



In 2022, tourists from both home and abroad were able to enjoy Seoul's attractions to the fullest through SEOUL FESTA. This year, SEOUL FESTA organizers have not only prepared K-Pop concerts but also the Hangang Drone Light Show and the K-Food Market on Jamsilgyo Bridge, providing visitors with a broader range of events than last year and giving them a real taste of Seoul. SEOUL FESTA 2023 is a festival where you can directly experience all the unique trends of Seoul as you walk around the megacity.

Let's take a closer look at SEOUL FESTA, which has returned this year with even more things to see and enjoy.

Feel The Real SEOUL SEOUL FESTA 2023

#Return of the Global Festival, SEOUL FESTA 2023!



Overview

SEOUL FESTA 2023

Period April 30 (Sun)–May 7 (Sun), 2023

Locations Jamsil Sports Complex, Gwanghwamun Square, Han River and other areas of Seoul

Slogan Feel The Real SEOUL

Things to See

Opening Ceremony

Date: April 30 (Sun), 2023, 19:30–21:30
Venue: Olympic Stadium of Jamsil Sports Complex

Attendees: Mayor of Seoul, overseas guests, tourists from Korea and abroad, etc.

At the opening ceremony of SEOUL FESTA 2023, performances will be given by numerous K-pop stars including iKON, STAYC, and Lee Young-ji.



Hangang Light Show (Drone Light Show)

Dates: Four shows in April 29 (Sat)–May 7 (Sun), 2023

* Show dates: April 29 (Sat), May 1 (Mon), May 5 (Fri), May 6 (Sat) (Subject to change)

Hours: 20:30–20:40

Location: Ttukseom Hangang Park

Under the beautiful night skies of the Han River, drones flying over the river will use lights to paint stunning scenes that celebrate the city's unique charms and spread excitement about Seoul.

The Hangang Light Show (Drone Light Show) is especially unique in that it combines light drones with firework and water drones to present a multimedia show that's fuller and richer than ever before.

Seoul Culture Square

Period: April 30 (Sun)–May 7 (Sun), 2023

Location: Gwanghwamun Square

You can enjoy the life of Seoul through various experiences at Gwanghwamun Square. The square will be set up with numerous photo zones where visitors can take memorable photographs, including ones that feature the giant pink bear, Bellygom, and the Spring Garden. Visitors to the square can also participate in different beauty and VR tours. Enjoy a sampling of the charms and attractions of Seoul with a visit to Seoul Culture Square.

Things to Eat

Myeongdong Festival

Period: April 28 (Fri)–May 7 (Sun), 2023

Locations: Myeongdong-gil (Noon Square - Myeongdong Theater), Lotte Department Store Myeongdong Main Store

During the Festival, the streets of Myeongdong, the most visited district by international travelers, will be bursting with art proudly on display. Make sure to stop by and enjoy the artworks decorating major spots in Myeongdong, such as Myeongdong-gil, the front of the Myeongdong Theater, and the outer walls of various buildings. Graffiti, murals, and other forms of art will be showcased all around Myeongdong during the festival period.

Seoul Bridge Market

Date: May 6 (Sat), 2023

Hours: 11:00–20:00

Location: Southern end of Jamsilgyo Bridge

With the ever-increasing popularity of Korean dramas and movies like Squid Game, Korean convenience store snacks and other Korean foods have become must-try items for many overseas visitors. Tourists can get their fill of Korean food by visiting the Bridge Market on Jamsilgyo Bridge, which crosses over the Han River.

The market will sell a range of convenience store foods, popular snacks, and special Korean foods prepared by Korea's leading food companies. As you munch on your treats, sit back and enjoy the Banpo Bridge Moonlight Rainbow Fountain show and a variety of music performances. Also take advantage of different events being held to win a prize!

Other Events

SEOUL FESTA 2023 will be held alongside the Seoul Jazz Festival, the Hangang River Spring Festival, and a variety of other events. Be sure to stop by and see the artworks all around Myeongdong not to mention the Taekwondo performance at Seoul Square. There are also many live concerts taking place in all corners of Seoul, such as Nodeul Island, Gwanghwamun Square, and Hangang Park. Discover the charms of Seoul by seeing, tasting, and enjoying everything the city has to offer.



A word from the Seoul Tourism Organization!

SEOUL FESTA 2023 is returning this year, just in time for spring! Since the festa is even larger than it was last year, it is taking place across a diverse range of locations throughout the city. You can also experience Seoul life at the many booths to be set up at the newly renovated Gwanghwamun Square. Throughout the festa period, don't forget to watch the stunning drone show set against the backdrop of Seoul's brilliant nighttime sky, grab some food at the bridge market, or enjoy a picnic at Hangang Park. Also take some time to enjoy the Jazz Festival, the Seoul Spring Sale, and some of the many other events that are taking place all around the city. Seoul is ready and waiting to welcome you!

If you are interested in developing a product related to Seoul Festa 2023, please contact us anytime.