

Welcome to Seoul

- Visit Gyeongbokgung Palace, the "Palace Blessed by Heaven" and the oldest royal residence, alongside Changdeokgung Palace.
- Stroll through Bukchon Hanok Village or Namsangol Hanok Village to admire traditional Korean houses (hanoks).
- Experience a 2-in-1 adventure: ride the cable car up to N Seoul Tower and take in the panoramic city views.
- Take in the scenic view of the Cheonggyecheon Stream, featuring 22 bridges and fountains, starting from Cheonggye Plaza.
- Be amazed by the Gangnam District, famous for its skyscrapers, luxury shopping, vibrant nightlife, the Banpo Bridge Rainbow Fountain, and K-Star Road — an analogue of the "Walk of Fame" in Los Angeles
- Explore the multicultural Itaewon neighborhood, packed with diverse cafes, embassies, shops, and the Seoul Central Mosque.
- "Get lost" among the souvenir shops and traditional teahouses in the artisan district of Insadong.
- Immerse yourself in the trendy youth culture and nightlife of the Hongdae district.
- Experience the spiritual atmosphere at Jogyesa Temple, the chief temple of Korean Buddhism in Seoul.
- Go on a shopping spree at the Myeongdong shopping district, Itaewon street, Namdaemun Market, or the popular Yeoju Premium Outlets.
- Spend the day at COEX Mall, home to South Korea's largest aquarium, the massive Starfield Library, and endless retail stores.
- Watch the spectacular multimedia whale show on the 150-meter digital media facade at the Inspire Entertainment Resort.
- Relive your childhood at Lotte World (Korea's indoor "Disneyland") and head up to the observation deck of the Lotte World Tower skyscraper.
- Attend a live K-pop concert.
- Do a photoshoot wearing hanbok, the traditional Korean attire.
- Learn about the daily lives of Koreans throughout history at the National Folk Museum of Korea.
- Visit Leeum, Samsung Museum of Art, to see world-class traditional and contemporary masterpieces.
- Hike and enjoy nature at Bukhansan National Park.
- Ride one of Asia's longest ziplines to the picturesque Nami Island (located about 1 hour from Seoul).
- Visit Petite France, a charming cultural village filled with colorful, European-style buildings.





What to bring back?

- Ginseng, the symbol of Korea, dry, fresh, pickled or in powder form
- Korean cosmetics
- Clothing from local brands
- Electronics and nice small items from Samsung and LG brands
- K-pop style souvenir products – posters, badges, stickers and other things



What to try?

- Seafood at the Noryangjin Fish Market
- Kimchi - fermented spicy napa cabbage
- Korean barbecue – beef, chicken
- Ramen - noodles
- A fish-shaped dessert filled with sweet azuki bean paste – bungeoppa

