suites D4
47 Hostel Korea 11th F2
48 Hotel Sunbee B4
49 Hotel the Designers E7
50 Moon Guest House E2

📍 Information

- 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 Agriculture Museum ... A2
- 6 Ahn Jung-geun Memorial Hall C6
- 7 Bank of Korea Money Museum D3
- 8 Bongsudae E6
- 9 Citizens Hall (see 1)
- 9 Culture Station Seoul 284 A5
- Daehan Empire History Museum (see 18)
- Gungsi Relics Exhibition Hall (see 1)
- 10 Hamnyeongjeon B2
- 11 Jeongwanheon B2
- 12 Junghwajeon B2
- 13 MMCA Deoksugung ... B2
- 14 Myeong-dong Catholic Cathedral E3
- 15 Namsan Park F6
- 16 Namsangol Hanok Village G4
- 17 PLATEAU B3
- 18 Seokjojeon B2
- 19 Seoul Animation Center E4
- Seoul Metropolitan Library (see 1)
- 20 Seoul Museum of Art ... C2
- 21 Seoul Plaza C2
- 22 Skygarden A5
- 23 Sungnyemun B4
- 24 Waryongmyo E5

📍 Eating (p78)

- 25 A Person C2
- 26 Baekje Samgyetang ... D3
- 27 Cheolcheol Bokjip D1
- 28 Congdu B1
- 29 Gogung E3
- 30 Gosang E1
- 31 Hadongkwan E2

- 32 Korea House G3
- 33 Mokmyeoksanbang E5
- 34 Myeong-dong Gyoja E3
- N.Grill (see 3)
- Pierre Gagnaire à Séoul (see 68)
- 35 Potala E3
- 36 Sinseon Seolnongtang E2
- 37 Soo:P Coffee Flower C3
- 38 Wangbijip E2

📍 Drinking & Nightlife (p81)

- 39 Cafe the Story F4
- 40 Cat Cafe D3
- 41 Coffee Libre (see 14)
- 41 Craftworks F2
- Davansa Teahouse (see 49)
- 42 Neurin Maeul E1
- 43 Walkabout E4

📍 Entertainment (p81)

- 44 Jeongdong 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 Åland 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

📍 Sports & Activities (p83)

- 58 Chunjiyun Spa E3
- 59 Kimchi Academy House E3
- 60 Korea Whal Culture Association G6
- 61 Outdoor Gym H6

- 62 Seoul Global Cultural Center E3
- Seoul Plaza Ice Skating Rink (see 21)
- 63 Silloam Sauna A4

📍 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 E4

📍 Information

- 80 Canadian Embassy A1
- 81 Chinese Embassy D3
- 82 Deoksugung Ticket Office C2
- 83 German Embassy B5
- 84 Myeong-dong Tourist Information Center E2
- 85 Namdaemun Market Tourist Information Center C3
- Netherlands Embassy (see 80)
- 86 UK Embassy C1

📍 Transport

- City Airport Terminal (see 88)
- 87 N Seoul Tower Cable Car D5
- 88 Seoul Station A5

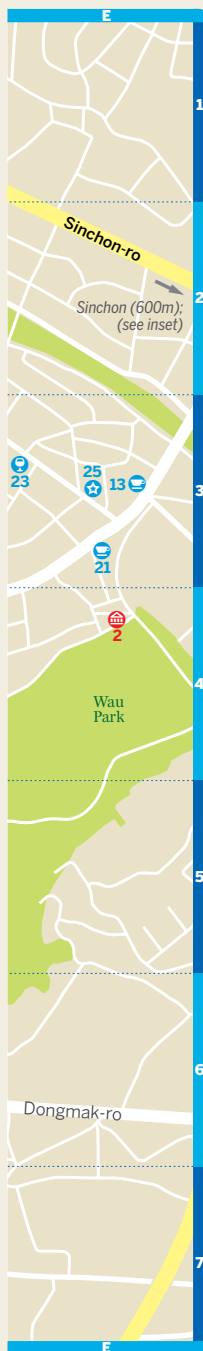
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MYEONG-DONG & AROUND









- Sights (p86)**
- 1 KT&G SangsangMadang B5
 - 2 Modern Design Museum.....E4
 - 3 War & Women's Human Rights Museum..... A2
- Eating (p89)**
- 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
- Entertainment (p93)**
- 25 Café BBang E3
 - 26 Club Evans C5
- Shopping (p93)**
- 31 Åland After Åland B5
 - 32 Free Market..... C4
 - 33 Gentle Monster B5
 - 34 Key D2
 - 35 Little Farmers D4
 - 36 Object Recycle..... D4
- 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
- Club Ta (see 28)
- 27 DGBD..... B5
- 28 FF B5
- 29 Mudaeruk A7
- 30 Su Noraebang..... B5



- | | |
|--|---|
| Sights (p88) | 4 Noryangjin Fish MarketD4 |
| 63 Seaworld.....(see 1) | |
| 63 Sky Art Gallery.....(see 1) | |
| 1 63 Square.....D3 | Entertainment (p88) |
| 63 Wax Museum.....(see 1) | 63 Art Hall.....(see 1) |
| 2 National Assembly.....A1 | |
| 3 Yeouido Full Gospel Church.....B2 | Sports & Activities (p94) |
| | 5 Eland Cruises.....D2 |
| Eating (p91) | Sleeping (p151) |
| 63 Buffet Pavilion.....(see 1) | 6 Conrad Seoul.....C2 |
| Busan Ilbeonji.....(see 4) | |

ITAEWON *Map on p222*

	Top Sights	(p99)	40	Southside Parlor	A3
1	Leeum Samsung Museum of Art	G3	41	Takeout Drawing	G4
	Eating	(p99)	42	Takeout Drawing	A2
2	Atelier du Saint-Ex	D4	43	Trance	E5
3	Baker's Table	A1	44	Venue/	D5
4	Bloc Party	F6	45	Ways of Seeing	G4
5	Bua	D5	46	White Rabbit	A1
6	Coreanos Kitchen	A5	47	Why Not	E5
7	HBC Gogitjip	A1	48	Wolhyang	H3
8	Linus' BBQ	B5		Entertainment	(p104)
9	Lobster Bar	B5	49	All that Jazz	E4
10	Passion 5	H2	50	Rocky Mountain Tavern	F5
11	PLANT	C5	51	Thunderhorse Tavern	A3
12	Suji's	B5		Shopping	(p104)
13	Tartine	D5	52	Ando	D6
14	Vatos	B5	53	Comme des Garçons	H2
15	Zelen	D4	54	Dynasty Tailor	B5
	Drinking & Nightlife	(p101)	55	Eelskin Shop	C5
16	Against the Machine	H3	56	Hamilton Shirts	C5
17	Always Homme	E5	57	Millimetre Milligram	G4
18	B1	D4		Post Poetics	(see 57)
19	Blue 55	D5	58	Steve J & Yoni P	G4
20	Booth	A2	59	What the Book	C5
21	Booth Mansion	D4		Sports & Activities	(p105)
22	Burn	A2	60	Itaewonland	F5
	Cakeshop	(see 12)		Sleeping	(p152)
23	Craftworks	F5	61	Grand Hyatt Seoul	F2
24	Craftworks Taphouse	A2	62	Guesthouse Yacht	C4
25	Damotori	A1	63	Hotel D'Oro	E5
26	Flower Gin	A1	64	IP Boutique Hotel	F4
27	Four Seasons	D5	65	Itaewon G Guest House	E5
28	G'Day	A3	66	Itaewon Hostel & Inn	D5
29	Grand Ole Opry	F5	67	POP@Itaewon Guesthouse	B5
30	Lovibond	B5	68	SP@Itaewon Guesthouse	C4
31	Made in Pong Dang	A2		Information	
32	Magpie Brewing Co.	A2	69	International Clinic	F5
33	Miracle	F5	70	Itaewon Subway Tourist Information Center	D5
34	Mowmow	D4	71	Itaewon Tourist Information Center	G4
35	Pet Sounds	B2			
36	Prost	D4			
37	Queen	E5			
38	Rose & Crown	C5			
39	Soho	E5			

Key on p221

ITAEWON







- Top Sights (p97)**
- 1 National Museum of Korea.....C4
 - 2 War Memorial of Korea.....C2
- Sights (p100)**
- 3 HBC Art Village.....D1
 - 4 National Hangeul Museum.....D4
- Shopping (p104)**
- 5 I'Park Mall.....B3
 - 6 Yongsan Electronics Market.....B2
- Sports & Activities (p105)**
- 7 Dragon Hill Spa & Resort.....B3
- Information**
- 8 Yongsan Train Station
Tourist Information
Centre.....B3



DONGDAEMUN & AROUND

- | | | | |
|--|---------------|--|---------------|
| Top Sights | (p120) | Entertainment | (p123) |
| 1 Dongdaemun Design Plaza & Park | B3 | 8 Klive | B3 |
| Sights | (p121) | Shopping | (p123) |
| 2 Dongdaemun History Museum | C2 | 9 Dongdaemun Market | B1 |
| 3 Dongdaemun Stadium Memorial | C2 | 10 Doota | B2 |
| 4 Heunginjimun | B1 | 11 Pyoung Hwa Clothing Market | B2 |
| 5 Seoul Art Space Sindang | (see 6) | Sports & Activities | (p123) |
| 5 Seoul City Wall Museum | B1 | 12 Jangchung Gymnasium | B4 |
| Eating | (p122) | Sleeping | (p154) |
| Dongdaemun Market | (see 9) | 13 Dongdaemun Hostel & Inn | B3 |
| 6 Jungang Market | D2 | 14 JW Marriott Dongdaemun Square | B1 |
| 7 Samarkand | B3 | 15 K Hostel | D1 |
| | | 16 Toyoko Inn Seoul Dongdaemun | B3 |





Sights (p127)

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- 2** ChanggyeonggungB7
- 3** Choi Sunu HouseC1
- 4** Great GreenhouseA5
- 5** HyehwamunD3
- 6** Ihwa MaeulE7
- 7** Lock MuseumD6
- 8** Marronnier ParkD6
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- 20** Dongsoong Arts CenterD5
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- 14 Ha Jun Min E1
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- 37 Boon the Shop (Men's) E1
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- 39 Galleria E1
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- 46 24 Guesthouse Garosu-gil .. C2
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- 48 Kimchee Gangnam Guesthouse E2
- 49 La Casa C2
- 50 M Chereville D4
- 51 Mercure Seoul Ambassador Gangnam Sodowe D4
- 52 Princess Hotel E1
- 53 Ritz-Carlton Seoul D4
- 54 Tria Hotel E4

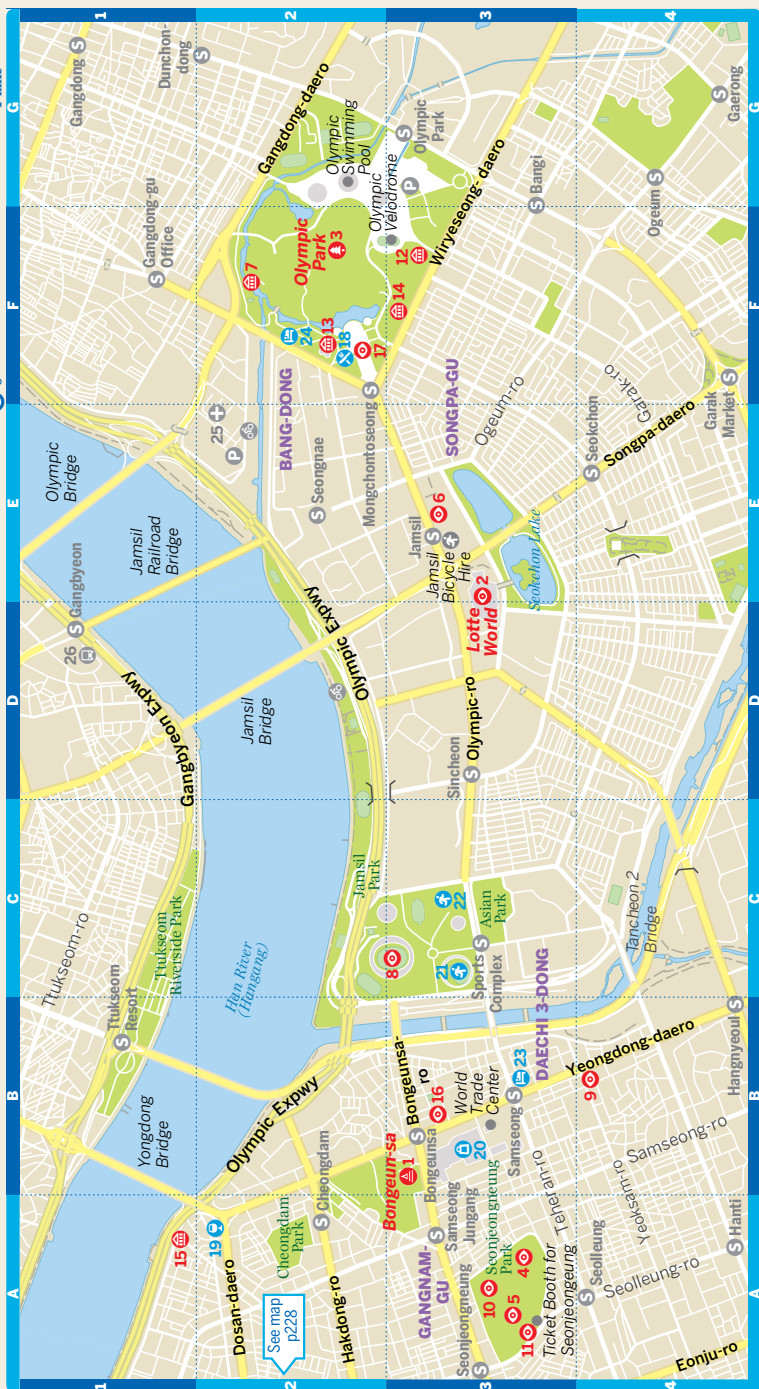
Information

- 55 Gangnam Tourist Information Center D1

Transport

- 56 Bus Stop for Everland Amusement Park D4
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JAMSIL





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'.

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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