



Welcome to DAEJEON!

Situated in the center of Korea, Daejeon is the new administrative capital of the country.

The city is a blend of futuristic, state-of-the-art science and time-honored traditions.

Equipped with a convenient area-wide transportation system, Daejeon can easily be reached from any parts of the country as well as from the world.

Daejeon is a science city in the world. It is home to 900 or so science and technology-related government-funded research institutes, corporate research institutes, and venture businesses. It is both a major hub city in the science business belt and an undisputed center of science and technology in Korea.

Daejeon plays a central role in terms of national defense, being home to the headquarters of the land forces, naval forces, and the air force. The city also serves a major public administration function, with the government complex in Sejong city.

In addition to being a center of science and technology, culture, public administration, arts, national defense, and transportation, Daejeon also boasts a clean natural environment and fully-equipped convention infrastructure.



DAEJEON Convention & Visitors Bureau

The Daejeon International Marketing Enterprise is helping to develop Daejeon as a major city for conferences, exhibitions, medical services, science, and tourism by fostering the convention industry and recreating the EXPO. The city was the first city in Asia to receive the Destination Marketing Accreditation Program (DMAP) in March, 2012. We offer one-stop services to attract and organize exhibitions and conventions that integrate tourism, culture, and leisure. We also operate the EXPO Science Park, organize festivals and events, and conduct general marketing activities to enhance the city brand of Daejeon. We have built a strong MICE-related network in Korea and abroad, including the Global Science and Convention Alliance and the Daejeon & Chungcheong MICE Alliance. Through the Daejeon MICE Youth Supporters and the MICE Academy, we strive to foster MICE specialists, while conducting promotional and support activities. The Daejeon International Marketing Enterprise is working to satisfy all MICE visitors who come to Daejeon.

*Tel : +82-42-869-5400

*Website : <http://www.dime.or.kr>



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

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Touch Daejeon!



National Science Museum

The National Science Museum has on exhibit various science and technology materials. Also serving an educational function, the museum features the Permanent Exhibition Hall, Special Exhibition Hall, outdoor exhibition, Planetarium, Science Alive Discovery Center, seminar rooms, Nature Exploration Center, Amateur Radio Station, and Biosphere. This hall of science and technology is designed to promote science as being an integral part of our lives, enhance youth's interest in S&T and help develop their creativity.

- *Address : 481 Daedeokdae-ro (formerly 32-2 Guseong-dong), Yuseong-gu, Daejeon
- *By bus : 104, 121, 301, 318, 604, 606, 918
- *Tel : +82-42-601-7894 (foreign language service available)
- *Hours of operation : 09:30-17:50
- *Admission fee : Free (Science Alive Discovery Center: 2,000 won (Adult))
- *Website : <http://www.science.go.kr>



500-ri (200km) Daecheongho Lake Trail

Known as the Olle Trail of Daejeon, the 500-ri (200 kilometers) Daecheongho Lake Trail boasts great natural landscape, so fascinating that it received the 2012 Asia Urban Landscape Award. This is a nice green trail featuring the clean Daecheongho Lake, its surrounding landscape, and 22 thematic trails such as farmers' trail, hiking trail, village trail, and desk trail.

- *Address : Parking lot of Daecheong Dam Rest Area, 1-10 Miho-dong, Daedeok-gu, Daejeon
- *By bus : 72, 73 (Get off at Daecheong Dam stop)
- *Tel : +82-42-930-7204, +82-42-530-3584
- *Website : <http://www.dc500.org>



Yuseong Hot Spring

Discovered in the Baekje period, Yuseong Hot Spring is the oldest of the 116 hot spring districts in Korea. It is also the nation's largest in terms of natural resources and traffic. Yuseong is an alkaline simple spring. The water is smooth and does not cause skin irritation. It contains minerals such as positive ion, zinc, and iron, so it is good for the skin and is known to be effective in countering adult diseases. The hot spring theme park offers a foot bath for free to all visitors.

- *Address : 551, Bongmyeong-dong, Yuseong-gu, Daejeon
- *By subway : Line 1, Yuseong Spa station
- *Tel : +82-42-611-2114 (foreign language service available)
- *Admission fee
 - Foot bath : Free
 - Hot spring bath : 5,000-10,000 won
- *Website : <http://touryuseong.go.kr>

Taste Daejeon!



Dubu (Tofu) Duruchigi

The dubu duruchigi of Daejeon is made by simmering soft, square-cut tofu in a spicy sauce of chili pepper powder, garlic, soy sauce, and sesame oil. The ingredients are sauteed so as to keep the unique taste and texture of tofu. Try once, and you are sure to come back for more. Dubu duruchigi mixed with noodles is also a great eat.

- *Jillojip
 - Address : 314-1 Daeheung-dong, Jung-gu, Daejeon
 - Tel : +82-42-226-0914
 - Price : 10,000-20,000 won



Dotorimukbap

Dotorimukbap was first offered in the early 1980s by farmers as a source of additional income. Over time, it has become a local specialty of Daejeon. Broth rendered from dried anchovy and edible kelp is poured on a mound of dotorimuk (acorn starch jelly) strips, and the dish is topped with chopped kimchi and laver pieces. This unique dish can be had at affordable prices. It is also a great diet food that is enjoyed by people of all ages and gender.

- *Daejeon Gujeuk Mukmaeul
 - Solbanmukjip (+82-42-935-5686)
 - Chogamukjip (+82-42-934-5739)
 - Gujeungmukjip (+82-42-935-2016)
 - Sangolmukjip (+82-42-935-9900)
 - Halmeoni mukjip (+82-42-935-5842)
- *Price : 6,000-10,000 won



Kalguksu

There is truly a large number of kalguksu restaurants in Daejeon. Many of them have been around for over 50 years, and this dish is so popular that there is also a kalguksu festival in Daejeon. Made with hand-made knife-cut noodles, kalguksu has a number of variations: hot and spicy kalguksu, the milder and more simple sonkalguksu, and bajirak (short-necked clam) kalguksu with a deeper broth. There are many places where you can find this dish of chewy noodle and rich broth in Daejeon.

- *Sindo Kalguksu
 - Address : 30-16 Jeong-dong, Dong-gu, Daejeon
 - Tel : +82-42-253-6799
 - Price : 4,000-5,000 won

Shop Daejeon!



SUNG SIM DANG (Twigim Soboru)

Sung Sim Dang is the most popular bakery in Daejeon and a pride of the city. The bakery offers so many great baked goods, but the best is twigim soboru, or fried soboru, that has been sold for 30 years. Inside the crispness of fried soboru is a large filling of not-too-sweet paste of locally-grown azuki bean. This bread, which combines the taste of soboru, donut, and danpatppang (bread with azuki bean filling) into one, is the signature bread of Sung Sim Dang.

- *Sung Sim Dang head branch
 - Address : 145 Eunhaeng-dong, Jung-gu, Daejeon
 - Getting there : Jungangno station, exit 2, 1-minute walk
 - Tel : +82-42-256-4114
- *Sung Sim Dang Daejeon station branch
 - Address : Daejeon station, 1 Jeong-dong, Dong-gu, Daejeon(Inside Daejeon station)
 - Tel : +82-42-256-4114
 - *Price : 1,500 won / 10,000 won a box



Daejeon Wine Charity

Daejeon Wine Charity is locally produced wine made with local grapes. The wine mainly uses the Campbell Early variety, which is grown in four farmhouses in Panam-dong area in Dong-gu, Daejeon. The wine is matured in oak barrels for a deep flavor and balance.

- *Dong Daejeon Nonghyup Hanaro Mart
 - Address : 358 In-dong, Dong-gu, Daejeon
 - Getting there : Sinheung station, exit 2→Turn left at the end of Daejeon Sinheungmaeul apartment→Go up a hundred meters
 - Tel : +82-42-281-3381~5
 - Price : 13,000 won a bottle



Yuseong Pear

Yuseong pear is incredibly crunchy. Grown in facilities equipped with scientific orchard management system, the pear is of the highest quality. It also benefits from the clean waters and natural environment of Gyeryongsan Mountain, as well as ideal climate and soil conditions. All of these combine to make Yuseong pear very sweet, juicy and flavorful.

- *Yuseong Market (open on days ending in 4 or 9)
 - Address : 191-7 Jangdae-dong, Yuseong-gu, Daejeon
 - Getting there : Get off at Guam station (Subway line 1), exit 1→Walk a hundred meters in the direction of Gyeryongsan and turn left at the first block→Cross Jangdaegyo Bridge and walk ahead→Arrive at Yuseong Market
 - Tel : +82-42-822-2472
 - Price : 10,000-30,000 won