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

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

*Support for attracting conventions*
- Writing bid proposal and presentation materials, and making bid presentation
- Helping to organize visits to the city’s convention infrastructure
- Negotiating with government for support

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

*Tel : +82-53-382-5220*
*Website : www.daegucvb.com*
*SNS : www.facebook.com/daegucvb*
Daeung Alleys Tour

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

- **Course 1** (Namsan 100 years Nostalgic Street) - Catholic pilgrimage trail of 100 years
- **Course 2** (Samdeok Bongsan Culture Street) - Trail to explore the culture and arts of Daegu
- **Course 3** (Dongseongno Street) - First place that comes to mind when it comes to Daegu. It is a street of the modern period of Daegu.
- **Course 4** (Nogyang Sikdang) - Trail through 100 years of Korean history
- **Course 5** (Nonghwasa Templestay) - Catholic pilgrimage trail of 100 years

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

Website: [www.jung.daegu.kr](http://www.jung.daegu.kr)

Daegu Alleys Tour

Dongseongno Street

Dongseongno Street is the first place that comes to mind when it comes to Daegu. It is a street of the modern period of Daegu. There are large department stores and shopping malls, young, filled with dynamism and vibrance all year round.

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

  - **Makchang Golmok**
    - **Address**: Bokyon 1-dong, Buk-gu, Daegu (by the Northern Gate of Kyungpook National University)
    - **By bus**: 305, 309, 323, 325-1
    - **By subway**: Line 1, Anjirang station, exit 3

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

  - **Nogyang Sikdang**
    - **Address**: 74-5, Hyangchon-dong, Jung-gu, Daegu
    - **By bus**: 303, 401, 503
    - **By subway**: Line 1, Jungangno station, exit 4
    - **Tel**: +82-53-257-1796

- **Yangnyeongsi Museum of Oriental Medicine**
  - As the leading city of textile and fashion in Korea, Daegu offers a variety of great quality products.
  - **The nanugi** (Unique pouches, slippers, bags, and a variety of other hand-made items)
  - **Address**: Inside Daegu Gyeongbuk Design Center, 441, Dong Daegu-ro, Dong-gu, Daegu
  - **Tel**: +82-53-740-0584

- **Youngdo Velvet Gallery** (Cotton velvet, silk velvet, rayon velvet, and micro-fiber velvet)
  - **Address**: 149-87, Samdeok-dong 2-ga, Jung-gu, Daegu
  - **Tel**: +82-53-710-3700

- **Hyangchon-dong Handmade Shoes Alley**
  - **Address**: Hyangchon-dong, Jung-gu, Daegu

Oriental Medicine Items

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

- **Daegu Yangnyeongs Museum of Oriental Medicine**
  - **Address**: 415-gil 49, Daljudae-daero, Jung-gu, Daegu
  - **Tel**: +82-53-259-4729

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

  - **Address**: F2, room 469, Seomun Market Zone 2, Daesindong, Jung-gu, Daegu
  - **By bus**: 840, 300, 414, 600, 836
  - **By subway**: Line 2, Seomunsiang station
  - **Tel**: +82-53-352-4526

- **Skylake(a) (Hanbok Oriental cosmetics)**
  - **Address**: 1, Daegu City Center, 11-1, Munwha-dong, Jung-gu, Daegu
  - **By bus**: 425, 724, 309, 156, 329
  - **By subway**: Line 1, Jungangno station
  - **Tel**: +82-53-891-2386

Seomun Market

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

- **Daedongsa (A traditional Korean gift store)**
  - **Address**: F1, room 107, Seomun Market Zone 4, Daesindong, Jung-gu, Daegu
  - **By bus**: 840, 300, 414, 600
  - **By subway**: Line 2, Seomunsiang station
  - **Tel**: +82-53-257-5151
  - **Website**: [www.daedongsa.com](http://www.daedongsa.com)

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

Makchang Golmok

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

- **Bungle Bungle**
  - **Address**: 322-2, Dong-in-dong, Jung-gu, Daegu
  - **By bus**: 305, 401, 403
  - **Website**: [www.bunglebungle.com](http://www.bunglebungle.com)

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

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

  - **Address**: F2, room 469, Seomun Market Zone 2, Daesindong, Jung-gu, Daegu
  - **By bus**: 840, 300, 414, 600, 836
  - **By subway**: Line 2, Seomunsiang station
  - **Tel**: +82-53-352-4526

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

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