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I. Seoul Travel Guide

Seoul as a city itself also has a lot to offer, you do not always have to travel outside of Seoul to find something to do. There is definitely something to do for everyone depending on your interests. One thing for sure is that no matter where you travel to in Seoul there will always be multiple cafes to take breaks in. Below I will provide a brief guide of areas within Seoul based on different categories such as shopping, cafes, nature, etc. One app that is recommended to use is an app called DayTrip. This application provides recommended food places, shops, and cafes based on your GPS location. These recommendations are shown on a map and are made from users who have visited the places already. Therefore, whenever you travel anywhere in Seoul if you are stuck on where to go you can open the app and find someplace nearby.

a. Shopping

1. Hongdae: Offers a variety of shops that sell knick-knacks and fashion clothing. Shops range from affordable to more expensive branded shops. While you are here during nighttime you can also enjoy singers busking on the streets.

2. Myeongdong: If you wish to buy some souvenirs you can check out the street carts in this area. Also, if you wish to purchase makeup products this area has many shops and houses the largest flagship Olive Young store.

3. Hangangjin: This area has a more artistic nature as a few art museums and galleries are located here. On the main street when stepping out from the metro station there are a row of fashion brand stores such. If you wish to have a leisurely window-shopping stroll this is a good area to do so.

4. Apgujeong/Sinsa-dong: This is the area for higher-end or streetwear shopping with shops such as Gentle Monster, Stussy, and Tamburins. Along the alleyways of the shops, you can also find some fine dining options as well.

5. Express Bus Terminal (Goto Mall): This underground mall provides cheap wholesale price fashion clothing. The one downside is that many items are one size and cannot be tried on.

b. Cafes

1. Yeonnam-dong: A newer known area for cafes and brunch places. This area is located closer to (north of) the Hongdae area.

2. Anguk: This area is known for more cafes with both traditional and modern vibes as some look like hanoks while others are minimalistic architectures. A few notable places are the London Bagel Museum, Cafe Onion, and Layered.

3. Seongsu-dong: In a way, can be said to be similar to the Brooklyn of Seoul as this place is more hip in nature with many restaurants and cafes. However, many pop-up shops will also be located here so many people come for shopping as well.

c. Korean Traditional Houses (Hanoks)

1. Bukcheon: An area that is also known to have many art museums and galleries, and for taking pictures wearing hanboks.

2. Ikseong-dong: Mainly the hanoks have been turned into cafes, shops, and restaurants.

d. Nature/City Views

1. Mountain Ranges: Namsan, Naksan, Bukhansan

2. Nature/Parks: Cheonggyecheon Stream, Haneul Park, Yeouido, Banpo Hangang