

KLOOK

I · SEOUL · U

5 DAYS AND 4 NIGHTS IN SEOUL

Every Trendsetter's Dream Holiday

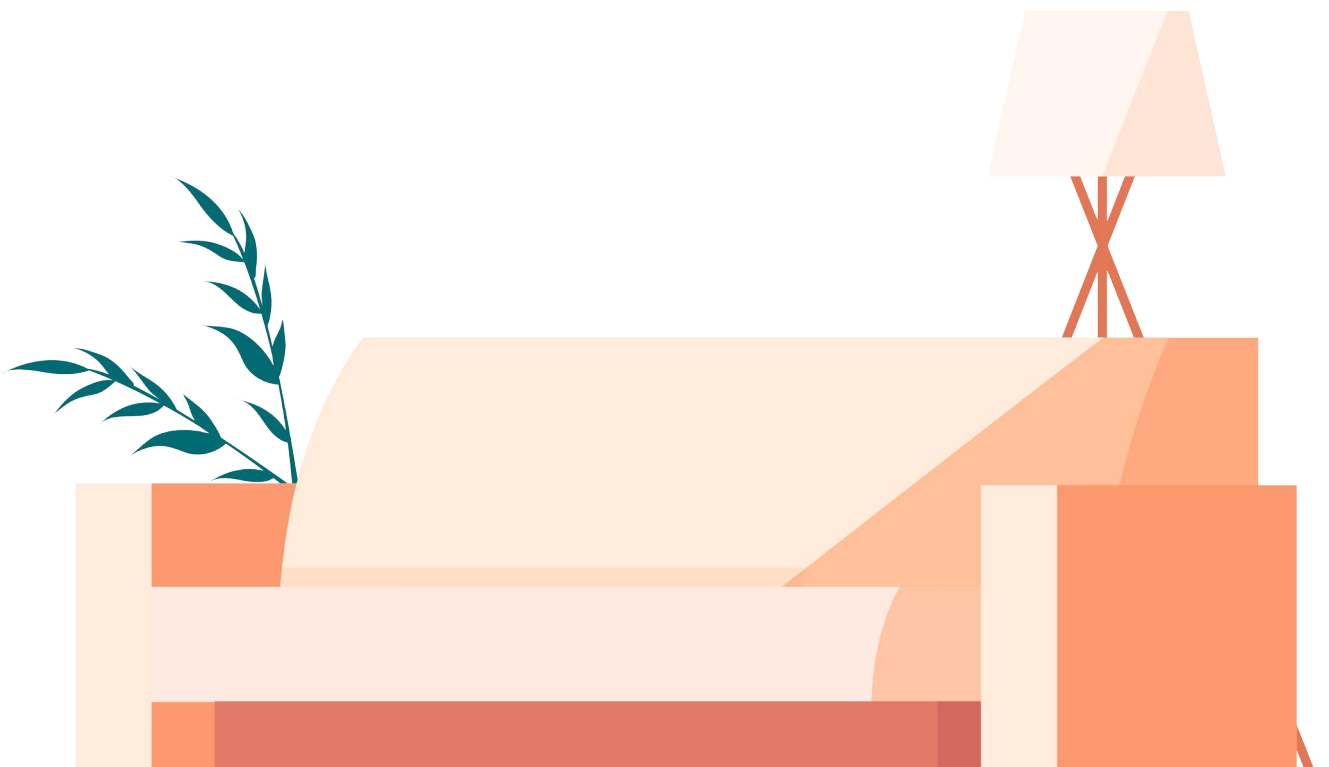




Before you go

We want to make sure you have a comfortable and safe place to retreat to every night. So, we've compiled a few hotel suggestions for you that will accommodate your budget. We made sure these hotels are near the trendiest destinations in Seoul to make it more convenient for you.

Budget	Hotel
USD 60/night and below	Metro Hotel, Line Hotel Myeongdong, Glue Hotel, Nine Tree Hotel Myeong-dong, Creto Hotel Myeongdong
USD 150/night and below	L7 Hotel Myeongdong, Salaria Nishitetsu Hotel, Ibis Ambassador Seoul Myeogndong, Prince Hotel Seoul, Aloft Seoul Myeongdong
USD 300/night and below	Westin Chosun Seoul, Lotte Hotel Seoul Executive Tower, G2 Hotel, Hotel28 Myeongdong, Royal Hotel Seoul





Seoul Travel Essentials



Make sure you have these ticked off your checklist before leaving the airport:

Item	Location
<p>Wifi Device & 4G Sim Card</p>	<p>KT Roaming Center at the following locations:</p> <p>Incheon International Airport 1/F Gate 6-7, Daily 6 AM to 10 PM Gate 10-11, Daily 6 AM to 10 PM • Roaming and mobile phone rental service only</p> <p>Incheon International Airport Terminal 2 1/F Gate 2-3 KT Roaming Center, pen 24 hours daily *Roaming sim card, wifi router service only</p> <p>Gimpo International Airport (Seoul) 1/F Gate 1, Daily 7 AM to 11 PM</p>
<p>AREX Incheon Airport Express Train One Way Ticket in Seoul</p>	<p>Incheon International Airport Terminal 1 Transportation Center of Incheon Int'l Airport (B1F floor) Information Center Opening hours: Daily 5 AM to 10:40 PM</p> <p>Incheon International Airport Terminal 2 Transportation Center of Incheon Int'l Airport (B1F floor) Information Center Opening hours: Daily 5 AM to 10:40 PM</p> <p>Express Train Ticket Vending Machine Located at Incheon Airport Station and Seoul Station</p>
<p>Korea Rail Pass (KR Pass)</p>	<p>Incheon International Airport Information Center Opening hours: Daily 7 AM to 9:30 PM</p>

Day



Explore the Vibrant Streets of Myeongdong

Seoul is a paradise for shoppers, but let's start at the largest shopping hotspot in Korea: the Myeongdong district! If you're a huge fan of cosmetics and skincare, the trendiest clothes, mouth-watering delicacies, and anything that has to do with K-pop, visiting Myeongdong should be at the top of your list.

10:00 AM



Fill up on authentic Korean street food and start your skincare and cosmetics haul at Myeongdong

2:15 PM

Take breathtaking photos at Myeongdong Cathedral



4:00 PM

Dine in a Michelin Bib Gourmand restaurant: Myeongdong Kyoja



5:00 PM

End your day with some more shopping at the Lotte Department Store



10:00AM - 2:00 PM

Stock up on your K-Beauty Essentials

Myeongdong is the go-to place for skincare and makeup brands for both locals and tourists as each block is filled with as many as twenty makeup stores! Make sure to wear comfortable shoes because you will surely do a lot of walking.

It's important to take note that some Korean staff aren't as fluent in English so they often use calculators to convey the price. Be sure to familiarize yourself with Korean currency well before heading into the Myeongdong district to avoid confusion and possible scams.

Street food galore

Along the vibrant streets of Myeongdong are endless choices of authentic Korean street food you can feast on. From kimbap (Korean rice roll), saewoo twigim (deep-fried shrimp), patbingsu (flavored Korean shaved ice), to tteokbokki (rice cake in sweet and sour sauce)...you name it, they have it. If you want to splurge and live a little, lobsters with cheese is a must-try for just 15,000 KRW.



©Photographer (Jeon Hyeongjun)- Korea Tourism Organization

Skincare and cosmetics haul

Afterward, you can start shopping at your favorite Korean cosmetic brands! Remember to bring a big shopping bag with you and ask for product samples, because you can fill your bags by just visiting the stores. Here, you will find authentic products at an affordable price--just be sure to choose products that are suitable for your skin type.

Getting there: From your hotel, you may walk to Myeongdong's shopping centers

Address: 04536 27, Myeong-dong 8-gil, Jung-gu, Seoul



2:15PM - 4:00 PM

Bask in Korean history and architecture in Myeongdong Cathedral

Just at the end of Myeongdong street, you can visit one of the oldest Catholic Churches in Korea, the Myeongdong Cathedral. Not only is it a peaceful destination to enjoy the weather and the beautiful views, but it's also a great place to learn more about Korean culture and history. The cathedral is also situated near other tourist spots such as Namsangol Hanok Village that's popular for their preserved Korean traditional houses, N Seoul Tower which overlooks the city of Seoul, and Namdaemun Market, a traditional market that offers a wide variety of food and goods.



Getting there: Euljro (Line 2, Exit 5-6) then take a 7-minute walk or via Subway Line 4, Myeongdong Station Exit 5-8

Address: 74, Myeongdong-gil, Jung-gu, Seoul

4:00PM - 5:00 PM

Dine in a Michelin Bib Gourmand restaurant at Myeongdong Kyoja



Getting there: Subway Line 4, Myeongdong Station, Exit 8. Upon exiting the station, turn left onto Myeongdong 10-gil Road. Go straight about 150m to arrive at Myeongdong Kyoja

Address: 29, Myeongdong 10-gil, Jung-gu, Seoul

This famous Michelin-star restaurant, which only offers four items in the menu, is known for their knife-cut, handmade dumplings and kalguksu (noodle soup). Myeongdong Kyoja has been a family-run establishment since 1966, and is flocked by an impressive number of customers daily because of its dishes, including their signature kimchi.

Their modest decor and simple menu items that come in large portions at an affordable price makes it a must-visit when you find yourself in the bright and bustling streets of Myeongdong.

5:00PM - 8:00 PM

End your day with more shopping at Lotte Department Store

Getting there: [Subway Line 4, Myeongdong Station, Exit 5](#). Then take a 10-minute walk to the destination.

Address: 30, Eulji-ro 11-gil, Jung-gu, Seoul



You might have heard of the more famous shopping places in Korea like Daiso and Goto Mall, but if you're looking for a more diverse shopping destination, then Lotte Department Store deserves a look. This 14-floor shopping hotspot is filled with luxury products and Duty Free restaurants and shops.

For shopaholics looking for high-end brands such as Louis Vuitton, Chanel, Hermes, Cartier, Tiffany, Gucci, and Prada, Lotte Department Store is not to be missed.

Day

Shop All Day, Chill All Night



There's no better way to feel the pulse of Seoul than by visiting two of its most popular neighborhoods—Gangnam and Hongdae. While both districts are hotspots for shopping and dining, each one has its own charm and appeal.

Ritzy Gangnam is known for its high-end stores, upscale restaurants, and luxury high-rises. Meanwhile, the youthful and vibrant Hongdae is full of charming boutiques, hole-in-the-wall cafes, and independent galleries.

If you're up for a day of exploring Seoul's go-to retail enclaves and can't-miss culinary spots, spend it at these hip yet distinct districts.

10:30 AM

Grab brunch at Queens Park



11:30 AM

Go window shopping at Garosu-gil



3:00 PM

Discover up-and-coming artists at Alternative Space Loop



1:00 PM

Visit Starfield Library, a massive public library home to 50,000 books and magazines



6:00 PM

Feel Seoul's contemporary pulse at Hongdae



10:30 - 11:30 AM

Grab brunch at Queens Park

Indulge in a brunch spread you won't forget at Queens Park, an English-style organic cafe and bakery located at the heart of Cheongdam. The dining spot is a local favorite for those wanting to enjoy a delectable meal amidst a tasteful environment (think high ceilings, porch seating, and open views). While Queens Park is known for its wide array of mouthwatering dishes like pasta, steak, and course meals, one of their specialty dishes is their Blueberry Pancakes.

Getting there: Subway Line 3, Apgujeong Rodeo Station, exit 3

Address: 22, Apgujeong-ro 60-gil, Gangnam-gu, Seoul



11:30 AM - 1:00 PM

Go window shopping at Garosu-gil

Getting there: Subway Line 3, Sinsa Station, Exit 8

Address: Garosu-gil, Gangnam-gu, Seoul



Garosu-gil is a lovely tree-lined shopping street where luxury brands stand side-by-side with independent boutiques, fusion restaurants, and art galleries. Unlike other crowded shopping districts in Seoul, the 700 meter-long boulevard offers a welcome change of pace—one that's better suited for coffee-sipping and people-watching.

From high-end fashion and niche Korean brands to handmade European shoes and streetwear, Garosu-gil's varied shops have something for everyone.

1:00 - 3:00 PM

Visit Starfield Library, a massive public library home to 50,000 books and magazines

Getting there: Subway Line 2,
Samseong Station, Exits 5 & 6

Address: 513, Yeongdong-daero,
Gangnam-gu, Seoul

COEX Mall, aka the largest underground shopping center in Asia, is also home to a massive open library that has over 50,000 books. Known as the Starfield Library, the brightly-lit space located right smack in the mall features 2-story bookshelves that boast books and magazines of all genres within its 2,800-meter space. Since its opening, it has significantly increased the number of visitors to COEX Mall which had been steadily declining before its opening in 2017. Today, Starfield Library is recognized as one of Seoul's most Instagram-captured spots, captivating bibliophiles, locals, and tourists alike.

If you'd like to visit the library while it's calm and quiet, head there on a weekday as soon as it opens (10 AM). Be on the lookout for events too, ranging from book talks and lectures to art exhibitions and more.



3:00 - 6:00 PM

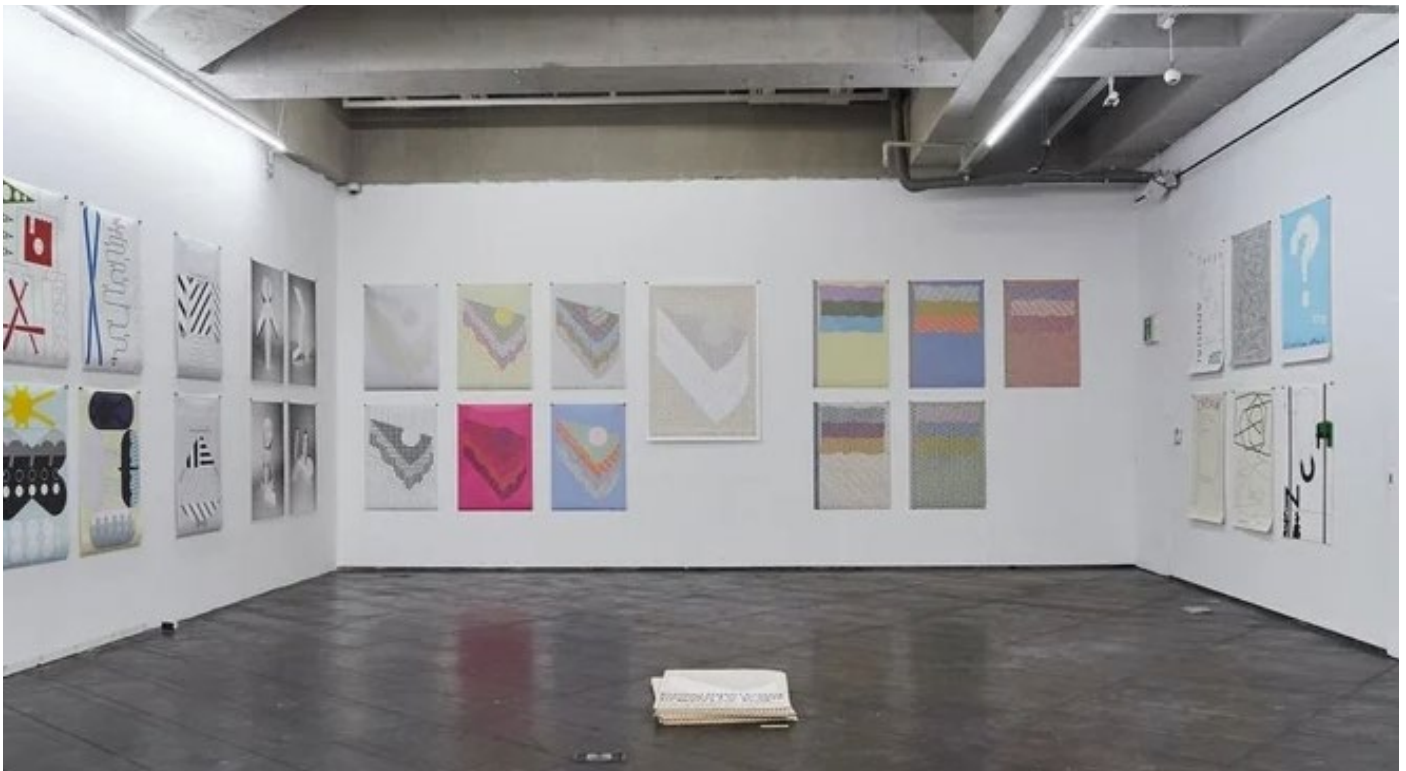
Discover up-and-coming artists at Alternative Space Loop

Getting there: [Subway Line 2, Hongik University, Exit 7](#)

Address: [20 Wausan-ro 29na-gil, Seogyo-dong](#)

Since its opening 20 years ago, Alternative Space Loop has become a fixture in Seoul's vibrant art scene. Loved by creatives and art aficionados alike, the non-profit gallery is dedicated to showcasing artwork from up-and-coming artists waiting for their big break. This allows the space to feature a diverse range of exhibits from local and international experimental artists who address social issues with their work. They also host events such as talks and workshops with artists.

Through its various efforts to make art accessible to anyone and everyone, it hopes to turn its gallery into a major space where social, cultural, and artistic issues proposed by artists intersect and meet with the audience.



6:00 - 9:00 PM

Feel Seoul's contemporary pulse at Hongdae

Getting there: Subway Line 2, Hongik University, Exit 9

Address: Hongik-ro, Mapo-gu, Seoul



Now it's time to explore the trendy playground that is Hongdae! Whether you'd like to immerse yourself in Seoul's street art scene, witness Hongdae's street performers, or score great deals in fast-fashion clothing stores, you'll find many reasons to love this exciting district.

You can find some of Seoul's best street art at Hongdae Mural Street Alley, a narrow alleyway filled with eye-catching murals that stretch from the main gate of Hongik University to Dongmak-ro 19 Gil.

Apart from secret art spots, Hongdae is also known as a base for live music and dance. Here, you'll find street performers of all genres in almost every corner of the neighborhood.

Don't miss out on copping the best deals on the latest fashion trends, too! Both big brands and independent concept stores lineup Hongdae's streets, making it a great place to hunt for clothes and knick-knacks at the best prices!

Day



Experience the World in Korea

A true trendsetter is also a jet setter. What if we tell you that you'll get to travel around the world without having to leave Korea? Fancy having breakfast in America and dinner in Europe?

Buckle up for a trip around the globe in Seoul's most culturally-diverse district and global culture hub - Itaewon!

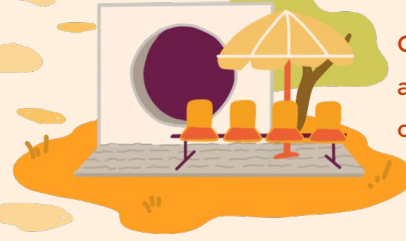
10:00 AM

Indulge an All-American breakfast at The Flying Pan Pan Blue



11:00 AM

Grab a cup of coffee at Insta-famous cafe oneinamillion



12:00 PM

Awaken your senses at Leeum Samsung Museum of Art and Storage by Hyundai Card



5:00 PM

Shop vintage styles and antiques at Itaewon Antique Furniture Street



6:00 PM

Taste the Word in Itaewon



8:00 PM

Enjoy the vibrant nightlife in Itaewon



10:00 - 11:00 AM

Power up with an All-American Breakfast at The Flying Pan Blue

If breakfast is your favorite meal of the day, Itaewon is home to the best brunch place in Seoul—The Flying Pan Blue. For years, it has remained as the crème de la crème of the bustling brunch scene in Seoul, serving classic American dishes and also vegetarian and vegan options. You'll be tempted to order everything on the menu especially on an empty stomach. The best part is everything comes in American-sized servings so you're sure to eat to your heart's content.

If you're overwhelmed with the options, we recommend you try Flying Pan's Breakfast, a heavy yet delicious hodgepodge of sauteed mushrooms, poached eggs, basil pesto, toast, potato salad, tomato, spinach, and hummus. Now that's a true all-American breakfast!

Getting there: Subway Line 6, Itaewon Station, Exit 2

Address: 123-7 Itaewon-dong, Yongsan-gu, Seoul

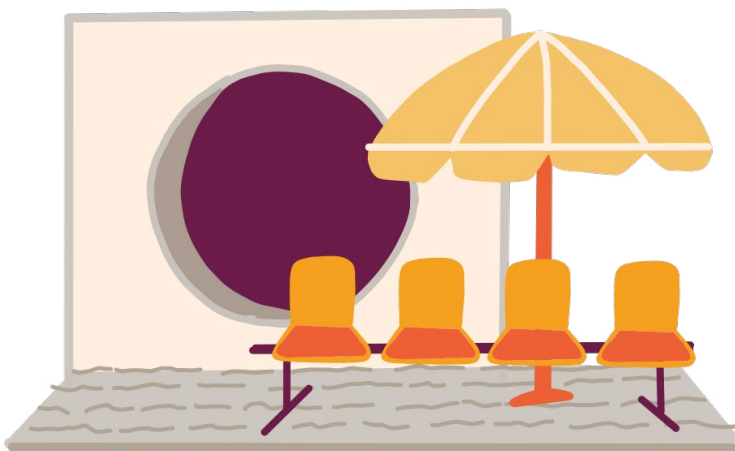


11:00AM - 12:00PM

Take your morning cup of coffee at Insta-worthy cafe Oneinamillion

Getting there: Subway Line 6, Itaewon Station, Exit 3

Address: 31 Itaewon-ro 54-gil, Hannam-dong, Yongsan-gu, Seoul



Now that you're all filled up, it's time to drive that post-meal drowsiness away with a cup of coffee. Where else to get your daily caffeine dose in Korea than in a trendy cafe like oneinamillion? This pretty-in-pink cafe is like a celebrity among the many cute and trendy coffee spots in Seoul. It's easy to spot it in Itaewon with its white and pink brick entrance that's just calling for you. Inside, the cafe looks like an urban greenhouse with chic interiors. Not only is the entire place Instagammable, but the menu is as well. Pair your Iced Latte with a slice of White Tiramisu if you still have a bit of room left for dessert.

12:00 - 4:00 PM

Spend an artsy afternoon at Leeum Samsung Museum of Art and Storage by Hyundai Card

After fueling up with brunch and coffee, it's time to awaken your senses even further with a trip to some of Seoul's most fascinating and unique art spots. Your trip wouldn't be complete without experiencing Seoul's thriving art scene and finding yourself amongst the city's hippest crowd.

Leeum Samsung Museum of Art

Feast your senses to a striking array of traditional and modern Korean art, as well as international contemporary art at the Leeum Samsung Museum of Art. It's the perfect place to admire and appreciate the works of Korean and international artists and have an art-filled afternoon. As soon as you enter, you will be greeted by the huge spider that is considered the museum's symbol.

Aside from the thought-provoking artworks, the museum's architecture is also a work of art on its own. In the basement, there's a sunken garden where nature, art, and architecture converge creating a very distinct museum experience that you shouldn't pass on.



Getting there: Subway Line 6, Hanganjin Station, Exit 1

Address: 60-16 Itaewon-ro 55-gil, Yongsan-gu, Seoul

Storage by Hyundai Card

Hop to the next museum and see what's in store for you at Storage by Hyundai Card. This exhibition space houses a collection of the finest and rarest things in life which you can only wish to have. Here you will find an impressive assortment of multimedia art from a variety of mediums. It also has a fine curation of vinyl records and CDs of all genres which you can browse through.

Getting there: Subway Line 6, Hanganjin Station

Address: 248 Itaewon-ro, Hannam-dong, Yongsan-gu, Seoul, South Korea



5:00 - 6:00 PM

Take a walk down memory lane and shop antiques at Itaewon Antique Furniture Street

Getting there: Seoul Subway Line 6, Itaewon Station, Exit 3 or 4

Address: Itaewon-dong, Yongsan-gu, Seoul

Vintage is the trend nowadays. Not only is it more sustainable, but the pieces you'll find are one-of-a-kind. Lucky for you, Itaewon has a street lined with shops selling all kinds of antiques. Itaewon Antique Furniture Street is the very first place in Korea to sell antique furniture. You will feel like you're walking through a rustic European-like street with all the antique shops that line the alley. There are close to 100 stores you can explore and they're all teeming with intriguing prospects and hidden gems. If you love the thrill of searching for rare vintage items, there's no shortage of that here.

One of the stores you can rummage through for vintage gems is Vintage & More. It has all kinds of knick knacks from coffee cups and dishes to old-fashioned lamps from Europe. If you want to feel like European royalty, though, Prince Antique has all kinds of furniture from all over Europe. You can easily find a centuries-old piano with a candlestick here. And if you're looking for vinyl records - Shim's Antique has an amazing selection and they also sell old instruments and jukeboxes. It's definitely a unique and exciting shopping experience you won't find elsewhere in the city.



6:00 - 8:00 PM

Venture on an International Culinary Trip in Itaewon

Being the city's melting pot of global cultures, it's a no brainer that Itaewon is the best place to sample all kinds of delicacies from all around the globe. Anything you'll crave for is here—from Korean to Japanese, Thai, Italian, French, American, and Mexican - all the flavors of the world are here! Many locals and tourists go to Itaewon just for its culinary delights. Once you're there, get ready to loosen up your buttons and prepare for a night of nonstop eating!

Here's a helpful guide on Itaewon's international food scene:

- **Braai Republic** for mouthwatering South African BBQ
Address: 19 Itaewon-ro 14-gil, Itaewon 1(il)-dong, Yongsan-gu, Seoul
- **Nekkid Wings** for your classic American chicken wings
Address: 34-8 Itaewon 1(il)-dong, Yongsan-gu, Seoul
- **Vatos** for your Mexican fix
Address: 1 Itaewon-ro 15-gil, Itaewon 1(il)-dong, Yongsan-gu, Seoul
- **Buddha's Belly** for the freshest Thai and Asian cuisine
Address: 48 Noksapyeong-daero 40-gil, Itaewon 1(il)-dong, Yongsan-gu, Seoul



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Day

Be Korean for a Day

Immerse yourself in Korea's rich culture and heritage and experience a day in the life of a Korean. Wear traditional Korean clothing, eat traditional Korean food, and bring some traditional Korean souvenirs back home.

Experience all these in Seoul's traditional district, Insadong!



10:00 AM

Rent a Korean Hanbok at Insadong
Tourist Information Center



11:30 AM

Enjoy a cup of
traditional Korean tea at
Shin Old Tea House

11:00 PM

Go back in time at
Bukchon Hanok Village



5:00 PM

Take a stroll around
Insadong-gil



3:00 PM

Visit the Arario Museum

10:00 - 11:00 AM

Rent a Korean Hanbok at Insadong Tourist Information Center

Your first stop for the day is the Tourist Information Center of Insadong where you can ask the staff more information about the area. You can also ask for travel tips to help you strategically plan your day. Don't worry, the staff speaks a number of languages so communication is not a problem!

Rent a Korean Hanbok

One of the biggest attractions in the tourist center is the "rent a hanbok" service. Hanboks are usually quite expensive to buy for tourists so this is the perfect compromise. There are plenty of hanbok rental shops in Insadong where you can even book a professional shoot wearing your hanbok. You can walk around Insadong wearing your hanbok and feel like a heroine in a period K-drama! The best part is that you can get discounts when you buy traditional Korean souvenirs in shops if you're wearing a hanbok! Just don't forget to return the hanbok and take as many photos as you can!

Getting there: [Subway Line 3, Anguk Station](#)

Address: [19 Insadong 11-gil, Jongno-gu, Seoul](#)



11:00 AM - 12:00 PM

Taste centuries of Korean traditions at Shin Old Tea House

Getting there: Subway Line 3, Anguk Station, Exit 6

Address: 164 Gwanhun-dong, Jongno-gu, Seoul

Shin Old Tea House

Take a step back in time at Shin Old Tea House. This cozy tea house is every tea lover's dream as its wooden shutters, painted lamps, and colorful tapestries will give you a blast of nostalgia as soon as you step inside. It's one of the most popular traditional teahouses in Insadong with almost 30 years of history to boast. You can sip dozens of varieties of tea while resting on traditional pillowed floors, just like the ones you see on K-dramas. If it's cold outside, keep yourself warm with a cup of their ginger tea. But if it's a hot, sunny day, pick up a refreshing fruity iced tea. You can also try their



©Photographer (LiveStudio)-Korea Tourism Organization

1:00 - 3:00 PM

Travel back in time at Bukchon Hanok Village

Getting there: [Subway Line 3, Anguk Station, Exit 3](#)

Address: [37, Cyedong-gil, Jongno-gu, Seoul](#)



After your late morning tea in a traditional tea house, why not explore a village that's frozen in time? Wander around the criss-crossed alleyways of Bukchon Hanok Village, a carefully-preserved village right in the heart of Seoul. The traditional Korean houses are made of wood called "Hanok" that line the alleys of this quaint village. It will remind you of how Koreans lived centuries ago and serves as a beautiful juxtaposition to the surrounding modern neighborhoods.

You can enjoy a quiet walk among red bricks and wooden gates, and buy a few handmade crafts from the small shops. There are also many beautiful street art that can serve as the perfect backdrop for your Instagram photos. Just remember that there are people who live in these Hanok houses so do respect their privacy.

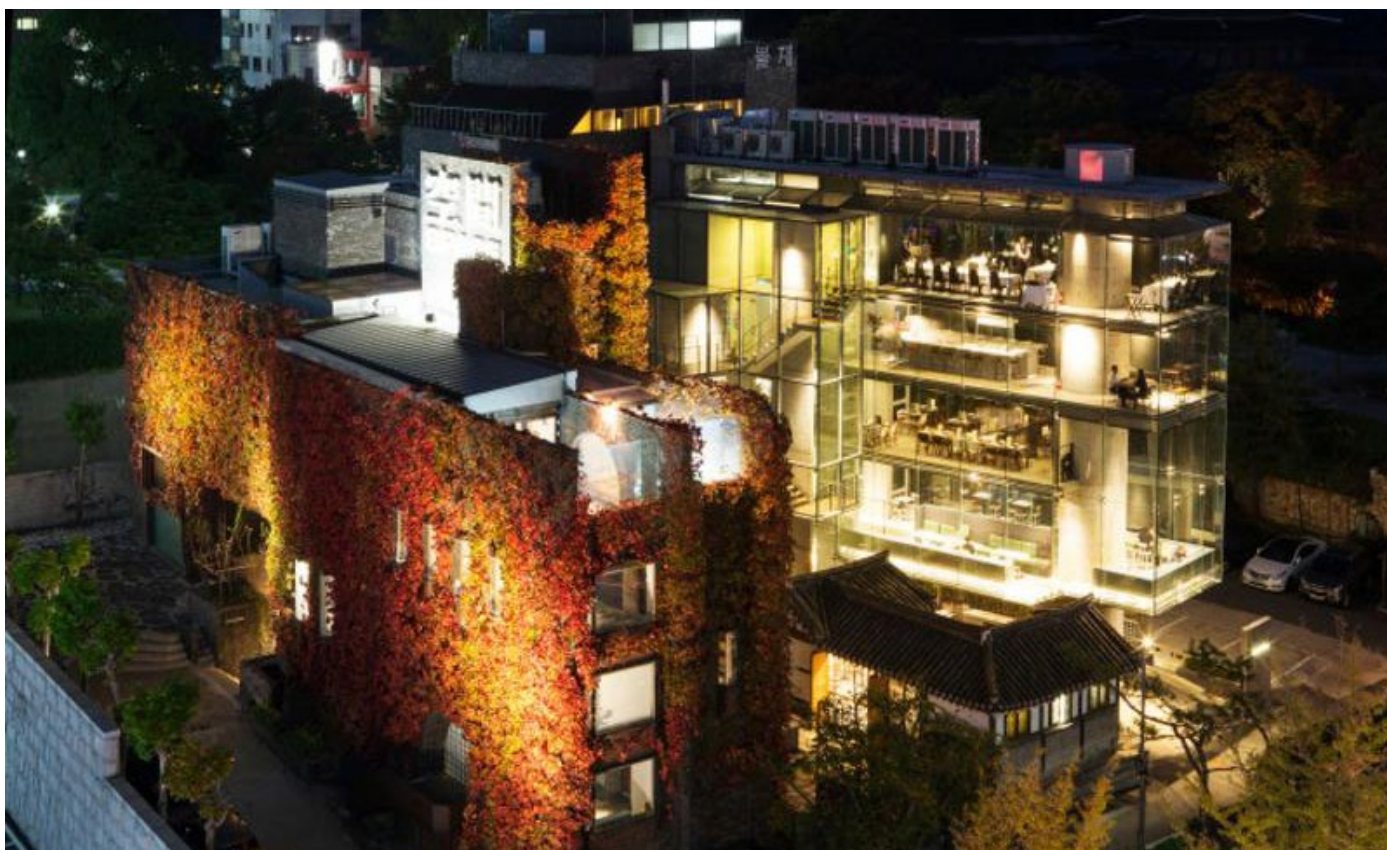
3:00 - 4:30 PM

Visit the architectural masterpiece that is Arario Museum

Getting there: Subway Line 3, Anguk Station, Exit 6

Address: 164 Gwanhun-dong, Jongno-gu, Seoul

Step back into the modern world and admire the artworks at the Arario Museum. This piece of modern Korean architecture is the only museum in Seoul that is fully dedicated to art. You can navigate through its triangular and spiral staircases that are more fascinating than they are dizzying. The museum houses over 3,700 modern works of art that you can admire and deconstruct all afternoon.



4:30 - 6:00PM

Wander around Insadong-gil and learn traditional Korean Art

Getting there: Subway Line 3, Anguk Station

Address: Insadong-gil, Jongno-gu, Seoul

Continue your artsy afternoon wandering around Insadong-gil and its many art galleries. There are more than 100 art galleries just in Insadong alone that Wander around Insadong-gil and learn traditional Korean Art you can explore. You can also join traditional craft workshops and create your own souvenirs, or just shop at the many stores selling traditional Korean goods.

Make your own unique souvenir

If you want a memento of your Korea trip that's more personal and special, why not try making your own out of "Hanji" or Korean traditional paper? Hanji is a tough and durable material that you can transform into different shapes and forms. It's usually given as a gift so you can make some for the special people in your life. You'll even get to learn to make one from master artisans to make the experience even more special.

Learn traditional Korean Calligraphy

Add another unique keepsake from Korea by learning traditional Korean calligraphy using a brush, ink, paper, and inkstone. You can write your name in Hangeul, the Korean alphabet, and keep it as a reminder of the memorable time you had in Korea.



©Photographer (Kim Jiho)-Korea Tourism Organization



©Photographer (Lee Bumsu)-Korea Tourism Organization

7:00 - 9:00 PM

Munch on mouthwatering Korean Street Food at Insadong-gil

The best way to end a day of feeling like a true local? Eating like one. Good thing Insadong-gil has all the Korean street food staples you can think of. Hunt down and stuff yourself with mandu (Korean dumplings), tteokbokki (spicy rice cakes), jeon (Korean pancakes), and Korean BBQ for a perfect end to your trip to Insadong.

Here are some popular food spots in Insadong:

- Cha lyagi** - A Korean BBQ restaurant popular for their barbecue and rice cooked inside a hollow bamboo stick.
Address: 15 Insadong 8-gil, Gwanhun-dong, Jongno-gu, Seoul
- Jirisan** - A culinary gem famous for its vegetarian bean-curd and tofu dishes
Address: 15 Insadong 8-gil, Gwanhun-dong, Jongno-gu, Seoul
- Insadong Sujebi** - A popular Insadong restaurant known for its hand-pulled noodles called sujebi and savory Korean pancakes made of seafood and scallions called haemul pajeon
Address: 14-1 Insadong 8-gil, Gwanhun-dong, Jongno-gu, Seoul

Getting there: Subway Line 3, Anguk Station, Exit 6

Address: 164 Gwanhun-dong, Jongno-gu, Seoul



Day



Exit Like a True Trendsetter

Make the most out of your last day in Korea by staying in the loop with what's hip and trending in the city. Explore the city's up-and-coming areas, Seongsu-dong and Euljiro, and be among the first to explore these rising neighborhoods before they're soon packed with tourists.

10:00 AM

Roam the streets of Seongsu-dong



2:00 PM

Discover hidden Instagrammable spots in Euljiro

10:00AM - 2:00PM

Roam around the colorful streets of Seongsu-dong

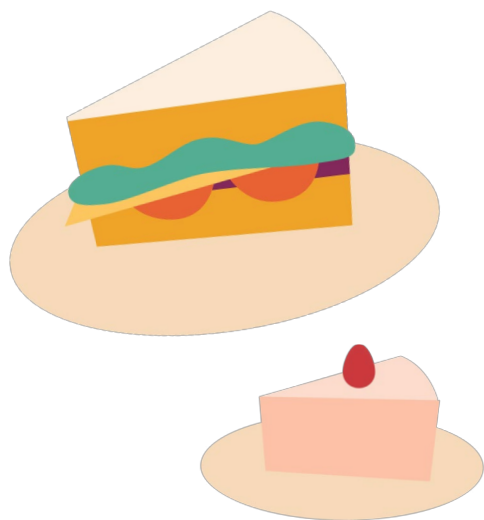
Once a deteriorating factory district, Seongsu-dong was transformed into a hip destination for the younger crowd. Despite its transformation, the neighborhood's industrial architecture was properly preserved and now seamlessly blends in with modern structures, adding even more character to the neighborhood. In fact, many of the establishments here still have their original facades that give Seongsu-dong its unique charm. You will also spot many compelling murals and aesthetic cafes sprinkled around the neighborhood.

Street art and graffiti

Seongsu-dong is known among locals as the "Brooklyn of Seoul" for its many striking street art and graffiti. It's a haven for social media-savvy millennials and Gen Z's who love taking cool and edgy photos that rake in all the likes. You might even get questions from your followers where that is. Now that's a trendsetter!

Getting there: Subway Line 2.
Seongsu Station

Address: Seongsu-dong 2(i)-ga,
Seongdong-gu, Seoul



Baesan Daerim Warehouse Cafe

Perfectly capturing Seongsu-dong's rustic and edgy vibe is Baesan Daerim Warehouse Cafe. The cafe's unassuming exterior will lead you inside an industrial-chic warehouse turned cafe, gallery, and cultural space. You won't get a short supply of aesthetic photos, unconventional coffee, and eye-catching desserts here.

Getting there: Subway Line 2.
Seongsu Station

Address: Seongsu-dong 2(i)-ga,
Seongdong-gu, Seoul

2:00 - 8:00 PM

Discover hipster hideouts in Euljiro

Nicknamed “hip-jiro” by the young locals of Seoul for its many hipster gems, Euljiro is the hottest place to be. What used to be an industrial area crowded with oil-stained factories has been transformed by local artists into the hip spot that it is now. It’s the perfect fusion of new and retro (or “newtro”) which is becoming a hot trend among the Korean youth. With its close proximity to more popular areas like Myeong-dong and Dongdaemun, there’s no excuse not to visit this Instagrammable neighborhood before leaving Korea.

Sewoon Arcade

Enjoy panoramic views of Seoul on the rooftops of Seun Sangga.

This rundown shopping complex built in 1968 is now a hub for all things cool and trendy. You can grab some snacks and drinks at popular shops like Holang-I and Ggeek Beer Company, and settle down on the mall’s roof for a midday break while enjoying one last view of the Seoul skyline!

Getting there: Subway Line 1. Jongno 1(il)ga, Libe 3. Jongno 3(sam)ga

Address: 159, Cheonggyecheon-ro, Jongno-gu, Seoul





Mind Your Head

As the name suggests, Mind Your Head is a trendy bar with the tiniest doorway; hence, the name of the place. If you did mind your head, you'll be transported back to the funky '70s as soon as you enter the bar. It's located on the 5th floor of an old industrial building which perfectly adds an extra vintage look to it. Paying homage to the '70s, it's decorated with kooky interiors and flashy lights that will make you want to bust a move. But if you just want to wind down after a long day of sightseeing, go grab a glass of wine and find comfort with the bar's quirky ambiance. Don't forget to snap a photo at the iconic doorway when you leave!

Getting there: Subway Line 3,
Euljiro 3-ga Station

Address: 25-2 Eulji-ro 18-gil,
Inhyeondong 1(il)-ga, Jung-gu, Seoul

Dine out on the streets

Devour your last Korean feast along Nogari Alley in Euljiro. Tables and chairs dominate the narrow alleys for hungry locals and travelers alike. There are plenty of bars serving beer, but the most popular one is Manseon HOF. You have to try their chewy dried pollack paired with chilled beer—the perfect way to wrap up your last day in Korea.

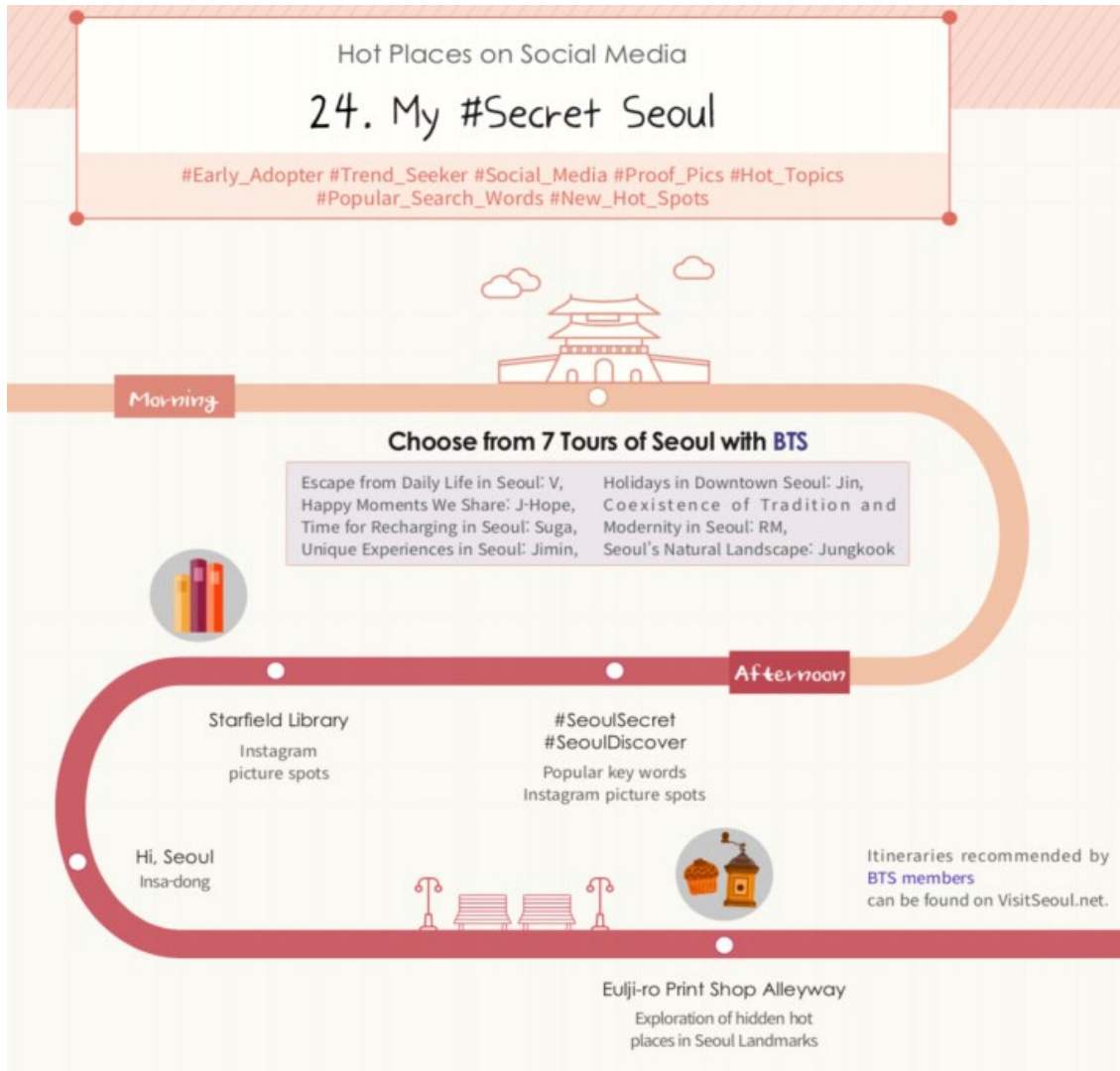
Getting there: Subway Line 2,
Euljiro 3-ga station

Address: 13-19, Euljiro, Jung-gu, Seoul

Explore More Places in Seoul

If you can still squeeze in a few more sights into your packed itinerary apart from the ones we included, we highly recommend you do so. There are a plethora of other attractions in Seoul that you simply can't miss!

Here's an infographic you can save for future reference:



For more information on Seoul MVP Itineraries, visit www.visitseoul.net.