

## Travel



## Travel Destinations

### Travel for spring flowers



Spring is the perfect season to take a trip to enjoy the fresh blooming flowers. Of the numerous popular destinations, the following are particularly famous for their attractive spring vistas: Jisimdo Island in Geoje, Gyeongsangnam-do, which is often referred to as Dongbaekseom (Camellia Island) for the red camellia blossoms that cover the entire island in winter and early spring; Boksakkot Village in Yeongdeok, Gyeongsangbuk-do, which is famous for its hills covered with peach blossoms and fragrant aromas; Tulip Park in Imjado Island in Sinan, Jeollanam-do, where over 5 million tulips bloom in vivid colors; and Goryeosan Mountain in Ganghwa Island, Incheon, which turns yellow with azaleas every spring. Other springtime attractions include Gurye, which is famous for yellow Cornelian cherries, Gwangyang, for its maehwa (Korean apricot) blossoms and Cheongsando Island for its yellow canola flowers and green barley fields.

\*Spring in Seoul is best represented by the sudden flowering of cherry blossoms. The Yeouido Cherry Festival held in early or mid-April is particularly popular among spring holidaymakers, with the main venue attracting tens of thousands of people every night during the festival period.

Source: Yeongdeungpo-gu Office Culture Tour ([tour.ydp.go.kr](http://tour.ydp.go.kr))

## Summer vacation destinations



One great way to escape from the scorching summer sun is to take a trip to a cool refreshing place. That's why some of Korea's top summer holiday destinations include caves and valleys in remote scenic areas such as Hwanseongul Cave in Samcheok, Gangwon-do, which is known as the largest network of caves in East Asia, and Eoreumgol Valley in Miryang, where the ice formed in winter remains until summer, filling the valley with cool breeze even on the hottest days of summer. The valley has been designated by the Korean government as Natural Monument No. 224.

\*If you are planning a day trip for your summer holidays, one of the following water parks may be the ideal choice. These water parks have an exciting range of water rides, water slides, and many other amusement facilities for people of all ages.

Everland Caribbean Bay in Yongin, Gyeonggi-do ([www.everland.com/web/caribbean/main.html](http://www.everland.com/web/caribbean/main.html))

Vivaldi Park Ocean World in Hongcheon, Gangwon-do ([www.daemyungresort.com/oceanworld](http://www.daemyungresort.com/oceanworld))

Tedin Waterpark in Cheonan, Chungcheongnam-do ([www.tedin.co.kr](http://www.tedin.co.kr))

Blue One Water Park in Gyeongju, Gyeongsangbuk-do ([wp.blueone.com](http://wp.blueone.com))

## Autumn holiday destinations



If you want to make the most of the beautiful natural landscapes of Korea in the autumn season, remember that the country has a great many spots that are praised for the mountain peaks and valleys and trees bursting with vivid colors. Top attractions renowned for their colorful autumnal scenes include Seoraksan Mountain, which is often cited as the number one destination among people seeking colorful autumn landscapes, Seoul Forest, a riverside park in Seoul loved for its beautiful walks adorned with the golden leaves of 300 jinkgo trees, Boryeong Eunhaeng Village, which has Korea's largest jinkgo tree colony, Beopjusa Temple of Songnisan Mountain, and Chilseon Valley of Jirisan Mountain.

\*For some, a better choice might be a hill, mountain, coast or wetland covered with silver grass or reeds that produce feathery whitish gray inflorescences in autumn, turning an expanse of land into a shiny silver world. Top attractions for avid seekers of such landscapes include Myeongseongsan Mountain whose ridges create breathtaking views with silver grass in full bloom, Mindungsan Mountain in Jeongseon, which attracts more visitors than its rivals, Yongan Eco March Park, which has the largest silver grass field in Korea, Sinseong-ri Reed Field, and Suncheon Bay Wetland, a wide coastal wetland covered with reeds.

## Snowbound winter landscapes



Deogyusan and Jirisan Mountains are generally regarded as Korea's two top winter holiday destinations for the stunning snowbound landscapes they create. Of the two, Deogyusan is favored for accessibility, as visitors can use a gondola lift to get to Seolcheonbong Peak from Muju Resort, and it's only 20 minutes' walk from there to reach Hyangjeokbong Peak (1614m), the mountain's summit. For hikers to Jirisan Mountain, Nogodan Peak (1507 m) offers the best winter landscapes and comparatively easy trails to reach it. The Nunkkot ("Ice Blossoms") Tunnel located at the entrance to Baegyangsa Temple in Jangseong, Jeollanam-do is also a very popular winter holiday destination, and was chosen by the Korea Tourism Association as one of the "best winter trails" for the breathtaking snowy landscapes surrounding it.

## UNESCO World Heritages in Korea

### Jongmyo Shrine

Designated as Historic Site No. 125, the Jongmyo Shrine is a royal shrine of the Joseon Dynasty where seasonal memorial rites are held to honor the deceased kings and their consort queens. The construction of the shrine began in 1394, three years after the coronation of the founder of the dynasty's King Taejo, and completed in 1421 when it was under the rule of its fourth monarch King Sejong. It was burnt down during the Imjin and Jeongju Wars (1592-1598) triggered by Japanese invasions, and was rebuilt in 1608, the year when King Gwanghaegun was enthroned. The shrine was enlisted in the UNESCO World Heritage Sites in 1995.



## Changdeokkung Palace

This royal palace located in Waryong-dong of Jongno-gu, Seoul, is designated as Historic Site No. 122. It was established when Joseon (1392-1910) was under the rule of King Taejong (r. 1400-1418), and had official royal residences and offices used by many Joseon rulers. It has many exquisite buildings including Donhwamun Gate (Treasure No. 383), and was added to the UNESCO World Heritage Sites list in 1997.

## Royal tombs of Joseon

The Joseon Dynasty maintained unique funeral and burial traditions and there are eight royal tombs in Seoul, including Jeongneung, Heoninneung, Seonjeongneung, Taegangneung and Uireung. The tombs are regarded as important sources of knowledge regarding the views of the world, religion and nature of Korea in the Joseon period and architectural heritage representing the dynasty that lasted for over 500 years.



**Tip**

[Visit Seoul \(www.visitseoul.net\)](http://www.visitseoul.net)

[- A fast and easy guide to travelling in Seoul](#)

Seoul's official travel information site offers information on Seoul's major tourist sites and accommodations, popular restaurants, and recommended travel courses under various themes. You can make reservations for walking tours, as well as online reservations for movies and performances. You can also download the mobile application ([m.visitseoul.net](http://m.visitseoul.net)) to access information with your smartphone.

## Ganghwa Dolmen Site

This historic site contains about 150 dolmens dotted around Goryeosan Mountain in Ganghwa-gun, Incheon Metropolitan City. The site has Korea's largest table-shaped dolmen, which is 6.4 m long and 2.5 m high. The dolmens in this site are located up to 100-200 meters above sea level, which is higher than other dolmens in Korea.

## Suwon Hwaseong Fortress

Located in downtown Suwon, Gyeonggi-do, and designated as Historic Site No. 3, the fortress is widely admired for its historic significance and architectural excellence, and its building involved the use of modern techniques and equipment as well as architectural design. It was placed into the UNESCO World Heritage Sites List in 1997.



## Namhan sanseong Fortress

Designated as Historic Site No. 57, Namhansanseong Fortress was built during the Joseon Dynasty to defend the nation's then-capital, Hanyang, like Bukhansanseong Fortress. The full scale construction of the fortress began in 1621 during King Gwanghaegun's rule. The fortress is currently a popular hiking spot as the road along the fortress walls are not too steep and well maintained. In 2014, Namhansanseong Fortress was designated as a UNESCO World Heritage Site.

## Seokguram Grotto

This cave temple designated as Korea's National Treasure No.24 is located at the midslope of Tohamsan Mountain in Gyeongju. The temple was built by Kim Dae-seong when Silla was under the rule of King Gyeongdeok. The delightfully simple design combined with superbly carved statues makes it one of the world's greatest works of Buddhist art. The temple, along with Bulguksa Temple, was added to the UNESCO World Heritage Sites list in 1995.



## Bulguksa Temple

Located on the foot of Tohamsan Mountain in Jinhyeon-dong of Gyeongju, Gyeongsangbuk-do, Bulguksa Temple is designated as Historic Site No. 1. It is one of the two greatest works of Korean Buddhist art along with Seokguram Grotto and has a number of treasures such as the Bulguksa Three-story Stone Pagoda, Dabotap Pagoda, and Baegungyo and Yeonhwagyo Bridges. Both temples were designated as UNESCO World Heritage Sites in 1995, and the temple is the headquarters of the 11th Parish of Jogye Order in Korean Buddhism.



## Gyeongju Historic District

The Gyeongju Historic District has preserved priceless historical and cultural remains of Buddhism and the royal capital of Silla (57 BCE-935) for a millennium.

The Gyeongju Historic District, which was added to the World Heritage Sites list in December 2000, is divided into five zones; Namsan Zone, which is a treasury of Korean Buddhist art; Wolseong Zone containing the palace site of a millennium kingdom; Daeneungwon Zone, the burial site of Silla royals; Hwangnyongsa Zone storing the essence of Silla Buddhism; and Sanseong Zone displaying the features of military facilities built to defend the royal capital of Silla. A total of 52 cultural treasures protected by the law are in the District.



## Historic Villages of Korea



### Hahoe and Yangdong

Hahoe Village in Andong is a “single-clan village” established by the Ryu clan of Pungsan in the 1600s which still maintains the original layout with old houses and institutions including a private Neo-Confucian Academy (Seowon). The village contains some superb examples of traditional Korean architecture reflecting the life of the literati class of mid Joseon such as Yangjiindang Hall, Chunghyodang Hall, Bukchondaek House, and Byeongsan Seowon which is largely regarded as a masterpiece of Joseon-era academy buildings.

Yangdong Village is located at a site 16 km northeast from Gyeongju, the ancient capital of Silla, following Hyeongsangang River, and is designated as Important Folk Material No. 1890. The village, set up on an auspicious place in terms of Pungsu (or Feng Shui) principles, maintains the original layout with houses built when the village was relishing prosperity, and has a number of buildings designated by the Korean government as Treasures and Important Folk Materials.

## Depositories for the Tripitaka Koreana Woodblocks

The Tripitaka Koreana woodblocks stored in a depository in Haeinsa Temple are known to contain the world's most perfect edition of Buddhist scriptures and widely admired for the elaborate carving displaying the remarkable development of woodblock printing in medieval Korea. The temple depositories built in the 15th century are also regarded as priceless treasures as they provide a near perfect condition for safe storage of the woodblocks. The buildings also exhibit superb architectural beauty.

The scripture depositories in Haeinsa Temple contain over 80,000 woodblocks of the Buddhist canon of scriptures elaborately carved by Goryeo artisans in the 13th century. The buildings are known to be the world's only structures specially built for the purpose of storing the Tripitaka. The buildings show a great example of Korean traditional wooden buildings maintained in the early Joseon period and whose architectural beauty is combined with scientific knowledge used to create a perfect environment for the storage of woodblocks in a nature-friendly manner.

The depositories store a collection of 81,258 woodblocks carved with about 52 million characters of the Tripitaka. They have great preservation value since all the characters are precise and equal in size with no errors or wrong types.



## Jeju volcanic island and lava tubes



The World Heritage Sites in Jeju include Hallasan Mountain, Seongsan Ilchulbong Tuff Cone and Geomureum Lava Tube System. Jeju-do has provided very important sources for the knowledge of volcanoes and volcanic eco systems containing many rare species including endangered species, landscapes and geographical features that have become some of Korea's main tourist attractions. Thanks to the island's fantastic natural heritage, the Jeju volcanic island and lava tubes were added to the UNESCO Natural Heritage Sites list in the 31st Session of the World Heritage Committee held in Christ Church, New Zealand in June 2007.



## Museums and Galleries

### National Museum of Korea

The museum is the biggest in Korea and boasts a collection of more than 300 thousand historical artifacts. The museum building has six floors above ground and one underground floor, and the artifacts are displayed by era and type. The museum moved to its current location in 2005.

Add: 137, Seobinggo-ro, Yongsan-gu, Seoul

Tel: 82-2-2077-9000

Web: [www.museum.go.kr](http://www.museum.go.kr)





## Seoul Museum of History

Established by the Seoul city government in 2002, the museum displays historical and traditional artifacts that help understand the culture and history of Seoul, the nation's capital for 600 years. The artifacts on exhibit are mostly related to the traditional lifestyle of the Joseon Dynasty which show how the people lived at the time.

**Add:** 55, Saemunan-ro, Jongno-gu, Seoul

**Tel:** 82-2-724-0274~6

**Web:** [www.museum.seoul.kr](http://www.museum.seoul.kr)



## National Museum of Modern and Contemporary Art, Korea

The museum, which is the largest museum of modern and contemporary arts in Korea, opened in 1969 and moved to its current location in 1986. The museum houses more than 4,000 paintings, sculptures and installations including Nam June Paik's video installation Dadaikseon (The more the better). In addition to permanent exhibitions, various special exhibitions are held year-round.

**Add:** Gwangmyeong-ro, Gwacheon-si, Gyeonggi-do

**Tel:** 82-2-2188-6000

**Tel:** [www.mmca.go.kr](http://www.mmca.go.kr)



## Seoul Museum of Art

Established by Seoul city in 1988, the museum introduces and exhibits the works of Korean artists. The museum moved to its current building in 2005, and the building consists of three floors and six exhibition halls. The annex to the museum opened inside Gyeonghuigung palace in 2003.

**Add:** 61, Deoksugung-gil, Jung-gu, Seoul

**Tel:** 82-2-2124-8800

**Web:** [sema.seoul.go.kr](http://sema.seoul.go.kr)



## Namsangol Hanok Village

The Namsangol Hanok Village is a replica of a Joseon-era village consisting of various Hanok (traditional Korean houses) and the houses of aristocrats and peasants. The village also has traditional ponds and gardens and in the south of the garden there is a site where a time capsule was buried in 1994 to commemorate the 600th year of Seoul's designation as the nation's capital.

**Add:** 28, Toegye-ro 34-gil, Jung-gu, Seoul  
**Tel:** 82-2-2261-0511, 82-2-2264-4412  
**Web:** hanokmaeul.seoul.go.kr



## Korean Folk Village

The village has around 270 traditional houses and buildings and has a collection of more than 16,000 folk artifacts. In traditional holidays like Seollal or Chuseok, various cultural events are held.

**Add:** 90, Minsokchon-ro, Giheung-gu,  
 Yongin-si, Gyeonggi-do  
**Tel:** 82-31-288-0000  
**Web:** www.koreanfolk.co.kr



# Movie Theaters

## Movie theaters



Movie theaters in Korea are mostly multiplex cinemas with multiple screens. Most of the theaters are connected to subway stations, or inside department stores or shopping centers. The list of major multiplex chains in Korea is as follows (refer to website for screenings and locations). In addition to multiplex chains, there are movie theaters that screen independent films or art films.

- **Lotte Cinema**      82-1544-8855    www.lottecinema.co.kr
- **Megabox**        82-1544-0070    www.megabox.co.kr
- **CGV**             82-1544-1122    www.cgv.co.kr

# Performance Halls

## Seoul Arts Center

Seoul Arts Center is an exhibition and performance center located near Umyeonsan mountain. The Center opened in 1993, and consists of an opera house, music performance hall, exhibition hall and lecture hall. More than 2,000 art performances (opera, concerts, recitals, etc.) and exhibitions are held every year at the Center.

**Add:** 2406, Nambusunhwan-ro, Seocho-gu, Seoul

**Tel:** 82-2-580-1300

**Web:** [www.sac.or.kr](http://www.sac.or.kr)



## Sejong Center for the Performing Arts

A culture and arts space located in Sejong-daero, the Center consists of the Sejong Grand Theater, the Sejong M Theater and Sejong Museum of Art. Before the Seoul Arts Center opened in 1988, all major performances in Korea were held at the Sejong Center, and the Center still hosts various performances, exhibitions and events.

**Add:** 175, Sejong-daero, Jongno-gu, Seoul

**Tel:** 82-1544-1887, 82-2-399-1114~6

**Web:** [www.sejongpac.or.kr](http://www.sejongpac.or.kr)



## Seongnam Arts Center

The Seongnam Arts Center opened in 2005 by Seongnam city to bring culture and arts closer to its citizens. The Center consists of an opera house, concert hall, exhibition hall and conference hall.

**Add:** 808, Seongnam-daero, Bundang-gu,  
Seongnam-si, Gyeonggi-do

**Tel:** 82-31-783-8000

**Web:** [www.snart.or.kr](http://www.snart.or.kr)



## Lotte Concert Hall

Lotte Concert Hall opened in 2016 as Korea's first Vineyard style of concert hall. With seats for 2,036 people, the hall is a major venue for diverse musical events, and classical and jazz concerts in particular.

**Add:** 300, Olympic-ro, Songpa-gu, Seoul, **Tel:** 82-1544-7744

**Web (English):** [www.lotteconcerthall.com/eng](http://www.lotteconcerthall.com/eng)

## Daehangno

Daehangno refers to the 1.5 km zone in Hyehwa-dong, Seoul. Daehangno literally means 'university street' because the universities in the area drew many youths and students. The Seoul National University campus used to be in Daehangno but moved to Gwanak-gu in 1975. The campus site is now Maronie Park, which is crowded with people because many small cultural performance halls and theaters are located near the park. Every year, the Daehangno Small Theater Festival is held.

**Add:** Hyehwa-dong, Jung-gu, Seoul  
(Hyehwa station, line no. 4)



## Tip Korean travel apps

### 1. Visit Korea Official Guide

Provided free of charge by the Korea Tourism Organization (KTO) for English-speaking travelers, this application program contains a wealth of tourism information for visitors to Korea, including hotel room rates, tourist programs and routes, and a smart navigation program.

### 2. Daehanminguk Guseokguseok (Every Nook and Cranny of Korea)

Also provided by the KTO, the app contains helpful travel information, popular tourism attractions, festivals and recommended destinations across Korea, all compiled and contributed by a group of top travel experts on the basis of their direct experiences. It includes valuable tips on where and what to eat, where to go and what to do, and effective navigation services.

### 3. Jeonbuk Yeohaeng Hyu (Rest and Refreshment in Jeonbuk)

This travel app is designed for tourists who are visiting, or planning to visit the province of Jeollabuk-do. It contains comprehensive information about what to see and eat, where to stay, and what to enjoy, all provided in a user-friendly manner.

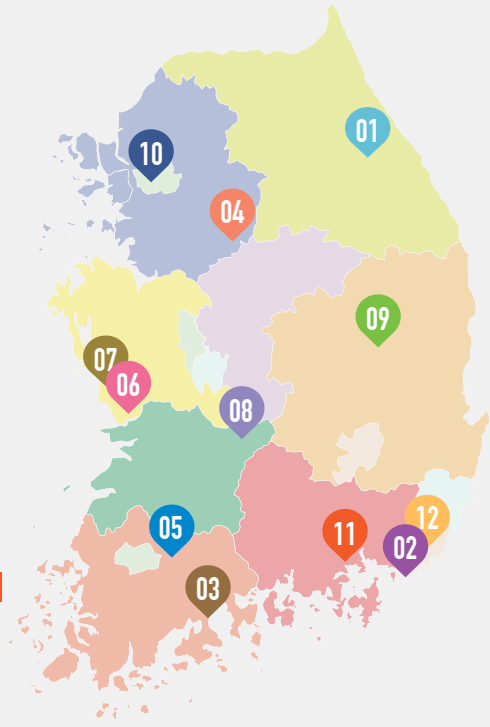
### 4. TOAST (Tour and Story) for Gangwon

This travel app is designed to offer guidance, information and advice to travelers to Gangwon-do and encourage their participation. It contains the most up-to-date tourist information about popular attractions in the province based on vivid stories told by users, including food, accommodation, traditional markets and outdoor activity venues.

## Festivals



- 1 Daegwallyeong Snow Festival
- 2 Busan Songdo Daljip Festival
- 3 Gwangyang Maehwa Festival
- 4 Icheon Ceramics Festival
- 5 Namwon Chunhyang Festival
- 6 Hansan Fabric Cultural Festival
- 7 Boryeong Mud Festival
- 8 Muju Firefly Festival
- 9 Andong Mask Dance Festival
- 10 Seoul International Fireworks Festival
- 11 Masan Gagopa Chrysanthemum Festival
- 12 Busan Christmas Tree Festival



01

January

## Daegwallyeong Snow Festival

Venue: Songcheon in Hoenggye-ri,  
Daegwallyeong-myeon, Pyeongchang-gun,  
Gangwon-do

Tel: 82-33-335-3995

Web: [www.snowfestival.net](http://www.snowfestival.net)



First held in 1993, the Daegwallyeong Snow Festival has developed into one of Korea's most popular winter festivals, and was listed in the Top 12 Cultural Festivals of Korea in 2000. The festival's main venue is located on a highland area over 700 m above sea level, where the abundance of snow in winter creates breathtakingly beautiful, silvery landscapes often referred to as the "Asian Alps." Festival events include an exhibition of ice and snow sculptures, snow sledding, snow bobsleigh, ice skating and many other winter outdoor activities.

02

February

## Busan Songdo Daljip Festival

Venue: Songdo Beach and vicinity in Seo-gu,  
Busan

Tel: 82-51-240-4062

Web: [www.bsseogu.go.kr](http://www.bsseogu.go.kr)



First launched in 1999 as Korea's only traditional bonfire (Daljip, or 'moon house') festival, the Busan Songdo Daljip Festival now attracts large crowds from all over the country with the spectacular sight of a bonfire on Songdo beach in Busan. In addition to the main event of burning a huge bonfire, the festival offers a wide range of fun, cultural events such as Sansinje, a traditional ceremony honoring the mountain deity, Gillori, a ritual procession celebrating the opening of the festival, the presentation of traditional performing arts, a fireworks display, and a group circle dance called Ganggangsullae. The highlight of the festival is the burning of a bonfire made with fresh pine branches on the beach at Songdo. The fire is believed to expel evil and invite good fortune. It is held on January 15 by lunar calendar celebrating the first full moon of the New Year.

03

March

## Gwangyang Maehwa Festival

Venue: Seomjin Village and other towns and districts in Gwangyang-si, Jeollanam-do

Tel: 82-61-797-3714~5

Web: [www.gwangyang.go.kr](http://www.gwangyang.go.kr)



Held in Gwangyang, which is known for its vast fields of maehwa, or Korean apricot, the Gwangyang Maehwa Festival is one of Korea's major spring festivals, attracting over a million visitors from all over the country every year. Because of the picturesque spring scenes created by fully-blooming maehwa flowers covering the surrounding hills and mountains and the banks of the Seomjingang River, Gwangyang has been chosen as a filming location for several films and TV dramas, including Chwi-hwa-seon by the internationally renowned film director Im Gwon-taek and the TV miniseries Damo. In addition to the fascinating spring landscapes, the festival also presents a variety of cultural events including exhibitions of paintings and calligraphy.

04

April

## Icheon Ceramics Festival

Venue: Seolbong Park in Icheon-si, Gyeonggi-do

Tel: 82-31-638-8609

Web: [www.ceramic.or.kr](http://www.ceramic.or.kr)



The Icheon Ceramics Festival is the main cultural festival of Icheon, which has been a local hub of pottery and ceramics since the Bronze Age, and was designated by UNESCO as a City of Crafts and Folk Art in 2010. The festival provides participants with opportunities to experience and understand ceramic works that were created by Korean potters in the past and which now fascinate art lovers all around the world, including Goryeo celadons renowned for their jade blue color and noble beauty, white porcelain wares admired for their pure white surface and austere beauty, and Buncheong wares prized for their exuberance and simplicity of shape and decoration. The festival also provides a wide range of educational events such as a potter's wheel experience, finger painting, pottery demonstration, and pottery classes.



05

May

## Namwon Chunhyang Festival

Venue: Gwanghalluwon Garden and Yocheon Stream in Namwon-si, Jeollabuk-do

Tel: 82-62-620-5771~9

Web: [chunhyang.org](http://chunhyang.org)



This festival held in Namwon is based on Chunhyangjeon, the old story of two star-crossed young lovers, Chunhyang and Mongnyong, which is often compared with the tragedy of Romeo and Juliet. Now in its 90th year and one of the most popular festivals in Korea, the festival is highlighted by the traditional memorial ceremony honoring the virtuous life and fidelity of Chunhyang, a prestigious national Gugak (traditional Korean music) contest, and other events including traditional performing arts such as Gillori and folk games such as Geunettwigi (swinging).

06

June

## Hansan Fabric Cultural Festival

Venue: Hansan Mosi (Ramie Fabric) Museum and vicinity

Tel: 82-41-950-4749

Web: [www.hansanmosi.kr](http://www.hansanmosi.kr)



This festival was launched with the aim of publicizing more widely the traditional ramie fabric (called Mosi in Korean) produced by Mosi weavers in Hansan. Mosi fabrics, as a special local product of Hansan in Chungcheongnam-do, have been a valuable part of the Korean heritage for 1,500 years, and were an essential item of the tributes offered to the royal court. The festival consists of a variety of events such as a Mosi weaving demonstration, the presentation of Mosi fashion show videos, an exhibition of Mosi items, and Hansan Mosi embroidery and jogakbo (Korean traditional patchwork) experiences.

07

July

## Boryeong Mud Festival

Venue: Mud Plaza in Daecheon Beach

Tel: 82-41-930-3882

Web: [www.mudfestival.or.kr](http://www.mudfestival.or.kr),  
[www.daecheonbeach.or.kr](http://www.daecheonbeach.or.kr)



Since its launch in 1998, the Boryeong Mud Festival has attracted numerous summer vacationists from all over Korea with a variety of exciting fun events featuring mud, mud slides, mud baths, mud wrestling, and even a mud marathon held on Daecheon Beach, the only shell-powder sand beach in Korea. The mud used in the events is obtained from the nearby coastal wetlands which are both clean and unpolluted and rich in beneficial minerals and germanium.

08

August

## Muju Firefly Festival

Venue: Muju-gun, Jeollabuk-do

Tel: 82-63-324-2440

Web: [firefly.or.kr](http://firefly.or.kr)



The Muju Firefly Festival was founded in 1997 with the aim of promoting the importance of ecological health and nature-friendly lifestyles with the focus on the firefly, an insect designated by the Korean government as Natural Monument No. 322, and its main food daseulgi, a species of freshwater snail that is native to Korea. The festival provides participants with an opportunity to explore the fantastic view of fireflies emitting flickering phosphorescent light, have an ecological overnight stay experience in the undisturbed natural environment of Muju, and fly wish balloons.

09 September

## Andong Mask Dance Festival

**Venue:** Downtown Andong including Talchum Park and Street of Culture

**Tel:** 82-54-841-6387~8

**Web:** [www.maskdance.com](http://www.maskdance.com)



This festival representing the cultural heritage of Andong provides participants with a rare opportunity to enjoy a variety of mask plays and courtyard drama from many parts of the world including China, Japan, the Philippines, France and Egypt, as well as the Andong Mask Dance itself. The festival also guides participants to various fun events designed for their direct involvement, such as mask making and mask dance classes.

10 October

## Seoul International Fireworks Festival

**Venue:** (Yeouido-dong) 50, 63-ro, Yeongdeungpo-gu, Seoul (Yeouido Hangang Park)

**Web:** [www.hanwhafireworks.com](http://www.hanwhafireworks.com)



The Seoul International Fireworks Festival, held in Yeouido Hangang Park (in front of 63 Building) every autumn, is Korea's largest and most popular fireworks festival, attracting the participation of some of the top international and Korean fireworks teams who present breathtaking displays of fireworks that light up Seoul's nighttime sky. The festival also provides a variety of associated events such as fun parades and street performances.

11 November

## Masan Gagopa Chrysanthemum Festival

Venue: Pier 1 of Masanhang Port

Tel: 82-55-225-2341

Web: [festival.changwon.go.kr/gagopa](http://festival.changwon.go.kr/gagopa)  
[culture.changwon.go.kr](http://culture.changwon.go.kr)



Since its foundation in 2000, the Masan Gagopa Chrysanthemum Festival has grown into one of the most popular autumn festivals in the area, representing Masan in Changwon-si. The highlight of the festival is the exhibition of a great variety of chrysanthemums created using traditional and modern botanical techniques. The festival also includes exhibitions of bunjae (bonsai) trees and chrysanthemums, as well as concerts and performances.

12 December

## Busan Christmas Tree Festival

Venue: Car-free streets of Gwangbok-ro, Jung-gu, Busan

Tel: 82-51-600-4086

Web: [bctf.kr](http://bctf.kr)



The Busan Christmas Tree Festival represents the celebratory winter season of Busan, Korea's second largest city, attracting crowds of Busan citizens to the festival venues in the streets of Gwangbok-dong, which are packed with lavishly decorated Christmas trees and illuminations of all colors and designs. The festival includes daily concerts, special Christmas concerts, music performances, Christmas parades and other celebratory events involving wish trees, a charity chimney, and treasure hunts.

## Leisure & Sports



## Outdoor Activities by Region

### Inje, Gangwon-do



Valleys and mountain peaks in and around Naerincheon Stream provide ideal venues for extreme outdoor activities such as scad diving, scad walk, rafting, zip lining and bungee jumping.

- SCAD diving and walk

Inje is the only place in Korea where one can enjoy these new extreme sports developed in Germany. The diving and walk that take place at the 50.2-meter-tall Scad Tower fully meet the expectations of thrillseekers.

\*Inje Narsha Park ([inje-themepark.com](http://inje-themepark.com))

- Rafting, zip trek, and bungee jumping:

Naerincheon Stream is marked by rapid turbulent currents, making it Korea's most popular rafting course. The zip trek along the river valley and bungee jumping from Korea's highest bungee point (63 meters) also make Inje one of Korea's most popular destinations for extreme sports.

\*Inquiries: Culture and Tourism in Inje ([tour.inje.go.kr](http://tour.inje.go.kr)), Zip trek ([www.ziptrack.co.kr](http://www.ziptrack.co.kr)), Xgame Resort ([www.injejump.co.kr](http://www.injejump.co.kr))

## Yeongwol, Gangwon-do



Home to the Donggang River, one of Korea's most loved rafting sites, Yeongwol attracts extreme water adventurers from across Korea, and enthusiasts of rafting, canoeing and river bugging in particular.

- **Rafting, canoeing and river bugging:**

The Donggang River in Yeongwol is generally regarded as Korea's best venue for three types of water sports: rafting, a challenging recreational outdoor activity in which a small group of participants ride an inflatable raft along a rough river; river bugging, the activity of rafting down a fast-flowing river on a small, inflatable, single-seat craft called a river bug; and canoeing, or paddling down a river on a narrow canoe with a single-bladed paddle.

\* Inquiries: Tourism in Yeongwol ([www.ywtour.go.kr](http://www.ywtour.go.kr))

## Danyang, Chungcheong buk-do



Danyang is often dubbed the "Korean mecca" of air sports. It boasts some of Korea's most popular facilities and venues for aerial activities, paragliding and hanggliding in particular, attracting air sports enthusiasts from all over Korea.

- **Paragliding and hang gliding:**

Danyang has five paragliding and hang gliding launch sites and ULM landing sites, providing a fine environment for paragliders, hang gliders and ultralight pilots. The fact that the county enjoys at least 300 days of sunny weather throughout the year and has wide open fields also helps attract many air sports enthusiasts. The Danyang Gliding Site at the summit of Yangbongsan Mountain is particularly widely favored as it provides a vantage point overlooking all of downtown Danyang. It also operates a beginners program assisted by experienced instructors.

- **Clay pigeon shooting:**

Danyang has a clay pigeon shooting range favored by local enthusiasts of the art of firing at special flying targets called clay pigeons. Even beginners can enjoy the sport at the range through one-on-one coaching by qualified shooting instructors. The range is located at a scenic site 500 meters above sea level, and ticket prices vary according to the number of targets chosen, from five to twenty-five.

\*Culture and Tourism in Danyang ([tour.dy21.net](http://tour.dy21.net))

## Mungyeong, Gyeongsang buk-do



Equipped with Asia's first zipline facility and Korea's first railbike trail, Mungyeong has grown into a Korean hub of outdoor activities, including shooting, horse riding and air sports as well as ziplining and draisine tour.

- **Zip lining:**

Zip lining is the latest outdoor activity trend in which even beginners can enjoy a sky adventure over scenic valleys or forests with the help of simple instruction and reliable safety devices. Zipline Mungyeong offers nine zipline courses to choose from according to the degree of difficulty and speed.

- **Railbike:**

Mungyeong has Korea's first railbike facility consisting of five courses which together take 40-50 minutes to complete. The Jinnam Station course is currently out of service due to construction work.

\*Inquiries: [www.mgtpcr.or.kr](http://www.mgtpcr.or.kr)

- **Horse riding:**

Opened in 2003 and currently operated by a veteran rider with 30 years' experience, Mungyeong Horse Land has become a very successful horseriding club with regular clients including TV and film companies. As such, individual riding tourists are advised to make an advance reservation. A 20 percent discount is available on the ticket price for the users of other outdoor clubs in Mungyeong, such as Yeonggang rafting, Flying Land, cart riding and ziplining.

\*Inquiries: 82-54-552-9991

## Jeju-do



Undoubtedly Korea's number one tourist destination, Jeju-do also provides the country's best and most popular outdoor programs in marine sports and horseriding.

- **Marine sports:**

A paradise for enthusiasts of Korean marine sports, Jeju-do offers a great variety of opportunities for marine sports and tourism including cruise, yacht or submarine tours, windsurfing, waterskiing, banana boat riding, wake boarding, jet-skiing, snorkeling and scuba diving.

- **Horseriding:**

Home of Korean horses since medieval times, Jeju-do has the largest number of successful riding clubs in Korea. Most programs offer simple riding along a 20-30 minute riding course under the supervision of highly trained instructors. The fantastic natural landscapes around the riding courses are a great bonus.

\*Inquiries: Jeju Nolmeong Swilmeong (Visit Jeju, Enjoy Jeju) [www.jeju4tour.go.kr/](http://www.jeju4tour.go.kr/)



# Outdoor Activities by Season

Season	Activities
Spring and autumn	Skateboarding, inline skating, cycling, mountain biking, paragliding, scuba diving, golf, hiking, trekking, ATV trail riding, horseriding, and rock climbing
Summer	Yachting, rafting, river bugging, wake boarding, waterskiing, blob jumping, windsurfing, kayaking, ziplining, and camping
Winter	Skiing, snowboarding, snowmobile trail riding, snow sledding, iceskating, ice diving, and ice climbing

- \* For enthusiasts of skateboarding, inline skating and cycling, Yeouido Plaza and several Hangang Parks on both sides of the Hangang River provide fine courses. On-site rental of inline skates and bicycles is also available at the reasonable price of 3,000 won per hour.
- \* For campers, reserving a place at a campsite is essential as camping is enjoying a surge in popularity now.
- \* For enthusiasts of ice diving, one of the most extreme adventure activities, in which divers plunge straight into the icy waters of a frozen lake, Gangwon-do may be able to provide a venue.



## Shopping



### Department stores



Department stores in Korea offer a wide range of consumer goods such as clothing, food, electrical appliances, cosmetics, jewelry and housewares - usually with high-quality facilities and services. Prices tend to be higher than their competing retailers, but seasonal promotions and sales events help shoppers get high-quality products at surprisingly low prices. For foods, including fresh, cooked or half-cooked, you can buy them at much cheaper prices (50 to 70 percent of their original price) if you take advantage of closing time special offers.

- Lotte Department Store, Shinsegae Department Store, Hyundai Department Store, Galleria, Time Square, etc.



## Hypermarket chains

Korea has several hypermarket chains enjoying brisk business with food, clothing, kitchenware and many other household items. These retailers are attracting a growing number of customers, family shoppers with children in particular, by offering good quality products at lower prices. Their strengths include modern-style facilities and services, and a wide shopping area. Visiting one to buy only a few items, however, may not be a wise option because you may have to join a long queue for payment.

- Emart, Emart Traders, Lotte Mart, Vic Market, Kim's Club, Home Plus, Costco, etc.

※Of the hypermarkets listed above, Costco, Traders and Vic Market are membership-only warehouse clubs that tend to provide a wider selection of imported merchandise.

## Traditional markets

Traditional markets in Korea have long been an integral part of the daily life of ordinary Korean people and are now regarded as an important element of their cultural heritage, and thus are becoming popular tourist attractions among foreign travellers in Korea. The markets, open once every five or seven days or, for some, seven days a week, not only offer a great range of commodities and farming and marine products at low prices but also present various cultural events. The attractive merits of the traditional markets include haggling over prices and getting something you want at incredibly low, "clearing" prices.

- Noryangjin Fisheries Wholesale Market, Garak-dong Agro-Fisheries Wholesale Market, Gyeongdong Yangnyeong Market, Cheongnyangni Fruit Market





## Tip Popular traditional markets in Seoul

### **Dongdaemun Shopping Complex** **Dongdaemun Shopping Town**

Add: 266, Jongno-6 ga, Jongno-gu, Seoul

Tel: 82-2-2262-0114

**Products:** fabrics, fashion accessories, clothing materials, wedding products, household goods, and more

### **Namdaemun Market**

Add: 21, Namdaemunsijang 4-gil, Junggu, Seoul

Tel: 82-2-1330 / 82-2-753-2805 1330

Web: [www.namdaemunmarket.co.kr](http://www.namdaemunmarket.co.kr)

**Products:** fashion apparel, accessories, consumer electronics, cosmetics, ginseng, and much more

### **Garak Market**

Add: 932, Yangjae-daero, Songpa-gu, Seoul

Tel: 82-2-3435-1000

Web: [www.garak.co.kr](http://www.garak.co.kr)

**Products:** agricultural and livestock products, fish, etc

### **Noryangjin Fisheries Wholesale Market**

Add: 688, Nodeul-ro, Dongjak-gu, Seoul

Tel: 82-2-814-2211~2

Web: [www.susansijang.co.kr](http://www.susansijang.co.kr)

**Products:** seafood

### **Seoul Gyeongdong Market**

Add: Wangsan-ro, Dongdaemun-gu, Seoul

Tel: 82-2-967-8721

Web: [www.kyungdongmart.com](http://www.kyungdongmart.com)

**Products:** oriental medicine ingredients, dried seafood, vegetable

### **Bangsan Market**

Add: 20, Dongho-ro 37-gil, Jung-gu, Seoul

Tel: 82-2-2268-6691

Web: [www.bangsan-trmk.com](http://www.bangsan-trmk.com)

**Products:** papers (gift wraps, packaging papers, wall papers, etc.)

### **Gwangjang Market**

Add: 88, Changgyeonggung-ro, Jongno-gu, Seoul

Tel: 82-2-2267-0291

**Products:** silk, textile, fashion apparel, agricultural and marine products, bedding, handicrafts, and more

### **Seoul Jungbu Market**

Add: 35, Eulji-ro 36-gil, Jung-gu, Seoul

Tel: 82-2-2267-5617

**Products:** dried goods, fruits and vegetables, agricultural wholesale market

### **Hwanghakdong Flea Market**

Add: Hwanghak-dong, Seoul

Tel: 82-2-3396-6890, 82-2-3396-6900

**Products:** antiques, old furniture, electronic goods, watches, jewelry, camera and more



## Tip Major traditional markets in Korea

### **Seomun Market in Daegu**

**Add:** 45, Keunjang-ro 26-gil, Jung-gu, Daegu

**Tel:** 82-53-256-6341

**Web:** [www.seomun.net](http://www.seomun.net)

**Main items for sale:** fabrics and textiles, fashion accessories, curtains, bedclothes, and other merchandise and groceries

### **Nambu Market in Jeonju**

**Add:** 19-3, Pungnam-mun 1-gil, Wansan-gu, Jeonju-si, Jeollabuk-do

**Tel:** 82-63-284-1344

**Web:** [jbsj.kr/?m\\_code=jjnm](http://jbsj.kr/?m_code=jjnm)

**Main items for sale:** fabrics and textiles, furniture, dried seafood, vegetables, fruit, medicinal herbs and other merchandise

### **Andong Old Market**

**Add:** 184-4, Seobu-dong, Andong-si,

Gyeongsangbuk-do

**Tel:** 82-54-858-9002

**Web:** [www.adjang.kr](http://www.adjang.kr)

**Main items for sale:** local specialties such as spicy stewed chicken, Andong hemp fabric, Andong Soju, and clothing, farming and marine products, and other merchandise

### **Moran Market in Seongnam**

(Open on the 4th, 9th, 14th, 19th, 24th and 29th day of the month)

**Add:** 79, Dunchon-daero, Jungwon-gu, Seongnam-si, Gyeonggi-do

**Inquiries:** 82-31-721-9905

**Main items for sale:** medicinal herbs, livestock, chilli pepper, grains and flowers

### **Jagalchi Market in Busan**

**Add:** 52, Jagalchihaean-ro, Jung-gu, Busan

**Tel:** 82-51-245-2594

**Web:** [jagalchimarket.bisco.or.kr/](http://jagalchimarket.bisco.or.kr/)

**Main items for sale:** seafood products including fish, dried fish, other fish products

### **Gugyeong Market in Danyang Danyang Fifth-day Market**

(Open on the 1st, 6th, 11th, 16th, 21st and 26th day of the month)

**Add:** 31, Dojeon 5-gil, Danyang-eup, Danyang-gun, Chungcheongbuk-do

**Tel:** 82-43-422-3301

**Main items for sale:** farming products (garlic and dried chilli pepper in particular), daily necessities, clothing, etc.

### **Gwangyang Fifth-day Market**

(Open on the 1st, 6th, 11th, 16th, 21st and 26th day of the month)

**Add:** 3, Baegun-ro, Gwangyang-eup,

Gwangyang-si, Jeollanam-do

**Tel:** 82-61-797-2601

**Main items for sale:** agricultural products and fisheries, clothing and other merchandise

## Convenience Stores

Convenience stores offer a wide range of everyday items such as groceries, snack foods, confectionery, toiletries, soft drinks, tobacco products, magazines and newspapers, although the number of items they stock depends on their size. While they are conveniently located on almost every city street corner, prices are slightly higher than in market stores.

- CU, GS25, Seven Eleven, Buy The Way, Ministop, etc.

## TV Home Shopping

Korea now has a large number of TV homeshopping channels that sell a wide range of commodities and services, clothing, foods, cosmetics, electrical appliances, and insurance, automobile and travel products. One distinctive merit of using these homeshopping channels is that you can purchase the product or service you want through a simple telephone call, and often get an opportunity to receive bonus gifts. Delivery is quick, as is the refund process.

- Lotte Home Shopping, Hyundai Home Shopping, CJ O Shopping, NS Home Shopping, GS Shop, etc.

※TV homeshopping channels now promote online shopping through computers and mobile apps by offering extra discounts, points, miles or cash back.



## Tip Tips to control impulse buying when home shopping

### 1 Pay with cash or debit card rather than credit card

Home shopping channels use various techniques to encourage consumers to buy the products they promote, sometimes sending urgent messages that they will soon be "Sold out!" If you have decided to buy a product and are ready to pay, it would be better to use your debit card or cash rather than a credit card as it gives you two weeks to think about your decision before your payment is processed.

### 2 Buy clothing or daily commodities during the last sales period

TV home shopping channels offer high-quality goods at comparatively lower prices but the benefits can vary according to when these are purchased because even the same goods can be offered under different conditions or at different prices. Wait until the last phase of a sales period to get the goods of your choice at the lowest possible prices.

### 3 Pay attention to the subtitles

TV home shopping channels use a variety of subtitles designed to boost the sales of the products they promote. Statistics show that shoppers tend to be more satisfied with their purchase when they buy goods applied with the phrases “the same product as that sold in department stores,” “free gift with purchase,” “special offer,” and “get more for the same price.” Note, however, that “the same brand as that in department stores” does not necessarily mean the same product.

## Online shopping

Internet shopping is still growing at an alarming speed in Korea, as in the rest of the world, due to its convenience and low prices. Some online shopping sites deal with only a small selection of products, foods, clothing or books, while others have much wider selections just like department stores. While online shopping is convenient and saves time, shoppers need to make sure that the products they see on the PC monitor are the same products they would get elsewhere, and should be aware of how their personal information is handled.

- Gmarket, 11st., Interpark, Auction, Shinsegae Mall, Lotte Mall, etc.

## Do's and don'ts for safe internet shopping



- 1 Check whether the website has a web server certificate installed.
- 2 Use online shopping malls with certification marks.
- 3 Install Active X File only when necessary (ex. adding a security patch) .
- 4 Distrust sites that demand detailed personal information.
- 5 Thoroughly check your transaction conditions.
- 6 Regularly change your ID and password.
- 7 Use card payments rather than cash payments.
- 8 Save proof of transaction by printing the order confirmation, terms of purchase, etc.
- 9 Do not open suspicious email.
- 10 Get help from a specialist (consumer protection agent) if a problem arises.

Consumer Counseling Center: Dial 1372 without the area code [www.ccn.go.kr](http://www.ccn.go.kr)  
Korea Consumer Agency: [www.kca.go.kr](http://www.kca.go.kr)





## Tip Use 3G or LTE when shopping with mobiles

Mobile shoppers need to turn to the 3G or LTE mode when they shop using their mobile devices because using public Wifi can lead to security vulnerabilities. They also need to use a mobile vaccine for safe mobile shopping. It would be wise not to click URLs linked with text messages for discounts, special events or free coupons as they tend to be Smishing.



## Tip Returns and refunds

You should always keep the receipt for your purchase in case you need to exchange or refund it. For a refund or exchange, you need to request it and send your purchase back to the seller within 7 or 14 days of purchase. If you have used or damaged the product, you may not be able to exchange or refund it.

As for products purchased online, you need to request a refund or exchange by contacting the shopping site. You may have to pay the return cost according to the site's policy. If you find it difficult to obtain an exchange or a refund or have suffered damage or loss due to your purchase, contact the Korea Consumer Agency, or the 1372 Consumer Protection Center operated by the Fair Trade Commission.

