

seoul.

experience the elegance of modernity.

Modernity meets traditionalism in this epicentre of Korea. Where technology, culture, nature and people converge to create a stunning metropolis.

Boasting a population of nearly 10 million, Seoul is a city experience as you've never seen before.

Between its famous architecture and consistent integration of technology within its environment, Seoul creates a feeling of elegance within its ever-evolving landscape.

Whether you're a history buff, a tech-head, a foodie, a nature enthusiast or simply someone wanting a true South Korean experience, Seoul has something for everyone.

things to do in seoul.

Looking for a view of the city? **N Seoul Tower** stands at 480m, with a towering observation deck overlooking the picturesque skyline.

Not a fan of heights? Explore **Gwangjang Market**, one of the oldest and largest traditional food markets in Seoul. Try yourself a tteok-bokki, or for the more daring, live octopus!

Alternatively, for the more traditionalists, try **Changdeokgung Palace**. Known as the residence of the royal family, stroll through its breathtaking gardens and enjoy the traditional architecture.

Finally, for a younger audience, consider visiting the **Hongdega** province and immersing yourself in everything pop culture and entertainment!

mark your calendars.

jan 22 - seollal (설날)

Seollal is a nationwide Korean holiday, celebrating the beginning of the Korean New Year. This celebration often lasts 3 days, and is celebrated with fireworks, lanterns and more.

july 19 - mud festival (보령머드축제)

The Boryeong Mud Festival is an annual festival that takes place in the summer. Attractions include mud slides and baths, mud skiing competitions alongside a variety of live music acts and body painting.

mar 14 - white day (화이트데이)

White Day, also known as Korean Valentines. Perfect for travellers with a sweet tooth - try a variety of chocolates, lollies and more!

sep 10 - chuseok (추석)

Chuseok, the annual end of harvest festival. Enjoy and indulge in various delicacies, eateries and food stalls across the country.

may 5 - children's day (어린이날)

Children's Day is an important public holiday in Korean culture. Enjoy various stalls, activities, pop-up shops and more across the country.

nov 26 - lantern festival (연등회)

A more modern festival, the Lantern festival. Held in Seoul, thousands of lanterns are let off into the night sky - truly a sight to behold.

andong.

explore culture as you've never seen before.

Situated in a valley just 2 hours south of Seoul, Andong is bustling with rich, traditional South Korean culture. The area has become known for its authentic representation of Korean heritage, with a number of museums, traditional eatery's, temples filling the streets of the city.

Between its annual Korean folk festivals, and its historical architecture - Andong is a stop not to be missed.

things to do in andong.

Listed by UNESCO as a world heritage site, discover **Andong Hahoe Folk Village** - the birthplace of the Ryu clan. Explore the traditional mask museum, home to the archives of important folklore material, ancient Korean artifacts and more. It's also an interactive experience meaning you can try on a traditional Korean mask, or better yet make one yourself!

For those looking to immerse themselves in nature, take a hike to the **Buyongdae Observatory**. Located a short walk up the hill, this observatory overlooks the village and surrounding landscapes, the perfect place for a photo.

Finally, for those planning on visiting in the later half of the year, consider travelling in October - when **Andong's traditional mask festival** is held. This festival is a 2-day event, chock full of theatrical plays, local food stalls and day-long partying. This event is one not to be missed.



a traditional mask festival performer.

안동
매년

너의 한국을 상상해봐

experience, explore, imagine.

south korea.

experience, explore, imagine.

서울



세요

food.
culture.
nature.
music.
art.
tech.

about korea.

Founded in 1948, South Korea is deeply ingrained with a rich culture. Home to nearly 77 million individuals, this country pairs the traditional roots of Eastern-Asia culture with a modern spin, resulting in a country that's vastly different to all those around it.

Whether you're looking to experience South Korea's traditional roots, it's multi-billion dollar entertainment industry, it's revolutionary technology or the countries natural beauty - South Korea has something for everyone.

the mugunghwa.
(the national flower of korea)



visit
korea.



south

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