

氣 · 興 · 情 KOREA

Korea Inspiring Meetings

E n e r g y K o r e a

Enthusiastic energy that promotes volunteerism in your organization.
The productivity of your company workers will be astonishingly improved.

Heung(興),
Intrinsic Sense
of Joy

Jeong(情),
Attachment,
Affection and
Consideration

Gi(氣),
Universal Energy

Empathic energy makes you more
thoughtful of others.
Your company will maintain
sustainable growth.

The mysterious energy enhances the
creativity of employees.
Your company will take the lead in the
world market.

Gi (氣), Heung (興), Jeong (情): Korea's irresistible charm!

The utmost charm of Korea is its energy.

No other country than Korea has such condensed and unique energy,
which lead it to the fastest economic development.

Korea's energy can be explained with Gi (氣), Heung (興), and Jeong (情).

When you visit Korea, you will encounter these three charms of Korea
that makes this country a unique destination.

The quality tour programs will provide you with mental relaxation and boost your creativity.

Korea is a country of inspiration full of the energies Gi (氣), Heung (興), and Jeong (情).

Visit Korea and recharge yourself with Korea's unique power resources made up of Gi, Heung,
and Jeong after experiencing the unique charms of Korea.

Korea is a rising trendsetter in business, fashion, beauty and entertainment

Easiest Access and Advanced Infrastructure

With the desirable talent pool and the most sophisticated IT and logistics infrastructure, Korea has been fully recognized as a business center in northeast Asia. Situated in the hub of the region, it can be reached by air in one to three hours from major cities in Asia. The cities in Korea provide highly reliable public security, emergency medical care and mass transportation services.

Various Events and Diverse Parties

Koreans are known for their vibrant and dynamic energy which has resulted in the development of IT industries from the ruins of the war in 1950. Many foreigners who visit Korea feel this dynamic and vibrant aspect of Korea. Korea will serve foreign tourists with unique tour programs where they can enjoy the birthplace of the Korean Wave, various experience tours that provide a mix of traditional culture and cutting-edge IT technology, and elegant beauty and health tours. The foreign tourists in Korea will have an opportunity to see the inside of Korea while enjoying its dynamic and vibrant energy.

Government Support for Incentive Tours

Korea has world-class convention centers, hotels, and shopping malls. It also has UNESCO-designated world cultural and natural heritage sites. With these rich resources, the Korea Tourism Organization along with local governments in Korea fully supports incentive tours. The central government of Korea has also been pitching in by reducing the number of documents that Chinese tourists need to submit for visa applications.

Incentive Tour Support Program

Items	Details
Souvenirs	Postcards, Spoons and chopsticks, Coin purses ※ Tailored services available for over 1,000 orders
Performances	Customized services available based on prices (NANTA, JUMP, Drawing Show, MISO, etc.)
Discounted admission	Discounted or free admission for (Hangang River cruises, Folk Villages, museums, etc.)
Welcoming ceremony	Arrival at the airport (for instance, banners, guides in hanbok (traditional Korean clothes) or colorful Korean traditional masks, the presentation of a flower bouquet, and a souvenir photo)
Support for advance field surveys	Accompanied with translators, guides and transportation (up to three persons for the group tour of over 500 people)
Group hands-on programs	Support for various field trips (for instance, Samsung D'light, the royal palaces) Group experience tours (for instance, the Kimchi Museum and making traditional Korean teas and snacks, drop-in taekwondo (traditional Korean martial art) classes, a chance to wear hanbok or Korean traditional clothes.)

※ The support is commensurate with the size of the tour group.

※ The application for the support program will be made at KTO overseas offices.

Overseas Offices

Name of Office	Address	Tel	E-mail
Tokyo	Rm 1611,NBF HibiyaBldg,1-1-7 Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011 Japan	+81-3-3597-1717	tokyo@visitkorea.or.kr
Osaka	8th Fl, KAL Bldg. 1-9, 3-chome, Hon-machi, Chuo-ku Osaka, Japan	+81-6-6266-0847	osaka@visitkorea.or.kr
Fukuoka	5th Fl, Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Hakata-ku Fukuoka, Japan 812-0011	+81-92-471-7174/5	fukuoka@visitkorea.or.kr
Nagoya	SMBC NAGOYA BLDG. 2-18-19, NISHIKI, NAKA-KU, NAGOYA 460-0003, JAPAN	+81-52-223-3211~2	nagoya@visitkorea.or.kr
Beijing	3/F, Korea Center Building Guanghua Xili Chaoyang Beijing 100020, China	+86-10-6585-8213/4	beijing@visitkorea.or.kr
Shanghai	Room 502, Huizhi Building, No.396 Caoxi Rd. (N) Shanghai, China	+86-21-5169-7933	ssanghai@mail.knto.or.kr
Guangzhou	1/F Fortune Plaza, No.114-118, Tiyydong Road, Guangzhou, 510620, P.R. China	+86-20-3893-1639	kntogz@126.com
Qingdao	Room 16-B2, Yangguang building, 61 HK Rd. Qingdao, China	+86-532-8587-5692	qdknto@yahoo.com.cn
Shenyang	Room 703, Tower C, President Building 69 North Heping Street Heping District, Shenyang, China	+86-24-2281-4155/4255	kto_sy@126.com
Hong Kong	Unit 2202-2203, 22F, World Trade Center, 280 Gloucester Road, Causeway Bay, Hong Kong	+852-2523-8065	general@knto.com.hk
Taipei	Rm. 2213, 22th Fl, Int'l Trade center Bldg. 333 Keelung Rd. Sec. 1, Taipei 10548 Republic of china	+886-2-2720-8281	kntotp@ms5.hinet.net
Singapore	Samsung Hub 3 Church Street #01-02 Singapore 049483	+65-6533-0441/2	kntosp@pacific.net.sg
Bangkok	ESPLANADE, G Fl, Unit no. G02A 99, Rachadapisek Rd, Dindaeng, Bangkok 10400 Thailand	+66-2-354-2080/2	koreainfo@kto.or.th
Sydney	level 18(Suite 1807) Australia Square Tower, 264 George St. Sydney, NSW 2000	+61-2-9252-4147/8	visitkorea@knto.org.au
Dubai	19th Fl, Dubai World Trade Center, P.O. Box 9488, Dubai, UAE	+971-4-331-2288	knto@eim.ae
Kuala Lumpur	Suite 7-03, 7th Floor, Menara Hap Seng, Letter box No.39, Jalan P. Ramlee, 50250, Kuala Lumpur, Malaysia	+60-3-2143-9000	info@knto.com.my
New Delhi	GR-03, Multiplex Bldg, Select City Walk, Saket District Center, New Delhi-110017, India	+91-11-4609-5707	india@knto.or.kr
Hanoi	10th fl, Daeha Business Center, 360 Kim Ma, BaDinh District, Hanoi, Vietnam	+84-4-3831-5180/~2	yooclub@knto.or.kr
Jakarta	Suite 304, Korea Center 3rd Floor. J1. Gatot Subroto kav. 58 Jakarta	+62-21-525-5466	internet@knto.or.kr
Los Angeles	5509 Wilshire Blvd, Suite 201 Los Angeles, CA90036	+1-323-634-0280	la@kntoamerica.com
New York	Two Executive Drive, Suite 750, Fort Lee, NJ 07024, USA	+1-201-585-0909	ny@kntoamerica.com
Toronto	700 Bay Street, Suite 1903 Toronto, Ontario, M5G 1Z6 Canada	+1-416-348-9056/7	toronto@knto.ca
Frankfurt	Baseler Str 35-37 60329 Frankfurt am Main Germany	+49-69-234973	kntoff@euko.de
Paris	Tour Maine Montparnasse 33 Avenue du Maine, B.P.169 75755 Paris Cedex 15, France	+33-1-4538-7123	ontoparis@gmail.com
London	3rd Fl, New Zealand House, Haymarket, London, SW1Y 4TE, UK	+44-20-7925-1717	london@mail.knto.or.kr
Moscow	4th floor, Business-center Mosalarko Plaza, 16, Marksistskaya str, Moscow, 109147, Russia	070-8280-2792	kntomc@visitkorea.or.kr
Vladivostok	Vladivostok Business Center 'Hyundai'Office 501, 29, Semyonovskaya str, Vladivostok, 690091, Russia	+7-4232-49-1154	knto_vl@mail.ru

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Gi (氣), Universal Energy One of the most beautiful aspects of Korean culture

Korea has mysterious energy.

There is a mysterious energy that runs unhurriedly in the mentality of Koreans and creates the enthusiastic corporate culture of Korea and the unique brand of Korea in the global market. Experience Korea's mysterious energy through its leading companies, nature and traditions.

Corporate spirit and culture in Korea
The attractive power of Korea's nature
Koreans' unique way of living

Corporate spirit
and culture
in Korea 1

Samsung Group, A living example of Korea's economic success

SAMSUNG

From its inception as a small export company in Daegu, Korea, Samsung has grown to become one of the leading electronics companies in the world, specializing in digital appliances and media, semiconductors, memory and system integration with 38 affiliates. Behind this outstanding achievement is the entrepreneurship of its founder Lee Byung-chull. It is no exaggeration to say that his business acumen and mind-set was the secret recipe for Samsung's success in the various industries. It is well known that Founder Lee valued the best products and service based on talent and technology.



Ho-Am Sangga (The Birthplace of Ho-Am)¹

Lee Byung-chull(1910~1987) founded Samsung Sanghoe, a small trading company with forty employees in Daegu in 1938, the forerunner to Samsung. Ho-Am is Founder Lee's pen name. The Birthplace of Ho-Am was built in 1851 by his grandfather and has gone through a couple of renovations. The traditional Korean house shows what the leadership of Founder Lee was like, which greatly contributed to the successful industrialization of Korea in a relatively short amount of time.

Location: Jangnaemaoul 723 Junggyo-ri, Jeonggok-myeon Uiryeong-gun, Gyeongsangnam-do Province
Business Hours: Tue. to Sun. 10:00~17:00 (Closed on Mon.)
www.samsungfoundation.org / Tel: +82-55-573-0723

Samsung Digital City²

It provides the opportunity to see the successful history of the Korean semiconductor industry and the pride of Samsung Electronics. Samsung shows the current status of its display business with its latest televisions including 3D LED TV.

Location: 416 Maetan 3(sam)-dong, Yeongtong-gu, Suwon, Gyeonggi-do Province
www.sec.co.kr / Tel: +82-31-200-1114

Ho-Am Art Museum / Hee Won Korean Garden³

The art museum shows the ultimate beauty of Korean traditional gardens. The museum has Korea's national treasures and various artworks including the *jangseung*, or Korean traditional totem pole at the village entrance, stone pagodas, and flowered walls. Its Korean garden, called *Hee Won* brings together the best of the classical Korean art of landscaping, creating a setting that is rarely found today.

Location: 204 Gasil-ri, Pogok-eup Cheoin-gu, Yongin, Gyeonggi-do Province
Business Hours: Tue. to Sun. 10:00~18:00 (Ticket sales end at 17:00) Closed on Mon., January 1st, Lunar New Year's Day and Korean Thanksgiving Holiday (Chuseok Holiday)
<http://hoam.samsungfoundation.org> / Tel: +82-31-320-1801~2

Samsung D'light⁴

The compound word 'D'light' is formed from the words 'digital' and 'light,' meaning the light thrown on the digital world. It consists of three floors and each floor is built with the themes of natural light, land and water. Visitors can enjoy the latest Samsung's products that are very popular in the global marketplace and experience various lifestyles with electronics appliances.

Location: 1320 Samsung Electronics Seocho-dong, Seocho-gu, Seoul
Business Hours: Mon. to Sat. 10:00~19:00 (Closed on Sun. & holidays)
www.samsungdelight.com / Tel: +82-2-2255-2277

Leeum, Samsung Museum of Art⁵

Samsung believes that creative management is design management. One example of that belief is its museum, Leeum. The museum displays Korea's national treasures and royal paintings from the Joseon Dynasty along with modern and contemporary artworks from home and abroad.

Location: 747-18 Hannam-dong, Yongsan-gu, Seoul
Business Hours: Tue. to Sun. 10:30~ 18:00 (Closed on Mon., January 1st, Lunar New Year Holidays and Korean Thanksgiving Holidays (Chuseok Holidays))
Reservation: For groups, reservation available by the hour from 10:30 am to 3:30 pm
www.leeum.org / Tel: +82-2-2014-6900



In 1937, Founder Chung Ju-yung, started a rice business called 'Gyungsanghwoe' and, with his unparalleled sincere and faithful attitude, built a group of world-leading companies including Hyundai Motor Company, Hyundai Heavy Industries and Hyundai Engineering and Construction. Chung Ju-yung, also known as Asan, his sobriquet, believed that diligence and hard work are the driving force of meeting a target. He encouraged management and employees with his aggressive and adventurous attitude all times. At critical moments, he took the initiative and set an example to make the impossible possible, and was a truly respected man by his employees.

Corporate spirit
and culture
in Korea 2

Hyundai,

An enterprising spirit that makes the impossible possible



Hyundai Heavy Industries Dock Yard

Asan Memorial Hall¹

Hyundai Heavy Industries has opened the Asan Memorial Hall on the first floor of its Cultural Building to commemorate Chung Ju-yung, the founder and former honorary chairman of the Hyundai Business Group. The hall is named after Chung Ju-yung's pen name. It covers 1,934m² with four themes to showcase the founder's spirit: 'Asan's Life and Philosophy,' 'Business Achievements,' 'Social Contributions,' and 'Building a Better Future.'

Location: Bangeojin Beltway 1000 Dong-gu, Ulsan
Business Hours: Mon. to Fri. 09:00~16:00 (except 12:00~13:00)
Reservation: Please call to make a reservation via the website.
www.hhi.co.kr / Tel: +82-52-202-2232~5

Asan Medical Center²

Established in 1989, it has continuously contributed to the fields of patient care, medical research, and the training of medical doctors and students, and has become Korea's top healthcare organization. Selected as the most respected general hospital in Korea for five consecutive years, AMC proves how competitive the Korean medical industry is in the global field. Foreign visitors are welcome and are also offered the best-possible medical check-up programs.

Location: 388-1 Pungnap 2(i)-dong, Songpa-gu, Seoul
www.amc.seoul.kr / Tel (for medical check-up): +82-2-3010-5939

Hyundai Motor Company Ulsan Plant³

It is the single largest automobile plant in the world and the cradle of the Korean auto industry. Hyundai Motor Company's continuous efforts to build global management and improve product quality have promoted its brand value. It has been selected as one of the top 100 brands for the last five years. Hyundai Motor Company has been well received as a reliable auto maker by global rating agencies and major newspapers. Its Ulsan Plant provides one-hour site tours to the assembly line and exporting dock.

Location: 700 Yangjeong-dong Buk-gu, Ulsan
Business Hours: Mon. to Fri. 09:00~11:00, 13:00~15:30
Reservation: Please call to make a reservation via website.
<http://pr.hyundai.com> / Tel: +82-52-280-2232~5

'Chung Ju-yung Management' special lecture at Soongsil University

You can learn about what constitutes the Hyundai Spirit: the creative foresight, enthusiastic will, and strong driving force. The special lecture provided by the venture & small and medium entrepreneurship department of Soongsil University in Korea will explore just what Chung Ju-yung's recipe for success was and his way of thinking. It can also serve an opportunity to witness the dynamic scene of the Korean economic development.

Location: 511 Sangdo-dong, Dongjak-gu, Seoul
Business Hours: By reservation only to adjust the lecture depending on the size of the audience and the instructor's schedule.
www.ssu.ac.kr / Tel: +82-2-820-0590



Corporate spirit
and culture
in Korea 3

Namisum Island

Boasts its greatest success thanks to creative management

Namisum Island used to be a secluded amusement park. In the 1990s, it tried to become a glamorous destination where culture, the arts and environment could converge. It changed its name to Namisum Island Inc in 2000 and CEO Kang announced its rebirth as a tourist destination in 2001. Since then, it heavily invested into cultural, artistic and ecological content. The number of visitors rose to two million in 2010 from 270,000 in 2001.

CEO Kang Woo-hyon

Working as a graphic designer, illustrator, planning director and civil and green activist, Kang Wu-Hyon is now fully dedicated to designing Namisum Island as a themed country park.

With his original creativeness and innovative management, Mr. Kang has become the talk of the town for his leadership. Many Korean company personnel are constantly visiting the coveted island to learn his leadership which turned a wasteland into a popular tourist destination.

- CEO Kang's lecture are by reservation only depending on the nature of the group.
- Upon circumstances beyond control, managing directors will substitute CEO Kang for the lecture.
- The lecture will be provided by reservation only.



Namisum Island Tour

The tour displays how the CEO has made the most out of an ordinary amusement park with his thinking out of box and cultural sense. The case of Namisum Island has been recommended by President Lee Myung-bak for his cabinet members. One of the most popular *hallyu* (the Korean Wave) dramas, *Winter Sonata*, was filmed in 2002 on the island. The designed island serves as a place where you savor culture, the arts and nature. All employees enjoy lifetime employment and are dedicated to their jobs with a passion.

Recycling Workshop

The Greenshop Hands-on Learning Center is a place where everything is born again: grasses turn into green paper, branches turn into beautiful necklaces, scraps of cloth turn into the cute little cell phone accessories, and wasted placard cloth turns into painted bags. Namisum Island Eco-school provides people with eco-friendly

education programs: making a wooden frame and herbal soap. Also, visitors can take a trip around the island by Tri-way, an electric cycle on which the rider stands, or an electric vehicle.

Art Handicraft Studio

Professional artists in the fields of ceramics, glasses, carpentry, dyeing, and paper, who reside on Namisum Island, make representative merchandise and souvenirs characteristic of Namisum Island while also conducting handicraft classes for visitors of individuals, groups and businesses. On weekends, visitors make their own pots, cups and dishes for one to two hours and receive their baked souvenirs in three to four weeks by parcel. You can select a finished mug and paint it yourself. It will take one hour for the painted mug to be baked.

Location: 198 Bangha-ri, Namsan-myeon Chuncheon, Gangwon-do Province
Business Hours: Always open, Ferries run from 07:30 to 21:45.
www.namisum.com / Tel: +82-31-580-8114

Corporate spirit and culture in Korea 4

Enterprise Tours: A chance to witness Korea's lived corporate culture and IT industries bloomed with challenges and passion

Digital Pavilion¹

The latest IT technologies change our way of living for the better in various forms. The Digital Pavilion showcases Korea's IT industry's status, new technologies and products. Opened by the National IT Industry Promotion Agency, the IT exhibition hall is located in the DMC (Digital Media City) which supports the hall with various tourism resources. The number of foreign visitors here is on the rise.

Location: DMC C5 Nurikum Square Sangam-dong, Mapo-gu, Seoul
Business Hours: Mon. to Sat. 10:00~18:00 (Closed on January 1st, Lunar New Year's Day, Korean Thanksgiving (Chuseok) Holidays) / Last admission 16:30

Reservation: Required via website three weeks prior to visit
There is an admission fee for the 4D video showcase.
www.digitalpavilion.co.kr / Tel: +82-2-2132-0500~2

POSCO²

Starting from scratch in 1968, POSCO has served as the leading force in the nation's economical development for the past 40 years, growing into a global steelmaker producing over 33 million tons of steel. From obscurity to Korea's first integrated iron-steel mill, POSCO is making history as a global leader in its field doing its very best to bring effective service, improved productivity and new technology to the steel industry. The POSCO tour will be an opportunity to experience the essential element of our modern way of living, and to witness the splendor of its mills. The POSCO Museum chronicles the story of one of the world's leading steelmakers. Opened in 2003 and situated adjacent to the Pohang Works on Korea's southeastern coast, the Museum tells the remarkable story of POSCO and shows what future dreams are made of.

Location: 1 Geodong-dong, Nam-gu, Pohang, Gyeongsangbuk-do Province

Reservation: Pohang Works- Mon. to Sat. 09:00~16:00 / Reserve via the website.
POSCO Museum - Mon. to Fri. 09:00~18:00, Sat. 10:00~17:00 / Reserve via its website, phone or fax.
www.posco.co.kr
Tel: +82-54-220-1114, +82-2-3457-0114
http://museum.posco.co.kr
Tel: +82-54-220-7720

Doosan Heavy Industries and Construction Co.

Doosan played a significant role in driving Korea's economic growth fabricating from cast, forge materials, nuclear and thermal power generation facilities, boilers, turbines, seawater desalination plants, water treatment systems to the material handling equipment for home and abroad markets. Visitors can take a factory tour to look around the integrated management system of Doosan Heavy Industries including design, production, construction and customer service.

Location: 555 Gwigok-dong, Seongsan-gu, Changwon, Gyeongsangnam-do Province

Business Hours: Weekdays 09:00 ~ 17:00 (Closed on weekends, public holidays and company holidays)

Reservation: Reserve via the website three days prior to visit.
www.doosanheavy.com / Tel: +82-55-278-6114

Seoul's tap water, Arisu

Arisu was the name used for the 'Han River' during the Goguryeo Dynasty (37-668 A.D.) and has now become the brand name for tap water supplied to the Seoul Greater Metropolitan Area. The Office of the Waterworks of the Seoul Metropolitan Government provides three tour courses where visitors can taste, enjoy and learn about Arisu.

Course 1: Historic route

Ttukdo Arisu Water Purification Center → Waterwork Museum → Seoul Forest

Course 2: Experience route

Arisunara → Guui Arisu Water Purification Center · Guui Arisu Cultural Asset

Course 3: Green route

Yeongdeungpo Arisu Water Purification Center → Seoseoul Lake Park (West Lake Park)

http://arisu.seoul.go.kr

Waterworks Museum +82-2-3146-5936

Ttukdo Arisu Water Purification Center +82-2-3146-5555

Guui Arisu Cultural Asset +82-2-3146-5954

Guui Arisu Water Purification Center +82-2-3146-5400

Yeongdeungpo Arisu Water Purification Center +82-2-3146-5600



1 Digital Pavilion



Jeju Samdasoo³

Jeju Island has been formed by volcanic eruptions and was named the first World Natural Heritage by UNESCO in Korea. Its pure and pristine environment releases bedrock water, Jeju Samdasoo, which has undergone a natural process of filtration through volcanic rock. The pure water has been selected as one of the top 3 bedrock waters in the world. Jeju Samdasoo features the gentle taste of pure water which has travelled through dozens of layers of volcanic basin, eliminating impurities and infusing natural minerals. Factory tours are provided for the experience of thorough quality control and process management.

Location: San70 Gyorae-ri, 120-12 Jochon-eup, Jeju, Jeju Special Self-governing Province

Business Hours: Mon. to Fri. 10:00 ~ 17:00 (No tours on holidays)

Reservation: Reservations required prior to visit.

www.jpdc.co.kr / Tel: +82-64-780-3505

Daum Global Media Center (GMC)

Visitors to Daum GMC, the Jeju-based headquarters of Korean Internet giant Daum, can witness dynamic corporate culture, the latest interior designs, an employee-oriented welfare system, the marketing strategy and creativeness of Korean IT industries. GMC mixes three spaces of a creative working space, an employee welfare space and a green space in an integrating and communicating way.

Location: 1730-8 Odeung-dong, Jeju, Jeju Special Self-governing Province

Business Hours: Mon. to Fri. 10:00~17:00 (Closed on holidays and during lunch time)

Reservation: Groups of 10 may visit. Reservations required two weeks prior to visit.

http://jeju.daum.net/event/gmc / Tel: +82-64-795-1500

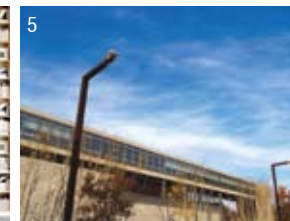
NHN Green Factory⁴

NHN, Korea's internet power house, has named its headquarters the 'Green Factory' to compare the internet service provider's knowledge producing activities to a 'green factory' that manufactures knowledge. To mark its 10th anniversary, NHN designed and built the Green Factory and captures its spirit and corporate culture with the goal of becoming a company that continuously opens new frontiers by creating innovative and creative ideas. The building has attracted the attention of those who have interest in space and branding, and NHN provides tours for those interested. The Library 1 on the first and second floors of the Green Factory display over 20,000 design and technological books, the themes that are the bedrock of NHN's competitiveness.

Location: 178-1 Jeongja-dong, Bundang-gu, Seongnam, Gyeonggi-do Province
Reservation: Phone reservation required prior to visit. Library 1 accepts phone and online reservations.

www.nhncorp.com / Tel: +82-1588-3830

http://library1.nhn.com / Tel: +82-31-784-4898



Paju Bookcity⁵

Situated on a 1,600,000m² site in Paju, the Bookcity is a new center for the Korean publishing industry. Surrounded by nature, the architecturally recognized buildings in Bookcity has drawn many visitors. It is also rising as an international publishing hub and a cultural tourist destination while the number of foreign visitors grows steadily.

Location: Munbal-ri, Gyoha-eup Paju, Gyeonggi-do Province

Business Hours: 10:00~18:00 Information Center always opens.

Bookstores may close depending on their own schedule.

Reservation: No reservations required.

www.pajubookcity.org / Tel: +82-31-955-4386

Heyri Art Valley⁶

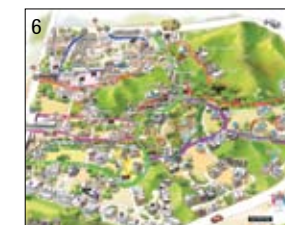
Its first general meeting in 1998 was the starting point of Heyri Art Valley. More than three hundred eighty members including writers, painters, cineastes, architects and musicians have built their studios, houses, work rooms, museums, and galleries across the 50-hectare site of Heyri. The art village is what artists dream of, an earthly paradise. It serves as spaces for writing, creating art, displaying, performing, festivals, teaching, debating, international exchanges and living. The various buildings with distinct features please the eyes of visitors.

Location: Heyri Artist Valley, Tanhyeon-myeon, Paju, Gyeonggi-do Province

Business Hours: About 10:00 ~ 18:00 (Each gallery has its own business hours. Closed most Mon.)

Reservation: No reservations required.

www.heyri.net / Tel: +82-1588-7387 / +82-31-946-8551



2

3

4

5

The attractive
power of Korea's
nature 1

Hangang River

The symbol of Korea's economic development

From the ruins of the Korean War in 1950, Korea rose to the standards of economic development of other developing countries in the world. Korea's fastest economic development has been called 'the miracle on the Han River.' The Hangang River runs through the capital from east to west along 41.5-km-long the river, delivering green spaces for relaxation to residents and visitors. It also serves as a dynamic space. One example is the Moonlight Rainbow Fountain which is the world's longest bridge fountain that was installed on the Banpo Bridge. The Floating Stage, also located on the River, is a stage with a dome which opens and closes by four rotating doors, the first waterfront stage of its own kind.



Hangang Riverside Parks¹

The Hangang River has been developing to an ecological and cultural park. In particular, the Han River Renaissance Project is rebuilding the river with splendor and beauty and the 12 riverside parks provide spacious places of leisure for visitors in a hectic urban setting. The parks are located at twelve different points along the riverside: Gwangnaru, Jamsil, Ttukseom, Jamwon, Banpo, Ichon, Yeouido, Yanghwa, Seonyudo, Mangwon, Nanji, and Gangseo. These parks are equipped with sports facilities such as soccer and baseball fields, volleyball and basketball courts and swimming pools.

<http://hangang.seoul.go.kr>

Tel: (daytime) +82-2-120 (night)+82-2-3780-0777

World Cup Park²

The World Cup Park was built on a landfill which was active from 1978 to 1993 serving the residents in Seoul. The two huge garbage mounds have morphed into a peaceful and tranquil park along the surrounding streams. It consists of four theme parks: Pyounghwa Park, Haneul Park, Noeul Park, Nanjicheon Park and is connected to the Hangang Riverside Park Nanji. Haneul Park, located at the highest point within the World Cup Park, commands a panoramic scene of Seoul and the Hangang River. The metasequoia road in May and the silver grass field in late autumn are most pleasurable.

Location: 243-60 World Cup Road, Mapo-gu, Seoul

<http://worldcuppark.seoul.go.kr> / Tel: +82-2-300-5500

Ferry Terminal

The river cruise is a must for visitors to Seoul. You can enjoy the lights from the cruise ship ruffling the surface of the rolling water while the sounds of music sweeten the mood. Ferry terminals are loved by couples, friends and families as a point to appreciate the true beauty of the Hangang River.

Ferry terminals are located at Yeouido, Jamsil, Yanghwa, Ttukseom, Sangam, Seoul Forest, Jambubong and Seonyudo Park. There are various cruises that offer buffet, restaurants, or live music at the terminal.

<http://hcrui.seoul.go.kr> / Tel: +82-2-3271-6900

Banquet & Party on Hangang River³

You will never forget a party overlooking a magnificent fountain which changes its colors following the music from the latest sound system. You can enjoy and host a dignified party and banquet on the Hangang River. According to the nature and size of the event, you can have an independent space served with meals, seminars and sports programs. A yacht party is available, as well.

Fradia www.fradia.co.kr / Tel: +82-2-3477-0033

ON www.onriver.co.kr / Tel: +82-2-3442-1582

River City www.riverct.co.kr / Tel: +82-2-3445-8000~5

Paradise www.hankangwedding.co.kr / Tel: +82-2-447-3333

700 Yacht Club www.700yachtclub.com / Tel: +82-2-376-5616

Marina Jefe www.marinajefe.co.kr / Tel: +82-2-514-9511

Floating Island www.floatingisland.com / Tel: +82-2-3447-3100



Cheong Gye Cheon Museum

The Museum was built to commemorate the Cheonggyecheon restoration project and displays photos from before and after restoration. Its exhibition rooms host various events related to the Cheonggyecheon Stream. The CGCM runs the Cheonggyecheon Academy to serve groups from home and abroad that wish to benchmark the successful restoration work.

Location: 530 Cheonggyecheon-ro Seongdong-gu, Seoul
Business Hours: Tue. to Fri. 09:00~21:00, Weekends & Holidays 09:00:18:00
(Closed on January 1st and Mondays)
Reservation: Reservations required earlier than one week prior to visit the Cheonggyecheon Academy
www.cgcm.go.kr / Tel: +82-2-2286-3410

Seonyudo Park¹

The previous water treatment facility was made over to an ecology park, nicknamed 'Water Park.' Situated on a 114,000㎡ site, Seonyudo Park consists of a water-purification section, an aquatic Botanical Garden, and a water playground for the observation of various plants and eco-friendly surroundings. It also serves as a place where visitors get an ecological education and hands-on experience in nature with its various attractions and resting places such as the Time Garden and Seoul Design Gallery.

Location: 343 Seonyu-ro, Yeongdeungpo-gu, Seoul
http://hangang.seoul.go.kr/park_soenyoo / Tel: +82-2-3780-0590~5

Seoul Forest²

The former Ttukseom Island Park has been reborn into a spacious urban forest by the city government. Like Central Park in New York and the Hyde Park in London, Seoul Forest provides its residents and visitors with an eco-friendly resting place. The park is laid out by five themes with 420,000 trees which show different aspects of nature.

Location: 685 Seongsu 1(il)-ga 1(il)-dong, Seongdong-gu, Seoul
<http://parks.seoul.go.kr/seoulforest> / Tel: +82-2-460-2905

Mapo Resource Recovery Facility³

This facility incinerates waste in a sanitary way and generates power from the waste heat during the course of incineration. The waste heat is utilized for local heating and cooling systems and power generation. To make the most out of the waste, the incineration residue after processing of waste is used to produce precast pavers. The facility operates a site tour and audiovisual education programs designed for each age group to teach how important the environment and the recycling of resources are. It has easy access from World Cup Park drawing a large number of foreign tourists.

Location: 486-6 Sangam-dong, Mapo-gu, Seoul
Business Hours: Mon. to Fri. (Closed on weekends & holidays) 10:00 and 14:00
(two site tours a day)
<http://rrf.seoul.go.kr> / Tel: +82-2-374-8181

Seoul Resource Center

The Seoul Resource Center has been established by the city government to extract rare metals and materials from waste home appliances and cell phones. Since it also creates jobs to work in the disassemble process, the center contributes to the protection of the environment and the expansion of employment opportunities. Visitors can take part in lectures, site tours and the hands-on experience of disassembling waste electronics.

Location: 73-36 Songjeong-dong, Seongdong-gu, Seoul
Reservation: Required
www.srcenter.kr / Tel: +82-2-2244-5133

Experience Green Growth Hall⁴

It is a center for promoting and disseminating the concept and implications of 'Low Carbon, Green Growth' to the public. The Experience Vision of Green Growth Hall has been designed based on schedules for day trips – starting from a house which leads to the Green City. The center runs a variety of learn-by-hands-on programs such as the 2020 Newspaper, Green Christmas, Creating Wind for each visiting group.

Location: 20 Sejong-ro, Jongno-gu, Seoul
Business Hours: Tue. to Sun. 09:30~18:00 (Closed on Mondays, January 1st, Lunar New Year's Day, Korean Thanksgiving Day (Chuseok), and the following days of a public holiday) the Learn-by Experience Programs runs every Wednesday, Thursday, Saturday and Sunday and reservations are required.
Reservation: For parties of forty or more, phone consultations are required. Reservations required via the website two days prior to visit.
www.egg.go.kr / Tel: +82-2-720-7100

Green Tomorrow⁵

The Samsung Green Tomorrow house is a 500 square meter Zero Energy House designed to showcase a wide array of state-of-the-art green buildings. Visitors can see what it is like to live in a self-sufficient emission-free residence with a fossil fuel consumption of zero in the future. The model house displays 68 innovative green technologies that will be realized in Korea in the immediate future.

Samsung C&T Engineering & Construction Group
Location: 1026-1 Jung-dong, Giheung-gu, Yongin, Gyeonggi-do Province
www.greentomorrow.co.kr / Tel: +82-31-274-9730

The attractive power of Korea's nature 2

Cheonggyecheon Stream

Green tours to the ecological parks and recycling facilities



Originally a natural stream, Cheonggyecheon was covered over with asphalt in 1958 to make a road. Following restoration work that began in July of 2003, it is now being enjoyed as a stream downtown and contributes to the rebirth of Seoul as an eco-friendly city. The essence of the project is to revive the stream where living organisms can make their homes in and around the 5.84-km-long stream from Taepyeong-ro to Dongdaemun to Sindapcheolgyo (Railroad) Bridge. The project also builds up national pride by restoring a historic site, Gwangtonggyo Bridge which was once the biggest bridge in the city during the Joseon Dynasty.

Koreans' unique
way of living 1

Bukchon Hanok Village, A living street museum

Literally meaning the uptown of Cheonggyecheon and Jongno, Bukchon, or North Village, is a traditional residential area situated between Gyeongbokgung Palace, Changdeokgung Palace and Jongmyo Shrine. It is well-known as a 'street museum' for its historic sites, cultural assets and folklore materials.



Bukchon Traditional Culture Center¹

Opening in 2002, the center offers a chance to share the history and the cultural assets of Bukchon in order to inherit the Korean traditional way of living. Various hands-on programs are available for calligraphy, folk painting, tea ceremony, traditional knotting, traditional embroidery, traditional wrapping cloth, cloisonné ware, and traditional handmade paper. Visitors can enjoy movies, performances and exhibitions, too.

Location: 105 Gye-dong, Jongno-gu, Seoul
http://bukchon.seoul.go.kr / Tel: +82-2-3707-8388

Master Craftsmen in Bukchon²

The master craftsmen in Bukchon offer various learning programs for Korean traditional cuisine, music, and handicrafts which represent the Korean way of living and philosophy. More popular are programs for Korean royal cuisine that are seen in the Korean TV drama *Jewel in the Palace*, Korean lacquerware, Korean knotting and Korean natural dyeing.

Institute of Korean Royal Cuisine Tel: +82-2-3673-1122
Otchillgongbang (Institute of Traditional Natural Lacquer)
Tel: +82-2-735-5757
Haneulmulbit (Institute of Traditional Natural Dyeing) Tel: +82-10-3729-9970
Geumhyeon Gugak Center (for Korean traditional music)
Tel: +82-2-723-8585
Han Sangsu Embroidery Museum Tel: +82-2-744-1545

Gyeongbokgung Palace

It was the main seat of government activity of the Joseon Dynasty, which ruled Korea with Seoul as the capital during the years 1392 to 1910. Visitors can feel the true essence of Korean royal culture. The arrangement of the palace consists of official places for state affairs, living quarters for royals and resting places.



Location: 22 Sajing-ro, Jongno-gu, Seoul
Business Hours: May to October 09:00~18:00, November to February 09:00~17:00 (Closed on Tue.)
www.royalpalace.go.kr / Tel: +82-2-3700-3900

National Folk Museum of Korea

The Museum is Korea's leading institution dedicated to presenting traditional life, and has more than two million visitors annually. It has played a significant role in providing educational and cultural opportunities to understand how Koreans lived in the old days.



Location: 37 Samcheong-ro, Jongno-gu, Seoul
www.nfm.go.kr / Tel: +82-2-3704-3060

Deoksugung Palace

The Palace has modern buildings such as Seokjojeon and Jeonggwanheon along with a western garden and fountain, which is unique among the palaces in Seoul. In front of its main gate, Daehanmun, the Royal Changing of the Guard Ceremony takes place three times a day (11:00, 14:00, and 15:30).



Location: 58 Taepyeong-ro, Jung-gu, Seoul
Business Hours: 09:00~21:00 (Closed on Mon.)
www.deoksugung.go.kr / Tel: +82-2-771-9955

Donggureung

Among the forty royal tombs of the Joseon Dynasty (1392-1910) listed as UNESCO's World Heritage, Donggureung hosts nine of them. It is a very important piece of cultural heritage enabling us to see the changes in the tomb system and the traditional outlook on life including theories of Confucianism and Feng-shui.



Location: 197 Donggureung-ro, Guri, Gyeonggi-do Province
Business Hours: March to October 06:00~18:30, November to February 06:30~17:30 (Closed on Mon.)
http://donggu.cha.go.kr / Tel: +82-31-563-2909

With a long history of 1,700 years, Korean Buddhism has established valued cultural assets in the areas of the building layout of the Buddhist temple, Buddhist costume, cuisine, and tales. Temple stay is a unique opportunity where people can learn about and experience Korean Buddhist culture. The program includes a Buddhist service at dawn and conversation with Buddhist monks and gives you a chance to escape the hectic life of today and find inner peace surrounded by green forests in the Korean mountains.

www.templestay.com / Temple stay Information Center by the Jogye Order of Korean Buddhism Tel: +82-2-2031-2000

Koreans' unique
way of living 2

Temple stay, To experience Korean Buddhist culture

Samkwangsa Temple

Seowonstay

Seowon were the private educational institutions and also fulfilled the functions of a Confucian shrine during the Joseon Dynasty (1392-1910). The Korean association of Seowon currently develops and provides the Confucian content in a modern way based on the roles and functions of traditional Seowon. Some of the members offer the Seowonstay programs where participants can witness the way of Korean traditional teaching accompanied by the unique smell of the Korean traditional ink and the sound of Korean traditional music.

www.sewonstay.com / Tel: +82-2-765-9598

Meditation Programs

Located in Insa-dong of Seoul, Suseongjae Seoul Center offers the programs for revitalizing, stretching, meditation and Korean traditional breathing methods. It is housed in a Korean traditional house where participants can feel the earth in its front yard and meditate in its rooms. The programs are available in various stages from walking meditation to Detox meditation to Seon breathing.

Location: 123 Sogyeok-dong, Jongno-gu, Seoul
www.suseonjae.org / Tel: +82-1544-1150



Bongeunsa Temple¹

It was constructed in 794 during the Shilla kingdom and houses many cultural assets including Panjeon, or depositories for Buddhist scriptures. Located in central Gangnam, one of the most busiest streets in Seoul, it serves as a Buddhist cultural place for people working in the nearby business street called Teheran-ro and foreign visitors.

Location: 73 Samseong-dong, Gangnam-gu, Seoul

Features: Volunteers for foreign visitors (called Munsasu) Temple stay (Two-day-one-night programs), Temple Life (Two to five-hour-long programs), Thursday Temple Life for foreigners (14:00 to 16:00)

Reservation: Reservations and payment required at least one week prior to visit For Thursday Temple Life, on-site reservations are accepted.

www.bongeunsa.org / Tel: +82-2-3218-4895

Gilsangsa Temple²

Monk Beopjeong Sunim, who was also a well-known essayist teaching simatiga, conducted Buddhist services at this temple from 1997 to 2003. Located near downtown Seoul, it provides Temple stay programs to experience the humble lives of Buddhist monks and nuns and learn about Korean Buddhism. Through the tea ceremony, the Buddhist service and the question and answer session with Buddhist monks, visitors will have a chance to find inner peace.

Features: Two-day-one-night programs for groups of over twenty people; Day programs for groups of over ten people

Location: 323 Seongbuk 2(i)-dong, Seongbuk-gu, Seoul
www.kilsangsa.or.kr / Tel: +82-2-3672-5945



Beomeosa Temple³

Beomeosa Temple is one of the three most important Buddhist temples in the southeastern region of Korea along with Haeinsa Temple and Tongdosa Temple. With its various temple stay programs, participants can witness the humble lives of Buddhist monks and nuns, go hiking in nearby Mt. Geumjeongsan, and have an ample resting time in visiting the small Buddhist hermitages. It also provides tailored programs to suit the needs of a specific group of visitors.

Features: Two-day-one-night programs for groups of over twenty people; Two-to-five-hour-long programs for groups. Tailored programs available.

Location: 546 Cheongnyong-dong, Geumjeong-gu, Busan
www.beomeosa.co.kr / Tel: +82-51-508-5726

Samkwangsa Temple

One of the most important temples in Busan, it is dedicated to modernize the Korean Buddhism, and for the Korean Buddhism to go global and become more popular. It has some large buildings such as JiGwanJeon, a mammoth total Buddhist center, where big dharma assemblies and cultural events are held, accommodating more than 10 thousand people at a time; and BeopWha SamMae Dang, a five-story living quarters for Buddhist monks that is Korea's largest of its own.

Location: 131 Choeup-dong, Busanjin-gu, Busan
www.samkwangsa.or.kr / Tel: +82-51-808-7111

Heung (興), Intrinsic sense of joy One of the most beautiful aspects of Korean culture

One of the most beautiful attractions of Korea is the Korean people.

Perhaps the most memorable display of Korean *heung* was seen during the Korea-Japan 2002 World Cup when one million people gathered at the center of Seoul wearing red shirts to show their support for their beloved national team. When you visit Korea, you are likely to encounter scenes of jubilation in the every corner of the Korea, which is the result of *heung* running through the Korean people's blood .

In search of the live *hallyu* stages
Memorable events made in Korea
Dynamic Korea

Legend of Flower (Walker Hill Show)

Hallyu, the Korean Wave, refers to the Korean pop culture phenomenon that is gaining great popularity abroad starting in the early 2000's. In particular, Korean TV dramas and films have received worldwide attention for their creativity and artistic style. It results in a steady stream of foreign tourists who want to visit the filming sites of the popular Korean dramas and films. Some package programs offer a chance to meet the Korean actors and actresses. Visitors can also discover the charming aspects of the Korean performances in their original birth place.



Korea Film Council Namyangju Studios¹

Some of the most popular Korean movies such as *Seopyonje* (1993), *Joint Security Area* (2000), *Tae Guk Gi: Brotherhood Of War* (2003) were shot in these studios. It is the largest integrated film studio complex in Asia and includes the outdoor and indoor studios, the recording halls, the darkrooms and the digital visual effects rooms.

Location: 100 Sambong-ri, Joan-myeon, Namyangju, Gyeonggi-do Province

Business Hours: March to October 10:00~18:00 / November to February 10:00~17:00 (Closed on Mon., Lunar New Year's Day and Korean Thanksgiving Day (Chuseok))

<http://studio.kofic.or.kr> / Tel: +82-31-579-0605

Shooting locations for the Korean TV dramas and films

Sido (*The Sad Love Story*, *Full House*)

Sido-ri, Bukdo-myeon, Ongjin-gun, Incheon www.bukdo.net

Jarasum Campground (*Iris*)

1-1 Daljeon-ri, Gapyeong-eup, Gapyeong-gun, Gyeonggi-do Province
www.jarasum.net

MBC Munhwaland (Theme park of *Daejanggeum*, or *Jewel in the Palace*)

30 Mansong-dong, Yangju, Gyeonggi-do Province
<http://withmbc.imbc.com/munhwaland>

In search of the
live *hallyu* stages

Entertainment Tourism, The popular Korean celebrities, performances and movies are waiting for you.

Goguryeo Blacksmith Town (*Taewangsasingi* (The Four Guardian Gods of the King))

San 45-1, Acheon-dong, Guri, Gyeonggi-do Province

www.goguryeotown.co.kr

Namisum Island (*Winter Sonata*)

198 Bangha-ri, Namsan-myeon, Chuncheon, Gangwon-do Province

www.namisum.com

Suamgol (*Bread, Love and Dreams aka Baker King—Kim Tak Goo, Cain and Abel*)

1 Su-dong, Sangdang-gu, Cheongju, Nouth Chungcheongbuk-do Province

Hapcheon Image Theme Park (*Giant, Jumong*)

524-1 Hapcheon-ri, Hapcheon-eup, Hapcheon-gun, Gyeongsangnam-do Province

<http://theme.hc.go.kr>

Seopjikoji (*All In*)

57 Goseong-ri, Seongsan-eup, Seogwipo, Jeju Special Self-governing Province

www.allinhouse.co.kr

Park Southern Land (*Taewangsasingi* (The Four Guardian Gods of the King))

157-4 Gimnyeong-ri, Gujwa-eup, Jeju, Jeju Special Self-governing Province

Hallyu Tourist Train²

The tourist train runs from Seoul to Chuncheon every weekend. Train riders can have a chance to enjoy the performances of live Korean traditional musical Fanta-Stick, a performance based on *Winter Sonata*, a popular Korean TV drama, and original sound track of some Korean TV dramas. The outside of the train cars are painted with the symbols of the Korean traditional mask dances, costumes and festivals, and they are popular among foreign tourists for their souvenir photos.

Information: From October 2011, the train will run to Cheongju where *Bread, Love and Dreams aka Baker King—Kim Tak Goo* has been filmed.

www.korail.com / Tel: +82-1544-7788

On-going Performances

MISO: Korea's original musical about a beautiful love story of a young

couple. Audience members can enjoy the various Korean performing arts including dances, instrumental music, and *pansori* or the Korean traditional narrative solo song with drum.

www.chongdong.com / Tel: +82-2-751-1500

JUMP: A non-verbal martial arts performance. Based on the Korean traditional martial art, *taekwondo*, it combines the highest level of acrobatics and an enjoyable comic drama.

<http://yegam.com/jump/kor> / Tel: +82-2-722-3995

NANTA³: A unique performance using a variety of the kitchen utensils. One of the most popular Korean performances, it premiered in Broadway in New York in 2004, becoming the first Asian performance going to Broadway.

<http://nanta.i-pmc.co.kr> / Tel: +82-2-739-8288

BABY (Battle B-Boy)⁴: A love story performed by b-boys along with the Korean traditional music and dances. Audience members can savor a well-made crossover combining the Korean traditional dances and music with break dances.

www.sjbboys.com / Tel: +82-2-323-5233

Pan (Kim Duk-soo's Permanent traditional play performance): A *samullori*, or Korean traditional percussion quartet, performance incorporating music, dance, sound, drama, and acrobat in a wide playground. It demonstrates Korean traditional and dynamic plays where everyone can enjoy to the maximum without distinctions between tradition and modernism, masque performers and spectators, Koreans and foreigners.

www.ghmarthall.co.kr / Tel: +82-2-722-3416

Legend of Flower (Walker Hill Show): A compelling and romantic tale revolving around two lovers. One of the most popular *hallyu* performances, it combines the Korean traditional shows, b-boy dances and martial arts.

www.legendofflower.com / Tel: +82-2-455-5000

Sachoom (Dance When You Are in Love)⁵: A dance musical combining various genres of hip-hop, jazz, modern dance, and break dance. Audiences are invited to join the show and multiply the fun. Performed for celebrating the Vancouver 2010 Olympic Games.

www.lovedance.co.kr / Tel: +82-2-3676-7616

Drum Cat⁶: The female percussion group will captivate the eyes and ears of audiences with their unique dynamic beats.

www.drumcat.co.kr / Tel: +82-2-586-8489

Samcheonggak¹

Located at the center of Mt. Bugaksan, it is housed in a Korean traditional house and includes a Korean restaurant, a tea house called Dawon, and a performing theater. It is famous for welcoming state guests and having political meetings. It serves for corporate and family gatherings, weddings, seminars and workshops. Samcheonggak provides various cultural hands-on programs for tea ceremony, Korean traditional music, cuisine and handicrafts.

Location: 330-115 Seongbuk 2(i)-dong, Seongbuk-gu, Seoul
www.samcheonggak.or.kr / Tel: +82-2-765-3700

Yeong Bin Gwan of the Shilla Hotel Seoul²

Built as a Korean traditional building, it epitomizes the traditional beauty and nature of Korea. The mesmerizing light system adds to the magnificence of the building which honors the glory of the Shilla Kingdom of Korea. Surrounded by the well-manicured garden and Mt. Namsan, it is the perfect place for meetings of global companies, public organizations and other MICE events. A truly special space, Yeong Bin Gwan will give you the lifelong memories with its natural beauty, harmony and tranquility.

Location: 202 Jangchung-dong 2(i)-ga, Jung-gu, Seoul
www.shilla.net / Tel: +82-2-2233-3131

700 Yacht Club³

It offers the best yacht club facilities in Korea along with the panorama view of the Hangang River. You can host an exotic upscale party in the club. With advance reservation, various events and seminars can be held in the entire space of the club.

Location: 487-254 Sangam-dong, Mapo-gu, Seoul
www.700yachtclub.com / Tel: +82-2-376-5616

Banyan Tree Club & Spa Seoul⁴

Surrounded by the scenic Mt. Namsan, it offers an elegant party culture throughout the year. Its Crystal Ballroom decorated with over 20,000 crystal balls holds weddings, business seminars and other banquets. Its restaurants are Mori N for the Japanese cuisine and the Festa Bistro for the French cuisine. The Festa Bar serves various whiskeys and cocktails accompanied by jazz music. Its outdoor pool gives you an exotic scene in summer and turns into an ice rink in winter.

www.banyantreeclub.net / Tel: +82-2-2250-8080

Tiffany 21⁵

Tiffany 21 is an excursion ship specializing in party and convention on board in Busan. It is ready to provide a wonderful marine tour and memorable party to you at sea. With boarding capacity up to 300 people, the ship will lead you to the 1.8-km-long Haeundae beach to Dongbaek Island, where Nurimaru APEC House is located, to Gwangandaegyo Bridge where you can have a panoramic view of Busan. Various events and chances to seeing sunrise and Busan International Fireworks Festival are waiting for you on board.

Location: 1439 U-dong, Haeundae-gu, Busan
www.coveacruise.com / Tel: +82-1577-7721

Spirited Garden⁶

The Garden consists of the original Korean trees and potting plants which are well manicured. It is one of the most beautiful gardens as it shows the stone walls made of the local volcanic rocks, a well-made waterfall, and a pond full of carps in different colors in a harmonious way. It can also host seminars, meetings and garden parties attracting the distinguished guests from all over the world. Participants in the business meetings and corporate events held in the Garden will be presented a unique entertaining experience surrounded by the natural beauty and peace.

www.spiritedgarden.com / Tel: +82-64-772-3701~3

Hotel Parties

Most Korean hotels are equipped with banquet halls in different sizes. Taking advantage of the various facilities provided by the hotels, you can host perfect events and parties that suit your needs. Cocktail and barbecue parties or other tailored programs are available according to the hotel of your choice. There are various event programs at each hotel in Korea and you can plan and direct your own event.

Memorable events
made in Korea 1

Upscale Theme Parties, Feasts of magnificence and sensuousness

You can host a Korean traditional banquet at Korean traditional restaurants which are famed for their long history of receiving state guests. Cruise ship parties in Korea will be unforgettable as the participants can enjoy the wonderful sight of Korean rivers and waters. Exotic pool parties are offered with jazz music and cocktails, another memorable moment during your stay in Korea.



Restaurant Tani
Lotte Skyhill Gimhae Country Club

Memorable events
made in Korea 2

Team Building Programs

To develop a sense of community

The goal of the team building programs is to develop a sense of community and unity. Participants share the passion, pleasure, and confidence of their own and come to naturally pursue changes and innovations in the course of overcoming the offered challenges. The Korean team building programs offer a variety of group activities including creating a performance using drumsticks, cutting boards and so on, survival games and rafting and so there is a wide choice of selections to meet your specific goal.



NANTA¹

The programs consist of chants, songs and dances based on the Korean traditional tunes. Participants start from the Chaos Stage where they beat as they like and march into the stages where they come to understand the flow of tunes and harmonize with other members. Through the creating activities with sounds and beats, participants experience confidences and pleasurable energies as a group member. As a result, they will seek innovations in their own organization.

www.challengekorea.com / Tel: +82-2-3436-2567

Geo Hunt²

It is an activity where participants track down the GPS data in real time to find the given post and collect the hidden materials as suggested. In this program, participants are asked to set a team strategy and divide up the work to handle the ever-changing environment in a flexible and creative way until they reach at the target place.

www.we-can.co.kr / Tel: +82-2-565-2394



Challenge

Mud-flat Training

It is an outdoor activity where participants develop the organizational power and companionship through its tough training course. In an extreme place of mud flat, participants are asked to maximize their physical and mental ability and therefore strengthen their challenging spirit and a sense of endurance. They can also learn how to work with their own group members in order to achieve their goals. With the renewed trusts and ties among colleagues, their organizations become stronger and united.

www.enic.co.kr / Tel: +82-2-473-2161

Harmony & Synergy

The program is designed to build competence and vitality in an organization through singing in chorus. Each participant is required to be proud of their own role in the group and do their best. To experience a sense of harmony, participants have to sacrifice themselves and contribute to the group through consideration for the other members and fulfilling their own roles in the group. Also provided is a cappella music program where participants can understand their own role and team work through a dynamic and sensuous a cappella performance.

www.smarta.co.kr / Tel: +82-2-2637-6466

Jeju Team Building Programs

The Jeju Special Self-Governing Provincial Tourism Association actively promotes the specialized team building programs taking advantage of the local natural resources and traditional elements. The Association also strongly supports the MICE tourism with the goal of creating competitive tourist programs.

The list of new programs planned for 2011
Power Spring | Healing & Harmony | Chollamsangyi & Tamna Field Day | What a world that everyone builds together! | Fantastic Time Travel | Jeju Diary of *neokdungebi* (a local traditional game) | Jeju Tangerine Promotional Event | Cave Exploration Programs
www.hijeju.or.kr / Tel: +82-64-741-8783

Dynamic Korea 1

Korea's urban culture

City streets full of dynamic energies and unforgettable stories

Dongdaemun Fashion Town¹

It has an over-100-year-long history and is home to over 30 fashion shopping malls, the Korean mecca of fashion industry. More than four hundred thousand people visit the area on a daily basis while its twenty-five thousands shops are always crowded. Dongdaemun shows a rare production system that integrates the whole process of designing, procuring fabrics, trims and accessories, finishing and selling fashion goods at the same time.

Location: Around Dongdaemun History & Culture Park (used to be the site of Dongdaemun Stadium), Jung-gu, Seoul
http://www.dft.co.kr / Tel: +82-2-2254-0500~1

Dongdaemun Design Plaza and Park (DDP)²

Seoul City selected 'Metonymic Landscape' as the winner of the international design competition for the Dongdaemun Design Plaza and Park (DDP) designed by Zaha Hadid, a world-renowned architect. DDP is expected to be completed in December 2011. The 'Metonymic Landscape' is highly acclaimed as a charming design that encompasses the history, culture, environment, and economy of Dongdaemun and creates subtle harmony between urban design and landscape and architecture. When it opens, DDP will instantly become the coveted resting place for residents and one of the most popular tourist destinations.

Location: Areas around 2-1 Eujiro 7(chil)-ga, Jung-gu, Seoul
http://ddp.seoul.go.kr / Tel: +82-2-2266-7330~1

Namdaemun Market³

The most favored Korean traditional market that boasts of the 600-year-long history. The Market is the nation's wholesale center and virtually anything you want can be found here from clothing materials to sporting goods to constructions materials, etc. You can enjoy all kinds of the Korean delicacies provided by the small restaurants and snack stalls in every corner of the Market.

Location: 49 Namchang-dong, Jung-gu, Seoul
www.namdaemunmarket.co.kr / Tel: +82-2-753-2805



N Seoul Tower

The Tower is 236 meters high from the top of Mt. Namsan and 479.7 meters above sea level. It has a five-story observatory where you can see the entire Seoul at a glance. This tourist attraction provides special experiences through its high-speed elevator moving 4 meters per second, the Sky Restroom on the second floor of the observatory, which is the highest in Seoul, and the rotating deck on the fourth floor of the observatory, which takes 48 minutes for a single revolution.

Location: San 1-3 Yongsan-dong 2(i)-ga, Yongsan-gu, Seoul
www.nseoutower.co.kr / Tel: +82-2-3455-9277

Coex Mall⁴

Situated on a 460,000m² site, Coex Mall is the biggest underground shopping place in Asia and home to 84 restaurants, cafes and 176 shops. Visitors can enjoy the cultural, entertaining and shopping experiences at the same time. Its multiplex movie theater, Megabox Coex, draws the world's biggest audiences on a yearly basis. It also houses Korea's largest aquarium with 40,000 fish in display.

Location: Inside the World Trade Center, Samseong-dong, Gangnam-gu, Seoul
www.coex.co.kr / Tel: +82-2-6000-0114

Pulmuone Kimchi Museum

Located on the second underground level of Coex Mall, the Museum offers foreigners a chance to learn about *kimchi*, a popular and well-known traditional fermented Korean dish.

Location: The second underground level of Coex Mall, 159, Samseong-dong, Gangnam-gu, Seoul
Business Hours: Tue. to Sun. 10:00~18:00 (Last admittance 17:30)
Closed on Mondays, January 1st, Lunar New Year Holidays (three days), Korean Thanksgiving (Chuseok) Holidays (three days) and Christmas Day / Reservations via phone call recommended for the groups of over 20 people
www.kimchimuseum.co.kr / Tel: +82-2-6002-6456

Lotte World Complex⁵

This multi-purpose complex houses a theme park, a department store, a duty free shop, a hotel and a large-scale discount store. Lotte World Adventure is the world's largest indoor amusement park where fun-lovers can enjoy riding thrills, cheerful festivals and various performances until 23:00 every night in rain or fine.

Location: 40-1 Jamsil-dong, Songpa-gu, Seoul
www.lotteworld.com / Tel: +82-2-411-2000



Everland Resort

One of the top 4 theme parks in the world, Everland is full of thrilling rides and provides various entertainment and special events shared with family, friends, and couples. It also has a world-class water park called Caribbean Bay, hostels in various styles in Home Bridge, and a racing track Speedway.

Location: 199 Everland-ro, Pogok-eup, Cheoin-gu, Yongin, Gyeonggi-do Province
www.everland.com / Tel: +82-31-320-5000

Insa-dong⁶

When you visit Insa-dong, you can experience the traditional culture of Korea as well as its host city's modernity. Its streets are a living museum full of the Korean historic sites and shops offering antiques, old furniture, paintings and traditional craftworks. On holidays, cars are prohibited from entering this strict and various traditional events are held including *samullori* (traditional percussion quartet).

Location: Around 63 Insa-dong, Jongno-gu, Seoul
http://insadong.jongno.go.kr / Tel: +82-2-731-0114

Samcheongdong-gil Street

This is an approximately 3-km-long street starting from Gyeongbokgung Palace where traditional and modern Korea were combined to create a more unique and classy atmosphere. The street is lined with *hanok* (traditional Korean house) that have been renovated into cozy coffee shops, unique galleries, various restaurants and shops.

Location: Around Samcheong-dong, Jongno-gu, Seoul

Itaewon Streets

This special tourist zone has been created along with the nearby American military installments and foreign diplomatic offices since the Korean War. In this area are clustered various shops selling exotic goods and tourist souvenirs and diverse ethnic restaurants, drawing a variety of nationalities. The Korean nationals also frequent Itaewon to enjoy foreign delicacies and different goods.

www.enjoyitaewon.com / Tel: +82-2-120

Centum City⁷

This multi-project urban development in Busan is comparable to Manhattan in New York City because it is a center of finance and distribution in the city. World-renowned architects and interior designers have participated in the project to capture the dynamic power of the costal city of Busan. Centum City houses Shinsegae Centum City, the world's largest department store, and Bexco, an exhibition and convention center.

Location: U-dong, Haeundae-gu, Busan



Dynamic Korea 2

Korean Festivals

A chance to witness the dream and passion of Koreans

Hi Seoul Festival¹

Launched in 2003, the Hi Seoul Festival has offered enjoyable experiences every year with new themes and become one of the most popular brands representing the cultural city of Seoul. Through this, both 10 million locals and foreign visitors have a chance to get together. To suit the global trends and expectations in the performing arts, non-verbal performance has been selected as the main genre of the Festival since 2010 to communicate without the walls of languages, races and generations.

Location: Downtown squares and Hangang Riverside Park Yeouido, Yeongdeungpo-gu, Seoul

Period: From May 5th to May 10th (six days)
www.hiseoulfest.org / Tel: +82-2-3290-7160

Seoul International Fireworks Festival²

Visitors are invited to this enchanting firework event where they can enjoy the exploding colorful lights in the night sky in every sense. Each year, firework experts come to Korea from all over the world and take part in this festival to readily show a more splendid and upgraded masterpiece of their own. The flamboyant fireworks exploding in every color are shot from the barges between Wonhyodaegyo Bridge and Hangangcheolgyo (Railroad) Bridge on the Hangang River which runs through the capital city. The fireworks can be seen from the area of Yeouido Island, the Hangang Riverside Parks, N Seoul Tower and Mt. Gwanaksan.

Location: Areas of Hangang Riverside Park Yeouido, Yeongdeungpo-gu, Seoul
Period: Around late September or early October (one day)
www.bulnori.com / Tel: +82-2-729-1634

Cheering Squad of Korean national soccer team
nicknamed as Red Devils

At the 2002 FIFA World Cup held jointly by Korea and Japan, the Korean National Team achieved the legendary feat of being the first Asian team to proceed to the semi-finals of the World Cup, showing the true solidarity and passion of Koreans. The intrinsic sense of joy, *heung*, peaked among Koreans when an iron will to win made their dreams come true at the stadiums. The World Cup games in 2002 were truly a cheerful and gathering festival beyond a sporting event.



Stanley Jordan at Jarasum International Jazz Festival & Opening Ceremony of Busan International Film Festival

Jarasum International Jazz Festival¹

Since it opened in 2004, the Festival has become one of the most popular jazz parties in Asia drawing renowned jazz artists from home and abroad. The three-day-long event is annually held in the beautiful season of autumn and currently expected to attract up to two hundred thousand jazz fans. The tickets have been sold out before the shows open.

Location: Jarasum Island, Gapyeong-eup, Gapyeong-gun, Gyeonggi-do Province
Period: Pre-Concert on September 30th / October 1st to October 3rd, 2011 (three days)

<http://jarasumjazz.com/2011> / Tel: +82-31-581-2813

Icheon Ceramics Festival²

Icheon has 1,000 years of history in ceramic arts. Here visitors can see a variety of Korea's finest ceramics such as Cheongja (celadon porcelain), Baekja (white porcelain), and Buncheongsagi (grayish-blue powered celadon). Along with the 2011 World Ceramic Biennale in Gyeonggi-do Province, the Festival will offer a more special chance to savor the beauty of ceramic arts.

Location: Seolbong Park, 418-2 Gwango-dong, Icheon, Gyeonggi-do Province
Period: September 24th to October 23rd (thirty days)
www.ceramic.or.kr / Tel: +82-31-644-2941

Suwon Hwaseong Cultural Festival³

Suwon Hwaseong Fortress was built by the 22nd king of Joseon, King Jeongjo, to honor his deceased father, Sado Seja, who died before he could take the throne. It has been designated by UNESCO as World Cultural Heritage. In order to promote its historical significance and to commemorate the filial affection and technological innovations of King Jeongjo, its city government holds Suwon Hwaseong Cultural Festival annually. Various events are included in the Festival such as the reenactment of the King Jeongjo's annual visit to his father's tomb and traditional Korean martial arts. Food Culture Festival is also held and various types of food are showcased including Suwon galbi (marinated short ribs).

Location: Hwaseong Haenggung Palace Square, Yeonmu-dong, Jangan-gu, Suwon & the whole area of Hwaseong, Gyeonggi-do Province

Period: About four days in October
<http://shfes.suwon.ne.kr> / Tel: +82-31-228-2621

Haeundae Sand Festival

The Festival takes place at Busan's beautiful Haeundae Beach, an extremely popular summer vacation spot among Koreans. Inspired by the beach's white sand, the eco-friendly festival is getting popular. Visitors are invited to the display of fabulous sand sculptures as well as performances, concerts and fireworks. There are also various hands-on programs.

Location: Haeundae Beach, 1015 Jung 1(il)-dong, Haeundae-gu, Busan
Period: June 3rd to June 6th (four days)
<http://sandfestival.haeundae.go.kr> / Tel: +82-51-749-4062



Jagalchi Festival

Jagalchi Festival

Jagalchi Festival in Busan is the largest seafood festival in Korea that offers plenty to see, eat and buy. As a symbol of Busan, the Festival is a great opportunity to see fresh seafood and get a tasted of Busan. Major events include the Jagalchi Festival celebratory show, Yongshinje (memorial service for Sea God), Yongwangje (memorial service for Sea king), Chuleoje (memorial service for fish), Manseonje (memorial service for rich fishing), and lighting a wish lantern.

Location: 37-1 Nampo-dong 4(sa)-ga, Jung-gu, Busan
Period: October 12th to October 16th (five days)
www.ijagalchi.co.kr / Tel: +82-51-243-9363

Busan International Film Festival

Despite its short history since 1996, the Busan International Film Festival (BIFF) has grown into one of the most influential film festivals in Asia. The world-famous actors, actresses and directors from all over the world participate in its splendid opening and closing ceremonies. The films are screened at numerous theaters in the Nampo-dong Street area and at the Cinema Hall in Millak-dong. A giant outdoor screen in Suyeongman Bay screens the much-talked-about latest movies. The Festival also offers music concerts featuring popular musicians.

Location: The whole area around the BIFF Square, Nampo-dong 5(o)-ga, Jung-gu, Busan

Period: October 6th to October 14th (nine days)
www.biff.kr / Tel: +82-1688-3010

Seogwipo Chilsimni Festival

The Festival has been inspired by the dream of being forever young. Chilsimni refers to an ideal world that represents the beauty and mystery of Seogwipo. Major events of the Festival are the food tasting and gallery, the pack making with natural extracts (seaweeds, tangerine, etc.), the artistic make-up show (face-painting, henna tattoo, nail art, etc.) and the spa experience for being young.

Location: In and around Chilsimni Poem Park, Seogwipo, Jeju Special Self-governing Province

Period: About three days in October
www.70ni.com / Tel: +82-64-760-2662

Seongsan Sunrise Festival⁴

Launched in 1994, the Seongsan Sunrise Festival is held on top of Jeju Island's Seongsan Ilchulbong or 'Sunrise Peak.' The site is the most famous place for seeing the magnificent sunrise on Jeju Island and attracts a large crowd of tourist throughout the year. Against the backdrop of the majestic Seongsan Ilchulbong, a World Heritage designated by UNESCO, the Festival offers a refreshing moment for tourists who come to see the first sunrise to reflect on the past year and make wishes for the coming year. A variety of festival programs are provided for visitors to enjoy the traditional Korean culture and arts.

Location: Seongsan Ilchulbong area, Seogwipo, Jeju Special Self-governing Province

Period: December 31st to January 1st (two days)
<http://culture.jeju.go.kr> / Tel: +82-64-760-2661

Mt. Gyejoksan Barefoot Festa⁵

The eco-friendly Mt. Gyejoksan tourist zone in Daejeon is a unique place which requires visitors to forget shoes and go to a soft red clay trail. Once the President Michel of the Republic of Seychelles in the Indian Ocean came to the town in 2009, he walked barefoot through the beautiful forest of the Mountain. The Barefoot Festa combines people, Mother Nature, culture and arts in a harmonious way. You can travel barefoot through the thick woods along with the fantastic art and music performances, which gives you a healing moment. Also provided is Eco-Healing Sunyang International Installation Art Festival.

Location: 276 O-dong, Seo-gu, Daejeon
Period: Three days in May / www.barefootfesta.com / Tel: +82-42-527-1880

Jeong (情), Attachment, Affection and Consideration One of the most beautiful aspects of Korean culture

In the eyes of foreigners, Koreans share a unique community spirit, developing the ‘We’ concept.

Koreans care for others and put others before themselves while they do not easily express their feelings and emotions toward others explicitly in doing so. Koreans’ low-key approach to offering favors to one another is the expression of *jeong* (情), or attachment, affection and consideration, running in their blood. The Korean people believe that *jeong* is what makes them truly Korean.

The traditional Korean flavor
The specialized aesthetic and medical care

The traditional Korean flavor 1

The Korean taste and style

Tasty and heartfelt foods and drinks

Tteok Museum – *tteok* (rice cake)¹

Tteok is a symbol of sharing and affection for many generations in Korea. It is deeply ingrained into the daily lives of the Korean people – wherever there is a major rite of passage, there is *tteok*. The Tteok Museum exhibits over 200 types of rice cakes and the different methods used to make these delicacies. The Museum takes visitors through the rich history and tradition of Korea's favorite dessert. It also gives you a chance to learn the *tteok*-making process through hands-on programs.

Location: 164-2 Waryong-dong, Jongno-gu, Seoul
Business Hours: 10:00~17:00 (Closed on Lunar New Year's Day and Korean Thanksgiving Day (Chuseok)) Reservations required at least one week prior to visit
www.ttkmuseum.or.kr / Tel: +82-2-741-5447

Korea House - *kimchi*, *bulgogi*²

The origin of *kimchi* traces back to the 4th to the 7th centuries. Koreans who live on rice and vegetables developed a storage method known as pickling to survive the cold winter months, when cultivation was practically impossible. Situated in a traditional aristocratic house, the Korea House leads you to try traditional Korean dishes such as *bulgogi* (beef in a soy sauce marinade) based on the royal cuisines of the Joseon Dynasty and gives you a chance to learn the *kimchi*-making process.

Location: 80-2 Pil-dong 2(i)-ga, Jung-gu, Seoul
Business Hours: Mon. to Fri. 09:00~11:00 / 14:30~16:30
www.koreahouse.or.kr / Tel: +82-2-2267-4128

Lasonjae – the Shilla cuisine

Housed in the Culinary School of Korea History and Culture in Gyeongju, the Lasonjae restaurant serves unique culinary delights that recreate the cuisine served in the royal courts of the Shilla Dynasty (57-935). The dishes are made of rare and medicinal ingredients based on the old belief during the 1,000 years of the Dynasty that the medicine and the food have the same origin.

Location: 375-3 Sinpyeong-dong, Gyeongju, Gyeongsangbuk-do Province
www.culinaryschool.co.kr/lasonjae / Tel: +82-54-771-6040

Jeju Gonaechon Village – *jang* (Traditional Korean sauce)³

Koreans traditionally believe that the taste and quality of food depends on its spices and sauces, the essential ingredients to making a

delicious meal. Therefore, *jang* is the most important staple in a Korean household and the secret recipe for the health of Koreans for over 5,000 years. According to its ingredient and making process, *jang* divides into three types: *doenjang* (soybean paste), *gochujang* (red pepper paste), *ganjang* (soy sauce). Surrounded by thick pine trees and red clay land, Gonaechon Village preserves the *jang*-making process in its traditional and green way. You can learn and experience how to make the essential Korean sauces and other seasonal local delicacies.

Location: 730-1 Gonae-ri, Aewol-eup, Jeju, Jeju Special Self-governing Province
Business Hours: Always open (Reservations required three days prior to visit); Takes one to two hours (Adjusted schedule available)
www.gonaechon.co.kr / Tel: +82-64-799-1747

Seoul Yangnyeongsi Herb Medicine Museum – Traditional hear medicine teas

Dongdaemun-gu, Seoul used to house Bojaewon, the medical center for the sick and poor during the Joseon Dynasty (1392-1910) and currently is home to the Seoul Yangnyeongsi (herb medicine market) where around 70% of the domestic medicinal herbs are traded. Surrounded by the market, the Herb Medicine Museum offers various tea-making programs using kudzu extract, dried dandelion, and the root bark of araliaceous hrubs.

Location: Donguibogam Tower 787 Yongdu-dong, Dongdaemun-gu, Seoul
<http://museum.ddm.go.kr> / Tel: +82-2-3293-4900

The Gallery Sansawon by Baesangmyun Brewery - Traditional liquor⁴

Visitors may have a chance to learn about liquor ingredients, liquor-related folktales, and the brewing process. You can even learn first-hand how to make traditional liquor. At Sansawon, the traditional brewing process is recreated as it was in the past pouring only *nureuk* (yeast) and water into crops with no chemicals. Visitors will leave the facility with a deeper appreciation of the devotion of ancient Korean brewmasters and the art of traditional Korean liquor.

Location: 512 Hwahyeon-ri, Hwahyeon-myeon, Pocheon, Gyeonggi-do Province
Business Hours: 08:30~17:30 (Closed Lunar New Year Holidays and Korean Thanksgiving Holidays)
Traditional liquor making program takes one to two hours.
www.sansawon.co.kr / Tel: +82-31-531-9300

The traditional Korean cuisine has a unique style and taste through its wise and superb cooking. Most popular are *bibimbap* (rice mixed with vegetables and beef), *bulgogi* (beef in a soy sauce marinade), *kimchi* (pickled cabbage) and *tteok* (rice cake). Koreans have a home-brewing tradition to serve at ancestral ceremonies and treat their guests. Through various hands-on programs, you will experience the traditional process of making Korean tastes and leave with memorable stories.



Busan Geumjeongsanseong Fortress maeul or town - makgeolli⁵

Sanseong Makgeolli was first brewed by the slash-and-burn-farmers for a living during the Joseon Dynasty (1392-1910) and became famous since 1706 when the soldiers came to here to construct the Geumjeongsanseong Fortress to guard against the Japanese raiders and had a chance to taste it. Geumjeongsanseong Fortress Maeul is home to the 250-year-long Sanseong Makgeolli preserved by over 30 households in the 450-m-high mountain. Visitors can have a chance to make *makgeolli* with *nureuk* (yeast) and rice.

Location: Geumjeongsanseong Fortress Maeul (town), Geumseong-dong, Geumjeong-gu, Busan
Business Hours: Various programs available throughout the year (Reservations required three days prior to visit)
<http://sanseong.invil.org> / Tel: +82-10-6532-6682

Jeju Folk Village Museum - omegisul

Traditionally, rice paddies are very rare in this volcanic island and, to make liquor, the local residents have chosen millet, a dry crop, instead of rice. At its open-air environment perfectly recreating the traditional culture and history of Jeju, the Jeju Folk Village Museum offers hands-on programs for *omegisul* where participants can make this traditional Jeju creamy liquor with a recognized grand master.

Location: 40-1 Pyoseon-ri, Pyoseon-myeon, Seogwipo, Jeju Special Self-governing Province
<http://www.jejufolk.com> / Tel: +82-64-787-4501

Pocheon Sansawon by Baesangmyun Brewery – Traditional liquor class



Festive days in Korea are mostly seasonal customs related to monthly farming events. The traditional Korean house, *hanok*, offers a chance to experience the traditional way of living. Another key point to better understand Korean and its people is the *seonbi* mentality. *Seonbi* is a classical scholar in the Joseon Dynasty (1392-1910), who was respected as a man of virtue and decorum since he was supposed to abstain from worldly greed and desire.

The traditional
Korean flavor 2

Koreans in everyday life

The delicate and warm way of living



Namsangol Hanok Village¹

During the Joseon period (1392-1910), the area around Mt. Namsan was a popular summer resort destination because of its water streams and pavilions against a beautiful scene. Namsangol Hanok Village is located at the northern foot of Mt. Namsan. A traditional garden was created, complete with flowing river, pavilion, and trees in order to provide traditional sentiment to the people. Visitors can join 'the walk of the Namsangol *seonbi* program' every week and a guided tour is provided.

Location: 84-1 Pil-dong 2(i)-ga, Jung-gu, Seoul
Business Hours: April to October 09:00~21:00, November to March 09:00~20:00 (Closed on Tue.)
<http://hanokmaeul.seoul.go.kr> / Tel: +82-2-2264-4412

Korea Cultural House²

Having opened in 2003, the Korea Cultural House introduces Korea's traditional culture and provides a series of hands-on programs to foreign visitors. Various folk performances are offered: *salpuri* (a solo spirit-cleansing dance), *buchaechum* (a group dance with fans), *talchum* (a mask dance drama), *taekyeon* (a martial art), *samullori* (traditional percussion quartet). Also provided are hands-on experiences for knotting and making handicrafts with *hanji* (traditional Korean hand-made paper).

Location: 12-9 Teheran-ro 92(gusibi)-gil, Gangnam-gu, Seoul
www.kous.or.kr / Tel: +82-2-3011-1703

Gahoe Museum³

Gahoe Museum features collections of amulets and folk paintings filled with the essence of mankind and hope. Visitors are invited to print various amulets, take rubbings of a stone inscription and paint Korean folk paintings. Through these hands-on programs, you will feel the delicate beauty of traditional Korean patterns.

Location: 11-103 Gahoe-dong, Jongno-gu, Seoul
Business Hours: 10:00~18:00 (Closed on Mon.)
www.gahoemuseum.org / Tel: +82-2-741-0466

Icheon Ceramic Village⁴

Visitors are invited to join the ceramic-making process. Over 40 ceramic workshops in town are filled with must-see displays including the traditional Korean kilns and private displays. Nearby tourist attractions include the Haegang Ceramics Museum, and the Icheon International Center for Ceramic Culture.

Location: 153 Sugwang-ri, Sindun-myeon, Icheon, Gyeonggi-do Province
<http://ceramic.invil.org> / Tel: +82-10-2880-5859
Icheon Tourist Information Center
+82-31-634-6770 10:00-17:00 Always open
(Guided tours in English, Chinese, and Japanese available)
City Government Culture and Tourism Office
+82-31-644-2942~4 www.tour.icheon.go.kr



Gimhae Hanok Participation Hall - Gayawon⁵

The Gimhae Hanok Participation Hall is the pride of Gimhae; it has the grand Facade of a Joseon nobleman's house, but is equipped with modern convenient facilities. At the Gimhae Hanok Participation Hall, you can experience traditional Korean culture and enjoy hands-on activities such as tea ceremony, *hanji* (traditional Korean hand-made paper) craft and other handicrafts. Visitors can stay and dine the Korean way. The entire space of the Hall can be leased to groups of up to 80 people.

Location: 425-13 Bonghwang-dong, Gimhae, Gyeongsangnam-do Province
www.ghhanok.or.kr / Tel: +82-55-322-4738

Jeju Galjungi Natural Dyeing⁶

This program is designed to show the practical and simple beauty of Jeju *galjungi*, natural dyed clothes. Participants can have a hands-on experience to dye local traditional clothes with unripe persimmons in the traditional way. Visitors can make their own silk scarf through natural dyeing.

Location: 113 Sagye-ri, Andeok-myeon, Seogwipo, Jeju Special Self-governing Province
Business Hours: 09:00~18:00 (Always open); Reservations required one day prior to visit; takes thirty minutes to one hour
www.jejumg.com / Tel: +82-64-794-1686

Sormyo Ceramics Experience⁷

Through the touchy-feely ceramics-making programs, participants can learn about the soul and history of ceramics. At Sormyo, the ceramics master Jong-hwan Song, who specializes in delivering major parts of ancient tomb paintings from the Goguryeo Kingdom (BC 37-668 AD), makes you fall in love with this beautiful craft.

Location: 639 Jukseong-ri, Gijang-eup, Gijang-gun, Busan.
Business Hours: Hands-on ceramic programs available on weekdays and holidays by reservation.
www.sormyo.com / Tel: +82-51-722-0018

Gimhae Hanok Participation Hall
- Gayawon

Specialized
aesthetic and
medical care 1

Korea's aesthetic service

A full responsibility to deal with your exhausted body and soul

Do not miss a chance to experience traditional Korean beauty care, various resting therapies, and herb medicine body care in Korea. It can be the highlight of your stay here. Korean hot springs are also very popular among foreign visitors because various minerals are evenly dissolved in the clean water. You can make another unforgettable memory.



Sulwhasoo SPA³ **VIP**

Sulwhasoo SPA is a place where you can feel the philosophy and value of aesthetics by Sulwhasoo and experience Korean traditional medicinal treatments for the harmony of body and mind. Sulwhasoo is an herb medicine cosmetic brand by Amore Pacific, the world-famous Korean cosmetics house. With herbal medicinal ingredients that replenish fatigued skin, the care of therapists that balance your body, and traditional rituals to ease your mind, the Spa offers a unique experience. The second branch of SPA is located in Tsim Sha Tsui, a busy part of Hong Kong.

Location: 2nd fl. of the Lotte Department Store Jamsil, 40-1, Jamsil-dong, Songpa-gu, Seoul
Business Hours: 10:30~20:00 (Closes at the same time as the Department Store)
www.sulwhasoo.co.kr / Tel: +82-2-411-0262

Le Bois SPA (Paradise Hotel Busan)⁴ **VIP**

You can enjoy a Japanese luxurious spa and treatment of Le Bois in Paradise Hotel Busan. It adds some Korean features to the original system of combining European botanical treatment, Chinese *yin* and *yang* and Japanese treatment and is well-received among visitors. Come and feel the rejuvenating process through which your exhausted body and soul recover.

Location: 5th fl. of Annex, Paradise Hotel Busan, 1408-5 Jung-dong, Haeundae-gu, Busan
www.leboiskorea.co.kr / Tel: +82-51-743-6105

Spa Land Centum City⁵

Located in Shinsegae Centum City, the largest department store in Korea, the Spa Land gives you a perfect chance to enjoy spa treatment and shopping at the same time. With the natural hot spring water coming from 1,000 m underground, the Spa includes 22 different baths and 13 themed sauna zones. In the entertainment zone, visitors are offered aesthetic programs.

Location: Shinsegae Centum City, U-dong, Haeundae-gu, Busan
Business Hours: 06:00~24:00 (Ticket sales end at 22:30; Closed one day every month when the Department Store is closed)
<http://department.shinsegae.com> / Tel: +82-51-745-2900

Yongduam Sea Water Sauna⁶

At the natural scenic site of Yongdam-dong coast, this offers both sea and fresh waters 24 hours a day. The palm trees in the garden create a tropical feeling for visitors. Once you get into the spa, you can enjoy a variety of different styles of spa facilities and services against the backdrop of Yongduam Rock.

Location: 1006-3 Yongdam 3(sam)-dong, Jeju, Jeju Special Self-governing Province
Business Hours: Open for 24 hrs
www.jeju sauna.co.kr / Tel: +82-64-742-7000



Whoo Spa Palace

Skin Anniversary Beauty Town¹

Skin Anniversary Beauty Town offers various beauty programs. Visitors are required to make a reservation in advance. It can accommodate 2,000 visitors at a time. Provided are Korean facial massages, free make-ups with which you look like the popular Korean actresses, and 3-D trick art and various foods.

Location: 502-1 Munbal-ri, Gyoha-eup, Paju, Gyeonggi-do Province
www.skinanniversary.co.kr
Tel: +82-10-6300-2211 (Japanese)
Tel: +82-110-3838-2211 (English, Chinese)

Whoo Spa Palace² **VIP**

The Whoo Spa Palace is designed to offer a luxurious spa experience to visitors based on the traditional secret recipe for eternal beauty passed down from women in the royal courts. Rare herbal medicine and beauty therapies have been developed and proven by the group of court physicians for queens. The latest beauty science has revived all those secrets and makes the most of them to suit your needs for body and skin.

Location: The 1st underground level of Bodam bldg. 31-11 Cheongdam-dong, Gangnam-gu, Seoul
Business Hours: 10:00~22:00 (17:00 on Sat.), Closed on Sun. and holidays
www.whoo.co.kr / Tel: +82-80-022-0303



Chaum – Anti-aging¹ **VIP**

Chaum run by the CHA group of medical experts provides total medical service with a variety of specified medical facilities including a medical check-up center, the Power Aging Center, the TheraSpa, a fitness center. In particular, the Power Aging Center offers a comprehensive check-up for aging and various anti-aging programs with a goal of getting 10 years younger in body.

Location: 4-1 Cheongdam-dong, Gangnam-gu, Seoul
Business Hours: 08:00~17:30 (Closed on 12:00 on Sat. Closed on Sun.)
www.chaum.net / Tel: +82-2-3015-5300

Arumdaun Nara – Medical skin care²

Many of the Chinese and Japanese visitors make frequent visits to this leading cosmetics clinic. Total aesthetic care is available from cosmetic surgeons and dermatologists who can showcase outstanding medical results. It has two overseas branches in Beijing, China.

Location: 12th fl. Mijin Plaza Building, 825 Yeoksam-dong, Gangnam-gu, Seoul
Business Hours: 10:00~20:00 (Closed on 17:00 on weekends and holidays)
www.anacli.co.kr / Tel: +82-1588-1590

Cho Rak Dang – Traditional herb medicine treatment³

Cho Rak Dang offers detailed and various diagnosis, proper treatment and care. Its Health Tour courses includes an oriental preliminary medicinal examination, consultations, hot treatments with red clay, an herb medicine bath, and drinking herb medicine tea. Food are accompanied with wild ginseng and uncooked cuisine.

Location: 531-5 Bonggye-ri, Dudong-myeon, Ulju-gun, Ulsan
Business Hours: 09:00~18:00 (Closed on Tue.)
Reservations required for the Health Tour and detoxifying programs
www.chorakdang.com / Tel: +82-52-264-8001

Cheju Halla General Hospital – Medical Check-up⁴

Designated as a leading hospital for local medical tourism, the Cheju Halla General Hospital is well equipped with competitive major centers and employs various methods for diagnosis. Recently, it has received a large number of Chinese medical professionals who want to benchmark it.

Location: 1963-2 Yeon-dong, Jeju, Jeju Special Self-governing Province
www.hallahosp.co.kr / Tel: +82-64-740-5000

Kwangdong Oriental Hospital – Oriental skin care and consultations for physiological type

Kwang Dong Pharmaceutical Co. founded this non-profit medical organization in order to modernize Korea's traditional medicine and make it popular. In particular, its general medical check-up center combines oriental and western medicine for the sake of the patients' health. Visitors can be diagnosed for their own physiological type based on oriental medicine, along with the systematic and updated diagnosis and preventative treatment offered in western medicine.

Location: 161 Samseong-dong, Gangnam-gu, Seoul
www.ekwangdong.co.kr / Tel: +82-2-2222-4888

Migreen Oriental Medical Clinic – Oriental skin care and consultations for physiological type⁵

Living and eating right is one of the most important ways to remain young and healthy, the Clinic believes. The Clinic minimizes the artificial treatment while employing non-chemical and natural methods. Collaborating with the western medicine, the Clinic offers a comprehensive treatment system. With its skin image analysis facility, it obtains objective and detailed skin data and provides proper treatment and care along with efforts to accomodate the different physiological types of patients.

Locations: 665-6 Sinsa-dong, Gangnam-gu, Seoul / +82-2-548-3333
63-2 Chungmu-ro 2(i)-ga, Jung-gu, Seoul / +82-2-757-3500
16-85 Hangang-ro 3(sam)-ga, Yongsan-gu, Seoul / +82-2-703-1975
Business Hours: Different at each branch. Please check to see when you make a reservation.
www.mi-green.co.kr

Seoul National University Hospital Healthcare System Gangnam Center – Medical check-up

The Center has attained the most reliable Early Medical Diagnostic System and Disease Prevention Program through accurate diagnosis by medical professionals of SNUH with various state-of-the-art appliances, along with its Lifetime Medical Record Management System. Visitors are offered the best-possible service in a pleasant and comfortable environment. Its comprehensive management system tailored to each patient will be one of the best medical check-up experiences you have ever encountered.

Location: 38 to 40fls. Gangnam Finance Center, 737 Yeoksam-dong, Gangnam-gu
http://healthcare.snuh.org / Tel: +82-2-2112-5500



Specialized
aesthetic and
medical care 2

Health Tours to Korea

World-class medical professionals and technologies with the best-possible services

The Korea's medical technology and competitiveness is regarded as world-class. Thanks to *hallyu*, or the Korean Wave, the aesthetic treatment and care of Korea is being well-received among foreign visitors and cosmetic surgeons' and dermatologists' clinics in the nation are crowding with them. Visitors are often surprised at the well-trained medical teams and the latest medical equipments. What's more, the caring and warm hospitality with which the visitors are treated as their family members waiting for them.





Welcome to Korea.
Nice to meet you.

There are many tourists' destinations in Korea where visitors fully enjoy the scenic natural environment and the fragrance of Korea's long history.

The traditional cultural programs and tasty *hansik* (Korean cuisine) are just part of this attractive nation.

Hallyu, or the Korean Wave, is going out to the whole world beyond Asia, promoting the national brand of Korea.

Koreans are ready to receive each one of you with open arms.

‘Welcome to Korea. Nice to meet you.’

Six-day tour 1

Incentive tours to Korea's Gi(氣), Heung(興), and Jeong(情)
Seoul & Jeju

Day 1

Morning

Arrive at Incheon International Airport

Afternoon Sangam-dong, a green IT town
World Cup Stadium → World Cup Park → DMC
Gallery → Digital Pavilion

Evening Seoul and the Hangang River
Hangang cruise (buffet)
(Yeouido Cruise Dock → Dongjakdaegyo Bridge
→ Yanghwadaegyo Bridge → Yeouido Cruise
Dock)

World Cup Stadium



Digital Pavilion



Hangang cruise (buffet)

Cheonggyecheon Stream



Day 2

Morning Experience the traditional
Korean culture | Bukchon Hanok Village
→ Samcheong-dong → Tteok Museum →
Gyeongbokgung Palace → Gwanghwamun
Square (Cheonggyecheon Stream)

Afternoon Experience of the urban Korean
culture | Lotte World at Jamsil → Lotte
Department Store

Evening Experience of the healing Korean
culture | Dragon Hill Spa (jjimjilbang (Korean
style sauna) + cosmetic cares)

Lotte World at Jamsil



Dragon Hill Spa



Samsung D'light



Day 3

Morning Experience of the Korea's world
class corporations | Samsung D'light →
Samsung Museum of Art Leeum → Shilla Hotel
(lunch at Yeong Bin Gwan)

Afternoon Power of culture and arts content
Namisum Island (Lecture or Hands-on
programs)

Evening Experience of hallyu | Performances
(JUMP, NANTA, Sachoom, BABY, Drum Cat)

Samsung Museum of Art Leeum



JUMP



Day 4

Morning Jeju's creative corporate culture
Jeju Airport → Daum Global Media Center

Afternoon Jeju's nature and fragrance
Dahuiyeon, the Tea House of the Cave (Green
Tea Experience) → Park Southernland
(Taewangsasingi (The Four Guardian Gods of
the King) Studio)

Evening Jeju tour | Night tour on cruise ship

Dahuiyeon



Park Southernland



Park Southernland



Jeju cruise ship



Botanical Garden Yeomiji



Teddy Bear Museum



Citrus Museum



Day 6

Morning Jeju tour

Citrus Museum → Jeju Folk Village Museum
→ Seopjikoji

Afternoon

Departure from Jeju International Airport

Jeju Folk Village Museum



Seopjikoji



Day 5

Morning Jungmun Tourist Resort Complex
Botanical Garden Yeomiji → Teddy Bear
Museum → Jungmun Beach → Jungmun Folk
Village

Afternoon Team building training in Jeju
Cave experiences where humans and the nature
communicate and become one.

Evening Theme parties
Spirited Garden.com (garden parties and
traditional Korean performances)

Jungmun Beach



Spirited Garden



Park Southernland



Six-day tour 2

Incentive tours to Korea's Gi(氣), Heung(興), and Jeong(情)
Seoul & Busan

Day 1

Morning Arrival at Incheon International Airport

Afternoon Taste of tradition and modernity in Seoul | Gwanghwamun Square, Cheonggyecheon Stream, Seoul Plaza, Deoksugung Palace (Royal Changing of the Guard Ceremony)

Evening Dinner in Seoul | Samcheonggak *hanjeongsik* (traditional Korean dinner)

Gwanghwamun



Cheonggyecheon Stream



Deoksugung Palace Royal Changing of the Guard Ceremony

Day 2

Morning Experience traditional Korean culture | Korea House (kimchi making & performances)

Afternoon Urban fun experience in Seoul | Namsangol Hanok Village → Myeong-dong → Dongdaemun → COEX Mall → Aquarium

Evening Night scene of Seoul | Mt. Namsan (N Seoul Tower)

Korea House



Dongdaemun



Aquarium

Heyri Art Valley



Sansawon by the Baesangmyun Brewery



Day 3

Morning Korea's art valley | Heyri Art Valley → Sansawon by the Baesangmyun Brewery

Afternoon Corporate culture | Samsung Digital City → Everland

Evening Taste of *hallyu* (the Korean Wave) | Performances at Chongdong Theater (NANTA)

Everland



NANTA



Day 5

Morning Urban fun experience in Busan | Centum City (Bexco) → Nurimaru

Afternoon Cultural experience in Busan | Gwangalli Beach (Gwangandaegyo Bridge) → Jagalchi Market → BIFF Square

※ Depending on the nature and schedule of your company, the suggested six-day tour programs can be adjusted to eight-day tours in Seoul, Busan and Jeju or four-day tours only in Seoul, Busan or Jeju.

Evening Beauty experience | Spa Land Centum City

Nurimaru



Jagalchi Market



Day 6

Morning Corporate tour | Hyundai Motor Company Ulsan Plant

Afternoon Departure from Busan International Airport



Seven-day Luxury Tour

Incentive tours to Korea's Gi(氣), Heung(興), and Jeong(情)
Special course

Cheonggyecheon Stream



Changdeokkung Palace



Cheong Wa Dae

Day 1

Morning

Arrival at Incheon International Airport

Afternoon Taste of tradition and modernity in Seoul | Cheonggyecheon Stream, Changdeokkung Palace, Cheong Wa Dae (the Presidential Blue House)

Evening Night of Seoul
Hangang River Water Taxi

Day 2

Morning Medical experience | Chaum

Afternoon Corporate culture of leading Korean companies
Samsung D'light → Leeum, Samsung Museum of Art → Cheongdam-dong (Galleria Department Store)

Evening Dinner
Shilla Hotel Seoul (dinner & banquet at Yeong Bin Gwan)



Leeum, Samsung Museum of Art



Yeong Bin Gwan



Sulwhasoo SPA

Day 3

Morning Golf

The Ananti Club, Seoul

Afternoon Refreshing spa experience
Sulwhasoo SPA

Evening Taste of *hallyu* (the Korean Wave)
Legend of Flower (Walker Hill Show) / Dinner
Casino at Walkerhill Hotel



Walkerhill Hotel



Day 4

Morning Medical experience
Medical check-up & consultations

Afternoon Traditional experience
Bukchon Hanok Village → Samcheonggak (experience of *kimchi*-making and wearing *hanbok*)

Evening Shopping
Lotte Hotel Duty Free → Myeong-dong



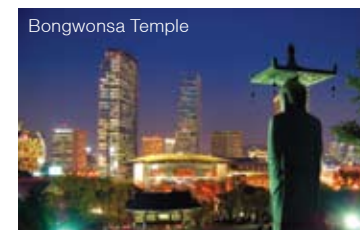
Bukchon Hanok Village

Day 5

Morning Traditional Korean spirit

Bongwonsa Temple → Insa-dong → Jongmyo Shrine

Afternoon Departure from Incheon International Airport



Bongwonsa Temple

Luxury golf courses

The Ananti Club, Seoul
www.ananticlub.com
San 90-2 Bangil-ri, Seorak-myeon, Gapyeong-gun, Gyeonggi-do Province
Tel +82-31-589-3334 (English · Japanese)

Seoul Lakeside Country Club
www.lakesidecc.co.kr
San 5-12 Neungwon-ri, Mohyeon-myeon, Choin-gu, Yongin, Gyeonggi-do Province
Tel +82-2-456-5694 (English · Japanese)

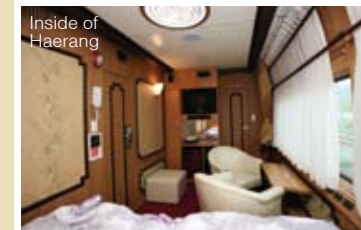
Rail Cruise 'Haerang'



Two-day Rail Cruise 'Haerang'
(Seoul → Busan → Gyeongju → Andong → Seoul)

Rail Cruise 'Haerang'

Haerang differentiates itself from other train rides in that it offers passengers a true 'travel experience' around Korea, not just a way to get from one place to another, with its elegant service that you would expect to receive at a five-star hotel. You can just imagine: a train trip where you can enjoy your time and drink wine while having pleasant conversations with your friends while traveling under a star-lit sky. A charter train is available for those who want to set up their own special events of VIP invitations, directors' meetings, private parties, receptions for buyers with adjustable schedule and routes.
www.railcruise.co.kr
Tel +82-080-850-7749



(Photo by Korail)

Haerang packages

Aura (3 days & 2 nights)

- Aura represents a subtle and luminous radiation surrounding the beautiful nature of Korea.
- Seoul Station → Gokseong (Seomjingang River train village) → Busan (spa, Dongbaekseom Island, Nurimaru) → Gyeongju (Seokgulum Grotto, Bulguksa Temple, Museums, Anapji Pond) → Jeongdongjin (Sunrise) → Donghae (Mureung Valley, Samhwa Temple) → Taebaek → Seoul Station

Channuri (2 days & 1 night)

- Channuri means to make a world full of happiness.
- Seoul Station → Busan (Nurimaru, Aquarium) → Gyeongju (Daereungwon Tomb complex, Anapji Pond) → Andong (Hahoe Village) → Seoul Station

Haeoreum (2 days & 1 night)

- Meaning 'sunrise' in Korean, Haeoreum represents a dream, love and longing out of a rail travel.
- Seoul Station → Gyeongju (Seokgulum Grotto, Bulguksa Temple, Museums, Anapji Pond) → Jeongdongjin (sunrise, Mukho Fish Market) → Donghae (Mureung Valley, Samhwa Temple) → Taebaek → Seoul Station

Simile (2 days & 1 night)

- Simile means a lifelong friend in Korean. You can make unforgettable memories spending time with your companions on board.
- Seoul Station → Nonsan (Nakhwaam Rock, Busosanseong Fortress, Goransa Temple, Baekmagang River) → Mokpo (Maritime Museum, Gatbawi Rock Bridge Walk, Mt. Yudalsan Park) → Suncheon (Reed forest, Suncheonman Bay eco tours on deck) → Jeonju (Hanok Village) → Seoul Station

Haerang the second

- Customized excursion for the riders
- Upon your orders, the route and days of travel can be adjusted.

Pinx Golf Club



Lotte Sky Hill Gimhae Country Club
www.skyhill.co.kr
San 100 Songhyeon-ri, Jillye-myeon, Gimhae, Gyeongsangnam-do Province
Tel +82-55-340-9001 (English · Japanese)

Pinx Golf Club
www.thepinx.co.kr
San 62-3 Sangcheon-ri, Andeok-myeon, Seogwipo, Jeju Special Self-governing Province
Tel +82-64-792-8000 (English · Japanese)

Korea's Meeting Incentive Convention Exhibition Infrastructure

Convention Centers



SEOUL

Seoul Tourism Organization

Tel. +82-2-3788-0821~4 / **Email.** mice@seoulwelcome.com / **Website.** www.miceseoul.com

COEX

Tel. +82-2-6000-1121 / **Email.** marketing@coex.co.kr / **Website.** www.coex.co.kr



GYEONGGI-DO PROVINCE

Gyeonggi Tourism Organization

Tel. +82-31-259-6954 / **Email.** jcoh@gto.or.kr / **Website.** www.gto.or.kr

KINTEX

Tel. +82-31-810-8074, 8077 / **Email.** internationalsales@kintex.com / **Website.** www.kintex.com



INCHEON

Incheon Tourism Organization

Tel. +82-32-220-5071 / **Email.** katesong@into.or.kr / **Website.** www.into.or.kr

Songdo ConvensiA

Tel. +82-32-210-1022~6 / **Email.** jidori84@into.or.kr / **Website.** www.songdoconvensia.com



DAEGU

Daegu Convention Bureau

Tel. +82-53-601-5323 / **Email.** dcvb@daegucvb.com / **Website.** www.daegucvb.com

EXCO

Tel. +82-53-601-5038 / **Email.** pw332@excodaegu.co.kr / **Website.** www.excodaegu.co.kr



CHANGWON

CECO

Tel. +82-55-212-1001 / **Email.** hahan@coex.co.kr / **Website.** www.ceco.co.kr



BUSAN

Busan Convention & Visitors Bureau

Tel. +82-51-740-3620 / **Email.** lena3032@naver.com / **Website.** www.busancvb.org

BEXCO

Tel. +82-51-740-7348 / **Email.** bexco@bexco.co.kr / **Website.** www.bexco.co.kr



DAEJEON

Daejeon Convention & Visitors Bureau

Tel. +82-42-821-0130~3 / **Email.** hnjeong@daejeoncvb.co.kr / **Website.** www.dcckorea.or.kr

Daejeon Convention Center

Tel. +82-42-821-0140~7 / **Email.** hnjeong@daejeoncvb.co.kr / **Website.** www.dcckorea.or.kr



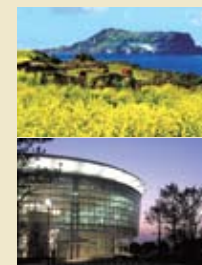
GWANGJU

Gwangju Convention & Visitors Bureau

Tel. +82-61-611-3621 / **Email.** han@gwangjucvb.or.kr / **Website.** www.gwangjucvb.or.kr

Kimdaejeung Convention Center

Tel. +82-62-611-2226 / **Email.** hncho@kdjcenter.or.kr / **Website.** www.kdjcenter.or.kr



JEJU

Jeju Convention & Visitors Bureau

Tel. +82-64-739-1804 / **Email.** streamway@jejucvb.or.kr / **Website.** www.jejucvb.or.kr

ICC Jeju

Tel. +82-2-775-1092 / **Email.** shhan@iccjeju.co.kr / **Website.** www.iccjeju.co.kr

Convention Hotels (mainly Super Delux Hotels)

	Hotel	Website	Tel	Address
Seoul	JW Marriott Seoul	www.jw-marriott.co.kr	+82-2-6282-6262	19-3 Banpo-dong, Seocho-gu, Seoul
	Grand Ambassador Seoul	www.ambatel.com/sofitel	+82-2-2275-1101	186-54 Jangchung-dong 2(i)-ga, Jung-gu, Seoul
	Grand InterContinental Seoul Parnas	www.seoul.intercontinental.com	+82-2-555-5656	521 Teheran-ro, Gangnam-gu, Seoul
	Grand Hilton Seoul	www.grandhiltonseoul.com	+82-2-3216-5656	201-1 Hongeun-dong, Seodaemun-gu, Seoul
	Grand Hyatt Seoul	www.seoul.grand.hyatt.com	+82-2-797-1234	747-7 Hannam 2(i)-dong, Yongsan-gu, Seoul
	W Seoul – Walkerhill	www.wseoul.com	+82-2-465-2222	21 Gwangjang-dong, Gwangjin-gu, Seoul
	Lotte Hotel Seoul	www.lottehotel.com	+82-2-771-1000	1 Sogong-dong, Jung-gu, Seoul
	Lotte Hotel World	www.lottehotelworld.com	+82-2-419-7000	40-1 Jamsil-dong, Songpa-gu, Seoul
	Renaissance Seoul Hotel	www.renaissanceseoul.com	+82-2-555-0501	676 Yeoksam-dong, Gangnam-gu, Seoul
	The Ritz-Carlton, Seoul	www.ritzcarltonseoul.com	+82-2-3451-8000	602 Yeoksam-dong, Gangnam-gu, Seoul
	Millennium Seoul Hilton	www.hilton.co.kr	+82-2-753-7788	395 Namdaemunno 5(o)-ga, Jung-gu, Seoul
	The Westin Chosun Seoul	www.echosunhotel.com	+82-2-771-0500	87 Sogong-dong, Jung-gu, Seoul
	The Plaza Hotel Seoul	www.seoulplaza.co.kr	+82-2-771-2200	23 Taepyeongno 2(i)-ga, Jung-gu, Seoul
	Sheraton Grande Walkerhill	www.sheratonwalkerhill.co.kr	+82-2-455-5000	21 Gwangjang-dong, Gwangjin-gu, Seoul
	The Shilla Seoul	www.shilla.net	+82-2-2230-3131	202 Jangchung-dong 2(i)-ga, Jung-gu, Seoul
	Oakwood Premier COEX Center	www.oakwoodpremier.co.k	+82-2-3466-7000	159 Samseong-dong, Gangnam-gu, Seoul
	Imperial Palace Hotel	www.imperialpalace.co.kr	+82-2-3440-8000	248-7 Nonhyeon-dong, Gangnam-gu, Seoul
	InterContinental Seoul COEX	www.seoul.intercontinental.com	+82-2-3452-2500	3 Asem-gil, Gangnam-gu, Seoul
In-cheon	Sheraton Incheon Hotel	www.incheonsheraton.com	+82-32-835-1000	6-9 Songdo-dong, Yeonsu-gu, Incheon
	Paradise Hotel Incheon	www.incheon.paradisehotel.co.kr	+82-32-762-5181	3-2 Hang-dong 1(il)-ga, Jung-gu, Incheon
	Hyatt Regency Incheon	www.hyattregencyincheon.co.kr	+82-32-745-1234	2850-1 Unseo-dong, Jung-gu, Incheon
Busan	Novotel Ambassador Busan	www.novotelbusan.com/eng	+82-51-743-1234	1405-16 Jung-dong, Haeundae-gu, Busan
	Lotte Hotel Busan	www.busanlottehotel.co.kr	+82-51-810-1000	503-15 Bujeon-dong, Busanjin-gu, Busan
	The Westin Chosun Busan	www.twcb.echosunhotel.com	+82-51-749-7000	737 U 1(il)-dong, Haeundae-gu, Busan
	Paradise Hotel Busan	www.paradisehotel.co.kr	+82-51-742-2121	1408-5 Jung-dong, Haeundae-gu, Busan
	Haeundae Grand Hotel	www.grandhotel.co.kr	+82-51-740-0114	651-2 U-dong, Haeundae-gu, Busan
	Hotel Nongshim	www.hotelnongshim.com	+82-51-550-2100	137-7 Oncheon 1(il)-dong, Dongnae-gu, Busan
Jeju	T.H.E Hotel. & Vegas Casino	www.thehotelasia.com	+82-64-741-8000	291-30 Yeon-dong, Jeju, Jeju Special Self-Governing Province
	Ramada Plaza Jeju Hotel	www.ramadajeju.co.kr	+82-64-729-8100	1255 Samdo 2(i)-dong, Jeju, Jeju Special Self-Governing Province
	Lotte Hotel Jeju	www.lottehoteljeju.com	+82-64-731-1000	2812-4 Saekdal-dong, Seogwipo, Jeju Special Self-Governing Province
	Seogwipo KAL Hotel	www.kalhotel.co.kr	+82-64-733-2001	486-3 Topyeong-dong, Seogwipo, Jeju Special Self-Governing Province
	The Suites Hotel Jeju	www.suites.co.kr	+82-64-738-3800	2812-10 Saekdal-dong, Seogwipo, Jeju Special Self-Governing Province
	Jeju KAL Hotel	www.kalhotel.co.kr	+82-64-724-2001	1691-9 Ido 1(il)-dong, Jeju, Jeju Special Self-Governing Province
	Jeju Grand Hotel	www.grand.co.kr	+82-64-747-5000	263-15 Yeon-dong, Jeju, Jeju Special Self-Governing Province
	The Shilla Jeju	www.shilla.net/en/jeju	+82-64-738-4466	3039-3 Saekdal-dong, Seogwipo, Jeju Special Self-Governing Province
	Jeju Oriental Hotel	www.oriental.co.kr	+82-64-752-8222	1197 Samdo 2(i)-dong, Jeju, Jeju Special Self-Governing Province
	Jeju Pacific Hotel	www.jejuPacific.co.kr	+82-64-758-2500	159-1 Yongdam 1(il)-dong, Jeju, Jeju Special Self-Governing Province
	Hyatt Regency Jeju	www.hyattcheju.com	+82-64-733-1234	3039-1 Saekdal-dong, Seogwipo, Jeju Special Self-Governing Province
	Haevichi Hotel & Resort Jeju	www.haevichi.com	+82-64-780-8000	40-69 Pyoseon-ri, Pyoseon-myeon, Seogwipo, Jeju Special Self-Governing Province

Event Halls

	Event Hall	Website	Tel	Address
Seoul	700 Yacht Club	www.700yachtclub.com	+82-2-376-5616	487-254 Sangam-dong Mapo-gu, Seoul
	AW Convention Center	www.awconventioncenter.co.kr	+82-2-396-7000	188 Buam-dong, Jongno-gu, Seoul
	C& Hangangland	www.hcruise.co.kr	+82-2-3271-6900	85-1 Yeouido-dong, Yeongdeungpo-gu, Seoul
	KT&G Sangsangmadang	www.sangsangmadang.com	+82-2-330-6206	367-5 Seogyo-dong, Mapo-gu, Seoul
	ON River Station	www.onriver.co.kr	+82-2-3442-1540	380-2 Apgujeong-dong, Gangnam-gu, Seoul
	Top Cloud	www.topcloud.co.kr	+82-2-2230-3000	33rd Floor, Jongno Tower, Jongno 2(i)-ga, Jongno-gu, Seoul
	Gallery Won	www.gallerywon.co.kr	+82-2-514-3439	101-5 Cheongdam-dong Gangnam-gu, Seoul
	National Museum of Korea	www.museum.go.kr	+82-2-2077-9000	135 Seobinggo-ro, Yongsan-gu, Seoul
	Daily Projects	www.dailyprojects.kr	+82-2-3218-4064	1-24 Cheongdam-dong Gangnam-gu, Seoul
	Marina JEFE	www.marinajefe.com	+82-2-525-9800	1333 Banpo-dong, Seocho-gu, Seoul
	Samcheonggak(by Sejong Center)	www.samcheonggak.or.kr	+82-2-765-3700	330-115 Seongbuk 2(i)-dong, Seongbuk-gu, Seoul
	Space*C	www.spacec.co.kr	+82-2-547-9177	627-8 Sinsa-dong, Gangnam-gu, Seoul
	CINE de CHEF	www.cinedechef.com	+82-2-3446-0541	B3 Floor, CGV, 602 Sinsa-dong, Gangnam-gu, Seoul
	EL Tower	www.eltower.co.kr	+82-2-526-8600	24 Yangjae-dong, Seocho-gu, Seoul
	Yeong Bin Gwan	www.shilla.net	+82-2-2230-3488	202 Jangchung-dong 2(i)-ga, Jung-gu, Seoul
	ONAR by Ostium	www.onar.co.kr	+82-2-564-7031	1st Floor, SK Leader's View, 680 Yeoksam-dong, Gangnam-gu, Seoul
	Universal Arts Center	www.uac.co.kr	+82-2-2004-1030	25 Neung-dong, Gwangjin-gu, Seoul
	Convention H	www.conh.co.kr	+82-2-512-1636	Caroline Tower, 613-5 Sinsa-dong, Gangnam-gu, Seoul
	Club Answer	www.clubanswer.co.kr	+82-2-548-7115	125-16 Cheongdam-dong, Gangnam-gu, Seoul
	Hanwha 63 City	63.co.kr	+82-2-789-5114	60 Yeouido-dong, Yeongdeungpo-gu, Seoul
Incheon	Incheon Samsan World Gymnasium	www.sm.insiseol.net	+82-32-500-4500	458-1 Samsan-dong, Bupyeong-gu, Incheon
	Cosmos Marine Tourism Boat	www.cosmoscruise.co.kr	+82-32-764-1171	98-441 Bukseong-dong 1(il)-ga, Jung-gu, Incheon
	Hyundai Excursion	www.scruiase.com	+82-32-882-5555	60-1 Hang-dong 7(chil)-ga, Jung-gu, Incheon
Gyeong-gi-do Province	CheongShim International Youth Center	www.cheongacamp.com	+82-31-589-1700	595 Songsan-ri, Seorak-myeon, Gapyeong-gun, Gyeonggi-do Province
	Chi-Ong Arts Center	www.chi-ong.co.kr	+82-31-585-8649	563 Haenghyeon-ri, Sang-Myeon, Gapyeong-gun, Gyeonggi-do Province
	Hane Theme Park	www.hane.co.kr	+82-31-357-6151	508-2 Jeongok-ri, Seosin-Myeon, Hwaseong, Gyeonggi-do Province
	Heaven Tree Institute	www.htree.co.kr	+82-31-333-3477	935-1 Seo-ri, Idong-myeon, Cheoin-gu, Yongin, Gyeonggi-do Province
Busan	Busan Aquarium	www.busanaquarium.com	+82-51-740-1700	1411-4 Jung 1(il)-dong, Haeundae-gu, Busan
	Tiffany 21	www.coveacruise.com	+82-51-743-2500	1439 U-dong, Haeundae-gu, Busan
Jeju	Daemyung Resort Jeju	www.daemyungresort.com	+82-1588-4888	274 Hamdeok-ri, Jocheon-eup, Jeju, Jeju Special Self-Governing Province
	The Spirited Garden	www.spiritedgarden.com	+82-64-772-3701	1534 Jeoji-ri, Hangyeong-myeon, Jeju, Jeju Special Self-Governing Province
	Jeju World Cup Stadium	-	+82-64-760-3611	914 Beophwan-dong, Seogwipo, Jeju Special Self-Governing Province
	Park Southenland	-	+82-64-782-9471	San 157-4 Gimnyeong-ri, Gujwa-eup, Jeju, Jeju Special Self-Governing Province



KT&G Sangsangmadang



Chi-Ong Arts Center



Hane Theme Park



Herbalife Extravaganza



Welcoming event at the airport for
Incentive tourist



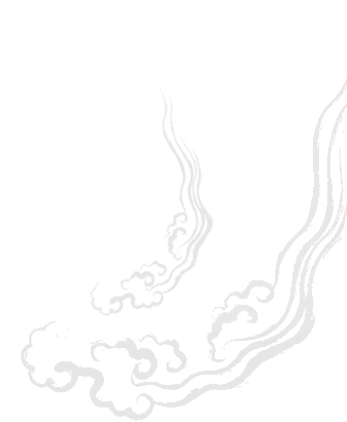
ING CEO Parade (at Everland)



Garden Dinner Party



Theme Parties



氣・興・情 KOREA
Korea Inspiring Meetings

Publisher Lee Charm, CEO of the Korea Tourism Organization
Date of Issue May 31, 2011
Publishing Organization Incentive & Exhibition Team of the KTO
40 Cheonggyecheon-ro, Jung-gu, Seoul Tel.+82-2-729-9581
Production Design Nakyung (Tel.+82-2-3472-2916 www.nkdesign.co.kr)

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