

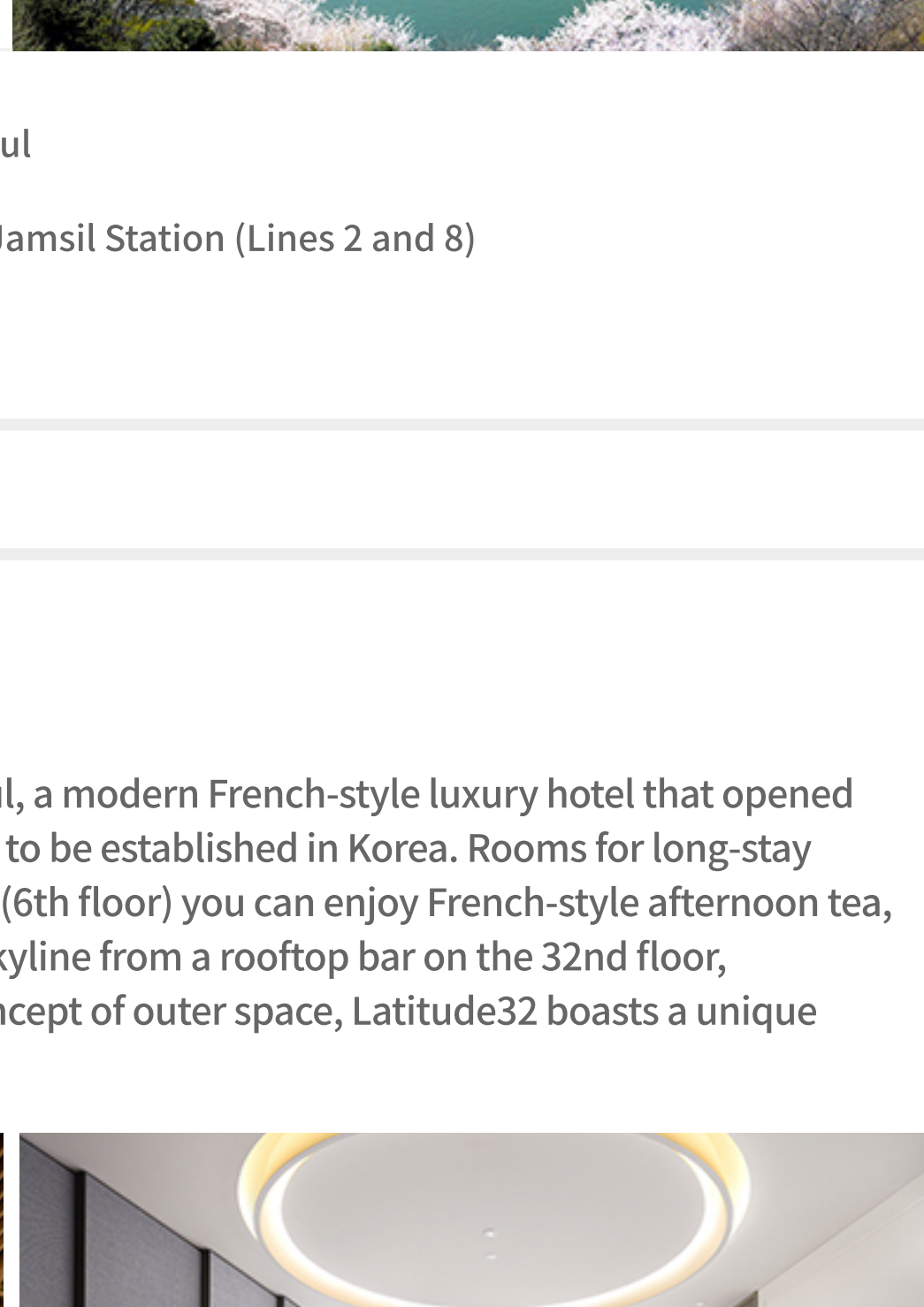
April is undoubtedly the month of warm breezes. Cherry blossom festivals are held all over Seoul, and you can easily see flower petals fluttering everywhere. But out of numerous places in Seoul, which are the trendiest for flower-viewing?

The Top 3 Spring Flower Viewing Hotspots in Seoul

No. 1 Jamsil Course: A Paradise of Flowers in the Heart of Seoul

Seokchon Lake

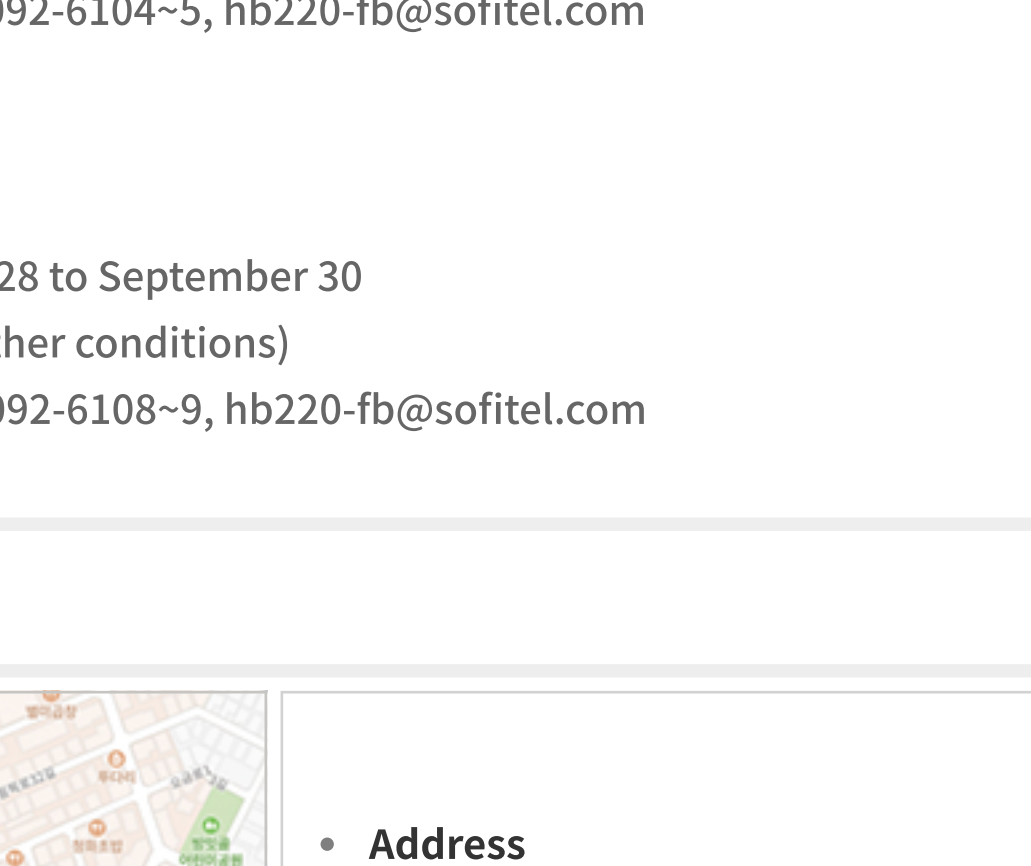
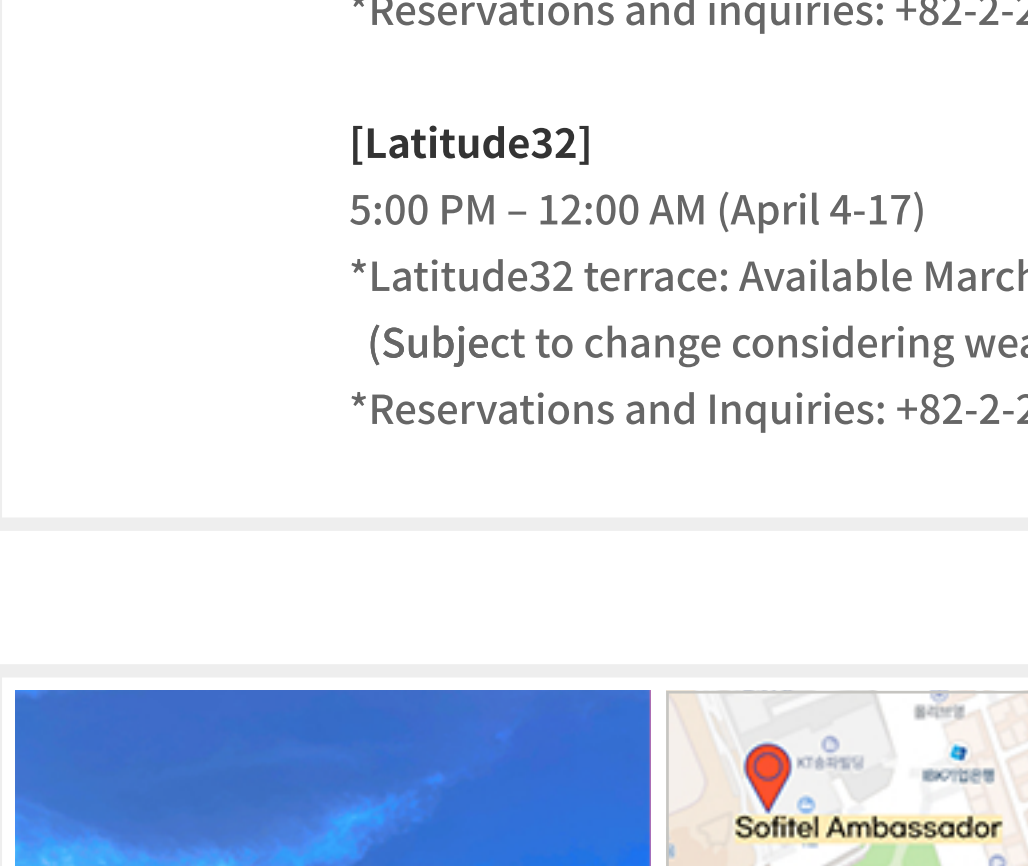
The cherry blossom path of Seokchon Lake Park is finally open for the first time in three years since the onset of COVID-19. With Songpa-daero street in the middle, the lake is divided into east and west, and it takes about an hour to walk around this 2.5-km loop. The wide jogging path also attracts many joggers. Surrounded by plenty of sights and restaurants such as Lotte World, Lotte World Tower, and Songridan-gil, Seokchon Lake continues to be popular among Seoulites as a hotspot for admiring flower blossoms.



- Address** Jamsil-dong, Songpa-gu, Seoul
- Directions** 5-minute walk from Exit 2 of Jamsil Station (Lines 2 and 8)
- Business Hours** Open 24 hours, year-round

Sofitel Ambassador

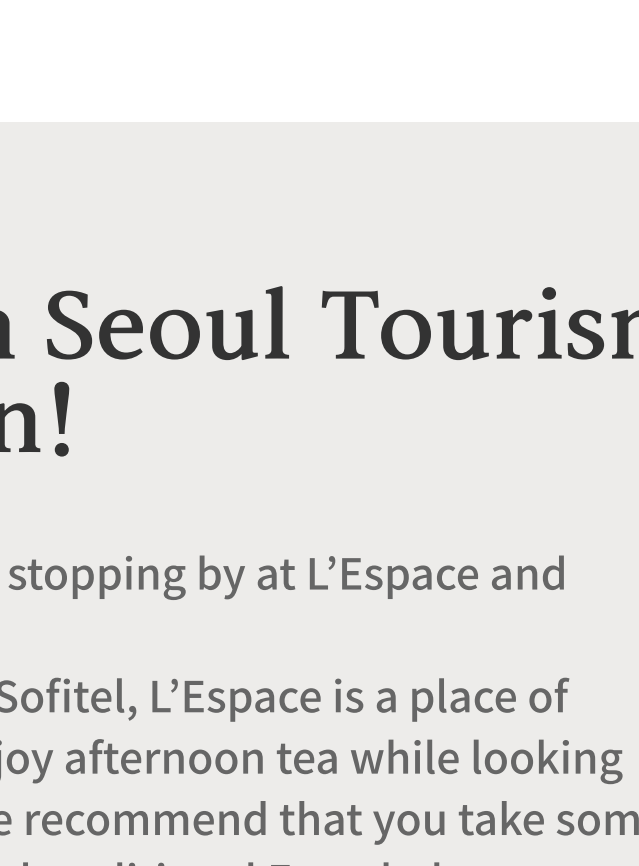
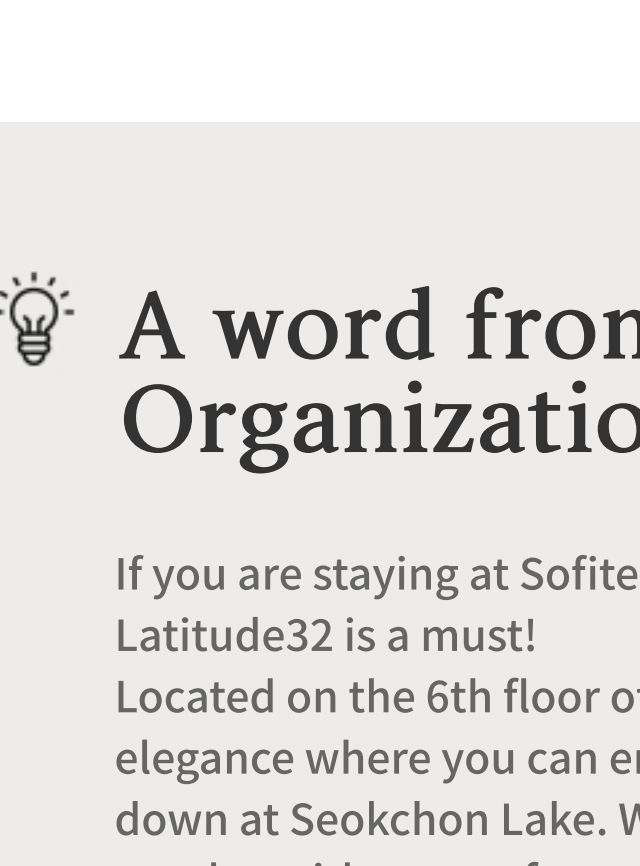
The first Sofitel in Korea! Sofitel Ambassador Seoul, a modern French-style luxury hotel that opened in the fall of 2021 in Jamsil, is the first Sofitel hotel to be established in Korea. Rooms for long-stay guests are also available. In particular, at L'Espace (6th floor) you can enjoy French-style afternoon tea, and at Latitude32, you can see the whole Jamsil skyline from a rooftop bar on the 32nd floor, the topmost level of the hotel. Designed with a concept of outer space, Latitude32 boasts a unique and mysterious atmosphere.



- Address** 209, Jamsil-ro, Songpa-gu, Seoul
- Directions** Exit 10 of Jamsil Station (Lines 2 and 8), Exit 2 of Songpanaru Station (Line 9)
- Contact** +82-2-2092-6000
- Email** Sofitel.Seoul@Sofitel.com
- Business Hours**

[L'Espace]
Weekdays) 10:00 AM – 10:00 PM (Last order 9:00 PM)
Weekends and public holidays) 08:00 AM – 10:00 PM (Last order 9:00 pm)
* L'Espace terrace: Available March 28 to September 30
(Subject to change considering weather conditions)
*Reservations and inquiries: +82-2-2092-6104-5, hb220-fb@sofitel.com

[Latitude32]
5:00 PM – 12:00 AM (April 4-17)
*Latitude32 terrace: Available March 28 to September 30
(Subject to change considering weather conditions)
*Reservations and Inquiries: +82-2-2092-6108-9, hb220-fb@sofitel.com



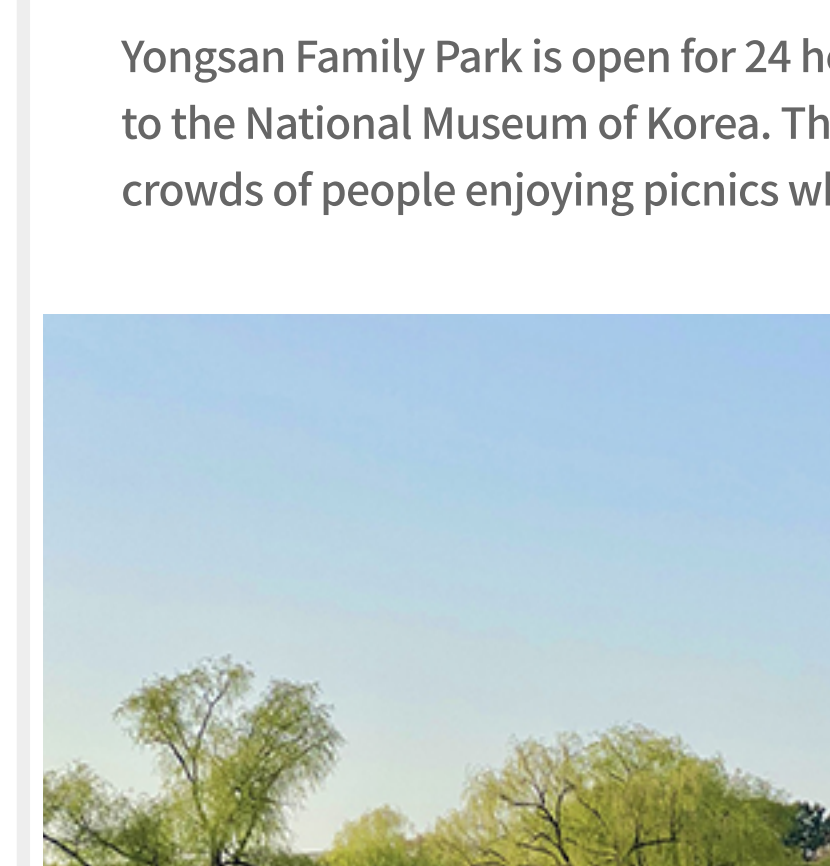
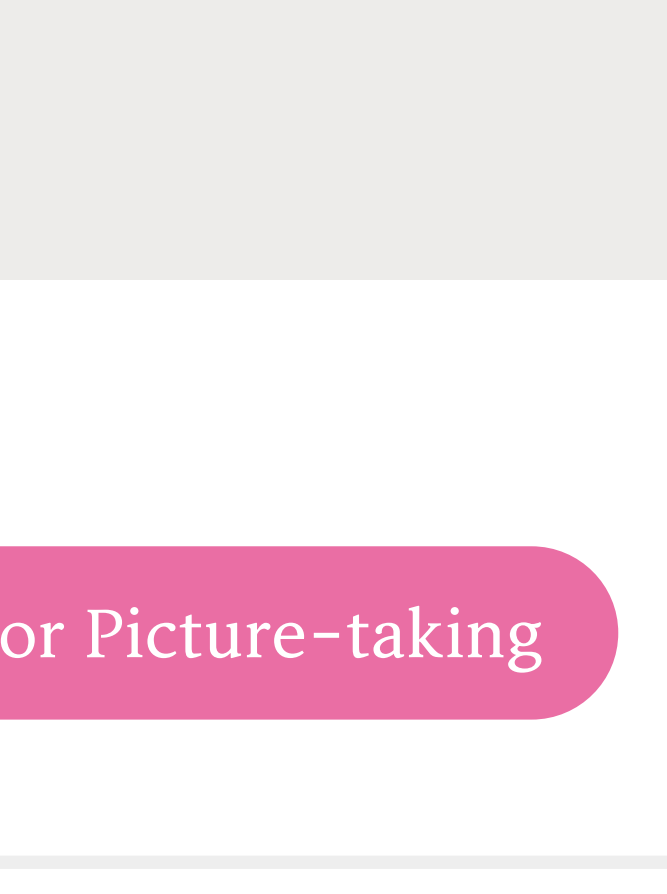
- Address** 23, Baekjegobun-ro 43-gil, Songpa-gu, Seoul
- Directions** 5-minute walk from Exit 2 of Seokchon Station (Lines 8 and 9) and from Exit 1 of Songpanaru Station (Line 9)

Songridan-gil

Surrounded by Seokchon East Lake, Bangi Three-Way Intersection, and Bangi Intersection, Songridan-gil is filled with trendy restaurants and coffee shops that are widely promoted in social media. Along with local residents, it is especially popular with younger people like the MZ generation, and has been featured in diverse media. Visitors can feel a cozy atmosphere unique to this district due to its diverse coffee shops, restaurants, and wine bars.

A word from Seoul Tourism Organization!

If you are staying at Sofitel, stopping by at L'Espace and Latitude32 is a must! Located on the 6th floor of Sofitel, L'Espace is a place of elegance where you can enjoy afternoon tea while looking down at Seokchon Lake. We recommend that you take some to relax with a cup of tea and traditional French desserts served on a Ferris wheel-shaped tray.



Designed with a concept of outer space, the rooftop bar Latitude32 makes you feel as if you are stepping into the universe right from the entrance. Enjoy a wide selection of craft beers, a wine list that includes over 500 types, and unique cocktails named after planets!

No. 2 Yongsan Course: The Go-To Place for Picture-taking

Yongsan Family Park

Yongsan Family Park is open for 24 hours every day of the year, is free of charge, and is connected to the National Museum of Korea. The area around its pond is lined with cherry trees, attracting crowds of people enjoying picnics while appreciating the cherry blossoms.



- Address** 137, Seobinggo-ro, Yongsan-gu, Seoul (National Museum of Korea)
- Directions** Exit 2 of Ichon Station (Line 4)
- Parking** Parking lots available at Yongsan Family Park and the National Museum of Korea

Yongsan Park US Military Base

With the Yongsan US Army Garrison relocating to Pyeongtaek, the space previously used as a residential area for US officers was reopened as a park in August 2020. Since US soldiers actually lived here, it has emerged as a popular district with visitors coming for its unique atmosphere.



- Address** 221, Seobinggo-ro, Yongsan-gu, Seoul
- Directions** Exit 1 of Seobinggo Station (Gyeongui-Jungang Line)
- Business Hours** Tuesday – Saturday, 9:00-18:00 (Last admission 17:00)
Closed: January 1, Lunar New Year's Day, Chuseok, Sundays and Mondays
- Caution** *No parking available (except for vehicles for the handicapped)
*No pets allowed

Yongridan-gil

Yongridan-gil is known to be one of the most popular hangout spots for the MZ generation. It features restaurants, wine bars, and cafes that often attract long waiting lines on weekends. It is also home to Amore Pacific's new office building (opened in 2017) and HYBE Insight (opened in 2021). Not only that, but the decades-old shops already established in Yongridan-gil are renowned for their “retro” vibes.



- Address** Hangang-ro 2-ga, Yongsan-gu, Seoul
- Directions** Exit 3 of Samgakji Station (Lines 4 and 6), Exit 1 of Sinyongsan Station (Line 4)

A word from Seoul Tourism Organization!

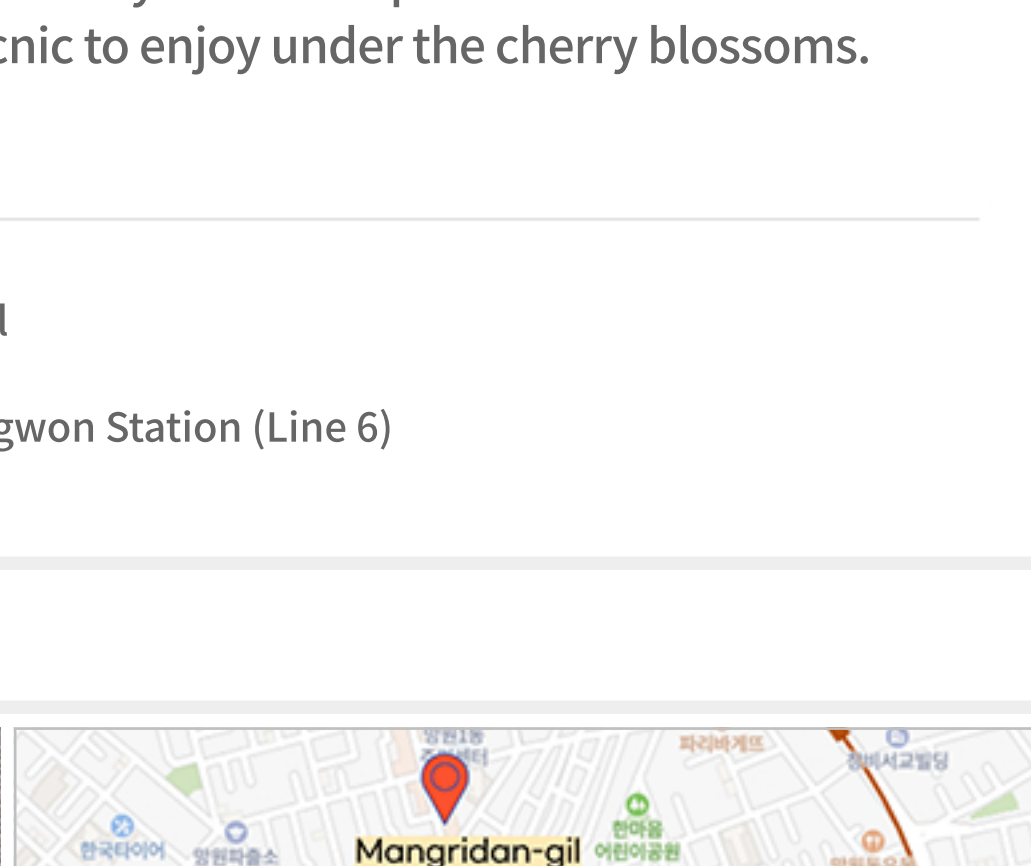
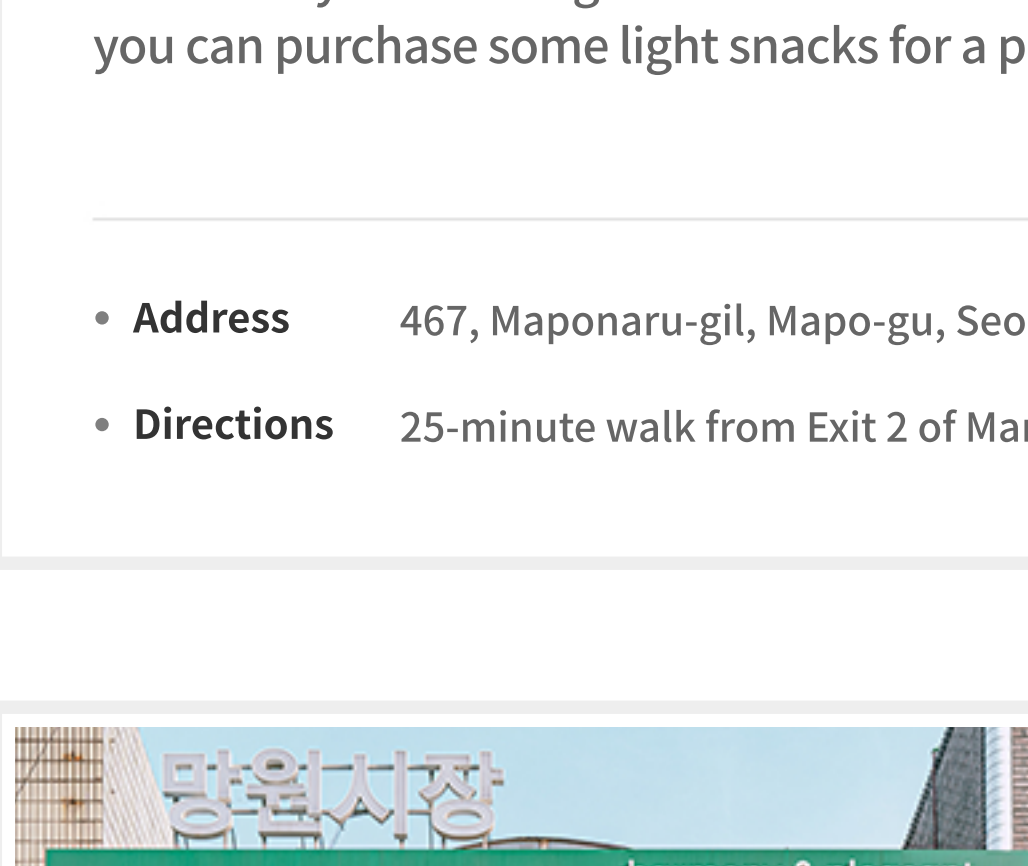
Do you enjoy flowers and taking awesome photos? Then we highly recommend Yongsan Park US Military Base and Yongridan-gil, the newest hotspots in Seoul! In particular, the old US base with its unique atmosphere even has a photo spot where you can take a picture in front of signs in English. You can also get a glimpse into the actual lives of American soldiers through the open house area that consists of houses of the American families who used to live there.

No. 3 Mangwon Course: “Secret” Spring Flower Hotspots

Mangwon-dong Cherry Blossom Path

On the way from Mangwon Station to Hangang Park is Mangwonjeong Intersection, famous for its cherry blossom path. Filled with large cherry trees, the path extends along a residential area, and is a perfect place for marveling at its cherry blossoms as you walk alongside it. As Mangridan-gil is located right next to this path, it is easy to find restaurants and coffee shops to enjoy great food after your sightseeing.

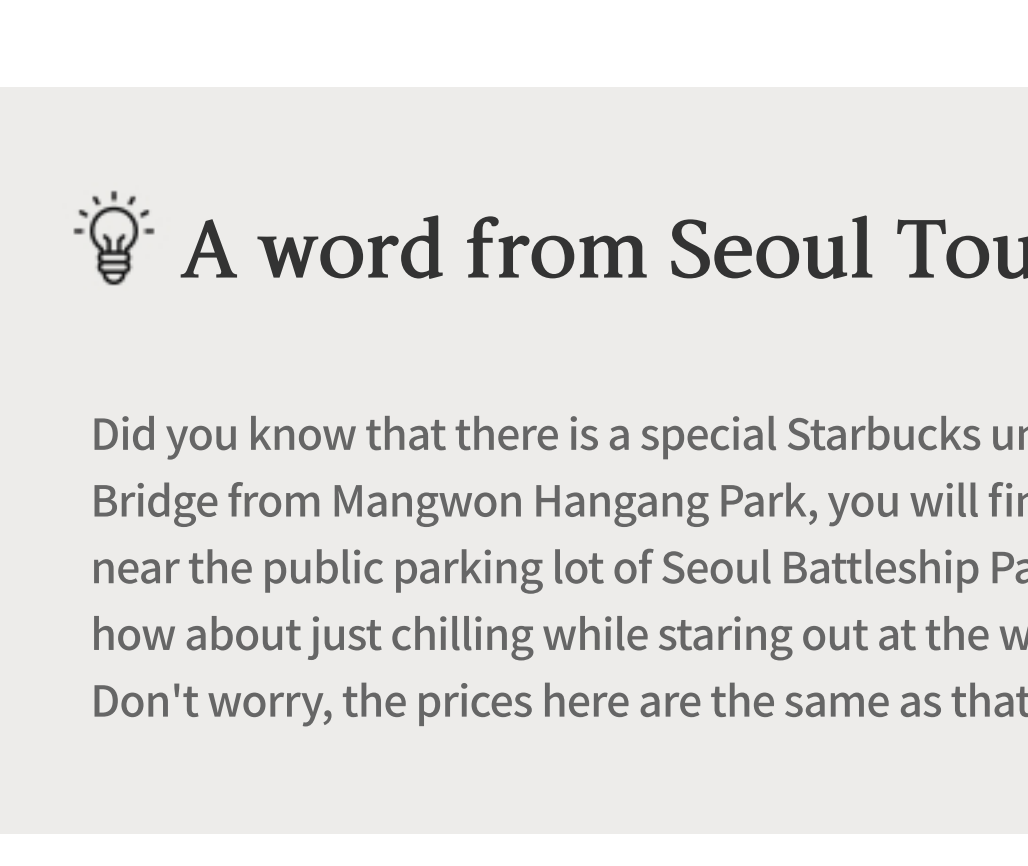
- Address** 445-14, Hapjeong-dong, Mapo-gu, Seoul
- Directions** 10-minute walk from Exit 2 of Mangwon Station (Line 6)



Mangwon Hangang Park

It takes only 25 minutes by foot from Mangwon Station to Mangwon Hangang Park. On the way is the Mangwon Market as well as many coffee shops and restaurants where you can purchase some light snacks for a picnic to enjoy under the cherry blossoms.

- Address** 467, Maponaru-gil, Mapo-gu, Seoul
- Directions** 25-minute walk from Exit 2 of Mangwon Station (Line 6)



Mangridan-gil

Mangridan-gil (a compound word formed with “Mangwon-dong” and “Gyeongridan-gil”) refers to an alleyway famous for diverse coffee shops and restaurants that amassed here as the Mangwon-dong area became more commercialized. There is a wide array of stores including bakeries, dessert shops, and retro accessory shops lining the street from Exit 1 of Mangwon Station (Line 6) towards Mangwon Market.

A word from Seoul Tourism Organization!

Did you know that there is a special Starbucks unique to Mangwon? When you go towards Seongsan Bridge from Mangwon Hangang Park, you will find a Starbucks store located in a two-story building near the public parking lot of Seoul Battleship Park. Having a picnic at the Hangang Park is nice, but how about just chilling while staring out at the waters of the Han River through the glass windows? Don't worry, the prices here are the same as that of other Starbucks locations!

2022 Partnership Survey for Partner Travel Agencies

Attached is a survey designed to collect information in preparation for a timely recovery from the current pandemic. The answers you provide will be used as basic data in post-COVID-19 projects jointly undertaken by the Seoul Metropolitan Government and Partner Travel agencies.

Please take some time to complete the following survey.

Survey