

South Korea Travel Specialist Webinar - Factsheet 2

WELLNESS

PARK ROCHE Resort & Wellness

Park Roche Resort & Wellness in Korea, located in the mountainous Gangwon-do province about 2.5 hours east of Seoul, offers a sanctuary dedicated to rest and healing. Guests can enjoy a variety of wellness experiences, such as meditation, yoga, aqua fitness, and nature activities, with many being free of charge. The resort features a large meditation room, wellness and fitness clubs, an aqua club with indoor and outdoor spa facilities, and opportunities for farm experiences, cooking classes, and walking meditations amidst the stunning mountain views.

Address: 9-12, Jungbong-gil, Bukpyeong-myeon, Jeongseon-gun, Gangwon-do

Booking: www.park-roche.com

More info: <https://english.visitkorea.or.kr/svc/contents/infoHtmlView.do?vcontsId=137879>

Ph: +82-33-560-1111

The Sulwhasoo SPA Treatments

The Sulwhasoo SPA Flagship, located in the upscale Sinsa-dong area in Gangnam district of Seoul, is the flagship store for the renowned Korean cosmetics brand known for blending traditional Korean medicine with modern skincare. The store features two spa areas: the luxurious Sulwhasoo Spa for an anti-aging experience and the more casual Sulwhasoo Balance Spa. Signature treatments include the "Intense Ginseng Journey," which revitalizes the skin using ginseng and specialized techniques, and massages with jade, amber, and white porcelain applicators, all incorporating premium Sulwhasoo products. Additionally, the spa offers unique programs such as yoga and sound meditation, combining physical wellness and sensory relaxation.

Address: 18 Dosan-daero 45-gil, Sinsa-dong, Gangnam District, Seoul, South Korea

Price:

- Intense Ginseng Journey - 333,000 KRW (approximately \$380 AUD)
- Love Me Yoga & Love Me Singing Bowl - 205,000 KRW (approximately \$235 AUD)
- Foot & Leg Care, Back & Shoulder Care - 188,000 KRW (approximately \$215 AUD)

Booking: www.sulwhasoo.com

More info: <https://english.visitkorea.or.kr/svc/contents/infoHtmlView.do?vcontsId=137219>

Tea Therapy Medicinal Tea Experience

Tea Therapy Seoul, founded by Professor Lee Sanjae from Pusa National University, is a unique wellness destination located in Jongno District, near Bukchon Hanok Village. It aims to alleviate sub-health conditions like chronic fatigue, insomnia, indigestion, and headaches through personalized medicinal herb teas, such as "Hyangtong" for stress relief and "Anshim" for better sleep. The Haengnang branch offers a cozy environment with a foot bath facility, enhancing relaxation, while the Seochon branch focuses on tea-making and classes, each providing a unique atmosphere tailored to different preferences.

Address:

Haengnang Branch (Traditional café experience) - 74, Yunboseon-gil, Jongno-gu, Seoul

Seochon Branch (Tea-making and classes) - 58, Jahamunro, Jongno-gu, Seoul

Price:

- Tea - 6,000~8,000 KRW (approximately 7 to 10 AUD)
- Foot bath - 5,000 KRW (6 AUD)
- Tea classes - 50,000 KRW (63 AUD)

Website: <https://english.visitkorea.or.kr/svc/contents/infoHtmlView.do?vcontsId=137805>

Booking: For tea classes or special sessions, reservations are required. You can make reservations directly on the website (teatherapy.com) or by contacting the branches via phone. The Haengnang Branch can be reached at +82-2-730-7507, and the Seochon Branch at +82-2-518-7507.

FOOD

Korea House

Korea House, situated in Seoul's heart near Myeongdong, is a luxurious cultural hub offering an immersive experience into Korean heritage. Modelled after Gyeongbokgung Palace's Jagyeong-jeon, it presents traditional performances like pansori and Mask Dances, with English explanations provided. Indulge in exquisite Hanjeongsik, a Korean table d'hote featuring royal cuisine from the Joseon Dynasty, including delicacies like "sinseollo" and "gujeolpan," all amid the elegant charm of hanok architecture.

Address: 10 Toegye-ro 36-gil, Jung District, Seoul, South Korea

Price:

- Nogeum Course: 68,000 KRW per person (about 75 AUD)
- Cheongu Course: 88,000 KRW per person (about 97 AUD)
- Haerin Course: 122,000 KRW per person (about 134 AUD)
- Eojin Course: 150,000 KRW per person (about 165 AUD)
- Traditional Show: 35,000 KRW (about 40 AUD) per person with course meal / 50,000 per person for show only.
- *A minimum of 2 people must order the same course.

Booking: Reservations can be made through their official website Korea House (<http://www.koreahouse.or.kr>) and can also be booked via a DMC like Etourism - <https://www.koreaetour.com/korea-house/>

7th Door Restaurant

7th Door, a MICHELIN Guide Seoul 2023 one-star restaurant and 18th on Asia's 50 Best Restaurants 2024 list, epitomises Chef Kim Dae-chun's two-decade culinary journey. The restaurant focuses on Korean traditional methods of fermentation and ageing, blending these techniques with modern innovative cooking. With only fourteen seats encircling the open kitchen, guests enter through a hallway flanked by glass cabinets displaying curated aged ingredients, some aged for up to 10 years.

Address: Level 4, 41 97-gil Hakdong-ro, Gangnam District, Seoul

Price: 100,000+ KRW per person

Booking: <https://www.7thdoor.kr/reservation-en>

Phone: +82 2-542-3010

Yunjudang Makgeolli Making Classes

Yunjudang, a traditional Korean pub, offers an impressive array of makgeolli varieties and hosts one-day classes on making this iconic unrefined rice wine, which is crafted through the fermentation of rice or wheat with nuruk, a traditional fermentation starter culture. The passionate owner teaches the intricate process of makgeolli production while offering the chance to savour special delicacies like makgeolli enriched with chrysanthemum, figs, and sweet rice. Additionally, guests can enjoy a variety of delectable food options perfectly paired with the flavours of makgeolli, including cheese and potato pancakes, Jeju tripe sundae, and Haenam aged kimchi. Classes are two hours long, held in the afternoon from 2-4 pm, with 15 people maximum.

Address: 81-1 Sinheung-ro, Yongsan District, Seoul

Price: (Friday) 56,000 KRW (single person booking) to (weekend) 320,000 KRW (four people booking. needed to guarantee class goes ahead)

Website: <https://english.visitkorea.or.kr/svc/contents/infoHtmlView.do?menuSn=177&vcontsId=137015>

English site: <https://yunjudang.modoo.at/?link=d43dtyhw>

Booking (Korean only): <https://smartstore.naver.com/yunjudang/products/9903362847>

Balwoo Gongyang Temple Food Restaurant

Located near Insadong and Gyeongbokgung Palace in downtown Seoul, Balwoo Gongyang follows the principles of the Jogye Order of Korean Buddhism, intertwining food with Buddhist philosophy, spiritual, and traditional practices. The restaurant curates its menus based on the five categories of temple food, highlighting the interconnectedness of nature, harmony, and meditation through simple, humble dishes that echo Buddhist values. Despite its simplicity, Balwoo Gongyang was honored with a Michelin star in 2017 and offers four tasting menus featuring exquisite plant-based dishes crafted from fresh ingredients sourced from temples across Korea.

Address: 71 Gyeonji-dong, Jongno District, Seoul

Price:

- Seon (Meditation) course - 30,000 KRW (approx. 33 AUD)
- Won (Vow) course - 50,000 KRW (approx. 55 AUD)
- Maeum (Mind) course - 70,000 KRW (approx. 77 AUD)
- Hee (Joy) course - 150,000 KRW (approx. 165 AUD)

Website: <https://english.visitkorea.or.kr/svc/contents/infoHtmlView.do?vcontsId=136880>

Booking: Reservation by phone can be taken in English. +82 02-733-2081 or email via the form here:

<http://eng.balwoo.or.kr/responsible>Contact.php>

For more info about vegan in Korea, visit

<https://english.visitkorea.or.kr/svc/contents/infoBscView.do?vcontsId=140732>

ART/CULTURE

Leeum, Samsung Museum of Art

Leeum, Samsung Museum of Art, exhibits traditional and modern artworks by Korean and international artists, with its three architecturally fascinating buildings designed by Mario Botta, Jean Nouvel, and Rem Koolhaas. MUSEUM 1 houses traditional Korean art, including calligraphy, paintings, ceramic arts, and metal craftwork, while MUSEUM 2 displays modern and contemporary art from both Korean and international artists. The museum offers a compelling blend of historical and contemporary art within an architecturally significant setting.

Address: 60-16 Itaewon-ro 55-gil, Yongsan District, Seoul

Price: 10,000 KRW (11 AUD) for adults

Website: <https://www.leeumhoam.org/>

National Museum of Korea

The National Museum of Korea houses over 220,000 artifacts that showcase Korea's artistic and historical heritage, including exquisite Buddhist sculptures, royal treasures, and ancient relics. Visitors can immerse themselves in the rich cultural legacy of Korea through its extensive and diverse collections.

Address: 37 Seobinggo-ro, Yongsan District, Seoul

Price: Entry to the museum is free, though special exhibitions may require a separate fee.

Website: <https://www.museum.go.kr/site/eng/home>

Kiaf Seoul (4-8 September, 2024) & Frieze Seoul (4-7 September, 2024) Art Fairs

Kiaf SEOUL is South Korea's first international art fair which opened in 2002. With the rapid growth of Seoul as a global art city, Kiaf SEOUL is also evolving quickly to exceed market standards. Seoul has become a vibrant art hub in the global art market, where art connects people to provide unforgettable memories. With 20 years of history, Kiaf SEOUL presented traditional and contemporary art in one place as a bridge to connect the Korean art market and the global art market. Kiaf SEOUL will continue to serve as a global platform to host a festival full of art.

Frieze Seoul is a new international art fair by the team behind premium art fairs such as Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles. The second edition took place from September 6-9, 2023 at COEX, in the Gangnam district in the heart of Seoul. Patrick Lee is the Director of Frieze Seoul. The fair features most influential art galleries from across Asia and beyond, with a primary focus on contemporary art, and is supplemented by a Frieze Masters section dedicated to art from antiquity through to the 20th century. Focus Asia, the section of the fair dedicated to galleries aged 12 years or younger features 10 of the most groundbreaking emerging talent from the continent. Frieze Seoul offers both local and international audiences an opportunity to explore the best art from around the world, in addition to an unmissable week of events and activations which will be held in the city during Frieze Week. Held in partnership with the Galleries Association of Korea, Frieze Seoul celebrates the city's thriving creative community and runs alongside Kiaf SEOUL, South Korea's leading art fair.

Address: 513 Yeongdong-daero, Gangnam District, Seoul

Price: Admission prices for 2024 are TBA, but 2023 was 80,000 for general admission that gets access to both art fairs. Optionally you can pay 250,000 for preview access before the shows open.

Website: <https://www.frieze.com/fairs/frieze-seoul/about>

Gwangju Biennale (Sep-Oct) Art Exhibition

The Gwangju Biennale, held biennially in Gwangju, South Korea, since its inception in 1995, stands as a premier contemporary art event. Featuring over 200 artists from more than 40 countries, it showcases diverse works across multiple venues, attracting over 500,000 visitors per edition. Notable artworks include Kimsooja's "A Needle Woman" and Rirkrit Tiravanija's "untitled 1997 (tomorrow is another day)", which have left a lasting impact on global audiences. With its commitment to cultural exchange and freedom of expression, the Gwangju Biennale offers a dynamic platform for engaging with cutting-edge art and fostering dialogue on pressing social issues. It holds significant importance not only within the country but also across Asia's art landscape, contributing to the enrichment and global recognition of the region's vibrant art scene while fostering connections and dialogue between artists, curators, and audiences worldwide.

Address: Gwangju Biennale Exhibition Hall, Gwanju, Jeollanam-do Province

Website: www.gwangjubiennale.org

JIJIDAEAK Traditional Music Performance

JIJIDAEAK offers a unique and authentic experience for foreigners visiting Korea, providing intimate concerts featuring traditional Korean music performed by veteran musicians skilled in instruments like daegeum (large bamboo flute), saenghwang (mouth organ with 17 bamboo pipes), and gayageum (12-stringed zither). Tailored to guests' preferences, the concerts showcase diverse musical genres, from Sanjo to modern reinterpretations of classical music. Situated in a pungnyubang-inspired venue, guests can engage with the artists and deepen their understanding of Korea's rich musical heritage. Named after the last hill King Jeongjo passed during the Joseon Dynasty, JIJIDAEAK aims to captivate guests with the beauty and richness of Korea's musical traditions, offering an unforgettable cultural experience.

Booking: contact them via email and they will arrange a custom experience for you including any additional traditional arts programs that you wish to request. The reservation will be confirmed after sending a confirmation email.

Address: 5F, 86-1 Anam-ro, Dongdaemun-gu, Seoul

Website: <https://english.visitkorea.or.kr/svc/contents/infoHtmlView.do?menuSn=177&vcontsId=137144>
<https://jijidaeak.com/?ckattempt=1>

Booking: via email jijidaeak@gmail.com

Ph: +82 (0)2-923-0901 (10AM – 6PM, Except Mondays)

Icheon Ceramics Village Ceramics Classes

The Icheon Ceramics Village, situated in Icheon, Gyeonggi Province (one hour from Seoul), South Korea, is renowned for its vibrant pottery culture and offers engaging pottery classes tailored for tourists. These classes provide visitors with hands-on experiences in traditional Korean pottery techniques, guided by

skilled instructors. What makes these classes special is the opportunity to learn directly from local artisans, gaining insight into centuries-old pottery traditions while creating unique ceramic pieces to take home as souvenirs. Classes usually last for about 1 to 3 hours, allowing participants to immerse themselves in the art of pottery making without feeling rushed.

Address: 123 Beon-gil, 62 Dojayesul-ro, Sindu-myeon, Icheon-si, Gyeonggi-do

Price: 30,000 KRW - 50,000 KRW per person, depending on the duration and complexity of the class.

Booking: To book a pottery class, visitors can contact the Icheon Ceramics Village directly or inquire through local tourism offices for assistance in arranging reservations.

<https://2000yespark.or.kr/> (Korean only) Click '체험하기' on the website and search for a class you want and then click it again, then check out the available date for the reservation and its contact number. The price depends on the store in the village.

E-mail: jungmal.studio@gmail.com

Ph: 031-631-5677

LUXURY HOTELS

Four Seasons Hotel Seoul, Jongno District

The Four Seasons Hotel in Seoul offers travellers a refined retreat in the vibrant Gwanghwamun district, boasting over 300 luxurious rooms and suites, including spacious rooms and suites with modern amenities and panoramic city views. Facilities include world-class dining options, a serene spa, fitness centre, indoor pool, and convenient access to nearby attractions such as Gyeongbokgung Palace. Its central location and upscale amenities make the Four Seasons Hotel a prime choice for discerning travellers looking to experience the best of Seoul in style and comfort.

Website: <https://www.fourseasons.com/seoul/>

Grand Hyatt Seoul, Yongsan District

The Grand Hyatt Seoul offers travellers a sophisticated escape in the heart of the city, featuring elegant accommodations, including over 600 spacious rooms and suites with modern amenities and stunning city views. Facilities include multiple dining options showcasing international cuisine, a luxurious spa, fitness centre, outdoor swimming pool, and tennis courts. Conveniently located near major attractions such as Namsan Park and Itaewon shopping district, the Grand Hyatt Seoul is an ideal choice for travellers seeking a blend of luxury and convenience during their stay in Seoul.

Website: <https://www.hyatt.com/en-US/hotel/south-korea/grand-hyatt-seoul/selrs>

Ananti at Gangnam Hotel, Gangnam District, Seoul

Ananti Hotel in Gangnam, part of the Korean hotel chain Ananti, offers travellers a refined urban retreat in one of Seoul's most vibrant districts. With its sleek and contemporary design, the hotel provides stylish accommodations, including over 300 spacious rooms and suites with modern amenities and city views. Facilities include multiple dining options highlighting Korean and international cuisine, a luxurious

spa, fitness centre, indoor swimming pool, and rooftop garden. Situated in the bustling Gangnam area, guests have easy access to upscale shopping, dining, and entertainment options, making Ananti Hotel an excellent choice for travellers seeking luxury and convenience in Seoul's dynamic urban landscape.

Website: <https://ananti.kr/en/ganm>