

WHAT'S AROUND NEARBY MILLENNIUM SEOUL HILTON



Millennium Seoul Hilton

8 N Seoul Tower

1 Namdaemun Market

7 Myeong-Dong

2 Cheong Gye Cheon Stream

6 InSa-Dong

3 Gyeongbokgung Palace

4 SamCheong-Dong & Bukchon Hanok Village

5 Changdeokgung Palace



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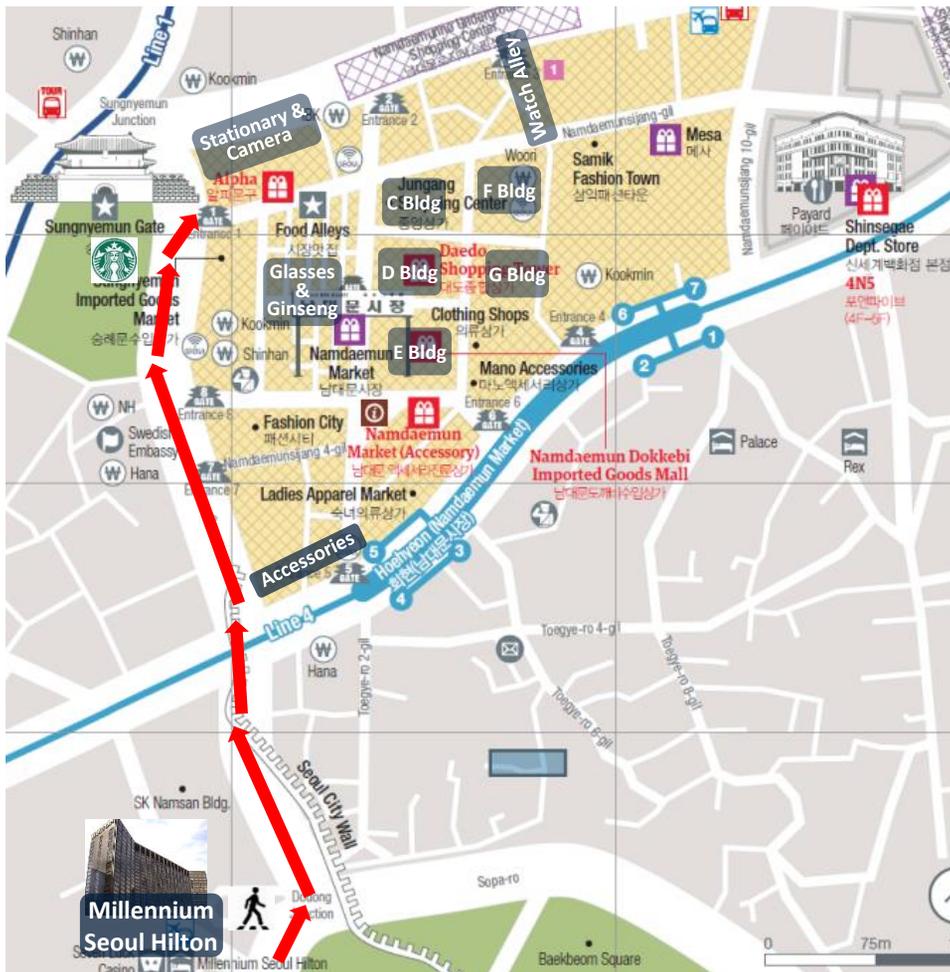
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1. NAM DAE MUN MARKET

Namdaemun Market is the largest traditional market in Korea with over 10,000 stores that line the streets around Namdaemun Gate, the main southern gate of the old city wall.

The market is known for selling every product imaginable, including clothing and textile products, everyday items, kitchenware, handicrafts, accessories, imported goods, food, miscellaneous items, farm and fishery products, and much more to wholesale and retail customers.

- Location: 500 m from hotel / 10 min by walk
- Website: <http://www.namdaemunmarket.co.kr>
- Operation Hour: 08:00 – 18:00 varies by each shops, Closed on Sunday



SHOPPING GUIDE

C Bldg

- 1FL : Men& Women's Wear
Bag, Belt, Hat
- 2FL : Hanbok, Handicraft, Souvenir
- 3FL : Kitchen & Tableware
Lacquerware, Bedding

D Bldg

- B1: Imported goods, Groceries
- 1FL : Accessories, Watch
- 2FL : Interior, Souvenir, Handicraft
- 3FL : Kitchenware, Tableware
Lacquerware, Bedding

E Bldg

- B1: Dokkebi imported goods arcade
Glasses, Kitchenware, Jewelry
- 1FL: Accessories, Jewelry, Interior
Souvenir, Watch, Men's wear
Bag, Belt, Hat
- 2FL : Accessories 3FL: Flower

F & G Bldg

- Women's & Men's Wear
Children's Wear, Bag, Belt, Hat
Shoes (2-3 FL)

Food Alleys

There are a lot of food alleys in Namdaemun Market, where Wangmandu (Giant dumplings), Yachae hotteok (Vegetable pancakes), Kalguksu (Noodle soup) and Galchijorim (Braised cutlass fish) are especially popular.



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2. CHEONG GYE CHEON STREAM

This is a 10.84KM-long stream flowing from Gwanghwamun square to Dondaemun. In 2005, it was transformed into an ecological stream after a restoration project that took 3 years. Visitors can take a stroll down the walking path along the Cheonggyecheon and enjoy the night view at the stream & 22 bridges that shine under fantastic lighting. The Seoul Lantern Festival is held here for 2 weeks in Nov featuring thousands of lanterns along the stream.



MUST SEE ATTRACTIONS

GWANGHWAMUN SQUARE 광화문광장

This 555-meter-long, 34-meter-wide square is in front of Gwanghwamun, the starting point of stream. Statues of Admiral Yi Sunshin and King Sejong, two of the most respected historical figures in Korea, are situated in Gwanghwamun Square.



JONGMYO SHRINE 종묘

Jongmyo is the supreme state shrine where the ancestral tablets of deceased kings and queens of the Joseon Dynasty are enshrined and was inscribed on the UNESCO World Heritage List in 1995. Jongmyo Jerye, the memorial service offered every May since 1464, is one of the oldest ancestral rites held today, and was designated by UNESCO as Masterpieces of the Oral and Intangible Heritage of Humanity in 2001.

WHERE TO EAT

MIRAE ASSET CENTER1 미래에셋센터원

Located in the center of stream and their Center1 Avenue have various kinds of restaurant. The famous place is Gosang (Temple food), Slow Brew Pub 느린마을 양조장 (Brew rice wine shop), and there are more choices on their fine & casual dining place.



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3. GYEONG BOK GUNG PALACE

Gyeongbokgung Palace was the first royal palace built in the Joseon Dynasty and is where the Joseon Dynasty's 500-year history began. This palace provides a glimpse into Joseon's royal culture and palace life. You can learn more about the royal culture & historical living conditions of Koreans at the National Palace Museum of Korea & National Folk Museum of Korea, which are located in the palace.

The event you should not miss is the "Royal Guard Changing Ceremony", the guard's splendid costume are a real pleasure to see.



Geunjeongjeon Hall



Gyeonghoeru Pavilion

- 4 km from hotel / 15 min by car
- Nov-Feb 09:00 - 17:00
Mar-Oct 09:00 - 18:00 or 18:30
Closed on Tuesday
- Admission KRW 3,000
- 02-3700-3900
- <http://www.royalpalace.go.kr>

• Guided Tour Information

Free Guided Tour - 90 min

Reservation

Individuals: Not required to reserve
Group(10-30 pax): required to reserve by calling general number of palace

Starting point: Information Center near Heungnyemun gate

ENG 11:00 13:30 15:30

JPN 10:00 12:30 14:30

CHN 09:30 11:00 13:30 15:00 16:30

• Royal Guard Changing Ceremony

Location: Heungnyemun gate
Information tel: 02-3210-1645

10:00 14:00 for 20 min

11:00 13:00 for 10 min

Closed on Tuesday & bad weather day



Royal Guard Changing Ceremony

WHERE TO EAT

TOSOKCHON 토속촌 삼계탕

It is renowned restaurant for Samgyetang since 1983 and located near Gyeongbokgung Palace. It is a perfect place to visit before or after tour at Gyeongbokgung Palace, this healthy chicken soup will recharge yourself with full of energy.

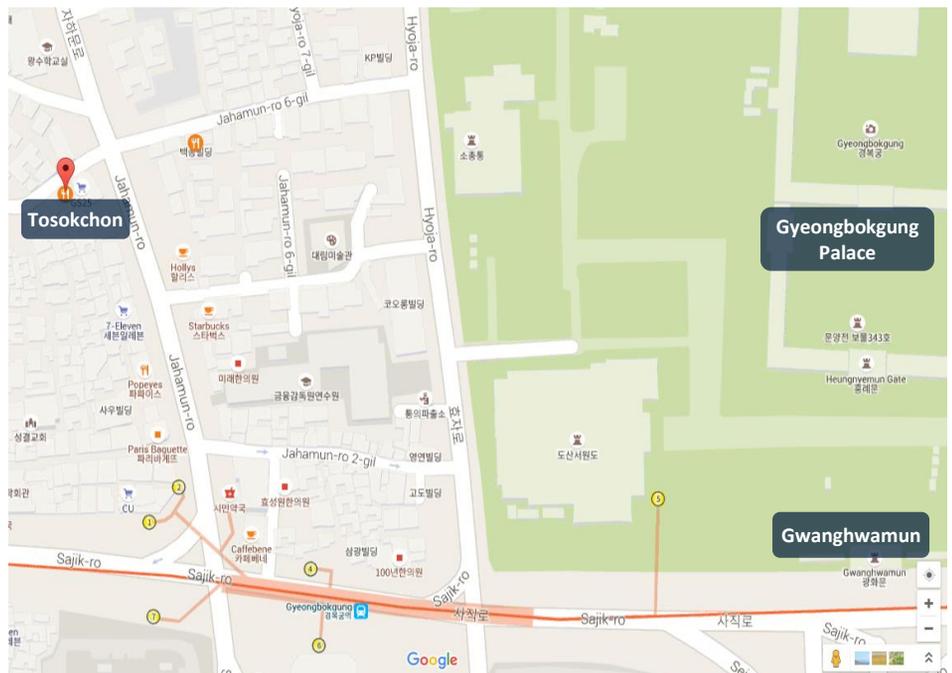
- 5, Jahamun-ro 5 gil, Jongno-gu, Seoul
서울 종로구 자하문로 5길 5 토속촌
- 10:00 – 22:00 (Open 365 days)
- 02-737-7444 / <http://tosokchon.com>



Samgyetang



Tosokchon



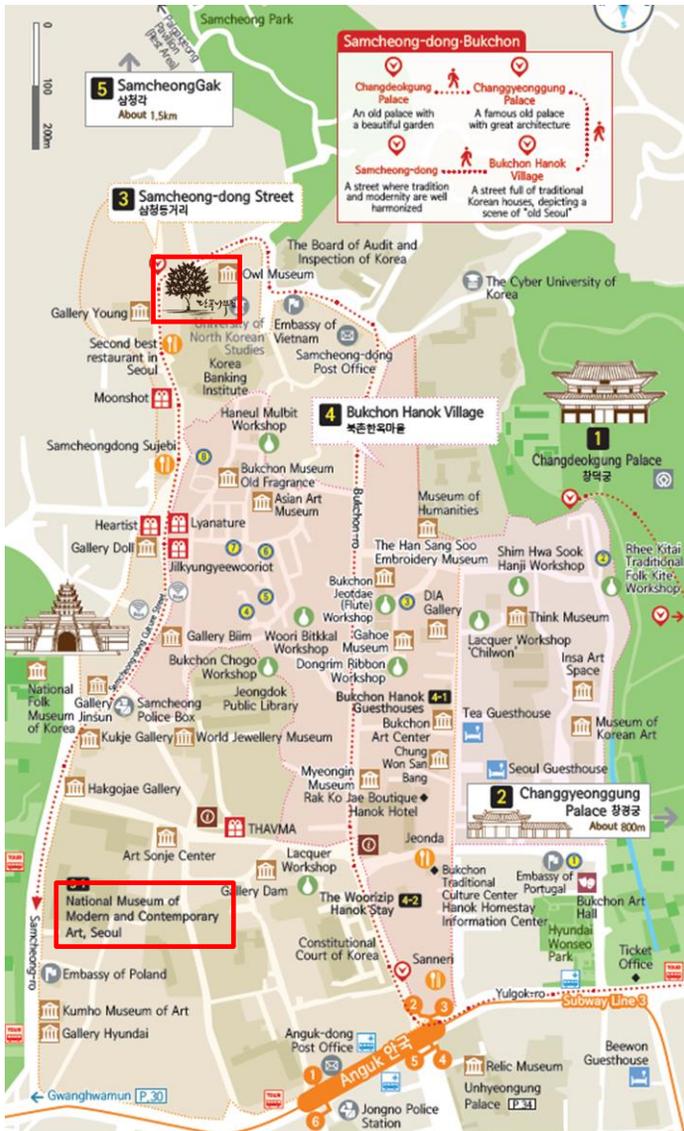
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4. SAM CHEONG DONG & BUK CHON HANOK VILLAGE

Traditional Korean houses and modern buildings exist side-by-side, creating unusual scenes. Contemporary restaurants and wine bars have been established in traditional houses along with galleries, designer shops, specialty shops and themed museums.

This district between Gyeongbokgung Palace and Changdeokgung Palace is packed with over 900 Hanoks, traditional Korean houses. Member of the royal family and aristocrats lived here during the Joseon Period. It retains the city's old appearance; thus, it has become a popular filming location for movies and TV dramas. As it is still a residential area, visitors are requested to be respectful of residents.



MUST SEE ATTRACTION

MMCA SEOUL 국립현대미술관

The National Museum of Modern and Contemporary Art, Seoul (MMCA Seoul) opened on Samcheong-dong Street, which is also known as the "Culture Street" in Nov 2013. MMCA Seoul is an art and culture complex equipped with exhibition and education bldg, digital lab, multi-project hall and theater.



WHERE TO EAT

MAPLE TREE HOUSE 단풍나무집

Maple Tree House is a premium Korean Barbecue restaurant chain operating in Korea since 2005 and one of the most popular BBQ restaurant for quality meat lovers. You can find this restaurant with beautiful garden, when you walk along the Samcheong-dong street.

- 130, Samcheong-ro, Jongno-gu, Seoul
서울시 종로구 삼청로 130
- 11:30 – 22:30 (Open 365 days)
- 02-730-7461 / <http://www.mapletreehouse.co.kr>
- Price : 45,000 - 80,000 KRW per person



TRAVEL TIPS

Visit craft workshops, galleries, and cafes in remodeled traditional hanok structures.

Visit the eight most beautiful sites in Bukchon as selected by the Seoul Metropolitan Government.



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5. CHANG DEOK GUNG PALACE 창 덕 궁

Originally built in 1405 as a detached royal villa in the Joseon Dynasty, it is considered the most well-preserved royal residential palace. This palace was inscribed on the UNESCO World Cultural Heritage List in 1997 for its outstanding architecture and a design that is in harmony with the landscape.

• 4 km from hotel / 15 min by car

• Nov-Jan 09:00 - 17:30
Feb-Oct 09:00 - 18:00 or 18:30
Closed on Monday

• Admission for Palace KRW 3,000
Palace + Secret Garden KRW 8,000

• 02-3668-2300

• <http://www.cdg.go.kr>



Free Guided Tour Information

• **General Palace tour** - 60 min
Starting point: Donhwamun gate
English 10:30 14:30
Japanese 12:30
Chinese 10:00 16:00

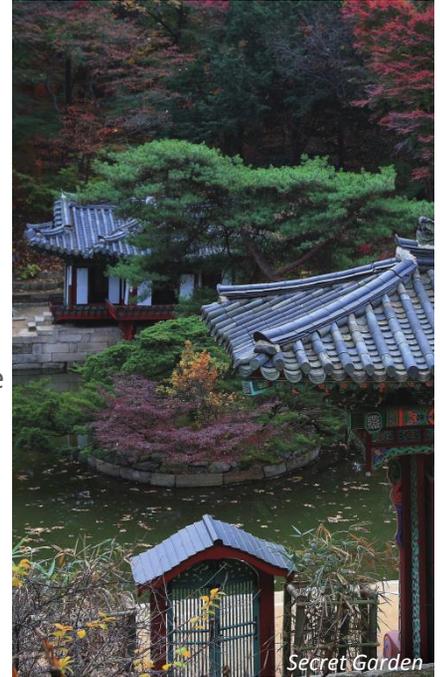
• **Secret Garden Tour** - 90 min
Reservation: Online booking
1 day in advance

Starting point: Secret garden entrance
Hamyangmun gate

English 11:30 13:30 14:30
15:30 (Feb-Oct only)

Japanese 10:30
Chinese 12:30

Visitors must be at the starting point
at least 10 min in advance.



WHERE TO EAT

YONGSUSAN 용수산 비원점

Yongsusan is one of the best traditional Korean cuisine restaurant with 30 years of tradition. Located right next to the Changdeokgung Palace. It is a perfect place to enjoy the Korean Royal Cuisine on your special day.

• 148, Wonseo-dong, Jongno-gu
서울시 종로구 원서동 148

• Operation Hour: 12:00 – 15:00
18:00 – 22:00

• 02-743-5999
<http://www.yongsusan.co.kr>

• Price: 50,000 – 150,000 KRW



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6. IN SA DONG

Nowhere exudes more local and traditional charm than Insa-dong, a quaint neighborhood in the center of Seoul that transports visitors back to a time when women wore hanbok and men rode horses. With its wooden tea houses, boutique galleries and street vendors selling traditional snacks, a stroll through Insa-dong is mandatory for all visitors, especially on Sundays when the streets become traffic free and come alive with street performances, buskers and throngs of young and old who have come to experience one of Seoul's most fascinating and creative neighborhoods. While the entertainment here is free, Insa-dong is also one of the best places in Seoul to purchase traditional Korean art, products, and other souvenirs, as it is filled with antique shops, art galleries, traditional stationery shops, handicraft shops, pottery and porcelain shops, bookstores, and art supply stores. Insa-dong is home to many traditional restaurants and tea houses.



MUST SEE ATTRACTIONS

SSAMJIGIL **쌈지길**

This is a multi-cultural space where visitors can shop for a wide variety of traditional arts and crafts. Various exhibitions and performances are available as well. Operation Hour: 10:30 – 20:30 or 22:00 Website: www.ssamzigil.co.kr



JOGYESA TEMPLE **조계사**

It is one of Korea's most famous Buddhist temples, which have temple stay programs for foreigners. On Buddha's birthday, the Lotus Lantern Festival is held in the Jongno and Insa-dong areas and this temple is always the starting point of the parade.

WHERE TO EAT

BALWOO GONGYANG **발우공양**



Balwoo Gongyang is the only restaurant that serves delicate temple cuisine and received 1 Michelin star. Located in the Temple Stay info center, which is in front of Jogyesa Temple, which takes 10 min walk from Insa-dong.

- Tel: 02-733-2081 / <http://balwoo.or.kr>
- 11:30 – 15:00 / 18:00 – 22:00 Closed on Sunday
- Price: 30,000 – 80,000 KRW



7. MYEONG DONG

Myeong-dong is a shopping destination filled with inexpensive cosmetic boutiques and specialty apparel boutiques. As one of Seoul's leading tourist attractions, it contains many boutiques with multilingual staff ready to guide and assist you. Myeong-dong is typically crowded, and at times there are more overseas shoppers here than Koreans. There are also two department stores and malls that sell all the premium private labels and eight underground shopping arcades that offer many unique items that can be visited regardless of the weather



Dept. Store & Duty Free Shop

- Lotte Department Store
10:30 ~ 20:00
- Lotte Young Plaza
10:30 ~ 20:00
- Lotte Duty free shop
09:30 ~ 21:00
- Shinsegae Department Store
10:30 ~ 20:00

Migliore (Myeong-Dong Branch)

From casual to formal wear, this mall is packed with boutiques specializing in women's apparel
10:30 ~ 23:00 (Tues – Sunday)

Noon Square

A good place to find special apparel labels such as ZARA, H&M, MANGO, and MIXXO. On the fourth floor, shoppers can find street fashion stores as well.
11:00 ~ 22:00

Other shops

- Aland
- Apple Store - Frisbee
- Contemporary fashion Shops
- 10 CorsoComo
- Sportswear
Nike, Adidas, Newbalance
- Korean Cosmetics
Laneige, The Faceshop, Misha Etude House, Tonimoly, Innisfree Nature Republic, OliveYoung etc
- Brandshops
MCM, Club Monaco, Lacoste
- All other brand shops



8. N SEOUL TOWER

N Seoul Tower was built in 1969 as Korea's first integrated transmission tower beaming television and radio broadcasts across the capital. Since opening to the public in 1980, it has become a much-loved Seoul landmark. The tower's main attractions include multi-colored digital art projected onto the tower at night, a digital observatory, a roof terrace, the HanCook restaurant, the n.Grill restaurant, and the Haneul (Sky) Restroom. N Seoul Tower's mountain surroundings on Namsan (Mt.) have made it a popular place to unwind for locals and tourists alike.



What to do in the Tower?

- N Seoul Tower Hanbok Culture Experience Center
- Observatory Tower(360 Panoramic View)
- LOCK of LOVE
Thousands of padlocks attached to the fence by romantic Seoulites symbolizing their undying affection.
- Hello Kitty Island & Ssentoy Museum



How to go to the Tower

- Cable Car
 - Location : 83 Sopa-ro, Jung-gu, Seoul (20 min walk from Hotel)
 - Fare : KRW 8,500 (Round Trip)
 - Operation Hour : 10:00 ~ 23:00
 - <http://www.cablecar.co.kr>
- Bus
 - Location: "Hilton Hotel" Bus stop (3 min walk from Hotel)
 - Bus #: Namsan Bus 5 (Fare : KRW 1,200)
 - Operation Hour : 07:30 ~ 23:30 (every 15mins)



- By Walk
It takes 40 min by walk from hotel to the top of Namsan Mountain and it is very popular jogging course. Please find the Concierge for detail jogging route & map.

Welcome to N SEOUL TOWER!

Your new & special experiences always with N SEOUL TOWER

