Welcome to Seoul

Explore the heart of South Korea—a city where tradition meets modern energy.
Your comprehensive guide to discovering Seoul's must-know spots and tips.

Getting to Seoul



From Incheon International Airport

1. Airport Limousine Bus
45–90 min | 15,000–20,000 KRW
Comfy, direct routes to major hotels. Best for heavy luggage!

2. AREX Train (Express)
43 min to Seoul Station | 9,500 KRW
Fastest and most reliable option. No stops, no stress.

3. AREX Train (All-Stop)
66 min | 4,150 KRW
Budget-friendly with transfers to subway lines.

More Ways to Arrive

1. Taxi (Regular)
60–90 min | 65,000–85,000 KRW
Convenient door-to-door, but watch for traffic!

2. Deluxe Taxi
60–90 min | 95,000–120,000 KRW
Premium comfort for a smooth arrival experience.

Best Options for You

Budget traveler: AREX All-Stop Train
Fast traveler: AREX Express Train
Heavy luggage: Airport Limousine Bus
Group travel: Shared taxi or limousine bus

Where to Stay in Seoul

Seoul has 9 subway lines—location matters! Pick a spot near a subway line for easy travel.

• Myeongdong (Lines 2, 4) — Shopping, street food, and beauty stores at your doorstep

• Hongdae (Line 2, Airport Railroad) — Youth culture, cafes, and direct airport access

More great neighborhoods to explore:

• Gangnam (Line 2) — Modern luxury, upscale dining, and vibrant nightlife

• Insadong / Jongno (Lines 1, 3, 5) — Traditional culture, tea houses, and historic palaces nearby

Neighborhoods

Hongdae: Youth culture, street performances, indie shops and buzzing nightlife.

Myeongdong: Seoul's ultimate shopping and street food paradise.

Gangnam: Sleek, modern luxury, upscale dining and vibrant nightlife.

Insadong: Traditional culture, charming tea houses and local crafts.

Itaewon: International flavors, diverse dining and lively nightlife.

Seongsu-dong: Trendy cafes, concept stores and Seoul's coolest creative scene.



Must-Visit Restaurants



Korean BBQ: Maple Tree House (Itaewon) – premium aged beef, ₩40,000+. Palsaik Samgyeopsal (Hongdae) – 8 flavors of pork belly, ₩15,000.

Traditional Korean: Tosokchon Samgyetang (Gyeongbokgung) – famous ginseng chicken soup, ₩17,000. Jungsik – modern Korean fine dining, ₩80,000+.

Trendy Fusion: Onjium (Insadong) – contemporary Korean tasting menu. Ddo Hana (Gangnam) – Korean-French fusion, ₩35,000.

Local Favorites: Gwangjang Market stalls – bindaetteok and mayak gimbap from ₩3,000. Myeongdong street food – tteokbokki and hotteok from ₩2,000.

Tip: Book popular spots via Catch the Table app. Most restaurants open 11:30am–10pm.

Presented by Olivia Wilson

How to Reserve Restaurants

01

Use the Catch the Table app for main reservations. Search by restaurant name or cuisine, select your date and party size, confirm your booking, and receive a reminder notification. Most popular spots require reservations 1-2 weeks in advance.

02

Alternatives include Naver Reservations, direct phone calls, or hotel concierge assistance. Walk-ins are welcome at many casual spots but avoid peak dining times (12-1pm and 6-8pm). Some trendy restaurants open reservations exactly 30 days ahead.

Convenience Stores & Quick Eats

Seoul's convenience stores are open 24/7 and packed with affordable snacks and meals. Major chains include CU, GS25, 7-Eleven, and Emart24—found on nearly every corner.

Must-try items: kimbap, instant noodles, rice cakes (tteok), and hot ready-to-eat meals. Grab banana milk, canned coffee, or a refreshing sikhye drink.

Many stores offer seating areas, microwaves, and hot water stations. Perfect for a quick, budget-friendly bite any time of day or night.



Presented by Olivia Wilson

Hongdae Nightlife

08

Hongdae is Seoul's ultimate youth entertainment hub, buzzing every night with vibrant energy. Explore lively bars and indie clubs along the main strip, or settle into a cozy pojangmacha—a street food tent—for Korean fried chicken and makgeolli. Drinking culture here is social and welcoming, with local favorites like soju and beer combos enjoyed at outdoor tables well into the early hours.

02

Stay safe and plan ahead: keep your belongings close in busy areas and travel in groups at night. The last subway train departs around midnight—check Line 2 schedules carefully. After midnight, take a KakaoTaxi or a licensed taxi from designated stands. Night buses also run through Hongdae until dawn, making late-night travel easy and affordable.

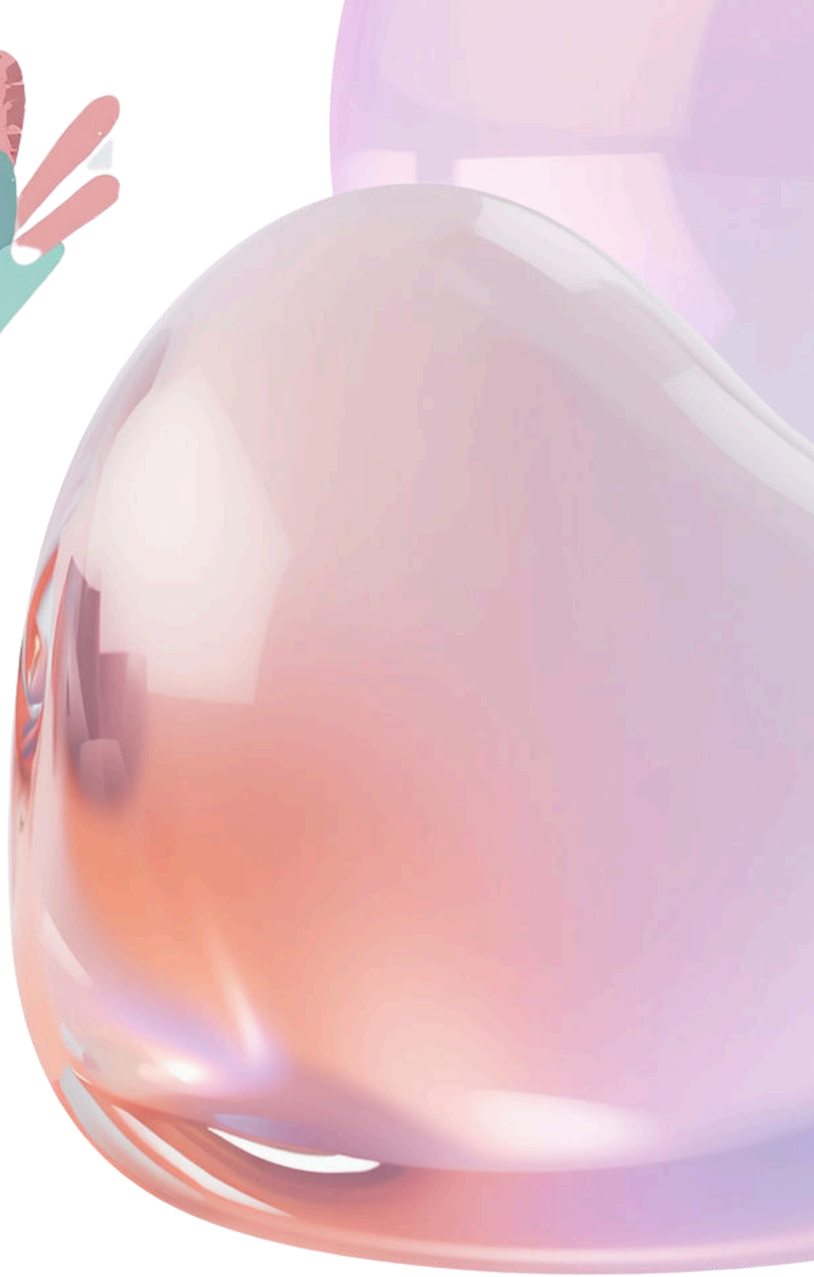
Markets & Cooking Classes

Traditional markets are the soul of Seoul's food scene. Gwangjang Market is famous for bindaetteok and raw fish. Namdaemun Market offers affordable street snacks and local produce. Tongin Market lets you fill a lunchbox with traditional side dishes using old-style coins. Arrive early for the freshest picks and fewest crowds.

Hands-on cooking classes are a must for food lovers. Learn to make kimchi and bibimbap with local instructors in central Seoul. Book classes through Airbnb Experiences or Klook for easy English-language options. Most classes run 2-3 hours and include a full meal. Look for market food tours that combine shopping with cooking for the ultimate immersive experience.

Healthcare & Medicine in Seoul

Finding Medicine: Pharmacies (약국, Yakguk) are on every corner. Common OTC items include cold medicine, pain relievers, and digestive aids. Prescription drugs require a doctor's visit first.
Tourist-Friendly Clinics: Severance Hospital and Samsung Medical Center offer English-speaking staff. Myeongdong and Itaewon areas have international clinics experienced with foreign visitors.
Booking Appointments: Use the Naver app or call directly. Many clinics accept walk-ins. Medical tourism coordinators at major hospitals assist with scheduling.
Travel Insurance: Essential before your trip. Korean healthcare is affordable, but insurance covers emergencies, hospital stays, and repatriation. Keep all receipts for claims.



Thank You, Seoul!

Thanks for exploring Seoul with us! Ready to start your adventure? Happy Travels!