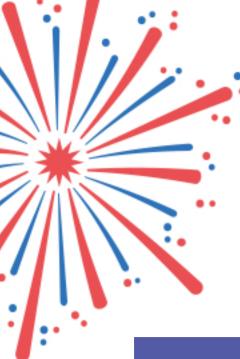




fullest through SEOUL FESTA. This year, SEOUL FESTA organizers have not only prepared K-Pop concerts but also the Hangang Drone Light Show and the K-Food Market on Jamsukyo Bridge, providing visitors with a broader range of events than last year and giving them a real taste of Seoul. SEOUL FESTA 2023 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.

In 2022, tourists from both home and abroad were able to enjoy Seoul's attractions to the

Feel The Real SEOUL



SEOUL FESTA 2023





SEOUL FESTA 2023

Locations

Overview

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

Slogan Feel The Real SEOUL

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

Sports Complex



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

Date: April 30 (Sun), 2023, 19:30-21:30

Venue: Olympic Stadium of Jamsil

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.



Location: Ttukseom Hangang Park

spread excitement about Seoul.

show that's fuller and richer than ever before.

Seoul Culture Square

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

combines light drones with firework and water drones to present a multimedia

The Hangang Light Show (Drone Light Show) is especially unique in that it

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

gs to Eat

Locations: Myeongdong-gil (Noon Square - Myeongdong Theater),

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

Myeongdong Festival

Lotte Department Store Myeongdong Main Store

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

Seoul with a visit to Seoul Culture Square.

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

Location: Southern end of Jamsugyo Bridge

Date: May 6 (Sat), 2023

Hours: 11:00-20:00

to win a prize!

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 Jamsugyo 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

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.

Nodeul Island, Gwanghwamun Square, and Hangang Park. Discover the charms of Seoul by seeing, tasting, and enjoying everything the city has to offer.

There are also many live concerts taking

place in all corners of Seoul, such as

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.

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