2014 Seoul Tour+ Itineraries for the Five Senses

Hallyu 2014. 7.
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★ [Seoul Tour’ Itineraries for the Five Senses]
Starting with the May issue, 10 itineraries to experience the charms of Seoul to the fullest (40 different content items) will be created with a new theme every month. They will be provided as product information customized to your needs under the title of “Seoul Tour’ Itineraries for the Five Senses” You are asked to make active use of them when planning high-quality Seoul tour product for foreign group tourists.

Catch Up with Hot K-Dramas

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Hallyu 1

Catch Up with Hot K-Dramas
**Overview**

Hallyu 1_Catch Up with Hot K-Dramas

⭐️ **Product Characteristics:** A vivid Hallyu tour course where you can directly feel the traces of celebrities from the star!

✍️ **Exploring Hallyu drama filming sites** Experience and feel the life of stars in dramas set in Seoul

🍴 **Restaurants recommended by stars in dramas** Following the footsteps of handsome actors who represent Hallyu

🍜 As if going on a date with a star, enjoy a 24 hour date course in a dynamic Seoul from morning to night

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<table>
<thead>
<tr>
<th>AM 11:00</th>
<th>PM 13:30</th>
<th>PM 15:30</th>
<th>PM 20:00</th>
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<tbody>
<tr>
<td>Filming site ①</td>
<td>Restaurant in K-Drama ①</td>
<td>Filming site ②</td>
<td>Restaurant in K-Drama ②</td>
</tr>
</tbody>
</table>

**A romantic date in Seoul, like a drama protagonist**

- Enjoy an exhibition where you can feel and experience everything about Do Min-joon and Cheon Song-yi in *<My Love from the Star>*
- The footsteps of Kim Hyun-joong at the site of the intense action scene of Shin Jung-tae(Kim Hyun-joong) in *<Inspiring Generation>*
- Can choose between Courses 1~5 depending on your favorite celebrity

**A list of restaurants that characters in dramas like**

- Restaurants that were filming sites for dramas where both your eyes and tongue are entertained
- Try out a bowl of noodles at Yurim Myeong where Do Min-joon(Kim Soo-hyun) from *<My Love from the Star>* loved to go.
- Restaurants recommended by K-drama stars found only in Seoul

**At the place where Hallyu stars eat, drink and sleep**

- A romantic one night travel in the room where Kim Woo-bin, the main character in *<The Heirs> slept*
- Relaxing at the place where Jang Geun Suk, the main character of *<Pretty Man>* got his nails polished, the high-end restaurant which was a filming site for *<My Love from the Star>*
- That scene in the drama, as if going on a date with a star!! Be coming the main character

**Exploring Seoul Restaurants recommended by drama stars**

- Introduces the places where the main characters in each drama go to regularly, such as the tart place where Kim Tan(Lee Min-ho) from *<The Heirs> purchased a dream catcher and Cheon Song-yi from *<My Love from the Star>* ate a fancy dinner where boat parties are hosted
- A very special place for dinner where you can meet your favorite star if you are lucky

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<table>
<thead>
<tr>
<th>Course</th>
<th>AM 11:00</th>
<th>PM 13:30</th>
<th>PM 15:30</th>
<th>PM 20:00</th>
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<tbody>
<tr>
<td>1</td>
<td>Seoul Color Park (City Hunter)</td>
<td>Mango Six (The Heirs)</td>
<td>Sheraton Walkerhill Hotel (The Heirs)</td>
<td>Pastel de Nata (The Heirs)</td>
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<tr>
<td>2</td>
<td>DOP My Love from the Star special exhibition (My Love from the Star)</td>
<td>Yurim Myeong (My Love from the Star)</td>
<td>Luka511 (My Love from the Star)</td>
<td>E-Land Cruise (My Love from the Star)</td>
</tr>
<tr>
<td>3</td>
<td>Rakkoejae (Pretty Man)</td>
<td>Four Seasons House (Love Rain)</td>
<td>The Nail (Pretty Man)</td>
<td>Pro Ganjang Gejang (Star regular)</td>
</tr>
<tr>
<td>4</td>
<td>Weather Station (Rooftop Prince)</td>
<td>Aiya (Rooftop Prince)</td>
<td>North Seoul Dream Forest Observatory (IRIS)</td>
<td>Heamuri ((ex)FiveStroke) (Three days)</td>
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<tr>
<td>5</td>
<td>Seodaemun Prison History Museum (Inspiring Generation)</td>
<td>Drop top (Pretty Man/Ghost)</td>
<td>Jangwi-dong Dolsan Ohdong Park Octagon Pavilion (The Innocent Man)</td>
<td>Thunder Chicken (I Can Hear Your Voice)</td>
</tr>
</tbody>
</table>
1 Filming Site ①_Seoul Color Park

2 Restaurant in K-Drama ①_Mango Six

3 Filming Site ②_Sheraton Grande Walkerhill

4 Restaurant in K-Drama ②_Pastel De Nata
## Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Seoul Color Park</th>
<th>Capacity</th>
<th>Can accommodate large group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>330 Yeouido-dong, Yeongdeungpo-gu, Seoul</td>
<td>Closed (Holidays)</td>
<td>Always open</td>
</tr>
<tr>
<td>Hours</td>
<td>Open 24 hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Famous for being the site of the flashback scene of the protagonist Lee Yoon Sung (Lee Min-ho) in <City Hunter>, Seoul Color Park welcomes an endless number of lady tourists, and is a place where you can enjoy the beautiful 10 colors of Seoul:

- Seoul Color Park is a color-themed citizens’ park built in the lower space between the Mapo Bridge post and the riverside.
- Seoul color sculpture that expresses the waves of the Han river, and Seoul Color barcode graphics and benches made using the 10 colors that represent Seoul are installed in the park.
- The ‘Piano Water way’, where Lee Yoon Sung (Lee Min-ho) and Na-na (Park Min-young) talked to each other from both sides in <City Hunter>, divides Seoul Color Park in half and is popular being for a unique trail where water flows in the center.
- By filming Lee Min-ho and Park Min-young with the ‘Piano Water way’ between them and expressing the painfulness that they cannot approach each other despite the close distance, it increases the viewers’ engagement of the plot.

## Photos

- **Overview of Seoul Color Park**
- **Seoul Color Park in <City Hunter>**
- **Seoul Color Park night scene**

- **A table that displays the 10 colors of Seoul**
- **Seoul Color Park entrance**
- **Seoul Color Park color bands**

## How to Get There

- **Subway Line 5** Yeouinaru Station Exit 2 - go straight for 300m - cross the road - make a right turn - arrive at Yeouido Hangang Park

## Parking

- Yeouido Hangang Park parking lot 3 (South of Mapo Bridge), Can park 171 vehicles, and 10 large buses
- 2,000 won for first 30 minutes, 300 won for every 10 minutes afterwards

## Product Development TIP

- As a place where photographers enjoy coming due to its excellent scenery, recommend to tourists who want to take beautiful photos during their trip to Seoul
- Can be recommended as a romantic date course in Seoul where one can enjoy the walking trail by crossing the ‘Piano Water way’, and view the Hangang night scene at the Mulbit Park

## Nearby Attractions

- Yeouido Hangang Park/Cafe of Light/63 Building/Mulbit Park/IFC Mall
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Mango Six</th>
<th>Capacity</th>
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<tbody>
<tr>
<td>Address</td>
<td>26 V&amp;S 85-gil Samsung-ro, Gangnam-gu, Seoul</td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Kang Bong Joo</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-539-7266</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.mangosix.co.kr">www.mangosix.co.kr</a></td>
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<tr>
<td>Closed (Holidays)</td>
<td>Always open</td>
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<table>
<thead>
<tr>
<th>Price</th>
<th>Mango&amp;Coconut</th>
<th>5,900 won</th>
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<tbody>
<tr>
<td></td>
<td>Blue Lemonade</td>
<td>5,500 won</td>
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<tr>
<td></td>
<td>Mango shaved ice</td>
<td>8,000 won</td>
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</table>

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Cash, credit card accepted (including foreign cards)</th>
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<tr>
<td>Languages available</td>
<td>English</td>
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</tbody>
</table>

### About

A cafe where you can taste the unique beverages that Kim Tan (Lee Min-ho), and Choi Young-do (Kim Woo-bin) in *The Heirs* enjoyed

- In the drama *The Heirs*, Kim Tan and Choi Young-do visit the cafe every day in order to see Eunsang (Park Shin-hye), where she worked as a part-time employee.
- ‘Mango&Coconut’ from *The Heirs* and ‘Blue Lemonade’ that Kim Ha Neul enjoyed in the drama *A Gentleman's Dignity* are the most popular menus

### Photos

- Outside view of Mango Six (POSCO)
- Scene in *The Heirs*
- Popular menu at Mango Six

### How to Get There

- Subway Line 2 Seolleung Station Exit ① - Go straight for 300m - Turn right at Shinhan Bank and go straight for 100m - Turn left and go straight for 100m - Mango Six POSCO

### Parking

- Mango Six POSCO parking lot, cannot park large buses
- Free for first 30 minutes, 2,000 per 30 minutes afterwards

### Product Development TIP

- As a place where photos taken right after *The Heirs* was filmed and celebrity autographs are exhibited and one can vividly feel the traces of the stars, it is appropriate to recommend to Hallyu drama fans
- The capacity size is large compared to other coffee shops or cafes, making it adequate for group tourists

### Nearby Attractions

- Gangnam Station/COEX mall/COEX Aquarium/Bongeunsa Temple
### Overview

**Sheraton Grande Walkerhill**

- **Address**: 177 Walkerhill-ro Gwangjin-gu, Seoul
- **Manager**: Son Yoojin
- **Website**: [www.sheratonwalkerhill.co.kr](http://www.sheratonwalkerhill.co.kr)
- **Payment Method**: Cash, credit card accepted (Including foreign cards)
- **Phone**: +82-2-455-5000
- **Reservation**: Ask via phone, website
- **Closed (Holidays)**: Always open
- **Languages available**: English, Chinese, Japanese

### About

As the hotel that Choi Young-do(Km Woo-bin) inherited in *The Heirs*, enjoy a luxurious Seoul trip like the main character in *The Heirs* at the Sheraton

- A major filming site for Hallyu dramas like *A Gentleman's Dignity*, *The Heirs*, *Hotelier*, it is famous for being the wedding place of many celebrities
- Not only has 10 restaurants and bar, outdoor swimming pool, tennis courts, and a camping zone, but also a casino for only foreigners, duty-free stores to enjoy high-end brand shopping
- An adequate place for not only business customers, but also leisure tourists
- Achasan, where the hotel is located, has distinct four seasons, with beautiful cherry blossoms in the spring, outdoor swimming pool river park in the summer, camping and themed festivals for each season, presenting different attractions and things to enjoy all year round

### Photos

- **Sheraton Grande Walkerhill Overview**
- **The Heirs filming site Aston House ①**
- **Walkerhill camping zone**
- **The Heirs filming site Walkerhill Lobby Pavilion**
- **The Heirs filming site Aston House ②**
- **Sheraton Grande Walkerhill night scene**

### How to Get There

- **Subway Line ⑤ Gwangnaru Station Exit ②**: Take the shuttle to hotel
- **Subway Line ② Gangbyeon Station Exit ①**: Take the shuttle to hotel

### Parking

- **Park at the hotel parking tower, valet parking service available**
- **Airport Limousine**: 04:53~22:46(East wing)/04:57~22:50(West wing) every 20-25 minutes/ Inquires 02-450-4669

### Product Development TIP

- Can collaborate with ‘Camping in the city by Walkerhill’, a unique camping experience in the nature
- Can recommend to MICE group tourists as it has conference rooms adequate for meetings, presentations
- Can recommend in a product for group tourists planning various events and parties because it provides space for various purposes such as a convention hall that can accommodate 1000 people, Aston Hotel where one can host a wedding

### Nearby Attractions

- Amsa-dong Prehistoric Settlement Site/Children’s Grand Park/Konkuk Univ. Star City Mall/Riverside 8th Avenue/Walkerhill cherry blossom trail
## Overview

<table>
<thead>
<tr>
<th>Place</th>
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<td>Address</td>
<td>175-57 Anguk-dong, Jongno-gu, Seoul</td>
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<tr>
<td>Manager</td>
<td>Lee Hwa Rim</td>
<td>Phone</td>
<td>+82-2-733-2979</td>
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<tr>
<td>E-mail</td>
<td><a href="mailto:rosiforte@nate.com">rosiforte@nate.com</a></td>
<td>Closed</td>
<td>Always open(except for Lunar New Years, Chuseok day)</td>
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<table>
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<tr>
<th>Price</th>
<th>Tart</th>
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<td></td>
<td>Beverages</td>
<td>3,000~3,500 won</td>
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<td>Cash, credit card accepted (Including)</td>
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<tr>
<td></td>
<td>Dream Catcher</td>
<td>20,000 won</td>
<td>Languages available</td>
<td>English, Japanese, Chinese</td>
</tr>
</tbody>
</table>

## About

The store that sells dream catchers, the symbol of Kim Tan(Lee Min-ho) and Cha Eunsang(Park Shin-hye), the main characters in SBS drama *<The Heirs>*

- Although it sold dream catchers in the drama, it is a tart store with delicious Portuguese egg tart
- Dream catcher : An object that captures bad dreams and filters only good dream to reach us
- Various tourists come from Taiwan, Hong Kong, Japan, and China due to the show
- Built as a traditional house, the interior of the store is very narrow and therefore, most customers takeout their purchases and the store has a constant stream of customers
- The egg tart, apple cinnamon tart are the most popular menus, and the 'dream catcher' from the drama can also be purchased

## How to Get There

- Subway Line 3 Exit ① - First alley on the right - Go straight for 100m - Located on the left

## Parking

- Insa-Madang-West public parking lot, can park 45 vehicles, 800 won per 10 minutes(8:00~22:00), open for free after operating hours

## Product Development TIP

- Can develop product by collaborating with nearby traditional experience spaces
- Can travel on foot around Insa-dong Culture Street, Samcheong-dong cafe street, and Bukchon Hanok Village

## Nearby Attractions


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### Photos

**Outside view**

**Take out**

**Dream catcher**

**<The Heirs> Poster**

**Various tarts**

**Packaged tart**
1. Filming Site ①_DDP ‘My Love from the Star Special Exhibition’

2. Restaurant in K-Drama ①_Yurim Myeon

3. Filming Site ②_Luka511

4. Restaurant in K-Drama ②_E-land Cruise
2-1

**DDP 'My Love from the Star' Special Exhibition**

**Place**

- **Address**: 281 Dongdaemun Design Plaza (DDP) A - Art Hall Eulji-ro, Jung-gu, Seoul
- **Website**: lovefromstar.sbs.co.kr

**Overview**

A very special exhibition where you can experience firsthand the house that Do Min-joon lived in and the bedroom that Cheon Song-yi used in <My Love from the Star>

- The actual filming sets of the living room, bedroom, front door, and even the elevator that 'Do Min-joon', 'Cheon Song-yi' lived in are prepared, and you can experience them as if being inside a scene from the show.
- Exhibits photos and various stage equipments used in the drama like Cheon Song-yi's dress, shoes, pillow, and also the bicycle, books, and telescope that Do Min-joon used.
- Various filming spaces like the comic shop, Petite France are reproduced there and an experience zone where you can take 3D photos is prepared.

**Price**

- **Adult**: 15,000 won
- **Student**: 10,000 won
- **Group**: Inquiries +82-70-8260-8807

**Capacity**

- Can accommodate a large group

**About**

- **Closed (Holidays)**: “August 15th(DDP exhibition)/Exhibition hall will change after
- **Reservation**: Interpark website (ticket.interpark.com)
- **Hours**: 10:00~22:00
- **Phone**: DDP +82-2-2153-0000
- **My Love from the Star** +82-70-8260-8807
- **Payment Method**: Cash, credit card accepted (Including foreign cards)
- **Languages available**: English, Chinese, Japanese

**How to Get There**

- Subway Line 2 4 5 Dongdaemun History & Culture Park Station Exit ① - Design Lab Basement 2nd floor entrance
- Subway Line 2 4 5 Dongdaemun History & Culture Park Station Exit ② - Design Lab 1st floor entrance

**Parking**

- Dongdaemun parking lot(251-7 Shindang-dong, Jung-gu, Seoul) can park 1,100 vehicles, open 24 hours and can park large buses.
- 800 won per 10 minutes, Inquiries +82-2-2254-4901

**Product Development TIP**

- As an exhibition where one can vividly experience all episodes of <My Love from the Star> in 2 hours, this can be recommended as a product targeting Chinese group tourists who are deeply influenced by the Do Min-joon syndrome.

**Nearby Attractions**

- Dongdaemun Doota/Jungbu Market/Dongdaemun Dakhanmari Alley/Ewha Village/Naksan Park/Seoul Old Castle Trail

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**Photos**

- Exhibition entrance
- Actual set of Do Min-joon's library
- Actual set of Cheon Song-yi's room
- Actual set of Cheon Song-yi's house
- Actual meteorite exhibition
- Do Min-joon's Telescope
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Yurim Myeon</th>
<th>Capacity</th>
<th>Approximately 100~120 people</th>
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<tbody>
<tr>
<td>Address</td>
<td>139-1 Seosomun-ro, Jung-gu, Seoul (Seosomun-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Min Kyoung</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-755-0659</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reservation</td>
<td>Reserve via phone 30 minutes in advance</td>
<td>Closed (Holidays)</td>
<td>Always open (except for Lunar New Year, Chuseok day)</td>
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<tr>
<td>Price</td>
<td>Memil Guksu 7,000 won</td>
<td>Hours 11:00~21:00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bibim Memil 8,000 won</td>
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<td>Cash, credit card accepted</td>
</tr>
<tr>
<td></td>
<td>Naembi Guksu 7,000 won</td>
<td>Languages available</td>
<td>Chinese</td>
</tr>
<tr>
<td></td>
<td>Bibim Guksu 7,000 won</td>
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</tr>
</tbody>
</table>

### About

Enjoy a bowl of noodles at Yurim Myeon, the restaurant Do Min-joon loved to go in <My Love from the Star>.

- Known as the Do Min-joon Udon restaurant after filming a scene in the Hallyu drama <My Love from the Star>.
- Recommended dishes: Naembi Guksu, Memil Guksu
- As a restaurant with 50 years of tradition and passed down for over 3 generations, it is popular among both locals and foreigners.
- Boasts the chewy taste of the noodles as they are hand-made from the dough and immediately boiled upon order.
- Experience a noodle taste that is different from ordinary Japanese noodles.
- Convenient to order with menu in English, Chinese, and Japanese.

### Photos

**Yurim Myeon Overview**

**Yurim Myeon interior**

**1st floor**

**2nd floor**

**Naembi Guksu**

**Memil Guksu**

### How to Get There

- Subway Line 1 2 City Hall Station Exit ⑫ - Go straight 50m in the Seosomun-ro direction - Turn right

### Parking

- Seoul City hall Seosomun office parking lot (37 Seosomun-dong Jung-gu, 1,000 won per 10 minutes)
- Public parking lot next to the United Kingdom embassy(5-1 Jeong-dong, Jung-gu, 1,000 won per 10 minutes)

### Product Development TIP

- Hallyu themed product development by connecting with N Seoul Tower and targeting fans of the Hallyu drama <My Love from the Star>.
- Targeting Asian tourists who come from cultures with noodles, it can be developed as a epicure product for promoting the taste of Korea.

### Nearby Attractions

- Deoksugung Palace/Samcheong-dong/Gyeongbokgung Palace/Seoul Museum of Art/Seoul Citizen's Hall/ Gwanghwamun Square/Cheonggyecheon
### Overview

<table>
<thead>
<tr>
<th>Place</th>
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<tr>
<td>Address</td>
<td>Luka Building 115-14 Cheongdam-dong, Gangnam-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Lee Hyun Kyung</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-517-6640</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.luka511.kr">www.luka511.kr</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closed(Holidays)</td>
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<td>Hours</td>
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### About

**Filming site for <My Love from the Star>, <I Miss You>, <Man in Love> <Infinite Challenge>**

- Luka511, a small Europe within the city that harmonizes the traditional charm of Korea and European atmosphere
  - Consisted of a main hall, annex, and a garden and various meetings such as banquets, weddings, movie screening, and small events are possible
  - Restaurant- Separately operates a space for VVIP European dishes to be served to the top 1% of Korea and a space for first class cuisine and various banquets
    - Menu : An Italian dining and modern dessert menu that is in harmony with the rhythm of 4 seasons
  - House wedding- A 1:1 customized wedding is possible, and guests can range from 50 to 250 people
  - Ireland Kitchen at Garden- Can enjoy an outdoor feast in a garden in the middle of the city, and can divide, set, and style the space in various ways depending on the characteristics of the meeting

### Photos

- [Luka511 overview①](#)
- [Luka511 overview②](#)
- [Wedding](#)
- [Drama filming site](#)
- [K-Pop Star(3mc) filming site](#)
- [Section TV(Lee Byung-hyun) filming site](#)

### How to Get There

- **Bundang** Apgujeong Rodeo Station Exit ② - Go straight for 400m - Located 70m in front of Prada street
- Can watch GSTAR ZONE within the subway station(Free)

### Parking

- Can use the basement parking lot inside the building for free for 30 minutes

### Product Development TIP

- Can develop a Hallyu themed product targeting Kim Soo-hyun, Park Yoo Chun fans in China and Japan
- Can develop product for MICE group, since various parties, meetings are possible

### Nearby Attractions

- Apgujeong Rodeo Street/JYP Ent./SM Ent./Cube Ent./Galleria Department Store Luxury Hall WEST, EAST
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>E-Land Cruise</th>
<th>Capacity</th>
<th>Maximum 300 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>86 Yeouido, Yeungdengpo-gu, Seoul  1-2 Jamsil-dong, Songpa-gu, Seoul</td>
<td>Phone</td>
<td>+82-2-3271-6900</td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Junhee</td>
<td>Payment method</td>
<td>Cash, card payment accepted (Include foreign cards)</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.elandcruise.com">www.elandcruise.com</a></td>
<td>Closed (Holidays)</td>
<td>Always open</td>
</tr>
<tr>
<td>Reservation</td>
<td>Reserve via website</td>
<td>Hours</td>
<td>10:30~22:00</td>
</tr>
</tbody>
</table>

### About

A special opportunity to experience the luxury boat party in *<My Love from the Star>*

- A scene where all the top stars 'Cheon Song-yi(Jun Ji-hyun)', Do Min-joon(Kim Soo-hyun), Lee Hwi-kyung(Park Hae-jin), Yoo Se-mi(Yoo In-na) were together on a spectacular boat party, E-Land Cruise is known as its filming site
- Possesses two cruise ships, th Britania(200 people) and Tritania(300 people), and operates daily from Yeouido to Jamsil wharf
- *<My Love from the Star>, < Infinite Challenge>* were filmed on the 'Tritania'

### Photos

<table>
<thead>
<tr>
<th>Photos</th>
<th>E-Land Cruise entrance</th>
<th>&lt;My Love from the Star&gt; cruise scene</th>
<th>E-Land Cruise night scene</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>E-Land Cruise in &lt;Infinite Challenge&gt;</th>
<th>E-Land Cruise outside view</th>
<th>E-Land Cruise interior view</th>
</tr>
</thead>
</table>

### How to Get There

- Subway Line 5 Yeouinaru Station Exit 3 - Go straight for 600m - Yeouido wharf
- Subway Line 2 Shincheon Station Exit 7 - Turn right and go straight for 500m - Turn left 300m - Jamsil wharf

### Parking

- Yeouido wharf Hangang parking lot/ Jamsil wharf Hangang parking lot, can park 500 vehicles including large buses
- 2,000 won for first 30 minutes, 300 won per 10 minutes afterwards

### Product Development TIP

- A place where you can enjoy the night view on deck and also have dinner and wine, it is appropriate as a romantic seoul date course
- Can be recommended for various events and party products since it can accommodate up to 300 people

### Nearby Attractions

- Seoul Color Park/63 City/Yeouido Park/Hangang Citizens Park(Yeouido district)/IFC Mall/Seoul Marina Club&Yacht
1 Filming Site ① Rakkojae

2 Restaurant in K-Drama ① Four Seasons House

3 Filming Site ② The Nail

4 Restaurant in K-Drama ② Pro Ganjang Gejang
3-1 

**Rakkojae**

<table>
<thead>
<tr>
<th>Place</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rakkojae</strong></td>
<td>10~14 people</td>
</tr>
<tr>
<td>Address</td>
<td>49-23(Gyedong) Gyedonggil, Jongno-gu, Seoul</td>
</tr>
<tr>
<td>Manager</td>
<td>Moon Mi-sook</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.rkj.co.kr">www.rkj.co.kr</a></td>
</tr>
<tr>
<td>Reservation</td>
<td>Reserve via e-mail beforehand Japanese reservation : <a href="mailto:pss@rkj.co.kr">pss@rkj.co.kr</a>, English reservation : <a href="mailto:woody@rkj.co.kr">woody@rkj.co.kr</a></td>
</tr>
<tr>
<td>Price</td>
<td>Double 275,000 ~495,000 won (Breakfast-Korean/European)</td>
</tr>
<tr>
<td>Payment</td>
<td>Cash, card payment accepted (Including foreign cards)</td>
</tr>
<tr>
<td>Discount</td>
<td>10% off when staying 3 nights or more</td>
</tr>
<tr>
<td>Languages</td>
<td>English, Japanese, Chinese</td>
</tr>
<tr>
<td>Hours</td>
<td>24 hours open</td>
</tr>
<tr>
<td>Check-in</td>
<td>15:00</td>
</tr>
<tr>
<td>Check-out</td>
<td>11:00</td>
</tr>
</tbody>
</table>

**Overview**

**Filming site for Hallyu dramas (Jang Keun Suk's <Pretty Man>, Hyun Bin's <My Lovely Sam Soon>, and movie <Dream> starring Joe Odagiri**

- A boutique Hanok hotel with the meaning 'A place where the mind naturally becomes clear and comfortable by enjoying the past'
- The hanok has 130 years of history and was renovated by a human cultural asset into a Korean traditional cultural space
- The pavilion, pond, and Daecheong floor where past scholars enjoyed their time were carefully revived and born again into an elegant form
- Hanok experience and various Korean traditional activities
- When staying at the hotel, you can enjoy traditional tea, hanbok, Korean dry sauna for free
- After making reservations to make kimchi, 2 or more people can participate (44,000 won/person)

**About**

**Photos**

- **Rakkojae entrance**
- **Daechong floor**
- **Rakkojae overview ①**
- **Rakkojae overview ②**
- **Sauna interior**
- **Guest room interior**

**How to Get There**

- Subway Line 3 Anguk Station Exit ② - Go straight for approximately 400m - Turn right toward the direction of Jaedong elementary school - Go straight for approximately 100m

**Parking**

- Can park 2-3 vehicles at private parking lot
- Insa-Madang-West public parking lot(Jongno-gu Gyeonji-dong, 08:00~22:00, 800 won per 10 minutes)
- Nakwon Sangga and public parking lot(Jongno-gu Nakwon Sangga, 1,000 won per 10 minutes)

**Product Development TIP**

- Recommend as a FIT theme product for people who want to experience Korean traditional Hanok
- Can develop product with Samcheong-dong travelling as it is connected to Samcheong-dong cafe street

**Nearby Attractions**

- Bukchon Hanok Village/Gyeongbokgung Palace/Changdeokgung Palace/Insa-dong/Samcheong-dong Cafe Street/ Sajik Park/Sejong Village Food Culture Street
<table>
<thead>
<tr>
<th>Overview</th>
<th><strong>Four Seasons House Drama Gallery</strong></th>
<th>Capacity</th>
<th>Approximately 150 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>86-10 Sangsu-dong, Mapo-gu, Seoul</td>
<td>Phone</td>
<td>Weekdays +82-2-3141-9027</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Weekend, Holidays +82-2-3141-9023</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.yoonscolor.com">www.yoonscolor.com</a></td>
<td>Hours</td>
<td>Mon.“Sat. 10:00~18:30</td>
</tr>
<tr>
<td></td>
<td>Online reservation (<a href="http://www.yoonscolor.com/booking.asp">http://www.yoonscolor.com/booking.asp</a>)</td>
<td>Sun.</td>
<td>11:00~18:30</td>
</tr>
<tr>
<td>Closed</td>
<td>Always open (except for Lunar New Year, Chuseok day)</td>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
<tr>
<td>Open</td>
<td></td>
<td>Languages available</td>
<td>English, Japanese</td>
</tr>
<tr>
<td>Price</td>
<td>Individual 5,000 won</td>
<td>Group (20 people or more) 4,000 won</td>
<td></td>
</tr>
<tr>
<td>About</td>
<td>A drama gallery where you can feel the emotions of watching your favorite Hallyu drama</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The equipments, sets, and making photos of dramas &lt;Autumn in My Heart&gt;, &lt;Winter Sonata&gt;, &lt;Summer Scent&gt;, &lt;Spring Waltz&gt; are on exhibition</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The actual filming place of &lt;Love Rain&gt;, starred by Hallyu star Jang Geun Suk and Yoona of ‘Girls Generation’ is preserved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space Introduction</td>
<td>Outdoor &lt;Summer Scent&gt; propose room/&lt;Spring Waltz&gt; pink truck/&lt;Love Rain&gt; propose bench</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Basement &lt;Winter Sonata&gt; bench and props</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1st Floor &lt;Love Rain&gt; cafe/MD product sale</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2nd Floor &lt;Love Rain&gt; ‘Joon’ and ‘Hana’s room/Hana’s kitchen garden</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photos</td>
<td>Exhibition hall entrance</td>
<td>Exhibition hall overview</td>
<td>&lt;Love Rain&gt; Actual filming site ①</td>
</tr>
<tr>
<td></td>
<td>&lt;Love Rain&gt; Actual filming site ④</td>
<td>&lt;&gt;Actual filming site ③</td>
<td>&lt;Winter Sonata&gt; Exhibition space</td>
</tr>
<tr>
<td>How to Get There</td>
<td>Subway Line ⑥ Sangsu Station Exit ② - Go straight toward Hongik University front gate direction for 200m - Turn right at La Pallette street and go 10m</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>Building parking lot(Free for customers/cannot park large buses)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hongik University west side 8 public parking lot(Sangsu-dong, Mapo-gu, 300 won per 5 minutes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Development TIP</td>
<td>Recommend as a date course for couple tourists to freely take photos like a couple in a drama and make memories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nearby Attractions</td>
<td>Hapjeong cafe street/Ewha Women’s Univ. shopping street/Shinchon Hyundai Department Store(U-plex)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garosu-gil The Nail</td>
<td>Maximum 10 people at a time</td>
</tr>
</tbody>
</table>

- **Address**: 45 Gangnamdae-ro 152 Gangnam-gu, Seoul
- **Manager**: Kang Yoojung *(010-6683-9636)*
- **Website**: www.the-nail.net
- **Reservation**: Phone reservation (10 or more people must reserve at least 2 days in advance)
- **Hand treatment basic (Care+Color+Scrub+Massage)**: 25,000 won
- **Foot treatment basic (Care+Color+Scrub)**: 45,000 won
- **Gel Color (Hand/foot)**: 50,000~70,000 won
- **Eyelashes**: 70,000 won
- **Waxing (different depending on part)**: 15,000~100,000 won
- **Languages available**: Korean
- **Payment method**: Cash, credit card accepted (Including foreign cards)
- **Hours**: 11:00~22:00
- **Contact**: Phone +82-2-512-0260

### About

The premium nail shop that appears in *Pretty Man*, starred by Jang Geun Suk, 'The Nail'
- The place where 'Dokgo Matte'(Jang Geun Suk) got his nails polished in *Pretty Man*, located in the shopping hub Garosu-gil
- Provides a more comfortable and careful service at a table for two where you can receive 1:1 treatment
- Has space optimized for not only nail treatment but also other services
  - Pedicure room: A space where you can get a massage and foot spa along with pedicure treatment
  - VIP room: A place where you can receive nail-pedicure service in a quiet and private space like a star
  - Eyelashes & waxing room: A place for extending eyelashes and waxing treatment

### Photos

- **Shop interior ①**
- **Shop interior ②**
- **VIP room**
- **Pedicure room**
- **Eyelashes & Waxing room**
- **The Nail gel art**

### How to Get There

- Go straight from Subway Line 3 Sinsa Station Exit ⑧ - Enter Garosu-gil and go to 4th floor of 'Oliveyoung' building
- 'Shingu elementary school parking lot'(550-11 Sinsa-dong), 200 won per 5 minutes

### Parking

- Can develop product by connecting with other beauty experiences(hair, spa, beauty cosmetic)
- Recommend as a day tour course for FIT tourists by connecting with Garosu-gil shopping and Serou-sgil restaurant exploration

### Nearby Attractions

- Garosu-gil & Serou-sgil/APGujeong Pas de deux/Cube Studio/Express bus terminal basement arcade (Goto mall)
### Overview

**Place**  
Pro Ganjang Gejang (Seoul Sinsa)  
Capacity: 300 seats (5-story building)

**Address**  
9 Gangnamdae-ro 97 Seocho-gu Seoul

**Manager**  
Director Lee Dongmin

**Website**  
www.prosoycrab.co.kr

**Closed**  
Always open

**Reservation**  
Reserve via phone (+82-2-543-4126)

**Hours**  
24 hours

**Price**
- **Ganjang Gejang**  
  - Small (2 crabs): 55,000 won/2person  
  - Large (2 crabs): 80,000 won/2person
- **Seasoned Gejang**  
  - Small (2 crabs): 58,000 won/2person  
  - Large (2 crabs): 83,000 won/2person
- **Braised blue crab**  
  - Small: 60,000 won  
  - Large: 85,000 won/3person

**Payment method**  
Cash, credit card accepted (Including foreign cards)

**Languages available**  
Japanese, Chinese

### About

A crab cuisine restaurant of 34 years that is loved by famous sports stars and celebrities in and out of Korea

- The leading and original Ganjang Gejang (Soy Sauce Marinated Crab) restaurant with 34 years of tradition at the Sinsa-dong Ganjang Gejang street
- Uses fresh crab directly delivered from the west coast of Korea and domestic sauce material
- Due to the rising popularity of unique crab cuisine, manages 3 chain stores in Korea (Seoul, Busan), 5 in Japan (Tokyo, Osaka), and 2 in China (Beijing)
- 2013 Korea’s best restaurant selected by Hong Kong’s famous travel magazine [Weekend Weekly]
- Additional fun in viewing the photos of domestic, foreign celebrities who visited the restaurant

### Photos

- **Pro Ganjang Gejang overview**
- **Room (4, 5 floors)**
- **Hall overview ①**

### How to Get There

- Subway Line 3: Sinsa Station Exit 4 - Go straight for 100m, turn right - Store is located 30m away

### Parking

- Valet parking 200 vehicles (Valet parking 2,000 won)

### Product Development TIP

- When reserving for 10 or more people, 2 musical performance tickets are given
- Recommend as an event product for group tourists
- Can recommend to gourmet tourists, since it is a dish that can only be tasted in Korea

### Nearby Attractions

- Sinsa-dong Garosu & Serosu-gil/The Nail/Apgujeong Rodeo/Express bus terminal basement arcade (Goto mall)
Course 4

1 Filming Site ①_Weather Station

2 Restaurant in K-Drama ①_Aiya

3 Filming Site ②_North Seoul
    DreamForest Observatory

4 Restaurant in K-Drama ②_Heamuri
    (Ex)FiveStroke
Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Weather Station</th>
<th>Capacity</th>
<th>Can accommodate large group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Seoul Welfare Foundation 52 Songwol-gil, Jongno-gu, Seoul</td>
<td>Open 24 hours</td>
<td>+82-2-736-1919</td>
</tr>
</tbody>
</table>

About

Enjoy Seoul's scenery at the place where Lee GaK(Park Yoo Chun) and Park Ha(Han Ji Min) went out on a date regularly in the drama <Rooftop Prince>

- A building constructed in 1930s, boasts a exotic landscape and you can see various equipments that observe the weather
- A regular filming site in Hallyu dramas, a place where you can enjoy Seoul's scenery in the middle of the city as if looking at it from a rooftop
- The maple tree in front of the weather station is famous for being the place where Lee GaK(Park Yoo Chun) and Park Ha(Han Ji Min) kissed each other in <Rooftop Prince>
- While the houses that have rooftop rooms are being torn down, the Seoul scenery as seen from the 'Weather Station' and 'Woram Neighbourhood Park' is the same as always.

Photos

- Seoul caste wall trail in front of the Weather Station
- Weather Station scene in <Rooftop Prince>
- Seoul Weather Station overview
- Hong Nan-pa house
- Woram Neighbourhood Park scene in <Rooftop Prince>
- Woram Neighbourhood Park as seen from the Weather Station

How to Get There

- Subway Line 5 Seodaemun Station Exit ③ - Go straight for 400m - Turn right and go straight for 300m - Woram Neighbourhood Park
- Subway Line 5 Seodaemun Station Exit ③ - Go straight for 400m - Turn right and go straight for 300m - Turn right and go 100m - Turn left - Go straight for 300m - Weather Station stairs

Parking

- Gangbuk Samsung Hospital parking lot, 300 vehicles including large buses, 1,500 won for first 30 minutes, 500 won per 10 minutes afterwards

Product Development TIP

- Main filming site for <Rooftop Prince> and a very popular place for Yoochun Park fans, can develop product targeting 20-30 women who are Hallyu mania fans
- As a place where you can view the beautiful scenery of Seoul in the middle of the city, it can also be recommended to tourists who enjoy eco-traveling

Nearby Attractions

- Yeouido Park/Hangang Citizens' Park(Yeouido district)/E-Land Cruise/IFC Mall/Seoul Color Park/Seoul Marina Club&Yacht
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Cafe Aiya</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>62-1 Jandari-ro,, Mapo-gu, Seoul</td>
<td>90~100 people (Including terrace seats)</td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Jung Young(82-10-4145-9521)</td>
<td>+82-2-333-9521</td>
</tr>
<tr>
<td>Website</td>
<td>cafeaiya.mw3.co.kr</td>
<td>Closed (Holidays)</td>
</tr>
<tr>
<td>Reservation</td>
<td>Reserve via phone(82-2-333-9521)</td>
<td>Always open (Except for Lunar New Year, Chuseok day)</td>
</tr>
<tr>
<td>Price</td>
<td>Price varies by menu (unlimited refill for coffe)</td>
<td></td>
</tr>
<tr>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
<td></td>
</tr>
<tr>
<td>Languages available</td>
<td>English, Japanese, Spanish, Portuguese (Chinese is also available if you reserve before visiting)</td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>Weekdays 10:00~23:30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Weekend 12:00~23:30</td>
<td></td>
</tr>
</tbody>
</table>

### About

The cafe from <Rooftop Prince>, a drama starred by Hallyu idol and JYJ member Park Yoo Chun
- A place where various filming took place due to its attractive vintage style interior and wide cafe space
- Drama <Rooftop Prince>, <Everybody, Kimchi!>, audition program <Superstar K> Season 4
- Its unique interior is characteristic with murals, various vintage props, a book cafe concept space
- A double story tatami room, a wide outdoor terrace seat, the cafe placed tables with different feel depending on the space
- Hand drip coffee shop that hosts a coffee class(Unlimited refill is available when ordering a coffee)

### Photos

- Cafe entrance
- Inside view
- Wall bookshelf
- Interior mural
- Menu photo
- Cafe mascot parrot(Aiya Bird)

### How to Get There

- Subway Line 2 Hapjeong Station Exit 2 - Five minutes toward Hongik University Station - Seogyo-dong intersection and walk 2 minutes - Located on the right

### Parking

- Hongik University West Side 8 public parking lot(Sangsu-dong Mapo-gu, 300 won per 5 minutes)

### Product Development TIP

- The cafe is spacious and can be rented, recommend for events with group tourists
- Recommend as a resting course for FIT tourists who want to quietly enjoy the taste of high quality coffee

### Nearby Attractions

- Four Seasons House/Hapjeong cafe street/Ewha Women's Univ. shopping street/Gongduk Market
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>North Seoul Dream Forest Observatory</th>
<th>Capacity</th>
<th>Approximately 100 people in the observatory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>173 Wolgye-ro, Gangbuk-gu, Seoul (San28-6 Beondong)</td>
<td>Phone</td>
<td>Observatory 2nd floor cafe (+82-2-2289-5447)</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.dfac.or.kr/Facilities/cafe2.asp">http://www.dfac.or.kr/Facilities/cafe2.asp</a></td>
<td>Closed (Holidays)</td>
<td>Closed every Monday</td>
</tr>
<tr>
<td>Reservation</td>
<td>No reservation required</td>
<td>Hours</td>
<td>Observatory 10:00~21:00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Observatory 2nd floor cafe Mar.<del>Oct. : 10:00</del>21:00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nov.<del>Feb. : 12:00</del>21:00</td>
</tr>
<tr>
<td>Price</td>
<td>Observatory 2,800 ~ 4,600 won (Varies by menu)</td>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
<tr>
<td></td>
<td>2nd floor cafe</td>
<td>Languages available</td>
<td>Korean</td>
</tr>
</tbody>
</table>

### About

An observatory constructed in the fourth largest green park in Seoul at 139m above sea level

- As a filming site for spy action drama <IRIS>, the observatory has a unique structure with three sides being glass walls
- Move up to the top of the observatory using a sloped elevator that resembles a cable car
- Photos of IRIS characters and screen shots are displayed from the entrance to inside the elevator
- Through the glass walls on three sides, you can view Bukhansan and Dobongsan to the north, and Namsan and Hangang to the South
- On the 2nd floor of the observatory, a cafe is located where you can view the scenery and enjoy coffee or other beverages
- Located within complex culture facility 'North Seoul Dream Forest Art Center', you can enjoy various side facilities such as restaurants, book cafe, Italian restaurant and children's art museum, concert hall, and performance hall

### Photos

- Observatory overview
- Indoor sloped elevator
- Outdoor sloped elevator
- <IRIS> poster inside the elevator
- Observatory interior
- Observatory cafe

### How to Get There

- Subway Line 4 Masageori Station Exit ② - Gangbuk 05 bus - Get off at North Seoul Dream Forest Art Center

### Parking

- North Seoul Dream Forest Art Center West Gate underground parking lot(Free for first 10 minutes, 300 won per 10 minutes afterwards)

### Product Development TIP

- Recommend as a beautiful view course by connecting with the luxury restaurants inside the art center
- When developing a healing tour course, recommend an observatory experience along with walking around the North Seoul Dream Forest park

### Nearby Attractions

- Jangwi-dong Dolsan Ohdong Park octagonal pavilion/Naksan Park/Dongdaemun Design Plaza(DDP)
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Heamuri (ex)FiveStrokef</th>
<th>Capacity</th>
<th>90 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>750 Samsung-ro, Gangnam-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Sungwoo</td>
<td>Phone</td>
<td>+82-2-543-8696</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.5stroke.co.kr">www.5stroke.co.kr</a></td>
<td>Closed (Holidays)</td>
<td>Always open</td>
</tr>
<tr>
<td>Reservation</td>
<td>Reserve via phone</td>
<td>Hours</td>
<td>11:00<del>15:00/17:30</del>00:00</td>
</tr>
<tr>
<td>Price</td>
<td>Dish 20,000~80,000 won</td>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
<tr>
<td></td>
<td>Course 50,000~90,000 won</td>
<td>Languages available</td>
<td>English, Japanese, Chinese, Italian</td>
</tr>
</tbody>
</table>

### About

Filming site for BS drama <Three days> and provided production (Ex)FiveStroke, (Current) Namkyeong Mirak

- <Three days> performers: Han Tae-kyoung (Park Ji Bun _JYJ member), Yoon Bo Won (Park Ha Sun)
- Due to Park Yoon Chun's, member of JYJ, influence, a large number of Japanese fans create an endless line to visit
- 1st floor, Basement 1st: 1st floor is a casual atmosphere where family and lovers can easily visit, and basement 1st floor is suitable for a private and formal event
- With an open kitchen, customers can see the chefs cooking, instilling a sense of trust in dish cleanliness and also feel like as if you are watching a show
- Menu: Previously had a western food-based menu, but renewed the menu with Korean food since August

### Photos

![1st floor interior ①](image1)
![1st floor interior ②](image2)
![1st floor interior ③](image3)
![2nd floor interior ①](image4)
![2nd floor interior ②](image5)
![2nd floor interior ③](image6)

### How to Get There

- Subway Line 7 Cheongdam Station Exit ⑨ - Go straight for 330m - Located on the right

### Parking

- Can park 20 vehicles in the store parking lot/Can park two large buses_Free during mealtime

### Product Development TIP

- Can develop a Hallyu Course by connecting with nearby Hallyu star entertainment companies (JYP ent, Cube ent, FNC ent)
- 'Moldy' store, where JYJ member Kim Jaejoong participated as an art director, is located across the street from the store, and can be developed as a product targeted for JYJ fan club members

### Nearby Attractions

- Cheongdam Luxury Fashion Street/JYP ent/Cube ent/FNC ent/Galleria Department Store luxury fashion section WEST, EAST
1 Filming Site ①_Seodaemun Prison History Museum

2 Restaurant in K-Drama ①_Drop Top

3 Filming Site ②_Jangwi-dong Dolsan Ohdong Park Octagon Pavilion

4 Restaurant in K-Drama ②_Thunder Chicken
### Seodaemun Prison History Museum

**Place**

Seodaemun Prison History Museum

**Address**

251 Tongil-ro, Seodaemun-gu, Seoul (101-2, Hyeonjeo-dong)

**Manager**

Kim Min-kyung

**Website**

www.sscmc.or.kr

**Capacity**

6,000 people

**Phone**

+82-2-360-8590~1

**Closed (Holidays)**

Closed every Monday and on Jan 1st, Lunar New Year, and Chuseok day

---

### Overview

<table>
<thead>
<tr>
<th>Reservation</th>
<th>Reserve via website and phone (+82-2-360-8585)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>Summer season (March<del>October) 09:30</del>18:00</td>
</tr>
<tr>
<td></td>
<td>Winter season (November<del>February) 09:30</del>17:00</td>
</tr>
</tbody>
</table>

### Price

<table>
<thead>
<tr>
<th>Payment method</th>
<th>Cash, credit card accepted (Including foreign cards)</th>
</tr>
</thead>
</table>

| Individual | Adult: 3,000 won  | Teenager: 1,500 won  | Child: 1,000 won  |
| Group      | 20 people or more : 30% discount                  |
| Free       | Seniors・infants・disabled・veterans               |
| Languages available | English, Japanese, Chinese | Docent interpretation available through reservation |

### About

Filming site of *Inspiring Generation*, the drama starred by Hallyu sensation Kim Hyun-joong and a historical space to explore Korea's modern history

- A symbolic place that embraces the ups and downs of Korea’s modern history from Japanese Imperialism until after Independence
- As a place where independence activists during the Japanese colonial era, and democracy movement leaders during the dictatorship era after independence were imprisoned, it opened as Seodaemun Prison History Museum in 1998 and is being run as an educational place
- Being a place with great historical significance, it is used as a filming place for historical dramas like *Inspiring Generation*

### Photos

- Museum entrance
- Museum overview
- Cell interior ①
- Cell interior ②
- Women’s cell overview
- Space for honoring within Museum

### How to Get There

- Subway Line 3 Dongnimmun Station Exit 5/ bus stop: Get off at Dongnimmun station (Central lane)

### Parking

- Use the Independence Park parking lot($900 won per 10 minutes for buses/$1,000 won for first 30 minutes, 300 won per 10 minutes afterwards for cars)

### Product Development TIP

- Can develop a traveling product by connecting with Gyeongbok Palace, Gwanghwamun and Jongno attractions
- Can develop a product by connecting with nearby Dongnimmun Gate, Independence Hall to learn about Korean modern history and independence movement leaders

### Nearby Attractions

- Independence Park/Seoul History Museum/Police Museum/Gyeongbokgung Palace/Gwanghwamun/Insa-dong
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Drop Top Myeongdong</th>
<th>Capacity</th>
<th>250~300 people</th>
</tr>
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<tbody>
<tr>
<td>Address</td>
<td>1st Floor Central Building Myeong-dong 10-1 Myeong-dong-1-ga, Jung-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Hyo-young</td>
<td>Phone</td>
<td>+82-2-3789-7801</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.cafedroptop.com">www.cafedroptop.com</a></td>
<td>Closed (Holidays)</td>
<td>Always open</td>
</tr>
<tr>
<td>Hours</td>
<td>Weekend/ Holidays</td>
<td>Payment method</td>
<td>Cash, credit card accepted (including foreign cards)</td>
</tr>
<tr>
<td>Price</td>
<td>Beverages, dessert</td>
<td>Languages available</td>
<td>Korean, English, Japanese</td>
</tr>
</tbody>
</table>

### About

‘Drop Top’, a filming site for popular dramas, including KBS drama *<Pretty Man>* starring Jang Geun Suk, *<King of Ambition>*, *<King’s Family>*; *<Wonderful Days>*

- After becoming famous as the filming site of multiple Hallyu dramas, foreign tourists of various nationalities, age, and gender have visited.
- Myeongdong store(Jun Ji Hyun CF), Gangnam IPark store(Pretty Man), Haldong Intersection store(Man In Love, King of Ambition)
- ‘Lovely Berry Mocca’, ‘Twinkle Mint Mocca’, known as ‘Matte Mocca’, are popular due to Jang Geun Suk effect in *<Pretty Man>*
- ‘Wonderful Days Haewonade’, Haewon(Kim Hee Sun)’s beverage in *<Wonderful Days>*
- Drop Top Myeongdong ; Drop Top's leading store, located in the middle of Myeongdong, the center of Seoul
- Can maintain a wide and open eyesight because it is structured to have multiple stories, and you can purchase premium coffee and hand-made dessert menus

### Photos

- Drop Top entrance
- Drop Top overview①
- Drop Top overview②
- Drop Top overview③
- Screen shot①
- Screen shot②

### How to Get There

- Subway Line 2 Euljiro 1-ga Station Exit ⑤ - Second alley - KEB building street 150m Myeongdong Skypark Hotel Central branch 1st floor

### Parking

- When ordering a menu, can use the hotel parking lot for an hour

### Product Development TIP

- Recommended as a leading resting space for shopping tourists where you can not only take a rest while shopping at Myeongdong, but also experience Hallyu dramas
- Can develop a ‘tradition + Hallyu experience’ product by connecting with Namsangol Hanok Village, Deoksu Palace, Seoul Global Cultural Tourism Center

### Nearby Attractions

- Myeongdong Tourism Information Center/Seoul Global Cultural Tourism Center/N Seoul Tower/Lotte Department Store/Namdaemun Market/Namsangol Hanok Village/Deoksu Palace/Everyising(managed by SM Ent)
Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Jangwi-dong Dolsan Ohdong Park Octagon Pavilion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Hawolgok-dong, Seongbuk-gu, Seoul</td>
</tr>
</tbody>
</table>

About

The filming site of *<The Innocent Man>*, starring Song Joong Gi, Jangwi-dong Dolsan Ohdong Park Octagon Pavilion

- The place where the heartbreaking parting scene of the protagonist in *<The Innocent Man>* was filmed
- Many people visit this place to drink beer in front of the Octagon Pavilion and appreciate the night view like the two main characters in the drama
- The filming place of the kiss scene in *<Potato Star>* , a sitcom starring Yeo Jin-gu , a next generation Hallyu actor
- Selected by Seoul Metropolitan Government as an excellent viewpoint in Seongbuk-gu, a romantic place where you can view Seoul in one eye.
- Located inside ‘Ohdong Green Park’, a large unit park that stretches from Gangbuk-gu to Seongbuk-gu
- Ohdong Green Park: Has physical facilities such as an artificial grass field, tennis courts and children playground, red clay therapy trail, and a walking trail

Photos

Octagon pavilion overview  Octagon pavilion night view  Broad flat rock

Trail to the pavilion  Day scene as seen from Dolsan  Night scene as seen from Dolsan

How to Get There

- Subway Line 6 Wolgok Station Exit 3 - From the ‘Dongduk Women’s University’ front gate, go 10 minutes toward ‘Aram Children House’ direction - Go up the hill road from ‘Aram Children’s House’ and enter park - Follow the trail stairs for 5 minutes until arrival

Parking

- Jangwi-1-dong Dongbanggogae public parking lot(9 Jangwi-dong 13-gil, Sungbuk-gu, Seoul), 300 won per 10 minutes

Product Development TIP

- Can develop a course in collaboration with *<The Innocent Man>* filming site located in nearby Jungryong-dong
- The house and village that the protagonist ‘Gangmaru’ lived in: Jungryong 3 dong

Nearby Attractions

- North Seoul Dream Forest /Dongmyo Flea Market/Dongdaemun Design Plaza(DDP)/Ewha Mural Village
**Thunder Chicken**

**Overview**
- **Place**: Thunder Chicken
- **Capacity**: Approximately 40 people
- **Address**: 216-2 Myeongryun-2-ga, Jongno-gu, Seoul
- **Manager**: Lim Min-sook
- **Reservation**: Reserve via phone a day before for group visits (02-744-5011)
- **Phone**: +82-2-744-5011
- **Closed (Holidays)**: Always open
- **Hours**: 12:00~ next day 02:00
- **Payment method**: Cash, credit card accepted (Including foreign cards)
- **Languages available**: English

**About**
- Enjoy Chi Maek (Chicken + Beer) at Jang Hye-sung's chicken place from <I Can Hear Your Voice>!
  - Filming site of the chicken restaurant that Jang Hye-sung (Lee Bo-young)'s mother runs in the Hallyu drama <I Can Hear Your Voice>
  - Processes domestic chicken daily, so you can taste fresh chicken
  - Crispy chicken, which is smooth and crisp, is popular
  - Can feel the young culture of Korea being close to Daehak-ro
  - Chinese tourists continue to increase (visits after watching Hallyu drama <I Can Hear Your Voice>)

**Photos**
- Thunder chicken overview
- <I Can Hear Your Voice> poster
- <I Can Hear Your Voice> scene

**How to Get There**
- Subway Line 4 Hyehwa Station Exit ④ - Go straight for approximately 250m - Cross the road toward Sunggyunkwan Univ. Intersection Dunkin Donuts - Go straight for approximately 150m - Located on the right side from Myeongryun Building

**Parking**
- Cheil parking lot(152-2 Myeongryun-2-ga, Jongno-gu, 1,500 won per 30 minutes)
- Jongmyo bus parking lot(Inui-dong, Jongno-gu, Seoul)

**Product Development TIP**
- Suitable for FIT tourists who want to experience Korean-style Chimaek (Chicken+Beer)
- Located at Daehak-ro and therefore, can develop a product that combines performance, shopping and various tourist attractions

**Nearby Attractions**
- Changdeokgung Palace/Changgyeonggung Palace/Jongmyo/Daehak-ro/Naksan Park
Dive into the Hottest Trends in Korean Culture
**Product Characteristics:** Themed courses that meet Seoul as shown in variety shows, K-pop that are leading the Hallyu syndrome

- **Mission locations from <Running Man>** that is receiving much love from in and out of Korea with its brilliant missions and members who have unique personalities
- **<We Got Married>'s date course** that draw satisfaction from viewers through virtual marriage between celebrities
- **K-pop Complete Conquest Course**, where you can learn K-pop and enjoy with all five senses

<table>
<thead>
<tr>
<th>AM 11:00</th>
<th>PM 13:30</th>
<th>PM 15:30</th>
<th>PM 20:00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>K-Culture Experience ①</strong></td>
<td><strong>K-Culture Experience ②</strong></td>
<td><strong>K-Culture Experience ③</strong></td>
<td><strong>K-Dinner</strong></td>
</tr>
<tr>
<td><img src="image1.png" alt="Image" /> Let's go! That place on TV</td>
<td><img src="image2.png" alt="Image" /> Let's do it! Like a Hallyu star</td>
<td><img src="image3.png" alt="Image" /> Let's do it! Like a Hallyu star</td>
<td><img src="image4.png" alt="Image" /> Let's taste it! Restaurants in TV</td>
</tr>
<tr>
<td>☑ Exciting &lt;Running Man&gt; mission locations</td>
<td>☑ Exciting &lt;Running Man&gt; mission locations</td>
<td>☑ Exciting &lt;Running Man&gt; mission locations</td>
<td>☑ Go to a restaurant from &lt;Running Man&gt;</td>
</tr>
<tr>
<td>☑ Visit places where &lt;We Got Married&gt; couples enjoyed a unique date</td>
<td>☑ Make a one-of-a-kind ring like a couple in &lt;We Got Married&gt;</td>
<td>☑ Converse reform experience like a &lt;We Got Married&gt; couple</td>
<td>☑ Enjoy a special dinner like a couple in &lt;We Got Married&gt;</td>
</tr>
<tr>
<td>☑ Learn K-pop dance</td>
<td>☑ That amusement park ride from PSY's music video! Indoor 'Disco Pang Pang'</td>
<td>☑ Feeling the heat of K-pop from the center of K-pop!</td>
<td>☑ Enjoy chicken and beer, a new Hallyu culture!</td>
</tr>
<tr>
<td>☑ Shopping time at a compound culture space full of souvenirs of K-pop stars</td>
<td>☑ Enjoy a hologram K-pop Performance that is more real than an actual show</td>
<td>☑ Visit a regular restaurant recommended by K-pop stars</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>AM 11:00</th>
<th>PM 13:30</th>
<th>PM 15:30</th>
<th>PM 20:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Hangeul Gaon-gil (Running Man)</td>
<td>DMC (Running Man)</td>
<td>Seoul Marina Club&amp;Yacht (Running Man)</td>
<td>Bar Sak (Running Man)</td>
</tr>
<tr>
<td>7</td>
<td>Ring Latte (We Got Married)</td>
<td>Coffee Mill (We Got Married)</td>
<td>Hansa Toy (We Got Married)</td>
<td>Parking in Plate (We Got Married)</td>
</tr>
<tr>
<td>8</td>
<td>re;code(series;corner) (We Got Married)</td>
<td>Pas de deux (We Got Married)</td>
<td>DEF Dance School (K-culture Experience)</td>
<td>ChiMc (K-culture Experience)</td>
</tr>
<tr>
<td>9</td>
<td>Gangnam Tourist Information Center (K-pop Experience)</td>
<td>Cube Studio&amp;cafe (Idol management company)</td>
<td>CJ E&amp;M Center (K-pop Experience)</td>
<td>Odarizip (K-pop Experience)</td>
</tr>
<tr>
<td>10</td>
<td>Twosome Coffee (Hongdae Teddy)</td>
<td>apM Taga Disco (K-culture Experience)</td>
<td>Klive (K-pop Performance)</td>
<td>Market O (K-pop star favorite)</td>
</tr>
</tbody>
</table>
Course 6

1 K-Culture Experience①_Hangeul Gaon-gil

2 K-Culture Experience②_DMC

3 K-Culture Experience③_Seoul Marina Club&Yacht

4 K-Dinner_Bar Sak
Overview

Place: Hangeul Gaon-gil
Address: 3 ~ 23-gil, Saemunan-ro, Jongno-gu, Seoul
Sejong Story(King Sejong statue) - Gwanghwamun Square - Gyeongbokgung Palace
- Sejongro Park - Sejong Center - Sejong Garden of Art - Hangul 10 Madang(Red Cross Center) - Hangeul Association - Doreum Green Park - Ju Si-geong house site(Yongbieocheonga)
(Total distance 2.5km / Time: 40 minutes)

Closed (Holidays)
- Sejong Story (King Sejong statue underground)
- Other places: Always open

Hours
- Sejong Story (King Sejong statue underground): 10:30~22:30
- Other places: Open 24 hours

About

<Running Man> ‘Experience the mission at Hangeul Gaon-gil, where the chase happened in <Running Man>’s ‘Seoul Sightseeing’ episode.

- ‘Hangeul Gaon-gil’ is a place where Gyeongbokgung Palace, the birthplace of Hangeul, Hangeul Association, which preserved Hangeul, and the site of Ju Si-kyeong’s house are located, and is the center of Hangeul which is full of history and hidden stories.
- Hangeul Gaon-gil refers to the area between Saemunan-ro 3-gil, that covers Gyeongbokgung Palace station to Keumho Art Hall, and Sejongdae-ro 23-gil behind the Sejong Center (‘Gaon’ is the pure Korean word for center, middle).
- I can also conduct a mission like Running Man “Hangeul Hide-and-Seek” - There are artistic sculptures of artists about Hangeul that are hidden around different spots on Hangeul Gaon-gil. By walking along Hangeul Story, find the 18 art pieces.

Photos

Red Cross Center
Sejong Story
Hangeul Association

Sejongro Park
<Running Man> filming site
Gwanghwamun Square

How to Get There
- Subway Line 5 Gwanghwamun Station Exit 2 - Go 30m to the rear - Gwanghwamun Square
- Jeokseon-dong parking lot(Jeokseon-dong 140-0), can park 20 large buses, 1,000 won per 10 minutes, 2,000 won per hour for large buses

Parking

Product Development TIP
- Recommend as a course where one can experience missions to find sculptures about Hangeul hidden in various places of “Hangeul Gaon-gil” and learn the history of Korean to visitors who are interested in Korean
- Can view Seoul’s beautiful scenes in the middle of the city, suitable for tourists who like street walking tours

Nearby Attractions
- Gyeongbokgung Palace/Ewha Village/Deoksu Palace Jeongdong-gil/IFC Mall/Yeouido Park/E-Land Cruise
**Overview**

**DMC (Digital Media City)**
- **Address**: 366 DMC, World cup buk-ro, Mapo-gu, Seoul
- **Website**: dmc.seoul.kr
- **Reservation**: Inquire via phone
- **Capacity**: Closed every Sunday
- **Hours**:
  - DMC: 10:00~17:00
  - Korean Film Museum: 10:00~18:00
- **Payment method**: Cash, credit card accepted (Including foreign cards)
- **Languages available**: English
- **Can accommodate large group**
- **Phone**: DMC: +82-2-309-7067
  - Korean Film Museum: +82-2-3153-2072

**DMC (Digital Media City)**, the filming site of movie <Avengers 2>, variety show <Running Man> and a rising tourist attraction

With a fascinating scenery with state-of-the-art facilities and sculptures that makes one feel as if he is in a future city, it is praised for its famous night view.

**DMC Tour Course Introduction**

<table>
<thead>
<tr>
<th>Media/IT Tour</th>
<th>State-of-the-art/Environment friendly tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMC▷Digital Pavilion▷Korea Culture Contents Center▷Millenium Eye</td>
<td>DMC▷Digital Pavilion▷Korea Culture Contents Center▷Millenium Eye▷World Cup Park▷World Cup Stadium</td>
</tr>
</tbody>
</table>

- A half-day course where you can enjoy state-of-the-art facilities by living in the near future. A half-day course to see new facilities from the near future and various attractions related to movies.
- A course where you can enjoy various culture experiences like taking a Media&IT tour, viewing Hangang and the World cup stadium at the Environment Friendly Park, watching the newest screening movies(CGV), and shopping(Homeplus, World Cup shopping mall).

**Photos**

DMC overview, DMC night scene ①, DMC night scene ②, DMC night scene ③, <Avengers 2> filming site, DMC night scene ④

**How to Get There**

- **Subway Line 6 Digital Media City Station Exit ③**: Go straight for 200m - Turn right at Sangam Intersection - Go straight for 800m

**Parking**

- Can use the parking lot for free when visiting the DMC, can park two 25-person vehicle

**Product Development Tip**

- The Korea Movie Museum is located at DMC Culture Contents Center, so it can be recommended to foreign tourists interested in Korean movies as a Hallyu culture experience course.
- ‘Korea Movie Museum’ is Seoul’s only movie museum, where you can explore Korean movie history, meet the most famous actress characters for each era, and experience a silent movie at the silent movie theater.
- Can enjoy various movies for free at the ‘Cinema Tech’ movie theater (www.koreafilm.or.kr/cinema)

**Nearby Attractions**

- Haneul Park/Noel Park/Hongdae Street/Hapjeong Station Cafe Street/Sunyudo Park
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th><strong>Seoul Marina Club&amp;Yacht</strong></th>
<th>Capacity</th>
<th>Yacht</th>
<th>Convention Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>160 Yeouiseo-ro, Yeouido-dong, Yeungdengpo-gu, Seoul</td>
<td>Yacht: Maximum 24 people</td>
<td>Always open (except for Lunar New Year, Chuseok day)</td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Park Hye Jung</td>
<td>Phone</td>
<td>+82-2-3780-8400</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.seoul-marina.com">www.seoul-marina.com</a></td>
<td>Closed (Holidays)</td>
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</table>

<table>
<thead>
<tr>
<th>Price</th>
<th>Capacity</th>
<th>Price</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cruiser Yacht</strong></td>
<td>1 person</td>
<td>15,000 won/hour</td>
<td>Weekday 15:00~20:00</td>
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<td></td>
<td>8-person</td>
<td>120,000 won/hour</td>
<td>Weekend 13:00~20:00</td>
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<tr>
<td><strong>Power Yacht</strong></td>
<td>12-person</td>
<td>600,000 won/hour</td>
<td>Restaurant 11:30~15:00</td>
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<tr>
<td><strong>Beaser Boat</strong></td>
<td>24-person</td>
<td>336,000 won/hour</td>
<td>17:30~22:00</td>
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</table>

<table>
<thead>
<tr>
<th>Reservation</th>
<th>Payment method</th>
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</thead>
<tbody>
<tr>
<td>Reserve at least 3 days before via phone</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
</tbody>
</table>

### About

**A luxury leisure experience that anyone can enjoy when coming to Seoul, Seoul Marina Club&Yacht**

- Received people's interest after coming out on *<Running Man>*, and became a place for a unique experience
- Seoul Marina Club&Yacht is Korea's first marina that has a pontoon to use the yacht, a resting place called the Marina Center, and a training center
- What is a marina? A general name for a port that has mooring, harbour, land and resting facilities
- Seoul Marina Club&Yacht possesses various boats including Dingy yacht, cruise yacht, power yacht, beaser boat
- Provides regular sailing and rental service to regular people
- Provides sailing service by expert sailing personnel so that even beginners can use

### Photos

- **Seoul Marina Club&Yacht**
- **Sail yacht overview**
- **<Running Man> filming scene**

### How to Get There

- Subway Line 2 Dangsan Station Exit 4 - Go down to the bridge - Walk 15 minutes toward the National Assembly Hall - Seoul Marina Club&Yacht

### Parking

- Seoul Marina parking lot (located within Yeouido Hangang) free parking, approximately 100 vehicles

### Product Development TIP

- Because it is easily accessible being located in the middle of the city, it can be recommended as a unique experience course to enjoy in Seoul
- The 1st, 2nd, 3rd, 4th floors of the Marina Center have a convention hall that can accommodate 200 people at once, so it can be recommended for various events or parties

### Nearby Attractions

- Yeouido National Assembly Hall/IFC Mall/Ttukseom Resort/63 Building
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Bar Sak</th>
<th>Capacity</th>
<th>50 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>28 Jandari-ro-6-gil, Mapo-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Seok Gi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-322-0206</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closed (Holidays)</td>
<td>Always open (Except for Lunar New Year, Chuseok day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>16:00~23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>5 hand-made fries, 4,800 won</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 hand-made fries, 9,300 won</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instant tteok-bokki, 6,800 won</td>
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<tr>
<td></td>
<td>Spicy seafood tteok-bokki, 4,800 won</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Languages</td>
<td>English</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

The taste that Running Man members fell in love with, a Hongdae hand-made fries dish place, ‘Bar Sak’
- Bar Sak is a fries place where you can taste dishes made on the spot using fresh seafood, vegetables, fruits
- Introduced in <Running Man> Hongdae restaurant episode as a fries course place, and is popular among foreign tourists
- Unique snack place that resembles a pub where you can enjoy salad, grills, and various fries with beer, along with street food like tteok-bokki and fries

### Photos

- Bar Sak overview
- Bar Sak 2nd floor overview
- Bar Sak outdoor table

- <Running Man> filming scene 1
- <Running Man> filming scene 2
- Bar Sak's best menu Fries

### How to Get There

- Subway Line 2 Hapjeong Station Exit ③ - Go straight for 300m - Turn right at Seogyo-dong Intersection and go straight for 100m - Turn left and go straight for 100m - Bar Sak

### Parking

- Hongdae west side public parking lot, can park 180 vehicles, 500 won per 10 minutes, can park two large buses

### Product Development TIP

- Has the space to accommodate a large group of people, so it can be recommended to group tourists who want to enjoy Korea’s street food
- Suitable for family tourists because it has not only snacks that young people like, but also various menus that adults can enjoy

### Nearby Attractions

- Hapjeong-dong Cafe Street/Ewha Women’s University Walking Street/Dongdaemun Fashion Town
1 K-Culture Experience ① Ring Latte

2 K-Culture Experience ② Coffee Mill

3 K-Culture Experience ③ Hansa Toy

4 K-Dinner_Parking In Plate
Ring Latte

**Overview**

<table>
<thead>
<tr>
<th>Place</th>
<th>Ring Latte</th>
<th>Capacity</th>
<th>14 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>2nd floor, 9 19-gil, Neungdong-ro, Gwangjin-gu, Seoul (Hwayang-dong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Bae Gab</td>
<td>Phone</td>
<td>+82-2-465-3456</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.bantte.co.kr">www.bantte.co.kr</a></td>
<td>Closed (Holidays)</td>
<td>Closed every Wednesday</td>
</tr>
<tr>
<td>Reservation</td>
<td>Phone, Website board</td>
<td>Hours</td>
<td>10:00~20:00</td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Couple ring</td>
<td>50,000 won per piece (2 people 100,000 won)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Couple bracelet</td>
<td>50,000 won per piece (2 people 100,000 won)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gemstone bracelet</td>
<td>15,000 won per piece</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Price**

- Couple ring: 50,000 won per piece (2 people 100,000 won)
- Couple bracelet: 50,000 won per piece (2 people 100,000 won)
- Gemstone bracelet: 15,000 won per piece

**Payment method**

- Cash, credit card accepted (Including foreign cards)

**Languages available**

- English, Chinese

**About**

A place where you can make a one-of-a-kind couple ring and couple bracelet, the work shop that came out in *<We Got Married>*

- Became known for the place where Wooyoung and Saeyoung made their beautiful couple item
- Popular among many couples who want to make their own symbol of love
- Can create rings, bracelets, earings, necklace pendants using silver and can make them with the design of your choice
- Can experience with the help of an expert, and crafted 100% hand-made
- Takes 1 hour 30 minutes ~2 hours from design to completion

**How to Get There**

- Subway Line 7 Children Grand Park Station Exit 4 - Paris Baguette - The building next door - Ring Latte

**Parking**

- Can park 2 vehicles for free (Large bus parking : Children Grand Park parking lot, 900 won per 10 minutes)

**Product Development TIP**

- Because you can choose the materials, design, and even make it yourself, it is a product that is suitable for giving a special present to a loved one Can recommend as a unique date course in Seoul

**Nearby Attraction**

- Seoul Children Grand Park/Achasanseong(Cultural asset of Gwangjang-dong, Gwangjin-gu Gwangjang)/Ttukseom Resort/Seoul Forest
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Coffee Mill</th>
<th>Capacity</th>
<th>Approximately 20~25 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>102-1 Hwa-dong, Jongno-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Lee Kyeong Hwan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-732-7656</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reservation</td>
<td>Foreigner Reserve via phone</td>
<td>Domestic Visit</td>
<td>Closed (Holidays)</td>
</tr>
<tr>
<td>Price</td>
<td>Coffee 4,500 ~ 8,000 won</td>
<td>Shave ice 6,000 won</td>
<td></td>
</tr>
<tr>
<td>Payment</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>08:30~22:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Languages</td>
<td>English, Japanese</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

Coffee Mill, where you can enjoy a date like a <We Got Married> couple
- After the cafe was broadcasted on <We Got Married>, not only Hallyu tourists but also domestic visitors increased greatly
- With cute props and a vintage atmosphere, it is popular among couples as a place for romantic date or a special date
- Roasts beans every day, provides fresh coffee and sells coffee bean
- When taking out, can purchase at a discounted price(Americano 2,500 ~ 5,000 won)
- Sells coffee bean 100g (7,000 ~ 10,000 won), 200g (12,000 ~ 18,000 won)
- Provides a 1 minute portrait for 1,000 won to guests who ordered a beverage

### Photos

Coffee Mill overview | Takeout | 1 minute portrait

Coffee Mill interior overview | Coffee brewing machine | Cute props

### How to Get There
- Subway Line ③ Anguk Station Exit ② - Go straight for approximately 200m - Turn left toward Bukchonro-5-gil
- Go straight for approximately 200m - Turn right toward Bukchonro-5-ga - Go straight for approximately 50m - Coffee Mill

### Parking
- Insa-Madang-West public parking lot 45 vehicles (Gyeonji-dong, Jongno-gu, 08:00~22:00, 800 won per 10 minutes)
- Nakwon Sangga and public parking lot 20 vehicles (Nakwon Sangga, Jongno-gu, 1,000 won per 10 minutes)

### Product Development TIP
- A unique experience is possible unlike other cafes and can obtain a 1 minute portrait
- It is nearby Bukchon traditional craft work experience hall and Bukchon training exhibition hall, so it can be developed into a product that connects with a handicraft workshop experience program
- Develop into a day course by connecting with Bukchon Hanok Village, Samcheong-dong Cafe Street

### Nearby Attractions
- Bukchon Hanok Village/Insa-dong/Samcheong-dong Cafe Street/Sajik Park/Sejong Village Food Culture Street
# Hansa Toy

**Hansa Toy (HANSA TOY)**

<table>
<thead>
<tr>
<th>Place</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>50 people</td>
</tr>
<tr>
<td>Address</td>
<td>639-6 Sinsa-dong, Gangnam-gu, Seoul</td>
</tr>
<tr>
<td>Manager</td>
<td>Jung Ji Won</td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-790-1381</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.hansatoy.kr">www.hansatoy.kr</a></td>
</tr>
</tbody>
</table>

**Overview**

**Address:** 639-6 Sinsa-dong, Gangnam-gu, Seoul

**Manager:** Jung Ji Won

**Phone:** +82-2-790-1381

**Website:** www.hansatoy.kr

**Capacity:** 50 people

**Closed:** (Holidays)

**Always open:** (Except for Lunar New Year, Chuseok day)

**Price:** Check website

**Languages available:** English, Japanese

**Hours:** 10:30~22:30

**Payment method:** Cash, credit card accepted (Including foreign cards)

**About**

A romantic date place of Wooyoung and Saeyoung in *<We Got Married>*

- Hansa Toy is an animal doll brand that started in Australia in 1972, and its dolls are similar to actual animals as if they are stuffed animals.
- Hansa Toy Apgujeong is the world’s first Hansa Toy flagship store and possesses approximately 700 types of animal dolls.
- Animals that have been reproduced in detail, from small mouse to actual size giraffes, elephants, and even zebras, are being displayed.
- On the rooftop and basement, a cafe where you can drink tea with animal dolls is prepared.

**Photos**

- Hansa Toy outside
- *<We Got Married>* filming site
- Hansa Toy interior overview ①
- Hansa Toy interior overview ②
- Hansa Toy interior overview ③
- Hansa Toy rooftop cafe

**How to Get There**

- Subway: Bundang Apgujeong Rodeo Station Exit ⑥ - Go straight for 5 minutes - 10m into Shinhan Bank alley - Hansa Toy

**Pricing**

- Hansa Toy parking lot (664-23 Sinsa-dong, Gangnam-gu, Seoul) can park 30 vehicles, 1,000 won per 10 minutes/can park two large buses, 2,000 won per 10 minutes.

**Product Development TIP**

- Since you can view the toys that are exhibited in the store and freely take photos, it can be developed as a product targeting tourists in their 20s who like a unique experience or family tourists.
- Can recommend as a unique Seoul date course for FIT tourists who want a different style of date by connecting with Cheongdam Luxury Fashion Street.

**Nearby Attractions**

- Galleria Luxury Hall/SM Ent/Dosan Park/Apgujeong Rodeo/Sinsa-dong Garosu-gil
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Parking In Plate</th>
<th>Capacity</th>
<th>60 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>21-5 Myeongdong-8-gil, Jung-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Jung Ha Yool</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reservation</td>
<td>Inquire via phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>Bacon Potato Pizza 13,900 won</td>
<td>Hours 11:00~23:00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Salad Pasta 12,900 won</td>
<td>Payment method Cash, credit card accepted (Including foreign cards)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pork Neck Steak 19,900 won</td>
<td>Languages available English, Japanese</td>
<td></td>
</tr>
</tbody>
</table>

### About

- **A special date course where you can have a meal inside an actual car or at a table, Parking In Plate!**
  - The place where <We Got Married> Wooyoung an Saeyoung had their first dinner, it is a restaurant that has a unique concept by being decorated with actual car exterior structure and various automobile parts
  - The most popular menu at ‘Parking In Plate’ is the scooping pizza
  - The salad pasta enhances a refreshing taste with fresh vegetables and special sauce and has low calories, making it a popular menu among ladies who are sensitive about dieting

### Photos

- Parking In Plate entrance
- <We Got Married> filming scene
- Parking In Plate 2nd floor overview
- Parking in Plate indoor overview
- Bacon Potato Pizza
- Parking in Plate 1st floor overview

### How to Get There

- Subway Line ② Exit ⑤ - Turn right after going straight for 100m - Go straight for 300m - 2nd floor across from MU Myeongdong
- Subway Line ⑦ Exit ⑦ - Myeongdong Station CGV - Go straight for 200m - Turn right at ZARA store - Parking In Plate

### Parking

- Myeongdong private parking lot, can park 30 vehicles, 3,000 won for first 30 minutes, 1,000 won per 10 minutes afterwards

### Product Development TIP

- Can develop into a Hallyu package product since it is located in Myeongdong, the center of shopping, and can enjoy Hallyu shopping and experience simultaneously at the same place
- Can develop a product targeting Southeast Asian tourists in their 20s and 30s who like <We Got Married>, and have a lot of interest in Korean celebrities

### Nearby Attractions

- Myeongdong Shopping Street/Namsangol Hanok Village/N Seoul Tower/Jeongdong Observatory/Seoul Museum of Art
Course 8

1. K-Culture Experience ①_re:code(series:corner)

2. K-Culture Experience ②_Pas de deux

3. K-Culture Experience ③_DEF Dance School

4. K-Dinner_Chimc
re;code (series;corner)

<table>
<thead>
<tr>
<th>Overview</th>
<th>re;code(series;corner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>244 Itaewon-ro Hannam-dong, Yongsan-gu, Seoul</td>
</tr>
<tr>
<td>Manager</td>
<td>Park Han Ol(82-10-7124-7379)</td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-797-0710</td>
</tr>
<tr>
<td>Website</td>
<td>re-code.co.kr</td>
</tr>
<tr>
<td>Closed</td>
<td>Always open (Holidays)</td>
</tr>
<tr>
<td>Reservation</td>
<td>Reservation unnecessary</td>
</tr>
<tr>
<td>Hours</td>
<td>11:00~20:00</td>
</tr>
<tr>
<td>Price</td>
<td>Different depending on item</td>
</tr>
<tr>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
<tr>
<td>Languages available</td>
<td>Korean</td>
</tr>
</tbody>
</table>

### About

Like a <We Got Married> couple, enjoy a unique date at a unique brand shop 'RE;CODE'

- In <We Got Married>, introduced as a date place where 'Jeong Jinwoon(2am)', 'Ko Junhee' couple did a cloth reform experience
- 're;code', an upcycling & redesign brand located inside the new complex culture editing shop 'series:corner'
- series:corner: A editing shop consisted of five independent spaces with different concepts inside a large shop
- re;code: Transforms material that are to be thrown away such as clothes stocks, military wear through collaboration with independent designers and sells the reproduced products. A brand that shares a consumer culture that has a value beyond fashion
- Sells products that do not follow a trend, are scarce, and have good durability
- Uses fabric from clothes, tent, and parachutes that the military disposes of and has strong durability and a unique color, vintage feel drawn from its military roots

### Photos

- Shop outdoor overview 
- Shop outdoor overview 
- Indoor overview 

### How to Get There

- Subway Line 6 Hangangjin Station Exit ③ - Go straight for 500m toward Itaewon

### Parking

- Hangangjin Station public parking lot(10-84 San Hannam-dong, Yongsan-gu), 300 won per 10 minutes, Always open 24 hours

### Product Development TIP

- Recommend as a vintage, unique shopping tour course by connecting with nearby ‘Itaewon Antique Furniture Street’ and ‘Dottegi Market’

### Nearby Attractions

- Hannam-dong Cafe Street/Itaewon World Food Culture Street/Hongdae/Apgujeong Rodeo
Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Pas de deux</th>
<th>Capacity</th>
<th>Approximately 30 people</th>
</tr>
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<tbody>
<tr>
<td>Address</td>
<td>36 46-gil, Apgujeong-ro, Gwangnam-gu, Seoul (Sinsa-dong 644-20)</td>
<td>Phone</td>
<td>+82-2-545-3971</td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Ji Yeon</td>
<td>Closed</td>
<td>Always open (Except for Lunar New Years, Chuseok day)</td>
</tr>
<tr>
<td>Website</td>
<td>Website : <a href="http://www.chocolatier.co.kr">www.chocolatier.co.kr</a></td>
<td>Blog : <a href="http://www.pasdedeux.kr">www.pasdedeux.kr</a></td>
<td>Hours</td>
</tr>
<tr>
<td>Reservation</td>
<td>Reserve via phone for groups (+82-2-545-3971)</td>
<td>Payment method</td>
<td>Cash, credit card accepted</td>
</tr>
<tr>
<td>Price</td>
<td>Menu</td>
<td>Hand-made chocolate : 3,000 won/piece</td>
<td>Discounts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Green tea Coonc Chocolat : 9,900 won</td>
<td>Languages available</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chocolatier : 8,500 won</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Payment method</td>
<td>Cash, credit card accepted</td>
</tr>
<tr>
<td></td>
<td>Discount</td>
<td>When visiting with 10 or more people, 20% discount to customers who purchased more than 50,000 won</td>
<td>Languages available</td>
</tr>
</tbody>
</table>

About

The sweet place where they met for the first time in <We Got Married>, Apgujeong hand-made chocolate cafe
- Korea’s first hand-made chocolate cafe run by the country’s first chocolatier (Kim Sungmin)
- The interior is antique, including the beautiful chandeliers, making it popular as a filming place
- Various interviews were shot for TV shows including <We Got Married>, KBS <Entertainment Weekly>
- <We Got Married> video clip is repeatedly played through the TV inside the cafe, filming photos are on exhibition, sells beverage menus that celebrities drank
- Sells Korean hand-made chocolate using various ingredients
- <We Got Married> popular menus, green tea coonc chocolat and ginseng chocolatier, ginger chocolate etc.

Photos

Store outside

Store interior ①

Store interior ②

Menu display stand

<We Got Married> repeated screening

<We Got Married> popular menu

How to Get There
- Subway Line Bundang Apgujeong Rodeo Station Exit ⑥ - Go straight for 5 minutes on foot - Turn left at Kookmin Bank alley and walk 2 minutes

Parking
- Dosandae-ro 45-gil parking lot (Sinsa-dong 651-0), can park 46 vehicles, 700 won per 10 minutes, 1,400 won per 10 minutes after 2 hours

Product Development TIP
- Hansa Toy (refer to Course 7-3), located 5 minutes away. Can recommend a 2PM Wooyoung <We Got Married> filming site course for FIT tourists
- There is a 20% discount when visiting with 10 or more people, and the space is wide as well, so it can be recommended for group tourists

Nearby Attractions
- Apgujeong Rodeo Street/Sinsa-dong Gorosu-gil & Serosu-gil/Express Bus Terminal basement arcade (Goto Mall)
Hallyu2 Dive into the Hottest Trends in Korean Culture

DEF Dance School

Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>DEF Dance School Gangnam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity</td>
<td>100 people</td>
</tr>
<tr>
<td>Address</td>
<td>25 Yeoksam-ro 65-gil, Gangnam-gu, Seoul (Gunhyung Building 2, 3, 4F Daechi-dong)</td>
</tr>
<tr>
<td>Manager</td>
<td>Woo Eun Young</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.defdance.com">www.defdance.com</a></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-557-2805</td>
</tr>
<tr>
<td>Closed (Holidays)</td>
<td>Mon~Sun (closed on legal holidays)</td>
</tr>
<tr>
<td>Phone reservation</td>
<td>(+82-2-557-2805)</td>
</tr>
<tr>
<td>Website reservation</td>
<td>(<a href="mailto:defmusic@hanmail.net">defmusic@hanmail.net</a>)</td>
</tr>
<tr>
<td>Hours</td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td></td>
</tr>
</tbody>
</table>

Price

- Individual: 60,000 won (1:1 lesson/hour)
- 1-time Experience:
  - When participating in existing class (1 hour 30 minutes): 17,000 won/person
  - When opening a class for travel agency (1 hour): 20,000 won/person
- Payment method: Cash, credit card accepted (including foreign cards)
- Languages available: English, Japanese, Chinese

*Refer to timetable on website

About

13 years of tradition, conquer K-POP dance at Korea’s first dance school!
- Serve as dance supervisor and train not only local stars but also famous overseas singers
- A prestigious dance school that was introduced in various overseas media
  - Introduced through media such as New York Times(US), Reuters(UK), AFP(France), Stern(Germany), and Economic Times(Hong Kong)
- Conduct from basic dance lessons for regular people to workshops for the world’s best dancers
- Provides training in various genres such as K-POP dance, Hiphop dance, Urban dance, Sexy dance

Photos

Lesson studio overview ① Lesson studio overview ② Locker room

Lesson World K-Pop fan club leaders visit New York Times coverage

How to Get There

- Subway Line 2 Seolleung Station Exit ①, walk 5 minutes

Parking

- Keumkang Tower parking lot(889-13 Daechi-dong, Gangnam-gu, 2,000 won per 30 minutes)

Product Development TIP

- Can develop a one-day K-pop experience product in collaboration with DEF Music Academy(Vocal, rap, guitar classes, Inquiries : 82-2-557-2805)
- If it is difficult to use the Gangnam center, other branches are also available

Nearby Attractions

- COEX/Gangnam Tourist Information Center/Pro Ganjang Gejang/Express Bus Terminal basement arcade(Goto Mall)
Overview

Place | ChiMc Yeoksam  | Capacity | 90 seats
---|---|---|
Address | 26 37-gil, Tehran-ro, Gangnam-gu, Seoul
Manager | Cho Seok Hoon
Website | www.chimc.co.kr
Reservation | Reserve via phone(82-2-564-1492)
Price | Crispy chicken 19,000 won
Original chicken 18,000 won
Fish and chips 24,000 won

About

A pub restaurant where you can enjoy ‘ChiMc’ that Cheon Song-yi from <My Love From the Star> loved
- A place where you can enjoy an upgraded version of the chicken and beer that Koreans love
- The English style fish&chips, which originally could only be found overseas, is reborn with a new way
- Provides fish fried with beer dough, along with potato fries, chimaek pickles and home made sauce
- Famous hand-made burger brand ‘Kraze’ launches based on existing know-how
- With an interior that emphasizes the modern image of black and white, you can enjoy the chimaek culture of Korea in a very fashionable way

How to Get There
- Subway Line 2 Yeoksam Station Exit 8, walk 5 minutes - Enter Kookmin Bank street and behind Renaissance Seoul Hotel
- Daemyeong paid parking lot in front of ChiMc Yeoksam(Free for first hour, 1,000 won per 10 minutes afterwards, valet parking fee is free)

Product Development TIP
- Recommend as a high quality dinner course by collaborating with other filming sites of <My Love from the Star>
- Recommend as a Korean culture experience course for foreign tourists who are highly interested in Korean food and culture due to Hallyu

Nearby Attractions
- Gangnam Tourist Information Center/DEF Dance School/Pro Ganjang Gejang/Express Bus Terminal basement arcade(Goto Mall)
1. K-Culture Experience ①_Gangnam Tourist Information Center

2. K-Culture Experience ②_Cube Studio&cafe

3. K-Culture Experience ③_CJ E&M Center

4. K-Dinner_Odarizip
<table>
<thead>
<tr>
<th>Place</th>
<th>Capacity</th>
<th>Address</th>
<th>Manager</th>
<th>Phone</th>
<th>Website</th>
<th>Phone</th>
<th>Website</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gangnam Tourist Information Center</td>
<td>50 people</td>
<td>161 Apgujeong-ro, Gangnam-gu, Seoul</td>
<td>Jin Bora, Lee Young-eun, Jin Seul Ah</td>
<td>+82-2-3445-0111</td>
<td>tour.gangnam.go.kr</td>
<td>Closed (Holidays)</td>
<td>Always open (Except on holidays)</td>
<td>Eqqery reservation a week before visit is required (<a href="mailto:gangnamtic@gmail.com">gangnamtic@gmail.com</a>)</td>
</tr>
</tbody>
</table>

### Overview

- **Gangnam Tourist Information Center, first to open in Gangnam**
  - Provide convenient and trustworthy tourist information and service to over 2 million foreign tourists annually
  - Media tour, Hallyu themed experience, tourist guide, currency exchange service are available in one-stop at the center
  - Receive more various tourist information, how FIT and group tourists are registering and suitable for taking a rest

### About

**Major Facilities**

- **Tourist Information Desk**
  - A tourism information desk that provides service in English, Chinese, Japanese
  - Provides performance tickets, transportation card sales, luggage storage and tourist related services
  - City tour and hotel reservation service from a travel agency

- **Currency exchange & Lounge**
  - Installed mandatory convenient facilities for foreign visitors such as currency exchange shops, ATM, and lounge
  - Coffee lounge, coin locker, free Internet lounge, Free Wi-fi

- **Medical Tourist Center**
  - Medical tour information desk, consulting and experience zone

- **Digital Experience Zone**
  - Digital Hallyu Experience: Large LED, mobile experience, virtual reality

- **Hallyu Star Experience Zone**
  - A photo zone where you can wear clothes and transform into a star at mini sets of dramas, movies, and K-pop

- **Hallyu Souvenir Zone**
  - Hallyu related goods and souvenir exhibition and sales

### Photos

- Gangnam Center night scene
- Tourist Information Desk
- Hallyu Experience Hall multi vision
- Drama zone
- Hallyu Experience Hall Clothes
- Gift shop

### How to Get There

- **Subway Line 3** Apgujeong Station Exit 6 - Go straight for approximately 100m

### Parking

- Apgujeong public parking lot (Free for an hour, can park large buses (Reservation required))

### Product Development TIP

- Easily approachable since it is close to Apgujeong Station and the departing station of the Gangnam City Tour Bus is installed in front of the center
- Can develop a Hallyu tour product since entertainment companies of Hallyu stars are nearby in the Cheongdam-dong area

### Nearby Attractions

- Apgujeong Rodeo Street/Hyundai Department Store Apgujeong/Sinsa-dong Garosu-gil/Cheongdam Luxury Fashion Street
**Cube Studio&cafe**

**Place**  
Cube Studio&cafe  
Capacity 60 seats

| Overview |  
| --- | --- | --- |
| Place | Cube Studio&cafe | Capacity | 60 seats |
| Address | 48 79-gil Apgujeong-ro, Gangnam-gu, Seoul |  
| Manager | Ha Kyeong Hee | Phone | +82-2-548-7720 |
| Website | www.cubeent.co.kr | Closed (Holidays) | Every January 1st |
| Reservation | Cannot make reservations | Hours | 10:00~22:50 |
| Price |  
| Beverages | 3,500 ~ 6,000 won | Payment method | Cash, credit card accepted (Including foreign cards) |
| Props | 5,000 ~ 60,000 won | Languages available | English |

**About**

‘Cube Studio&cafe’, the artist complex managed by Cube Ent.

- **Cubee entertainment**: The entertainment company where Hallyu stars like Rain, Beast, Four Minute, G-Na, BtoB, Roh Ji-hoon are associated with.
- **Studio**: 1st floor cafe is a space for communication, 2nd floor Studio is for artists, and an outdoor cafe that is decorated with the images of the company’s stars.
- **1F cafe**: Limited version of albums, props by stars of Cube Ent that can only be bought at Cube Studio are displayed and coffee, tea, frappe, and sandwich with Cube logo are sold.
- **2F studio**: Divided into dance practice space, band training space, and songwriting space.

**Photos**

- Outside  
- Hallyu star albums  
- Hallyu star souvenirs  
- Hallyu star hand printing  
- Outdoor Cube cafe entrance  
- Outdoor Cube cafe

**How to Get There**

- Subway Line 7 Cheongdam Station Exit 9 - Go straight 550m until Cheongdam Intersection - Cross the crossroad and go straight - Turn right on the first alley - Go straight for 380m - Located on the right

**Parking**

- Cheongdam parking lot, can park 84 vehicles, 1,800 won for first 30 minutes, 600 won per 10 minutes afterward

**Product Development Tip**

- Over 50% of foreign tourists are from Japan and their cafe usage rate, and purchase rate are both high
- Can buy limited products related to stars of Cube Entertainment (Album, props)
- Can develop a Hallyu themed product by connecting with JYP Entertainment, SM Entertainment, Gangnam Tourist Information Center

**Nearby Attractions**

- JYP, Cube, SM, FNC Entertainment/Apgujeong Rodeo Street/Cheongdam Luxury Fashion Street/Galleria Department Store Luxury Hall
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>CJ E&amp;M Center</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>66 Sangamsan-ro, Mapo-gu, Seoul(Sangam-dong)</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.cjenm.com">www.cjenm.com</a></td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>+82-1566-2226</td>
</tr>
</tbody>
</table>

### About

The heat of K-pop felt at the CJ E&M center, the hub of K-pop

- Broadcasting/Celebrity shooting studio, restaurants, cafes are inside the building, and you can have a studio experience and also eat meals
- M! Countdown viewing : Every Thursday 17:00~19:30(Approximately 2 hours and 30 minutes), first-come-first-serve entrance
- Open Studio : Maeil Wide news 17:00~18:00(1 hour)
- Triple Crown Zone : Exhibition space of hand printing by singers who have made M! Countdown #1 rank for three weeks in a row
- 1F Coldstone, Twosome Place, Olive Young, Bibigo
- M! Countdown Hallyu Experience tour product(CJ E&M broadcasting system center tour & Digital Media City tour, 02-371-6384 )

### Photos

- CJ E&M center overview
- CJ E&M center overview
- Open studio
- Multi studio
- Triple Crown Zone
- 1st floor interior

### How to Get There

- Subway Line 6 Gyeongui Line AREx DMC(Digital Media City) Station Exit ⑨ - Go straight for approximately 500m - Turn left at SBS Prism Tower - Go straight for approximately 200m

### Parking

- Building B2~B6 floors underground parking lot : Can park approximately 1,200 vehicles (500 won per 10 minutes)

### Product Development TIP

- Can develop a walking trip product by connect with Artfence street museum Artpia road, the longest in the world
- Can develop a Hallyu themed product that targets FIT tourists who want to meet K-pop stars in person

### Nearby Attractions

- Digital Media City/Digital Pavilion/DMC/DMC Park/World Cup Park
**Overview**

**Place**
- **Odarijip Myeongdong**
- Capacity: 70 seats (2nd, 3rd floor)

**Address**
- 28 Myeongdong-8-na-gil, Jung-gu, Seoul

**Manager**
- Park Sung Hyun (010-3387-8184)

**Website**
- www.odarizip.com

**Reservation**
- Reserve via phone (82-2-778-6767)

**Price**
- Varies by menu (4,000 won~)

**Price**
- Closed (Holidays) - Always open

**Payment method**
- Cash, credit card accepted (Including foreign methods)

**Languages available**
- Japanese

**About**

**A restaurant with an entirely new concept, where you can enjoy delicious Korean food with live K-pop performances**

- Daily K-pop performances by idol group 'Pure Boy' and 'The Soul' on the third floor of the restaurant
- The Soul: A 3-person R&B group that debuted in 2010
- Provides an opportunity to take photos with artists after performances, hug them and receive an autograph

**Space Introduction**

<table>
<thead>
<tr>
<th>Floor</th>
<th>Menu</th>
</tr>
</thead>
<tbody>
<tr>
<td>2F</td>
<td>Regular meal: Hamheung Naengmyeon/SSambab/Bean sprout Rice soup/Bean paste tofu etc.</td>
</tr>
<tr>
<td>3F</td>
<td>Course or set menu + K-pop live Performance: Ganjang Gejang Course/Meat Course (Can order with 2 or more people)</td>
</tr>
</tbody>
</table>

**How to Get There**
- Subway Line 4 Myeongdong Station Exit 6 - Turn left on the first alley in the main street and go straight for 150m - Located on the right

**Parking**
- Lotte Department Store parking lot (1-0, Sogong-dong, Jung-gu), 3,000 won for first 30 minutes, 1,000 won per 10 minutes afterwards

**Product Development TIP**
- A famous attraction for K-pop manias, the trend is being observed in Japan (over 60%), China, United States, and even France
- Suitable as an experience course when developing a K-pop tour product, and the tourist satisfaction is very high
- Located at Myeongdong and easy to collaborate with accommodations and nearby attractions

**Nearby Attractions**
- Myeongdong Shopping Stree/N Seoul Tower/Lotte Department Store/Namsangol Hanok Village
Course 10

1 K-Culture Experience ① Twosome Coffee (Hongdae Teddy)

2 K-Culture Experience ② apM Taga Disco

3 K-Culture Experience ③ Klive

4 K-Dinner_Market O
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Twosome Coffee (Hongdae Teddy)</th>
<th>Capacity</th>
<th>Approximately 60 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>102 Wausan-ro, Mapo-gu, Seoul (Seogyo-dong)</td>
<td>Phone</td>
<td>+82-2-325-8860</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.twosome.co.kr">www.twosome.co.kr</a></td>
<td>Hours</td>
<td>Open 24 hours</td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td>Payment method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
<tr>
<td></td>
<td>Coffee</td>
<td>3,300 ~ 5,800 won</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shaved ice</td>
<td>6,500 ~ 10,500 won</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cake</td>
<td>5,000 ~ 29,000 won</td>
<td></td>
</tr>
</tbody>
</table>

### About

The coffee shop owned by YG producer Teddy, Twosome Cafe Hongdae Teddy

- Logo, interior, cup, uniform, design and even the menu and background music were all designed by Teddy himself, and is popular among not only foreign tourists but also locals
- Open 24 hours and can be visited anytime

<table>
<thead>
<tr>
<th>Space Introduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1F</td>
</tr>
<tr>
<td>2F</td>
</tr>
<tr>
<td>3F</td>
</tr>
<tr>
<td>4F</td>
</tr>
</tbody>
</table>

### Photos

- Photos in front of store
- 1st floor interior
- Store overview
- 2nd floor interior
- Art gallery
- Outside overview

### How to Get There

- Hongik Univ. Station Line 2 Exit 9 - Go straight for approximately 150m - Turn left toward Hongik-ro direction - Go straight for approximately 350m

### Parking

- Hongdae public parking lot (500 won per 10 minutes)
- Shinchon temporary public parking lot (500 won per 10 minutes, large buses available)

### Product Development TIP

- Can recommend as a Hongdae course for tourists who have visited Hongdae before or wish to visit again
- Can develop a Hallyu and art tour product by connecting with ‘Coffee Prince 1st store’, ‘KT&G Sangsang Madang’, ‘Seogyo Art Experiment Center’ targeting the young generation

### Nearby Attractions

- Mapo Art Center/YG Entertainment/Hapjeong Cafe Street/KT&G Sangsang Madang/Coffee Prince 1st store/Shinchon Ewha Women's Univ. Street
**Overview**

**Place**

<table>
<thead>
<tr>
<th>Place</th>
<th>apM Taga Disco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity</td>
<td>25 people</td>
</tr>
<tr>
<td>Address</td>
<td>B1 18:35 Eulji-ro-6-ga, Jung-gu, Seoul</td>
</tr>
<tr>
<td>Manager</td>
<td>Kim Moon Il</td>
</tr>
<tr>
<td>Phone</td>
<td>+82-70-8847-4821</td>
</tr>
<tr>
<td>Closed</td>
<td>Always open</td>
</tr>
<tr>
<td>Hours</td>
<td>Weekday 13:00<del>24:00, Weekend 11:00</del>24:00</td>
</tr>
<tr>
<td>Price</td>
<td>Individual 4,000/time</td>
</tr>
<tr>
<td>Payment Method</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
</tr>
<tr>
<td>Languages</td>
<td>English, Chinese, Japanese</td>
</tr>
</tbody>
</table>

**About**

A playground located at Dongdaemun, the shopping hub of Seoul. Shopping and entertainment at the same time!

- A playground located at the B1F of Hello apM, the shopping center at Dongdaemun, the center of Seoul's fashion industry
- apM Shopping Center, where you can shop and ride amusement park rides
- Taga Disco: 10~15 minutes
- Coin Karaoke: 1,000 won for two songs
- The ride that came out in world star PSY's <Hangover>MV, a 'Disco PangPang' that can be enjoyed indoor

**Photos**

- Taga Disco entrance ①
- Taga Disco entrance ②
- Taga Disco interior ①
- Taga Disco interior ②
- Taga Disco
- Coin Karaoke

**How to Get There**

- Subway Line 1 4 Dongdaemun Station Exit ⑧
- Subway Line 2 4 5 Dongdaemun History & Culture Park Station Exit ④

**Parking**

- apM Shopping Center parking lot, can park 110 vehicles(500 won per 10 minutes)

**Product Development TIP**

- Can recommend to anyone as a amusement park ride suitable for relieving the weariness from traveling
- Can develop a complex shopping themed product by connecting with the shopping mall at Dongdaemun fashion street and nearby traditional market

**Nearby Attractions**

- Dongdaemun Design Plaza(DDP)/Dongdaemun Doota/Migliore/Shindang-dong Ddeokbokki town /Cheonggyecheon
# Hallyu2 Dive into the Hottest Trends in Korean Culture

## Klive K-pop Hologram Hall

<table>
<thead>
<tr>
<th>Overview</th>
<th>Place</th>
<th>Capacity</th>
<th>300 people</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>9F Klive Lotte FITIN Eulji-ro, Jung-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Manager</strong></td>
<td>Kim Seung Hwan</td>
<td>Phone</td>
<td>+82-2-2265-0810</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.klive.co.kr">www.klive.co.kr</a></td>
<td>Closed (Holidays)</td>
<td>Always open (closed every Monday)</td>
</tr>
<tr>
<td><strong>Reservation</strong></td>
<td>Phone, online, box office</td>
<td>Hours</td>
<td>13:30~21:30</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>General</td>
<td>33,000 won/person</td>
<td>Payment method</td>
</tr>
<tr>
<td></td>
<td>Children/Teenager</td>
<td>16,000 won/person</td>
<td></td>
</tr>
<tr>
<td><strong>Group and discount</strong></td>
<td>Ask separately (82-2-2265-0810)</td>
<td>Languages available</td>
<td>English, Chinese, Japanese</td>
</tr>
</tbody>
</table>

### About

**A must-go place for K-pop fans, ‘Klive’, a hologram performance that is more real than an actual performance**

- Enjoy the concerts of K-Pop stars like Bigbang, PSY at the world’s first hologram hall
- Presents an extremely realistic environment that makes one feel as if he is at a concert, using special effects such as 14.2 channel surround sound system, laser, and fog
- Various spaces where you can communicate more closely with a star, and even make special memories
  - Digital Attraction (Experience space) : Various digital experience space with ‘Star photo box’ where you can take photos with a star and even print them out, ‘Secret window’ where you can watch a star’s undisclosed video through special glasses
  - Klive Gallery(Special Exhibition Hall) : Hosts an exhibition related to K-Pop with a different theme every quarter
  - Klive Gift Shop(Souvenir shop) : Sells a thousand different products, including the albums, clothes, and accessories of K-Pop star 50 groups

### Photos

- **Stage ①**
- **Stage ②**
- **Star Lounge**

### How to Get There

- Subway Line 2 4 5 Dongdaemun History & Culture Park Station Exits ⑪, ⑫ (connects with underground road)

### Parking

- Lotte FITIN underground parking lot( Provides 2-hour free parking for ticket holders)

### Product Development TIP

- Can develop a day tour product by collaborating with nearby attractions such as Dongdaemun Design Plaza(DDP), Dongdaemun shopping town
- Recommend as a tourist attraction for K-pop fans who cannot make it to the short concert schedules of K-pop stars

### Nearby Attractions

- Dongdaemun Design Plaza(DDP)/Shopping(Lotte FITIN, Shilla Duty-free shop etc)/N Seoul Tower
### Overview

<table>
<thead>
<tr>
<th>Place</th>
<th>Market O Apgujeong</th>
<th>Capacity</th>
<th>250 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>310 Dosandae-ro, Gangnam-gu, Seoul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Lee Jun Ho</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>+82-2-515-0105</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.themarketo.com">www.themarketo.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>11:00~23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>Cafe 3,500 ~ 19,000 won</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Restaurant 15,500 ~ 42,000 won</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment</td>
<td>Cash, credit card accepted (Including foreign cards)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Languages available</td>
<td>English, Japanese</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### About

The hot place that Jang Geun Suk introduced on Twitter, a cafe & restaurant in Gangnam, ‘Market O’
- Divided into ‘Market O cafe & restaurant’, that uses the best quality fresh ingredients and creates a taste straight from nature, and ‘Market O snacks’ that doesn’t put any synthesized additives in their snacks
- Year-end parties, various banquets, company launching shows, packaging orders and deliveries
- After being introduced in a Japanese magazine as a place where Hallyu stars frequent, a lot of Japanese tourists visit
- Among the snacks made by Market O under the concept 'Pure snacks made by nature', 'Real Brownie' is especially loved by Japanese people
- Market O Dogok : House wedding(82-2-3463-2700)

### Photos

- Market O outside
- Counter
- 1st floor Market O snacks
- 1st floor interior
- 2nd floor interior
- 2nd floor interior

### How to Get There

- Subway Bundang Apgujeong Rodeo Station Exit ⑤ - Go straight for 380m - Turn right at Hakdong intersection and go straight for 300m - Arrival

### Parking

- Can use the parking lot inside the building for free (70 vehicles)

### Product Development TIP

- Introduced multiple times in Japan Fuji TV, magazine, can develop a product for Japanese tourists
- Can develop a product by connecting with nearby Hallyu attractions(Cube Studio, Luka511 etc.)

### Nearby Attractions

- Luca511/Cheonqdam Luxury Fashion Street/Garosu-gil, Galleria Department Store Luxury Hall WEST, EAST/Apgujeong Rodeo Street/JYP Ent, CUBE Ent/FNC Ent
Special Recommendation

Special 1
2014 Seoul Open Night

Special 2
2014 Seoul Certification Program for High Quality Tour Package

Information
[Seoul Tour+] Itineraries of the Five Senses
# 2014 Seoul Open Night

<table>
<thead>
<tr>
<th><strong>Name</strong></th>
<th><strong>Seoul Open Night</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overview</strong></td>
<td><strong>Place</strong> Seoul Plaza, Cheonggye Plaza and areas for each program</td>
</tr>
<tr>
<td></td>
<td><strong>Manager</strong> 2014 Seoul Open Night office</td>
</tr>
<tr>
<td></td>
<td><strong>Website</strong> <a href="http://www.seoulopenweek.com">www.seoulopenweek.com</a></td>
</tr>
<tr>
<td></td>
<td><strong>Phone</strong> +82-2-6939-7890~3</td>
</tr>
<tr>
<td></td>
<td><strong>Price</strong> Free</td>
</tr>
<tr>
<td></td>
<td><strong>Period</strong> 2014 August 29th(Fri)~30th(Sat) 2 days</td>
</tr>
<tr>
<td></td>
<td><strong>Subject</strong> Seoul citizens and domestic/foreign tourists</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Category</strong></th>
<th><strong>Content</strong></th>
<th><strong>Note</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Open House Seoul</td>
<td>Facility open</td>
<td>Reservation(Free)</td>
</tr>
<tr>
<td></td>
<td>Visit foreign embassy/ambassador’s house in Korea</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tour of Mayor’s office and new City Hall</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Explore organizations that move Seoul</td>
<td></td>
</tr>
<tr>
<td>Culture exploration</td>
<td>Tour of Seoul’s streets that have stories</td>
<td>Reservation(Free)</td>
</tr>
<tr>
<td></td>
<td>Talking history that Seoul embraces</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Eco outing in the city</td>
<td></td>
</tr>
<tr>
<td>Seoul Music Festival</td>
<td>Seoul Plaza</td>
<td>Orchestra with narration</td>
</tr>
<tr>
<td></td>
<td>7080 Talk concert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Citizen choir festival, Rakin(樂人) Seoul</td>
<td></td>
</tr>
<tr>
<td>Cheonggye Plaza</td>
<td>Open stage, Citizen concert</td>
<td>Apply</td>
</tr>
<tr>
<td>Culture Sangsang Plus</td>
<td>Seoul Plaza</td>
<td>MT Seoul(Seoul Plaza city camping)</td>
</tr>
<tr>
<td></td>
<td>MT Seoul requires reservation (Free)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Siesta in Seoul</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Citizen free playing program</td>
<td></td>
</tr>
<tr>
<td>Seoul Citizens Hall</td>
<td>Culture date Ohora</td>
<td>Reservation (Free)</td>
</tr>
<tr>
<td>Deok-su Palace Stone Wall Walk</td>
<td>Culture market(Good market, artist market)</td>
<td></td>
</tr>
</tbody>
</table>

Specific programs may change depending on the host’s circumstances, refer to website(www.seoulopenweek.com)

## Photos

<table>
<thead>
<tr>
<th><strong>House tour(Polish ambassador house)</strong></th>
<th><strong>Pyeongchang-dong village culture workshop ‘Tarama’</strong></th>
<th><strong>Orchestra with narration</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rakin(樂人) Seoul</strong></td>
<td><strong>Culture Market</strong></td>
<td><strong>City camping(MT Seoul)</strong></td>
</tr>
</tbody>
</table>

## Product Development TIP

<table>
<thead>
<tr>
<th><strong>Group</strong></th>
<th><strong>FIT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Can develop a Seoul history themed product by connecting with Dongdaemun Design Plaza(DDP), Seoul History Museum</td>
</tr>
<tr>
<td></td>
<td>Can develop a culture art themed product by connecting with Jeongdong Theater, Deuk-su Palace Art Museum, Seoul Museum of Art</td>
</tr>
<tr>
<td></td>
<td>Seoul walking tour from Deuk-su Palace to Former Russia Legation ‘Deuk-su Palace Jeongdong’ Course (dobo.visitseoul.net)</td>
</tr>
</tbody>
</table>

| **Recommended Course** | **Seoul Citizens Hall** - Jeongdong Observatory - Seoul Museum of Art - Seoul Plaza |
| | Deok-su Palace Stone Wall Walk - Jeongdong Observatory - Cheonggye Square - Namdaemun |
2014 Seoul Certification Program for High Quality Tour Package

* Providing promotion, management support and golden incentive to the participating travel agency in order to enhance the satisfaction of foreign tourists who visit Seoul, Korea through developing superior tour package products

<table>
<thead>
<tr>
<th>Program</th>
<th>2014 Seoul Certification Program for High Quality Tour Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>Seoul Tourism Organization</td>
</tr>
<tr>
<td></td>
<td>Supervisor: Ko Wui Sung, Chief</td>
</tr>
<tr>
<td></td>
<td>Contact: Huh Lyn</td>
</tr>
<tr>
<td></td>
<td>Japan: Kim Jeongwon</td>
</tr>
<tr>
<td></td>
<td>Great China Region: Ku Ji Hyo</td>
</tr>
<tr>
<td></td>
<td>Southeast Asia, Europe, America: Ko Wui Sung</td>
</tr>
</tbody>
</table>

Period: March-Dec. 31, 2014

**Overview**

- **Purpose**
  - To promote development of high-quality tour package products that incorporate various cultural experiences in Seoul
  - To enhance the satisfaction of foreign tourists who visit Seoul through superior tour package products certified by the Seoul Metropolitan Government

- **Procedure**
  - Application (on rolling basis)
  - Certification Evaluation
  - Promotion Support

- **To Apply**
  - Applicants should submit the Program Participation Agreement form to Seoul Tourism Organization through Korean inbound partners

**Support**

<table>
<thead>
<tr>
<th>Classification</th>
<th>Amount (in KRW)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golden Incentive</strong></td>
<td>• Total tourists of 500 or more: 4,000,000 won</td>
</tr>
<tr>
<td></td>
<td>• Total tourists of 1,000 or more: 8,000,000 won</td>
</tr>
<tr>
<td><strong>Pre-qualified tour products</strong></td>
<td>• Total tourists of 1,000 or more: 3,000,000 won</td>
</tr>
<tr>
<td><strong>Promotion support</strong></td>
<td>• Seoul certification mark granted</td>
</tr>
<tr>
<td></td>
<td>• Joint advertisement of certified products in the relevant country</td>
</tr>
<tr>
<td><strong>Certified quality tour products</strong></td>
<td>• Information on new tour resources to develop tour products</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Pre-qualified tour products</strong></td>
<td></td>
</tr>
</tbody>
</table>

Details of support is subject to change depending on changes in policy of Seoul Metropolitan Government

- **Application**: Certification of high-quality tour package given after evaluation
- **Promotion Support**: Promotion and management support provided
## Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirement</th>
</tr>
</thead>
</table>
| **Accommodation** | • At least a 2-night stay in a 1st class or higher rated hotel in Seoul  
  ➢ Hanok stay, Innostel, temple stay and Good Stay hotels included  
  ➢ Accommodations at a 1st class hotel or higher in Gyeonggi or Incheon area during the peak season (Apr.–Oct.) approved  
  ➢ Accommodations in Gyeonggi-do or Gangwon-do area (1 night) approved in the case of winter packages (Dec.–Feb.) |
| **Meal**          | • Subtotal price of two meals of 20,000 won or higher during at least 2 days of stay in Seoul  
  ➢ Minimum 7,000 won per meal per person  
  ➢ No distinction between lunch and dinner  
  ➢ Meals at restaurants in Seoul or Gyeonggi-do area  
  ➢ Breakfast excluded from evaluation  
  (breakfast at a deluxe hotel recognized once only) |
| **Attraction**    | • Subtotal of entrance(experience) fees of 30,000 won or higher at 2~3 cultural experience sites in Seoul  
  ➢ Inclusion of one site in Gyeonggi-do or Gangwon-do area approved in the case of winter packages  
  ➢ Minimum 5,000 won per site per person  
  ➢ Subtotal of entrance(experience) fees of 30,000 won or higher at 2 or 3 sites |
| **Guide**         | • Tour guide certification required  
  ➢ Exceptions granted for Southeast Asian tourists  
  (Thailand, Vietnam, Malaysia, Indonesia) |
| **Schedule**      | • Staying at least 2 full days in Seoul is required  
  ➢ One day’s stay refers to a stay of at least 6 hours between 08:00 and 20:00 |
## Seoul Tour+ Itineraries for the Five Senses
### - Monthly Themes

#### What are Itinerary Recommendations Gratifying to the Five Senses?

- Starting with the May issue, it offers "Seoul Tour+ Itineraries for the Five Senses": Every month, 10 itineraries to experience the charms of Seoul (40 different content items) will be created with a new theme and provided as product information customized to your needs.
- You are asked to make active use of them when planning high-quality Seoul tour products for foreign group tourists.

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Product Name</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Shopping</td>
<td>Shopping 1_Shopping while Sightseeing in Seoul</td>
<td>Traditional market ➔ nearby food ➔ shopping street ➔ early morning market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shopping 2_Enjoy Summer Sales</td>
<td>Department store/duty-free shop ➔ nearby food ➔ outlet ➔ shopping center</td>
</tr>
<tr>
<td>June</td>
<td>Healing</td>
<td>Healing 1_High-End Healing Tour to Keep Body and Soul Healthy</td>
<td>Healing park ➔ healing therapy ➔ healing experience ➔ healing restaurant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healing 2_Trip to Seoul that Heals the Soul</td>
<td>Religious site ➔ healing trail ➔ religious experience ➔ healing view</td>
</tr>
<tr>
<td>July</td>
<td>Hallyu</td>
<td>Hallyu 1_Catch Up with Hot K-Dramas</td>
<td>Filming location ① ➔ Restaurants in dramas ① ➔ Filming location ② ➔ Restaurants in dramas ②</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hallyu 2_Dive into the Hottest Trends in Korean Culture</td>
<td>K-Experience① ➔ K-Experience② ➔ K-Experience③ ➔ K-Dinner</td>
</tr>
<tr>
<td>August</td>
<td>Family</td>
<td>Family 1_Mom and Daughter Trip to Seoul</td>
<td>Exhibition/viewing ➔ beauty shopping ➔ nearby food ➔ cultural performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family 2_Make Family Memories in Seoul</td>
<td>Recreational area/aquarium ➔ amusement park ➔ restaurant ➔ performance for families</td>
</tr>
<tr>
<td>September</td>
<td>Challenge</td>
<td>Challenge 1_Stress Level Down to Zero, Running Man Experience in Han River, Seoul</td>
<td>Bike ➔ nearby food ➔ water sports ➔ place with a great view</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Challenge 2_Lose Weight while Having Fun in Exciting Seoul</td>
<td>Unique indoor experience ➔ hiking ➔ restaurant ➔ unique outdoor experience</td>
</tr>
<tr>
<td>October</td>
<td>Night Culture</td>
<td>Night Culture 1_TGIF! Nightlife in Seoul</td>
<td>Snacks ➔ indie band ➔ college-town bar ➔ club</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Night Culture 2_Kick up Your Heels Until the sunrise in Seoul</td>
<td>Dinner/drinks (1st round) ➔ dinner/drinks (2nd round) ➔ singing room/club ➔ hangover food</td>
</tr>
<tr>
<td>November</td>
<td>Tradition</td>
<td>Tradition 1_Look Around Seoul with a History of 600 Years</td>
<td>Traditional attraction ➔ restaurant ➔ modern heritage site ➔ night tour</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tradition 2_Experience the Traditions of Seoul with a History of 600 Years</td>
<td>Traditional experience ➔ restaurant ➔ traditional food experience ➔ traditional performance</td>
</tr>
<tr>
<td>December</td>
<td>Beauty</td>
<td>Beauty 1_Secret Beauty Experience to Become Beautiful like Jun Ji Hyun</td>
<td>Hair and makeup ➔ nearby food ➔ beauty shopping ➔ photo shoot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beauty 2_Turn into Cinderella in Seoul</td>
<td>Fitness ➔ spa ➔ &quot;wellness&quot; restaurant ➔ beauty shopping</td>
</tr>
<tr>
<td>January 2015</td>
<td>Love</td>
<td>Love 1_Make Your Love Come True in Seoul</td>
<td>Unique date ideas ➔ restaurant and cafe ➔ performance ➔ great place for a date</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Love 2_Together with Your Sweetheart in Seoul</td>
<td>Festival ➔ nearby attraction ➔ restaurant ➔ great place for a date</td>
</tr>
</tbody>
</table>
Seoul Tour

Itineraries for the Five Senses - Hallyu

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