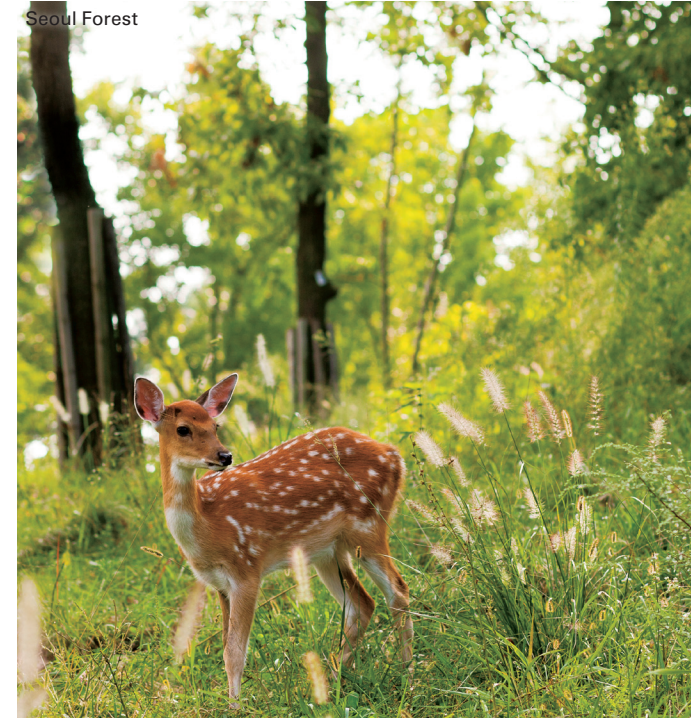


## ABUNDANT GREENERY

Seoul is graced by the Hangang River that flows through the center of the city as well as majestic mountains like Bukhansan National Park and Mt. Namsan in, and around, the capital. Public parks of all types and sizes, such as the Seoul Olympic Park, are found scattered throughout the city with open access to both locals and visitors. Additionally, the city is intensifying its green efforts with a constantly increasing number of bicycle and walking trails and major eco-friendly projects such as the restoration of the Cheonggyecheon Stream in the center of Seoul.



Cheonggyecheon (Stream)  
© Korea Tourism Organization



Seoul Forest

## EXQUISITE CUISINE

Visitors to Seoul often leave with glowing mentions about their Korean culinary experiences. In addition to common favorites such as *kimchi*, *galbi* (marinated ribs), *bibimbap* (rice topped with sautéed vegetables and other toppings), you can find a long list of restaurants specializing in the diverse cuisine of Korea's different regions. Of course, the variety of global cuisine offered here is just as astounding whether you're looking for authentic Italian, Middle Eastern, or Indian just to name a few.



Gungjung hanjeongsik, traditional Korean royal court cuisine  
© Korea Tourism Organization

## VIBRANT FESTIVALS

Koreans are a fun-loving people and this is reflected in the number of festivals and celebrations occurring year-round in Seoul. Some 600 festivals take place annually in the city including the dazzling Seoul Lantern Festival and the energizing Hi Seoul Festival. It doesn't end there though as the Seoul International Fireworks Festival, the annual international b-boy tournament, R16 Korea, and the frequent events taking place at Seoul Plaza in front of City Hall helps keep the city lively.



Seoul Plaza  
© Korea Tourism Organization



B-boy Performances  
© Korea Tourism Organization



Hangang (River)

## WORLD-CLASS TRANSPORTATION

A modern 18-line subway system (including 9 urban rail lines in Seoul) connects every corner of Seoul and has signage, maps, and announcements in English. A smart, extensive bus system and taxis with free interpretation service combine to make getting around Seoul simple and affordable.

Seoul is served by two international airports. Incheon International Airport is the main one, located just 30 miles from Seoul, while Gimpo International Airport is just 40 minutes away. A new subway line between Incheon International Airport and Seoul has cut the commute down to 43 minutes.

## WARM HOSPITALITY

Seoul offers warm hospitality to make visitors feel welcome and comfortable. The city is also committed to providing the best services and support for the successful hosting of events from start to finish. This is sure to impress and satisfy event organizers and participants alike.



Some Sevit

## SECURE ENVIRONMENT

Seoul has earned a reputation as a city with a high level of safety, security, and sanitation. Seoul operates the Seoul Global Center to provide various services to visitors, a Medical Referral Service for foreigners, and the Call Center providing services in multiple languages to minimize inconvenience to foreigners. Most services and facilities are available 24 hours.

- Seoul Global Center: +82-2-2075-4130, <http://global.seoul.go.kr>
- Emergency Medical Information Center: (02) 119
- Dasan Call Center: (02) 120 – For foreign languages, wait for instructions, then press 9.

**Seoul Facts**  
 · Population: 10,063,197 (2015 August)  
 · Foreign Population: 266,360 (2015 August)  
 · Size: 605.18 km<sup>2</sup>  
 · GRDP: Approx. US\$ 266 billion (2013)  
 · Climate: Distinctive four seasons



Seoul:  
Your  
Complete  
Convention  
City



Seoul Convention Bureau,  
A division of the Seoul Tourism Organization  
 T. 82 2 3788 0821-4  
 F. 82 2 3788 0899  
 E. [mice@seoulwelcome.com](mailto:mice@seoulwelcome.com)  
 W. [www.miceseoul.com](http://www.miceseoul.com)



10 Reasons to Choose  
**Seoul**





Deoksugung Palace  
© Seoul Metropolitan Government



## HISTORICAL LEGACY

Seoul has been the capital and center of Korean culture and history for over 600 years. Traces of the city's ancient legacy can be found everywhere from its Five Royal Palaces to the Seoul City Walls. Their careful preservation has earned sites like Changdeokgung Palace – often featured in popular Korean historical dramas – a place on the UNESCO World Heritage List. Today, Seoul is a culture trendsetter making impressions in music, fashion, and artistic creativity in Asia and beyond.

Jongmyo  
© Korea Tourism Organization



## DYNAMIC CITYSCAPE

Seoul is a constantly shifting mix of traditional and modern that's constantly shifting. That's why you can find futuristic buildings like the Dongdaemun Design Plaza situated next to the ancient Dongdaemun (East Gate) and located just beneath the slope of the scenic Naksan Park. Whether you're making a visit to a royal palace or to the towering 123-story Lotte World Tower, set to be among the world's tallest buildings when fully completed in 2016, you'll have a chance to see Seoul's character everywhere you go.

Night View of the Hangang (River)  
© Korea Tourism Organization



Dongdaemun Design Plaza (DDP)



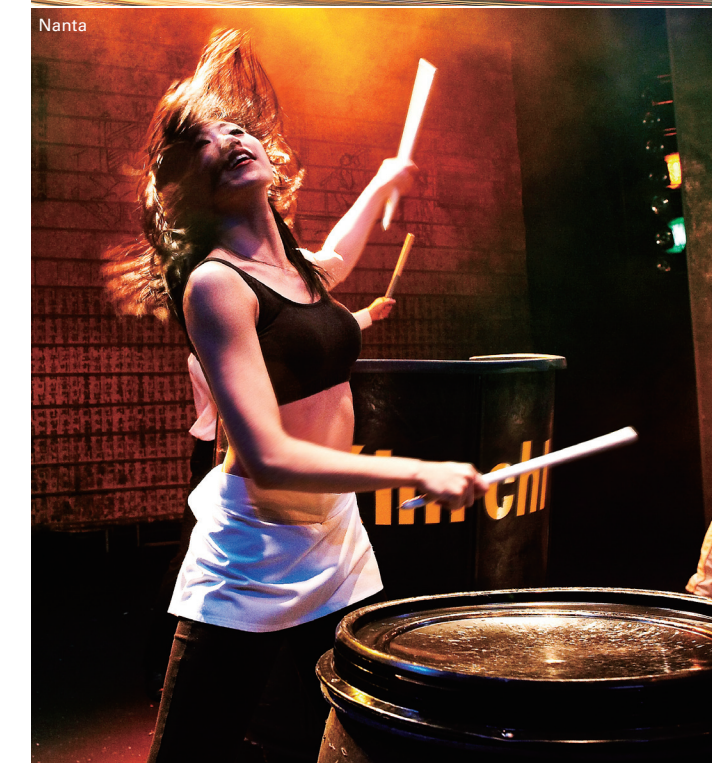
## ENDLESS ENTERTAINMENT

Seoul is a city that offers plenty to do and see including various leisure and entertainment options. The capital attracts top performers year-round in art, music, dance, or theater, and offers plenty of memorable local performances of its own. Whether you find joy in a little retail therapy or going for a morning hike, Seoul's myriad of shopping choices and leisure activities have wide appeal to everyone's preferences. Additionally, the city's buzzing nightlife featuring top lounges, clubs, and other venues means it's truly a city that never sleeps.

Lotte Young Plaza  
© Korea Tourism Organization



Nanta



## TECHNOLOGY LEADER

As a world leader in technology, Seoul is a city where high-speed communications enhance every aspect of modern life. Here, you'll experience some of the fastest internet speeds in the world, both wired and wireless, and the city-wide WiFi coverage means you can almost always be connected online from anywhere in the city, 24 hours a day. And with Seoul's major meeting venues like the Coex Convention and Exhibition Center making full use of the latest technology, you'll easily see why Seoul is truly a "smart" city.



Coex  
© Korea Tourism Organization



Seoul takes pride in having an **extraordinary environment** for hosting conventions. Ideally located in the heart of Northeast Asia, **Seoul has what it takes** for success, starting with globally top-ranked Incheon International Airport, served by over 87 airlines connecting to 186 cities around the world, and **Coex, Seoul's largest convention center** and host of most of the city's major events. Here is the short list of just 10 reasons people choose Seoul with confidence as the **complete convention city**.

