Center Mark Hotel
MAP BOOK
What you can feel only in Bukchon Hanok Village

1. Hanok is not for display but an actual residential place.
2. Possible to have a panoramic view of Seoul because it is located on the hills.
3. Possible to stay and travel due to many Hanok guesthouses.
4. It's okay to wander because of the nice alleys.

It is a good street to enjoy the panorama of Samcheong-dong gil, many rooftop cafés are located here.
Things not to be missed in Myeong-dong's Top 5

1. Exchange - Numerous currency exchange and banks
2. Street Food - Experience unique street food in Myeong-dong
3. Shopping - From duty free shops, shopping malls, and stores
5. Cosmetics store - Various brands of cosmetics are in Myeong-dong with free samples
It is a duty free shop newly launched in 2016 by HanaTour, one of the best travel agencies in Korea. This seven-story duty free shop with a size of 10,000㎡ is a globally well-known and most-visited place. It has a great atmosphere in Insa-dong and Jonggak that represents the center of culture and tourism in Seoul. It is possible to enjoy shopping at “affordable prices” since SM Duty Free offers various promotional events where you can find brand-name products on sale, pre-paid cards and free gifts. Equipped with about 600 famous brands that include international luxury brands, Korean cosmetic brands, and fashion brands, this all-in-one duty free shop has become a perfect place for shopping. It also has a branch at Incheon International Airport and an online duty free shop. For more information, please see the following website: www.smdutyfree.com

Tip&Notice
- You can get a maximum 5-20% discount if you sign up for membership.
- It is an excellent place for shopping since it is equipped with most of the popular Korean cosmetic brands.
- Located nearby are famous tourist attractions such as Gwanghwanmun Gate, ancient palaces, Gwangjang Market, and Bukchon Hanok Village (within 5-10 minutes walking distance).
- Online duty free shop offers services in multiple languages including Korean, Chinese, and English.

SM Duty Free

A major tourist attraction at the center of Seoul! A large-scale duty free shop in Insa-dong

It is a duty free shop newly launched in 2016 by HanaTour, one of the best travel agencies in Korea. This seven-story duty free shop with a size of 10,000㎡ is a globally well-known and most-visited place. It has a great atmosphere in Insa-dong and Jonggak that represents the center of culture and tourism in Seoul. It is possible to enjoy shopping at “affordable prices” since SM Duty Free offers various promotional events where you can find brand-name products on sale, pre-paid cards and free gifts. Equipped with about 600 famous brands that include international luxury brands, Korean cosmetic brands, and fashion brands, this all-in-one duty free shop has become a perfect place for shopping. It also has a branch at Incheon International Airport and an online duty free shop. For more information, please see the following website: www.smdutyfree.com

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Center Mark Hotel

An affordable hotel with a neat and clean atmosphere located at the entrance to Insa-dong

Reach the center of Insa-dong within 1-minute by walking from the Center Mark Hotel located near the entrance to Insa-dong. It is a highly accessible hotel close to Myeong-dong, Jongno, Samcheong-dong, and Dongdaemun Gate. You can easily find a variety of restaurants such as fast food restaurants (McDonald’s), coffee shops, Korean restaurants, Japanese restaurants, and a breakfast buffet inside the hotel. The hotel is equipped with clean amenities, such as high-quality Hungarian duck down, 100% cotton bedding sets and Ashford & Hall bath items as well as renowned for its excellent rooms and superb location. The Center Mark Hotel always provides the best customer services at affordable prices.

Information on Services
- Check-in: 14:00 / Check-out: 12:00
- Address: 38 Insa-dong 5-gil, Jongno-gu, Seoul
- Telephone: 02 731 1000
- Website: www.centermarkhotel.com

Tip&Notice
- It is worth noting that nearby restaurants are always crowded during the lunchtime since there are a number of offices near the hotel.
- It is convenient to change money since Korea Exchange Bank is located right behind the hotel.
- At night, you can find street vendors lined up on the street near the hotel.
- There is no swimming pool but a fitness center is available.
- It is equipped with the best facilities for business travelers such as a banquet hall, meeting room, and business center.

Information on Services
- Address: 41 Insa-dong 5-gil, Jongno-gu, Seoul
- Customer hotline: 1522 0800
- Website: www.centermarkhotel.com

SM Duty Free

A major tourist attraction at the center of Seoul! A large-scale duty free shop in Insa-dong

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Information on Services
- Address: 41 Insa-dong 5-gil, Jongno-gu, Seoul
- Customer hotline: 1522 0800
- Highly accessible since it is only a minute walk from Jonggak Station, Subway Line 1, Exit 3
- Opening Hours: 09:00-20:00 (Open all-year round)
Insa-dong

A unique street where you can learn about Korean traditional culture

Even if it is a relatively short street from Anguk Station to Jongno 3-ga which is less than 1 km, Insa-dong is one of the most famous traditional streets in Seoul beloved by tourists. It is filled with a number of interesting galleries, Korean restaurants, traditional teahouses, and handicraft shops where you can experience the essence of Korea. One of the characteristics of this street is that all the signboards are written in Korean.

Address
Insadong-gil, Jongno-gu, Seoul

Telephone
02 734 0222

Website
www.insainfo.or.kr

How to Get There
Anguk Station, Subway Line 3, Exit 6

Map Book
Map No. 2

Ssamzigil

A shopping mall that has become a landmark in Insa-dong

As you walk through Insa-dong, a uniquely shaped building will catch your attention. It is incredibly fun to have a look at various goods while looking around the Ssamzigil Shopping Mall filled with galleries, coffee shops, and small stores.

Opening Hours
10:30~20:30 for stores / ~22:00 for restaurants and coffee shops / Closed on holidays

Address
44 Insadong-gil, Jongno-gu, Seoul

Telephone
02 736 0088

Website
www.ssamzigil.co.kr

How to Get There
It is a few-minute walk from Anguk Station, located in the middle of Insa-dong

Map Book
B2 of Map No. 2

Changdeokgung Palace

A palace known for its Huwon (rear garden) and designated as a World Cultural Heritage

Originally built in 1405 (the 5th year of King Taejong’s reign) as a crown prince’s palace, Changdeokgung Palace played a role as a principal palace after Gyeongbokgung Palace was destroyed during the Japanese Invasion of Korea in 1592. As a result, it had become a home to many kings of the Joseon Dynasty for the longest period of time. Designated as a UNESCO World Cultural Heritage in 1997, Changdeokgung Palace is especially known for its beautiful Huwon Rear Garden. You can get a special chance to visit the rear garden by making a reservation online in advance or purchasing a first come - first serve ticket on site. You will be accompanied by a tour guide for the 90-minute long tour through the rear garden. Guided tours are provided in English, Japanese, and Chinese according to the fixed schedule.

Admission Fee
3,000 KRW for adults (aged 25-64) / 5,000 KRW for adults (aged 19 and more) who visit Huwon Rear Garden / 2,500 KRW for children (aged 7-18)

Opening Hours
09:00-18:00 from February to May and from September to October / 09:00-18:30 from June to August / 09:00-17:30 from November to January / Closed Mondays

Address
99 Yulgok-ro, Jongno-gu, Seoul

Telephone
02 762 8262

Website
www.cdg.go.kr

How to Get There
It is a five-minute walk from Anguk Station, located in the middle of Insa-dong

Map Book
C3 of Map No. 3
Jongmyo Shrine
The resting place for kings and queens of the Joseon Dynasty

Jongmyo Shrine is the resting place for ancestral tablets of kings and queens of the Joseon Dynasty. In 1995, it was designated a UNESCO World Cultural Heritage site. Its major buildings include National Treasure No. 227, Jeongjeon Hall and a separate shrine, Yeongnyeongjeon (Hall of Eternal Peace). On the first Sunday of May every year, a Confucian ritual called Jongmyo Jerye takes place. Along with court music performed during the ritual called Jongmyo Jeryeak, this ritual was designated as a UNESCO Masterpiece by the Oral and Intangible Heritage of Humanity.

Admission Fee
1,000 KRW for adults aged 25-64 and foreigner aged 25-64 / 500 KRW for foreign children aged 7-18

Opening Hours
09:00-18:00 from February to May and from September to October / 09:00-18:30 from June to August / 09:00-17:30 from November to January / Closed on Mondays

Address
157 Jong-ro, Jongno-gu, Seoul

Telephone
02 765 0195
Website jm.cha.go.kr
How to Get There
It is a five-minute walk from Jongno 3-ga Station, Subway Line 1, Exit 11.

Map Book
Map No. 1

Gwangjang Market
A traditional market famous for its food alley

Gwangjang Market is a traditional market with more than 100 years of history. Most of the stores in the market are specialized in Hanboks, fabrics, and clothes. It is always crowded with visitors who come to enjoy famous food such as beef tartare(Yukhoe), small gimbap (Mayak Gimbap), mung bean pancake(Chapcheong Bol), spicy rice cakes(Tteok-bokki), and spicy rice cakes(Tteok-bokki). It is highly recommended to try a set menu with grilled fish and stew for lunch and cabbage wraps with pork and makgeolli (rice wine) for dinner.

Opening Hours
09:00-18:00 for store (Closed Sundays) / 10:00-19:30 for Hanbok and bedding stores (11:00-19:30 on Sundays) / 09:00-23:00 for food vendors and restaurants

Address
12-1 Insa-dong 8-gil, Jongno-gu, Seoul

Telephone
02 730 3609
Website www.gjmarket.or.kr
How to Get There
It is located in the middle of Insadong-gil in the alley where Insa Art Plaza is.

Map Book
Map No. 2
Samcheong-dong·Bukchon

Samcheong-dong refers to the street around Jeongdok Public Library you can visit after crossing the road from Insa-dong and going straight along the peaceful path. This street is full of coffee shops, restaurants, galleries, and fascinating stores. Located between Gyeongbokgung Palace and Bukchon, Samcheong-dong shows its unique aura as a place to encounter the past and the present. Known as a perfect picnic place for a romantic date among young people, Samcheong-dong is always crowded with people both on weekends and weekdays.

Address: Samcheong-ro, Jongno-gu, Seoul
How to Get There: It is a few-minute walk from Anguk Station, Subway Line 3, Exit 1. Map Book: Map No. 3

Insa-dong

Sagwa Namu
시과나무
A place to enjoy steak and pasta at affordable prices

It is a small and cute place where you can enjoy both steak and pasta for 10,000 KRW. Sagwa Namu is more like a coffee shop than a restaurant. Located deep inside Insa-dong, it is also a good place to chill out. Spicy chicken stew with rice and Hamburger Steak are must try dishes on the menu.

Opening Hours: 11:30-23:30 from Monday to Saturday (till 20:50 on Sunday) / Closed on holidays
Address: 24-1 Insa-dong 14-gil, Jongno-gu, Seoul
Telephone: 02 722 5051
How to Get There: It is a three-minute walk from Anguk Station, Subway Line 3, Exit 6, located on Insadong-gil.
Map Book: Map No. 2 B2

Koong
궁
A place to enjoy lightly seasoned but authentic Gaeseong-style dumplings

If you are a great fan of dumplings, you must try Gaeseong-style dumplings. Koong’s lightly seasoned dumpling soup is so charmingly tasty that you will want to try it again and again. You will feel full and happy after having delicious soup with large-size dumplings or dumpling soup with cocoon-shaped rice cakes. Right in front of the restaurant, there is a traditional teahouse where you can enjoy a cup of tea after a meal.

Opening Hours: 11:30-21:30, / Open all year round
Address: 11-3 Insa-dong 10-gil, Jongno-gu, Seoul
Telephone: 02 733 9240
How to Get There: It is a three-minute walk from Anguk Station, Subway Line 3, Exit 6, located on the other side of Kyung-in Museum of Fine Arts LTD. on Insadong-gil.
Map Book: B2 of Map No. 2

Season’s Table
계절밥상
An all-you-can-eat buffet full of Korean food

The all-you-can-eat Korean buffet has become an emerging trend in Korea. It is worth paying a visit to this newly emerging Korean buffet just to try many different Korean dishes. You can enjoy rice with dozens of side dishes and you can even buy sauces for cooking at home if you like. Please note that you have two hours to finish your meal and you might have to wait in line to enter the buffet. There is a difference in price when visiting this place on weekdays versus weekends.

Opening Hours: 10:30-16:00 for lunch / 16:00-10:30 for dinner / 10:30-22:30 on weekends / Open all year round
Address: 35-4 Insadong-gil, Jongno-gu, Seoul
Telephone: 02 2223 2551
How to Get There: It is a few-minute walk from Anguk Station, Subway Line 3, Exit 5, located in the middle of Insa-dong-gil.
Map Book: B2 of Map No. 2

Jongno 3-ga Bossam Alley
종로3가 족발골목
A must-visit place for those who want to enjoy a great amount of cabbage wraps with pork at an affordable price

If you go one more block from the main street of Jongno 3-ga, you will find a whole new world in the food alley. Jongno 3-ga Bossam Alley is known for cabbage wraps with pork and oysters (note: oysters are not available in the summer). If you order cabbage wraps with pork, you will be amazed at the level of side dishes such as spicy pork backbone stew with potatoes or spicy stir-fried octopus. If you prefer to enjoy a big dish, it is the right place. It is also known as a get-together spot for nearby office workers.

How to Get There: It is a few-minute walk from Anguk Station, Subway Lines 1 & 3, Exits 14 & 15, located in the alley right next to Seoul Cinema.

Places to visit

Insa-dong

Recommendation | Insa-dong

Sagwa Namu
시과나무
A place to enjoy steak and pasta at affordable prices

Koong
궁
A place to enjoy lightly seasoned but authentic Gaeseong-style dumplings

Season’s Table
계절밥상
An all-you-can-eat buffet full of Korean food

Jongno 3-ga Bossam Alley
종로3가 족발골목
A must-visit place for those who want to enjoy a great amount of cabbage wraps with pork at an affordable price

Samcheong-dong

Recommendation | Samcheong-dong

Samcheong-dong
삼청동
A beautiful street full of stores and restaurants which is perfect for a walk

Samcheong-dong refers to the street around Jeongdok Public Library you can visit after crossing the road from Insa-dong and going straight along the peaceful path. This street is full of coffee shops, restaurants, galleries, and fascinating stores. Located between Gyeongbokgung Palace and Bukchon, Samcheong-dong shows its unique aura as a place to encounter the past and the present. Known as a perfect picnic place for a romantic date among young people, Samcheong-dong is always crowded with people both on weekends and weekdays.

Address: Samcheong-ro, Jongno-gu, Seoul
How to Get There: It is a few minutes walk from Anguk Station, Subway Line 3, Exit 1. Map Book: Map No. 3
Bukchon Hanok Village

A village where the upper class used to live during the Joseon Dynasty

Bukchon Hanok Village took its form as the aristocrats and royal family members got together near the two major palaces. This well-preserved Hanok village is called “Bukchon” since it is located in the north of Cheonggyecheon Stream. It would be a great idea to look around Bukchon Hanok Village as well as visit nearby Samcheong-dong and Gyeongbokgung Palace. It would be also fun to find the photo spots known as the Top 8 Scenic Spots in Bukchon, wandering around in every alley corner and up the hill.

Address 37, Gyedong-gil, Jongno-gu, Seoul
Telephone 02 2133 1372
Website hanok.seoul.go.kr/
How to Get There It is a few minutes walk from Anguk Station, Subway Line 3, Exit 2.
Map Book B3 of Map No. 3

National Folk Museum of Korea

Museum with a collection of Korea’s lifestyle folk data

National Folk Museum of Korea is a museum featuring folk materials that reveals the lifestyle and culture of Korean people from prehistoric to present times. It would be nice to visit this museum along with nearby Samcheong-dong and Gyeongbokgung Palace.

Admission Fee Free
Opening Hours 09:00-18:00 from March to May and from September to October (last admission at 17:00) / 09:00-18:30 from June to August (last admission at 17:30) / 09:00-17:00 from November to February (last admission at 16:00) / Closed on Tuesdays and January 1
Address 37, Gyedong-ro 3-gil, Jongno-gu, Seoul
Telephone 02 723 8089
Website mukshidonna1995ve0002ebly.com
How to Get There It is a seven-minute walk from Anguk Station, Subway Line 3, Exit 1. Go straight in the alley between McDonald’s and Pungmoon Girls’High School.
Map Book B3 of Map No. 3

Must-try Restaurants

Mukshidonna
A big dish of short-order spicy rice cakes at an affordable price

It is a most-visited restaurant in Samcheong-dong. The harmony between short-order spicy rice cakes and cheese piled up on top of them are the best of the best. Do not forget to have stir-fried rice at the end of your course. The restaurant was relocated to the current location in the middle of Samcheong-dong.

Opening Hours 10:00-22:00, Open all year round
Address 77-7 Yulgok-ro 3-gil, Jongno-gu, Seoul
Telephone 02 723 8089
Website mukshidonna1995ve0002ebly.com
How to Get There It is a seven-minute walk from Anguk Station, Subway Line 3, Exit 1. Go straight in the alley between McDonald’s and Pungmoon Girls’High School.
Map Book B3 of Map No. 3

Pastel de nata
A Portuguese egg tart shop

Pastel de nata is the only place where you can try Portuguese egg tart in Korea. You can enjoy your tiny but delicious tart right away despite the limited space for you to sit down and eat. It would be nice to take a photo of yourself with the Hanok building in the background, which appeared in the scene of a TV series called ‘The Heir’ where Lee Minho and Park Shinhye meet.

Opening Hours 11:30-20:00
Address 31 Yunboseon-gil, Jongno-gu, Seoul
Telephone 02 733 2979
Website www.eggtart.co.kr
How to Get There It is a seven-minute walk from Anguk Station, Subway Line 3, Exit 1. Go straight in the alley between McDonald’s and Pungmoon Girls’High School.
Map Book B4 of Map No. 3

Joseon Gimbap
Delicious gimbap full of fish cakes

Its main dishes are Joseon Gimbap and Eomuk Gimbap stuffed with soft fish cakes. Finely grated horseradish is added to Joseon Gimbap so that you can enjoy its impressive spicy taste. If you prefer non-spicy food, you should go for Eomuk Gimbap. The limited seating allows you to get a 500 KRW discount if you order takeout.

Opening Hours 11:00-20:00 (Break time from 15:00-16:30) / Closed Sundays
Address 76 Yulgok-ro 1-gil, Jongno-gu, Seoul
Telephone 02 723 7496
How to Get There It is an eight-minute walk from Anguk Station, Subway Line 3, Exit 1.
Map Book A3 of Map No. 3
Maple Tree House makes you feel as if you were on a picnic in a lovely garden. You can enjoy delicious grilled beef, the signature dish of the restaurant, in a laid-back environment and a beautifully decorated garden. It might be expensive, but it is one of the great places for a get-together.

**Opening Hours**: 11:30-22:00 / Open all year round

**Address**: 130 Samcheong-ro, Jongno-gu, Seoul

**Telephone**: 02 730 7461

**Website**: www.mapletreehouse.co.kr

If I should pick the most famous restaurant, I will choose Samcheongdong Sujebi. You can see people every day waiting in line outside the restaurant during lunchtime. Apart from Sujebi, you can also try potato pancakes, green onion pancakes, and mung bean pancakes. It could be expensive (considering it is hand-pulled dough soup they sell), but it is still worth trying this big dish. It is highly recommended to eat the dough dumplings with kimchi or young summer radish kimchi because it will taste even better.

**Opening Hours**: 11:00-21:00, / Closed on holidays

**Address**: 101-1 Samcheong-ro, Jongno-gu, Seoul

**Telephone**: 02 735 2965

If you want to try a must-try noodle soup restaurant known as a filming location for the Running Man TV show, Hwangsaengga Kalguksu should be on your list. Here, you can try delicious noodle soup made with rich and thick broth and huge hand-made dumplings. This restaurant is famous for its noodle soup as well as for its juicy dumplings. It is a famous spot that appeared in the Running Man TV show. U can see many foreigners enjoying the noodle soup. Please be prepared to wait in line during lunchtime.

**Opening Hours**: 11:00-21:30 / Closed on holidays

**Address**: 78 Bukchon-ro 5-gil, Jongno-gu, Seoul

**Telephone**: 02 739 6334

**Gatekeeper changing ceremonies** are held in front of the gate up to the plaza, everyday except Tuesdays, at 11:00, 14:00, and 16:00. Gatekeeper changing ceremonies last for about 10 minutes.

**Address**: 12 Hyoja-ro, Jongno-gu, Seoul

**Telephone**: 02 3700 3901

**How to Get There**: Gwanghwamun station, Line 5, Exits 2, 9

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**Maple Tree House**

**Samcheongdong Sujebi**

**Hwangsaengga Kalguksu**

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**Gwanghwamun**

The south gate and main gate of Gyeongbokgung Palace, which was the main palace during the Joseon Dynasty. At the long plaza stretched out in front, the statues of King Sejong and Admiral Yi Sun-Shin are located. This place is also a favorite venue for various events and serves as a resting area for citizens. Gatekeeper changing ceremonies are held in front of the gate up to the plaza, everyday except Tuesdays, at 11:00, 14:00, and 16:00. Gatekeeper changing ceremonies last for about 10 minutes.

**Address**: 12 Hyoja-ro, Jongno-gu, Seoul

**Telephone**: 02 3700 3901

**How to Get There**: Gwanghwamun station, Line 5, Exits 2, 9

**Map Book**: Map No. 4
Gyeongbokgung Palace

The first palace of the Joseon Dynasty

It is the first palace built by King Taejo in 1395 during the Joseon Dynasty. It was used mostly during the early and late Joseon Dynasty, often called Bukgwol (or North Palace). Many parts of the palace were destroyed due to great fires and Japanese Invasion of Korea in 1592. It was left unused for more than 200 years until it was restored under the reign of King Gojong during the late Joseon Dynasty. In 2010, some parts of the palace were restored and opened to the public. It is possible to see the king’s office and the royal family’s living space. It was designated as Historic Site No. 117.

Admission Fee 3,000 KRW for adults (aged 25-64) / 3,000 KRW for foreigners (aged 19-64) / 1,500 KRW for foreign children (aged 7-18)
Opening Hours 09:00-17:00 for winter / 09:00-18:00 for summer / Closed Tuesdays
Address 161 Sajik-ro, Jongno-gu, Seoul
Telephone 02 3700 3900~1
Website www.royalpalace.go.kr

Cheonggyecheon Stream

A place of relaxation for Seoul residents which is perfect for a walk

Cheonggyecheon Stream is a 10km stream from Gwanghwamun Gate to Wangsimni crossing the north of Hanang River. It was restored in 2005 and it has become a place of relaxation for residents in Seoul where many cultural and artistic events take place. It is great to take in some of the famous tourist attractions in Seoul situated along the stream.

Address 540 Cheonggyecheon-ro, Seongdong-gu, Seoul
Telephone 02 2290 7111
Website www.chonggyecheon.or.kr
How to Get There It is a five-minute walk from Gwanghwamun Station, Subway Line 5, Exit 5, City Hall Station, Subway Line 1, Exit 4, & Euljiro 3-ga Station, Subway Lines 2 & 3, Exit 1.
Map Book C4 of Map No. 4

Tongin Market

A boisterous local market filled with warmth

For those who visit Gyeongbokgung Palace and Seochon, it would be a good idea to drop by nearby Tongin Market known for its lunchbox café and unique food such as fried rice cakes. The market is mostly filled with stores selling food products including side dishes, vegetables, and fish.

Opening Hours 09:00-22:00 / Closed on the third Sunday of the month
Address 18 Jahamun-ro 15-gil, Jongno-gu, Seoul
Telephone 02 722 0936
Website tonginmarket.co.kr
How to Get There It is a ten-minute walk from Gyeongbokgung Station, Subway Line 3, Exits 1 & 2.
Map Book A1 of Map No. 4

Seochon

A village with interesting coffee shops and galleries in every corner

Seochon refers to a village located in the west of Gyeongbokgung Palace. Numerous stores, coffee shops, and galleries, showing off their charms, are lined up along the path next to Gyeongbokgung Palace. Take a walk along the alleys between the old houses, look around the small and cute stores, and have fun in this village.

Address Hyeja-ro, Jongno-gu, Seoul
How to Get There Go straight from Gyeongbokgung Station, Subway Line 3, Exit 2.
Map Book A1 of Map No. 4
**Must-try Restaurants**

**Nampo Myeonok**

*Serving original cold buckwheat noodles*

It is a restaurant with a long history specialized in Pyeongyang-style cold buckwheat noodles. Both the inside and outside of the restaurant building are in the shape of a Hanok with a unique atmosphere. Lightly salted but hauntingly delicious, Pyeongyang-style cold buckwheat noodles will satisfy your appetite. Cold buckwheat noodles are the best food for the scorching summer. It is highly recommended to try the Pyeongyang-style beef hot pot in the winter.

*Opening Hours: 11:30-22:00 / Closed on holidays*

*Address: 24 Euljiro 3-gil, Jung-gu, Seoul*

**Tosokchon Samgyetang**

*Try ginseng chicken soup for your health*

Tosokchon Samgyetang is where you can see the longest restaurant line around Gyeongbokgung Station. Ginseng chicken soup is one of the dishes Korean people eat to stay healthy. Tosokchon Samgyetang is considered one of the best ginseng chicken soup restaurants in Seoul. You can enjoy the ginseng liquor that accompanies the soup by drinking it or pouring it into the soup.

*Opening Hours: 11:30-22:00 / Closed on holidays*

*Address: 5 Jahamun-ro 5-gil, Jongno-gu, Seoul*

**TERAROSA**

*Filled with freshly roasted beans, drip coffee, and freshly baked bread*

TERAROSA, which originated from Gangwon-do, has become a famous coffee chain in Seoul that leads the coffee culture. You can try freshly baked bread and delicious brunch menus with drip coffee served in a pretty little cup. Its coffee may be relatively more expensive than other coffee shops, but the quality of the coffee is incomparably better. You can purchase the beans if you would like to. Furthermore, you can participate in the cupping held at 15:00 every day and enjoy the flavor of coffee before purchasing it. You can get a free cup of coffee if you decide to buy the beans.

*Opening Hours: 7:30-22:00 from Monday to Friday / 8:00-22:00 on weekends and holidays / Open all year round*

*Address: 15, The K Twin Tower, 50 Jong-ro 1-gil, Jongno-gu, Seoul*

*Telephone: 02 720 2760*

*Website: www.terarosa.com*

**Hyoja Bakery**

*A nostalgic taste of bread at a bakery in a town full of warmth*

Please do not ever underestimate this small bakery. It is known as a bakery that supplies bread to the Blue House. In particular, its “corn bread” is the most famous among many. It is amazing to enjoy the freshly baked bread to the fullest. I am sure you will fall in love with the bakery’s nostalgic old-fashioned bread recipes.

*Opening Hours: 07:40-24:00 / Open all year round*

*Address: 54 Pitun-daero, Jongno-gu, Seoul (Tongin-dong)*

*Telephone: 02 736 7629*

*Website: www.terarosa.com*

**Places to visit**

**Myeong-dong**

*A center of shopping and tourism in Seoul*

It is a must-visit place during your trip to Seoul. It is where famous restaurants, nearby accommodations, most of road shop cosmetic brands get together. Myeong-dong is definitely a perfect place for shopping because you can find an all-in-one shopping center, Lotte Department Store, and duty free shop.

*Address: Myeong-dong, Jung-gu, Seoul*

*How to Get There: Get off at Myeong-dong Station, Subway Line 4.*

*Map Book: Map No. 5*
Myeong-dong Cathedral

A cathedral that showcases the history of the Catholic Church in Korea

Designated as Historic Site No. 258, it is Korea’s first gothic architecture built in 1898. It is the center of Catholic Church in Korea as well as the sanctum where the remains of martyrs are enshrined. The basement has become a cultural space filled with recently opened Gallery Gwangjang, coffee shops, and stores.

Address 74, Myeongdong-gil, Jung-gu, Seoul
Telephone 02 774 1784
Website www.mdsd.or.kr

How to Get There It is a few minutes walk from Myeong-dong Station, Subway line 4, Exits 9 & 10.
Map Book C3 of Map No. 5

Namdaemun

Korea’s National Treasure No. 1

Originally built in 1398 under the reign of King Taejo during the Joseon Dynasty, Sungnyemun Gate is the main gate of Hanyang, the former name of the capital, Seoul. It is often called “Namdaemun Gate.” The great historical and architectural significance earned it the designation as Korean National Treasure No. 1. It was damaged by fire in 2008, restored, and reopened in 2013.

Opening Hours 09:00-18:00 / 09:00-19:00 for May / Closed Mondays
Address 21 Namdaemun-myeon, Jung-gu, Seoul
Telephone 02 774 1784
Website www.nseoultower.com

How to Get There Get on the bus 02 or 05 in front of Chungmuro Station, Subway Lines 3 & 4, Exit 2.
- Get on the bus 02 in front of Dongguk Univ. Station, Subway Line 3, Exit 6.
- Get on the bus 05 in front of Myeong-dong Station, Subway Line 4, Exit 3.
- Get on the bus 03 in front of Seoul Station, Subway Lines 1 & 4, Exit 9 or Haewon Station, Subway Line 6, Exit 4.
- Walk from Myeong-dong Station, Subway Line 4, Exit 3 and ride the cable car.
Map Book Map No. 1

Namdaemun Market

A large-scale all-in-one market with 600 years of history

It is Seoul’s most recognized market beloved by people from the Joseon Dynasty up to now. This large-scale market is equipped with over 10,000 stores. In the food alley inside the Namdaemun Market, you can try noodle soup, steamed barley and rice, and cold buckwheat noodles for only 5,500 KRW. Market, you can try noodle soup, steamed barley and rice, and cold buckwheat noodles for only 5,500 KRW.

Admission Fee Free
Opening Hours
- Opening Hours for Hanok
  09:00-21:00 for summer (from April to October) / 09:00-20:00 for winter (from November to March)
- Opening Hours for Traditional Garden
  07:00-23:00 for weekdays and Sundays / 10:00-24:00 on Saturdays (last admission 30 minutes prior to the closing time) / Open all year round
Address 105 Namsangongwon-gil, Yongsan-gu, Seoul
Telephone 02 3455 9277 / 02 3455 9288
Website www.namdaemumarket.co.kr

How to Get There
- Get off at Hoehyeon Station, Subway Line 4, Exits 5 & 6.
- Get on the bus in front of Chungmuro Station, Subway Line 3, Exit 4.
- Get on the bus in front of Myeong-dong Station, Subway Line 4, Exit 3.
- Get on the bus in front of Seoul Station, Subway Lines 1 & 4, Exit 9 or Haewon Station, Subway Line 6, Exit 4.
- Walk from Myeong-dong Station, Subway Line 4, Exit 3 and ride the cable car.
Map Book Map No. 1

N Seoul Tower

A landmark in Seoul known for its breathtaking night view

Known as the most famous landmark in Seoul, N Seoul Tower is a radio transmission tower erected on top of Namsan Mountain. You can enjoy a panoramic view of Seoul if you climb the 243 meters to the mountaintop and reach the observatory on top of the tower at a height of 240 meters. You can also find the famous Trees of Love Padlocks where you can share great moments with your friends or lover.

Admission Fee 10,000 KRW for adults (aged 13 and more) who visit the observatory / 8,000 KRW for children (aged 3-12) and seniors
Opening Hours
- 10:00-23:00 on weekdays and Sundays / 10:00-24:00 on Saturdays (last admission 30 minutes prior to the closing time) / Open all year round
Address 105 Namsangolhanokmyeong-dong-gil, Jung-gu, Seoul
Telephone 02 3455 9277 / 02 3455 9288
Website www.nseoultower.com

How to Get There
- Walk from Myeong-dong Station, Subway Line 4, Exit 5.
- Get off at Hoehyeon Station, Subway Line 4, Exits 5 & 6.
- Get on the bus in front of Chungmuro Station, Subway Line 3, Exit 4.
- Get on the bus in front of Myeong-dong Station, Subway Line 4, Exit 3.
- Get on the bus in front of Seoul Station, Subway Lines 1 & 4, Exit 9 or Haewon Station, Subway Line 6, Exit 4.
- Walk from Myeong-dong Station, Subway Line 4, Exit 3 and ride the cable car.
Map Book Map No. 1

Namsangol Hanok Village

A tranquil Hanok village located under Namsan Mountain

Namsangol Hanok Village was created to preserve the remaining Hanoks in Seoul by relocating them to the current place. It offers a variety of programs such as experiencing Korean traditions and holiday events that allow you to explore traditional Korean culture. Deep inside the village, you can find the Time Capsule Plaza built to commemorate the 600th anniversary of Seoul as a capital city.

Admission Fee Free
Opening Hours
- Opening Hours for Hanok
  09:00-21:00 for summer (from April to October) / 09:00-20:00 for winter (from November to March)
- Opening Hours for Traditional Garden
  07:00-23:00 for strolling in and visiting the garden / 05:00-01:00 on the next day for the back door and residential alleys
- Closed Tuesdays
Address 28 Toegye-ro 34-gil, Jung-gu, Seoul
Telephone 02 2261 0511 / 02 2264 4412
Website hanokmaeul.or.kr

How to Get There It is a few minutes walk from Chungmuro Station, Subway Line 4, Exits 3 & 4.
Map Book Map No. 1
Shopping

Myeong-dong

Lotte Department Store
- Main Branch
롯데 백화점 본점
A recognized department store with the largest number of branches

Shinsegae Department Store
- Main Branch
신세계 백화점 본점
A long history that can trace back to 1930

Myeong-dong

Opening Hours
10:30-20:00 on weekdays / 10:30-20:30 on weekends
Address 81, Namdaemun-ro, Jung-gu, Seoul
Telephone 02 771 2500
Website store.lotteshopping.com
How to Get There
It is connected to Euljiro 1-ga Station, Subway Line 2, Exit 7.
Map Book A2 of Map No. 5

Shinsegae Department Store
- Main Branch
New building built in 2006

Opening Hours
10:30-20:00 on weekdays / 10:30-20:30 on weekends
Address 63 Sogong-ro, Jung-gu, Seoul
Telephone 1588 1234
Website department.shinsegae.com
How to Get There
Use a moving sidewalk from the Hoehyeon Station, Subway Line 4, Exit 7.
Map Book A4 of Map No. 5

Opening Hours
10:30-21:30 / Closed on holidays
Address 29 Myeongdong 10-gil, Jung-gu, Seoul
Telephone 02 776 5348
Website www.mdkj.co.kr
How to Get There
It is a three-minute walk from Myeong-dong Station, Subway Line 4, Exit 8 & a five-minute walk from the Underground Shopping Center at Euljiro 1-ga Station, Subway Line 2, Exit 7.
Map Book A3 of Map No. 5

Must-try Restaurants

Myeong-dong

Myeong-dong Kyoja
명동교자
Every single dish tastes so good, including noodle soup, dumplings, and spicy noodles.

Opening Hours
11:30~23:30
Address 5 Myeongdong 3-gil, Jung-gu, Seoul
Telephone 02 3789 6841
How to Get There
It is a three-minute walk from Euljiro 1-ga, Subway Line 2, Exit 6 & a seven-minute walk from Myeongdong Station, Subway Line 4, Exit 7.
Map Book B3 of Map No. 5

Myeong-dong Chicken Alley
명동 치킨골목
A chicken alley that will stop you in your tracks

A food alley that developed its form as existing restaurants in Myeong-dong were turned into fried chicken restaurants. It is called Chicken Alley since a number of Korean chicken franchises got together in an alley. When it is sunny, the stores on the first floor set up tables in the outdoor area so that people can enjoy the weather better. All you have to do is to choose whatever brand you love and a step into the store. It is a must visit place to order either a draft beer or a coke.

Recommended restaurants
Chir Chir / Yeongyang Center / DQ Chicken

How to Get There
It is located in the Myeong-dong area around Euljiro 1-ga Station, Subway Line 2, Exits 5 & 6.
Map Book B2 of Map No. 5

Myeongdong Kyoja
Every single dish tastes so good, including noodle soup, dumplings, and spicy noodles.

Andong Jjimdak
안동찜닭
Sweet and spicy stewed chicken

If you have to choose the most famous restaurant in Myeong-dong, it would be Myeongdong Kyoja. The delicious taste of rich noodle soup, spicy noodles, and dozens of dumplings have never changed over the last few decades. It is a restaurant where you can see more foreigners than Koreans. You do not have to feel shy to go to the restaurant alone because there is a table for one person. Please note you need to pay in advance when you make an order.

Opening Hours
10:30-21:30 / Closed on holidays
Address 29 Myeongdong 10-gil, Jung-gu, Seoul
Telephone 02 776 5348
Website www.mdkj.co.kr
How to Get There
It is a three-minute walk from Myeong-dong Station, Subway Line 4, Exit 8 & a five-minute walk from the Underground Shopping Center at Euljiro 1-ga Station, Subway Line 2, Exit 2.
Map Book A3 of Map No. 5

Andong Jjimdak
Sweet and spicy stewed chicken

Stewed chicken always reminds you of Andong and Andong always reminds you of stewed chicken. Andong Jjimdak worked as a trigger to spread Andong-style stewed chicken, which was once a local food, across the country. Andong Jjimdak has become a famous stewed chicken brand that even has multiple chains in Myeong-dong. Right here, you can enjoy stewed chicken marinated in soy sauce, which is neither too salty nor spicy. Enjoy glass noodles and toasted at the end of your course. Stewed chicken is one of the best Korean dishes for foreigners.

Opening Hours
11:30~23:30
Address 5 Myeongdong 3-gil, Jung-gu, Seoul
Telephone 02 3789 6841
How to Get There
It is a three-minute walk from Euljiro 1-ga, Subway Line 2, Exit 6 & a seven-minute walk from Myeongdong Station, Subway Line 4, Exit 7.
Map Book B3 of Map No. 5
### Yoogane
유가네

**Spicy stir-fried chicken in an iron pan**

The name of dakgalbi is because it is a dish cooked by stir-frying marinated chicken in a style similar to that of grilled ribs. You do not have to worry about anything but focus on enjoying your food because the restaurant staff will take care of stir-frying chicken in a huge iron pan. You can also add one or two more ingredients, such as rice cake, cheese, and sweet potatoes according to your preference. Please make sure to have must-try stir-fried rice at the end of your course.

**Opening Hours**
Open for 24 hours all year round

**Address**
78 Namdaemun-ro, Jung-gu, Seoul

**Telephone**
02 3631 8260

**Website**
[www.yoogane.co.kr](http://www.yoogane.co.kr)

**How to Get There**
It is a four-minute walk from Myeong-dong Station, Subway Line 4, Exit 8 & a four-minute walk from the Underground Shopping Center at Euljiro 1 ga Station, Subway Line 2, Exit 6.

**Map Book**
B3 of Map No. 5

### Gaehwa
개화

**Chinese restaurant with 50 years of history run by a Chinese-Korean**

The Embassy of the People’s Republic of China in Korea and the Overseas Chinese Primary School are located in Myeong-dong. It is therefore easy to find many nearby Chinese restaurants with a long history. In particular, Gaehwa is known for its noodles in black bean sauce. You can choose whatever you like from many different types of noodles in black bean sauce such as regular black bean noodles, noodles served with black bean sauce in a separate bowl, black bean noodles with minced pork and onion, and black bean noodles with seafood. Apart from the noodles in black bean sauce, you can also try other menus like sweet and sour pork and starched sheet salad with mustard sauce.

**Opening Hours**
11:00-21:30 / Closed on the second and fourth Sundays of the month

**Address**
107 Myeongdong 2 ga, Jung-gu, Seoul

**Telephone**
02 776 0508

**Website**
[www.gaehwa.co.kr](http://www.gaehwa.co.kr)

**How to Get There**
It is located on the fifth floor of Basic House behind Myeong-dong M Plaza. Map Book A4 of Map No. 5

### Wangbi jip
왕비집

**A big set grilled rib menu at an affordable price**

Wangbi jip is where you can enjoy a wide range of grilled ribs (pork ribs or beef ribs). If you feel reluctant to order only grilled ribs because they are expensive, you can try the set menu with meat and rice at affordable prices. In most cases, people eat grilled ribs for dinner, but Wangbi jip is a great place to visit for lunch as well. Around 10,000 KRW will be enough to enjoy the lunch menu.

**Opening Hours**
11:30-23:30 / Open all year round

**Address**
26 Myeongdong ilga-gil, Jung-gu, Seoul

**Telephone**
02 3789 1945

**Website**
[www.wangbijip.com](http://www.wangbijip.com)

**How to Get There**
It is a two-minute walk from Euljiro 1 ga Station, Subway Line 2, Exit 6 & an eight-minute walk from City Hall Station, Subway Line 1 & 2.

**Map Book**
C4 of Map No. 5

### Gogung
고궁

**If you want to try the authentic Korean-style bibimbap**

People normally think of bibimbap as one of the most recognized dishes in Korea. However, it is not easy to find restaurants who serve delicious bibimbap. Specialized in making traditional bibimbap, Gogung is a reliable restaurant from Jeonju, the birthplace of bibimbap. You can enjoy the good atmosphere of the restaurant filled with live traditional Korean music. It is also recommended to try green onion pancake with seafood, bulgogi, and maeun-goju (rice wine) along with bibimbap.

**Opening Hours**
11:00-22:00 / Closed on holidays

**Address**
27 Myeongdong ilga-gil, Jung-gu, Seoul

**Telephone**
02 776 3211

**Website**
[www.gogung.co.kr](http://www.gogung.co.kr)

**How to Get There**
It is a two-minute walk from Myeong dong Station, Subway Line 4, Exit 8, located on the second floor of Woori Bank near the entrance to Gyesegol Girls’ High School.

**Map Book**
C4 of Map No. 5

### Yurimmyeong
유림면

**A famous noodle restaurant which appeared in a TV series called My Love from the Star**

It is where Do Min-joon bought udon for Cheon Songyi in a TV series called My Love from the Star. This restaurant, with 50 years of history, was already famous for its noodle dishes even before it appeared in the TV series. Even if its menu is simple, the buckwheat noodles, hot-pot noodles, and spicy noodles are so delicious and savory that you will never be able to forget them. Please note you will have to pay in advance when you make an order.

**Opening Hours**
11:00-21:00 (until 19:00 on Sundays) / Open all year round

**Address**
139-1 Sosoomun-ro, Jung-gu, Seoul

**Telephone**
02 755 0659

**Website**
[www.yurimmyeong.com](http://www.yurimmyeong.com)

**How to Get There**
It is a five-minute walk from City Hall Station, Subway Line 1 & 2.

**Map Book**
C4 of Map No. 5

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**Recommendation | City Hall**

**Manjok Ohyang Jokbal**
만족오양족발

**Soft and chewy pig’s trotters that women also love**

Manjok Ohyang Jokbal presents pig’s trotters by boiling them to make them tender and to get rid of the smell. That is why anyone can enjoy delicious and soft pig’s trotters. Thanks to the scent of oriental medicinal herbs, the unpleasant smell of pork will disappear, and women can also enjoy the food without worrying about the smell. This restaurant has become one of the best pig’s trotter restaurants in Seoul, to the point that you can even call the alley where the restaurant is located, the Manjok Ohyang Jokbal Alley.

**Opening Hours**
Open from 11:30 on Monday to Friday / Open from 12:00 on weekends and holidays / Closed on holidays

**Address**
134-7 Seosomun-ro, Jung-gu, Seoul

**Telephone**
02 753 4755

**Website**
[www.manjok.net](http://www.manjok.net)
Must-buy Items in Korea

01 | Take a Slow Walk

- **Point of Departure**: Center Mark Hotel, Bukchon Hanok Village, Hanbok Fitting Experience
- **Point of Arrival**: Center Mark Hotel, SM Duty Free, Samcheong-dong
- **Lunch**: Samcheong-dong

02 | Shopping & Culture

- **Point of Departure**: Center Mark Hotel, Dongdaemun Shopping Town
- **Point of Arrival**: Center Mark Hotel, SM Duty Free, DDP (Dongdaemun Design Plaza)

03 | Every Corner of Seoul

- **Point of Departure**: Center Mark Hotel, Itaewon
- **Point of Arrival**: Center Mark Hotel, SM Duty Free, Gyeongridan-gil

04 | Restaurant Tour

- **Point of Departure**: Center Mark Hotel, Gwangjang Market
- **Point of Arrival**: Center Mark Hotel, SM Duty Free, Bangsan Market

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**Cosmetics**

Many women visiting Seoul are passionate about Korean road shop cosmetic brands. You will have to pay twice as much for Korean cosmetic products purchased abroad. So, do not forget to buy them while you are in Korea. It is highly recommended to search for reviews of famous brand items in advance.

**Hallyu Goods**

For those visiting Korea to see their favorite Korean stars, please do not miss the chance to check out various types of interesting Hallyu goods.

**Snacks**

Snacks can be a reason why you should visit large retail stores in Seoul. You can buy sweet and soft Korean snacks. Traditional Korean snacks like traditional Korean sweets and deep-fried sweet rice cakes can be a special gift for your loved ones back home.

**Drinks**

The most commonly consumed liquor, soju and traditional Korean makgeolli (rice wine), are some of the major alcoholic beverages consumed in Korea. Why don’t you buy a bottle or two just in case you desperately miss the taste of Seoul?

**Stockings**

Korean stockings do not run easily despite the relatively affordable prices. Korean stockings have now become globally well-known for their high quality; however, the bargain they offer remains a silent secret among tourists visiting Korea.

**Seasoned Laver**

In Korea, salty and crispy seasoned laver is the most recognized side dish made of seaweed. It is a popular item for foreigners who like to eat them as a snack.

**Clothes**

Korean fashion has been a leading trend in East Asia. Along with the Hallyu craze, Korean fashion items have received significant attention for their affordable prices and high quality.

**Hygiene Products**

Korean hygiene products are highly praised by women tourists. You can get eco-friendly hygiene products that can relieve pain or stress at affordable prices from large retail stores.
The 8 Best Items to Buy at SM Duty Free

LANEIGE

LANEIGE Water Sleeping Mask $71 for 4
It is a sleeping mask pack that moisturizes, cools down, and rejuvenates your skin to look natural and fresh while you are asleep. It is a popular jelly-type facial mask pack so refreshing that you will find you instantly look more natural and hydrated the next day.

Banilla Co.

Banilla Co. Clean it Zero $14
It is a cleanser, even famous among makeup artists. It can remove thick makeup without irritating your skin and keep your skin hydrated after cleansing. Its sherbet-like texture softly melts down when it is gently applied to skin. It is a refreshing product that will not make your skin feel dry.

Su:m

Water Full 3-piece Set $86
This skin care line focuses on moisturizing your skin. It is highly popular among young people. It constantly keeps your skin hydrated to the point where your skin will never get dry. By using this product line, your skin will look younger and healthier. It is a product line for highly sensitive or dry skin.

Whoo

Cheongidan Hwa Hyun 3-piece Set $223
Whoo, a luxury Oriental medicinal cosmetic brand, famous among the mid-aged women would be a great choice for those looking for a meaningful gift. In particular, the Hwa Hyun line helps your skin look refreshing and bright. It is a soft and moisturizing product line full of nutrients and moisture.

Jeonggwanjang

Jeonggwanjang Royal 240 g $176
It is a health product known for fighting fatigue and boosting immunity as well as possessing antioxidative qualities. It is a nutritional supplement necessary for busy people living in contemporary society. This product is very popular among many tourists since it is easy to swallow and carry. Jeonggwanjang Royal is made of 100% red ginseng root concentrate would be an ideal gift for the elderly.

Royal Chocolate & Candy

Jeju Tangerine Vita C Plus $21
It is a reliable vitamin supplement made of 100% Jeju tangerine concentrate. It will be a perfect gift for your loved ones since everyone, regardless of age and gender, loves its fresh citrus scent. This candy-vitamin supplement has been continuously loved by many people. It is also easy to take since it comes in the form of candy.

Dr. Jart+

Derma Water Jet Soothing Hydra Solution $14 for 5 Sheets
It is a facial mask pack that can cool sensitive and dry skin due to lack of moisture. A mask sheet that gives you a sense of tight skin closeeness will deliver a highly concentrated formula and moisture directly to your skin. It has a cooling effect, which will immediately make your face look brighter than before.

Sulwhasoo

Sulwhasoo Jaeum 2-piece Set $86
Sulwhasoo’s skin care line is known for its excellent skin moisturizing effect and rich nutrition. With its remarkable absorbing capacity, this skin care line can hydrate your skin and improve skin elasticity. Smoothly brightened skin will help your makeup look more natural, while keeping your skin hydrated.
Discover 600 world-famous luxury brands all in one space!

Korea No.1 K-Shopping Paradise, SM DUTY FREE

SM DUTY FREE SEOUL (Insadong)
Location: 41, Insadong 5-pl, Jongno-gu, Seoul, Korea
Transit: Exit 3, & Exit 6, Jongno Station, Metro Line No.1
Hours: 09:30-23:30 (365 Days a year)

Benefit: Members shopping 10% off | CASH on purchase
Special Offer: YES | Weekday | 0% | 365 Days

SM DUTY FREE INCHON AIRPORT (G 12-24)
Location: Incheon Int’l Airport East Term. Deaths GATE 12:24
Hours: 09:30-23:30 (365 Days a year)

Customer center: +82-2-3522-0800  Website: www.smdutytfree.com