

Welcome to DAEГУ!

A blend of splendid natural landscape, historical relics, culture and arts, Daegu exudes elegant and beautiful Asian traditions marked by Confucian virtues. The center of the southeastern part of Korea, Daegu features cutting-edge industries and tradition, education and culture, world-class textile and fashion, and pleasant green environment. The city is established as the most unique Korean city for international exhibitions and conventions.



DAEGU Convention & Visitors Bureau

The Daegu Convention & Visitors Bureau is engaged in promoting Daegu as one of the best destinations for conventions both in Korea and overseas. We offer one-stop services, from attracting to hosting conventions.

*Support for attracting conventions

- Writing bid proposal and presentation materials, and making bid presentation
- Helping to organize visits to the city's convention infrastructure
- Negotiating with government for support

*Support for hosting conventions

- Offering services through Daegu MICE Information Center and Daegu MICE Information System
- Participating in former conventions to conduct PR activities
- Distributing Daegu Visitors Cards and other promotional materials to participants and offering guided tours
- Assisting with media relations

*Tel : +82-53-382-5220

*Website : www.daegucvb.com

*SNS : www.facebook.com/daegucvb

KOREA MICE Bureau

Korea MICE Bureau(KMB), under the auspice of the Korea Tourism Organization, aims to establish Korea as a premier destination for tourists, convention delegates and business travelers. KMB, as the government's leading MICE agency, has for nearly 30 years worked to provide a wide range of advice and assistance to those considering holding meetings in Korea. KMB also works closely with organizers, meeting planners, and other regional convention bureaus to ensure that every meeting held in Korea is successful as well as memorable.

*Address : 40, Cheonggyecheon-ro, Jung-gu, Seoul

*E-mail : micekorea@knto.or.kr

*Website : <http://k-mice.visitkorea.or.kr>

*Korea Travel hotline : In Korea 1330 From Abroad +82-2-1330

“
Look inside for
Best items!
”

Touch
Taste
Shop

in
Daegu!



Touch Daegu!



Daegu Alleys Tour

Featured as one of 2012 Star of Korean Tourism and one of the 99 Must-visit Tourist Attractions for Koreans, the Daegu Alleys Tour offers visitors a chance to walk through modern-day culture of the city. There are five major courses, each tracing the memories of the modern period of Daegu.

- **Course 1 (Gyeongsanggamyeong Dalseonggil)** Trail from Daegu Modern History Museum to the old site of Samsung Sanghoe (later Samsung Group)
- **Course 2 (Modern Culture Street)** Trail through 100 years of Korean history
- **Course 3 (Fashion & Oriental Herb Medicine Street)** An opportunity to see why Daegu is a city of fashion and textile and explore the alleys of 350 year-old practice of Oriental medicine
- **Course 4 (Samdeok Bongsan Culture Street)** Trail to explore the culture and arts of Daegu
- **Course 5 (Namsan 100 years Nostalgic Street)** Catholic pilgrimage trail of 100 years

*Tour hours

- Regular tours : Saturdays 10:00-12:00
- On-demand tours : For groups of 10 persons or more with a reservation

*Website : www.jung.daegu.kr

*Tel : +82-53-661-2194 / +82-53-644-2622



Donghwasan Templestay

Surrounding the northern part of the Daegu basin like a folding screen, Palgongsan Mountain is a national tourist site that draws a large number of tourists to its thick forests and clean valleys. Donghwasan is a famous temple situated in a propitious site, which is in the form of a phoenix sitting on eggs according to Feng Shui. Templestay participants learn about traditional Buddhist culture and experience the joy of setting the mind and body free.

*Hours of operation : 09:00-17:00

*By bus : Geupaeng (Express)

*Participation fee : Admission 2,500won+templestay program 70,000 won

*Website : www.donghwasan.net *Tel : +82-53-982-0223



Dongseongno Street

Dongseongno Street is the first place that comes to mind when it comes to Daegu. It is a street of the young, filled with dynamism and vibrance all year round. There are large department stores and shopping malls, clothing stores, sportswear stores, as well as a variety of cultural spaces like bookstores, movie theaters, and performance theaters.

*By bus : 303, 305, 401, 503, Geupaeng (Express)

*By subway : Line 1 and 2

*Daegu Tourist Information Center : +82-53-627-1337

Taste Daegu!



Alley of Jjimgalbi in Dongin-dong

The alley is famous for its signature dish jjimgalbi, or steamed beef ribs. In this alley, jjimgalbi has been served since the 1970s. Served in withered nickel-silver bowls, the beef ribs set itself apart from other regional beef ribs in that they are seasoned in hot and spicy red chili powder and crushed garlic. The dish is so hot that it may leave your tongue burning. This slightly sweet dish is utterly delicious.

*Bungle Bungle

*Address : 322-2, Dongin-dong, Jung-gu, Daegu

*By bus : 305, 401, 403 *Tel : +82-53-424-6881

*Website : www.jjimgalbi.com

*The restaurant offers a 10 percent discount to people with a Daegu Visitors Card.



Makchang Golmok (Alley of makchang restaurants)

Makchang refers to a cattle's fourth compartment in the stomach (abomasum). This large intestine, which is grilled on briquet or charcoal fire, is dipped in doenjang (soybean paste) sauce that each restaurant makes according to its own secret recipe. This delicate food is eaten with some garlic and scallions. Step inside the Anjirang Gopchang Golmok (Alley of gopchang restaurants) near Anjirang station on subway line 1 and you will find 40 or so makchang restaurants lining the alley. The smell of grilled makchang will arouse your appetite.

*Makchang Golmok

*Address : Bokyeon 1-dong, Buk-gu, Daegu (by the Northern Gate of Kyungpook National University)

*By bus : 305, 300, 323, 323-1

*Anjirang Gopchang Golmok

*Address : Anjirang Market, Daemyeong-dong, Nam-gu, Daegu

*By bus : 106, 410, 518, 564

*By subway : Line 1, Anjirang station, exit 3



Mungtigi

Mungtigi was first developed in the late 1950s. Beef shank inside the cow thigh and rump meat are cut into lumps and deeply marinated in sesame oil, garlic, and red pepper powder. This is a great delicacy that can only be found in Daegu. Mungtigi means raw beef cut into thumb-sized lumps.

*Nogyang Sikdang

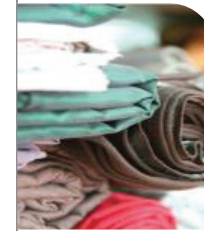
*Address : 74-5, Hyangchon-dong, Jung-gu, Daegu

*By bus : 303, 401, 503, 706

*By subway : Line 1, Jungangno station, exit 4

*Tel : +82-53-257-1796

Shop Daegu!



Daegu Souvenir Items

As the leading city of textile and fashion in Korea, Daegu offers a variety of great quality products.

※ **The nanugi** (Unique pouches, slippers, bags, and a variety of other hand-made items)

*Address : Inside Daegu Gyeongbuk Design Center, 461, Dong Daegu-ro, Dong-gu, Daegu

*Tel : +82-53-740-0054

※ **Youngdo Velvet Gallery** (Cotton velvet, silk velvet, rayon velvet, and micro-fiber velvet)

*Address : 149-87, Samdeok-dong 2-ga, Jung-gu, Daegu

*Tel : +82-53-710-3700

※ **Hyangchon-dong Handmade Shoes Alley**

*Address : Hyangchon-dong, Jung-gu, Daegu



Oriental Medicine Items

Hanyak are medicinal ingredients used in Oriental medicine. In Daegu, you will find big Hanyak markets, which have been around since the Joseon era. You can also purchase cosmetic products made with Oriental medicinal ingredients and red ginseng products.

※ **Daegu Yangnyeongsi Museum of Oriental Medicine**

*Address : 415-gil 49, Dalgubeol-daero, Jung-gu, Daegu

*Tel : +82-53-253-4729

※ **Yangnyeongsi Saramdeul (The People of Yangnyeongsi Market)** The company sells gyeongokgo-based foods, liquors, beverages, and teas with local natural ingredients in the traditional way.

*Address : F2, room 469, Seomun Market Zone 2, Daesin-dong, Jung-gu, Daegu

*By bus : 840, 300, 414, 600, 836

*By subway : Line 2, Seomunsijang station

*Tel : +82-53-352-4526

*The company offers 5 to 10 percent discounts to people with a Daegu Visitors Card.

※ **Skylake(Hanbang Oriental cosmetics)**

*Address : B1, Daegu City Center, 11-1, Munhwa-dong, Jung-gu, Daegu

*By bus : 425, 724, 309, 156, 323

*By subway : Line 1, Jungangno station

*Tel : +82-53-857-2380 *Website : www.skylake.kr

*The company offers a 10 percent discount to people with a Daegu Visitors Card.



Seomun Market

Seomun market is a traditional open-air market that once had been one of the nation's three largest markets during the Joseon Dynasty. In the past, it was simply called keun jang (literally 'big market'). It is the largest market in the region with six zones and 4,000 or so stores.

※ **Daedongsa(A traditional Korean gift store)**

*Address : F1, room 907, Seomun Market Zone 4, Daesin-dong, Jung-gu, Daegu

*By bus : 840, 300, 414, 600

*By subway : Line 2, Seomunsijang station

*Tel : +82-53-257-5151 *Website : www.daedongsa.com

*The store offers a souvenir gift to people with a Daegu Visitors Card with purchases of 20,000 won or more.