July Edition

BTS Tour

Eulji Dabang

Want to visit BTS' 2021 Season's Greetings photoshoot locations? One of them is Eulji Dabang, a coffee shop that has been open for some 40 years. Opened in 1981, it is often cited as an "nostalgic" or "enduring store." As you enter this charming establishment, you'll be greeted by walls adorned with photos of BTS members and signatures of numerous celebrities. Eulji Dabang is meant used to welcome customers enjoying various types of traditional tea, including the ssanghwa tea that BTS once enjoyed there. Unfortunately, Eulji Dabang recently had to relocate due to a construction that caused numerous funding. However, they managed to preserve the entire interior and bring it to its current location, where it continues to welcome fans of BTS and other K-pop stars. Nearby stores include the Ssangmun-dong Bakery and Bulkyul Sisters, as well as Generation NGen who appreciate the retro atmosphere. Additionally, for only KRW 4,000, you can indulge in a hearty breakfast consisting of a bowl of ramen and a serving of rice. It's important to note that the ramen is only served until 11 am, so if you visit in the morning, make sure not to miss out on this treat!

User Guide

- Address: 20, 124-1, Eulji-ro, Jung-gu, Seoul
- Directions: 3-minute walk from Exit 10 of Euljiro 3-ga Station (Subway line 2)
- Hours: Monday - Saturday 8:00-22:00 / Sunday 9:00-20:00
- Tip: Since there is no separate menu in languages other than Korean, try using a translation app!

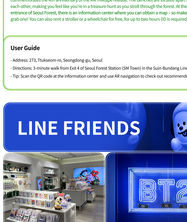
Seoul Forest

If you're interested in playing the "BTS Bench Finding" game, head to Seoul Forest! This beautiful urban forest, which was once a hunting ground for Korean kings, now boasts of flourishing trees and a lush lake. There are various "BTS benches" throughout the park, including the "Jagal Bench" which has the lyrics "So please, once in a while, lean on me and rest" inscribed, as well as the "RM Bench" which commemorates the time when RM visited the park with his mom. While these benches are distinct from each other, making you feel like you're in a treasure hunt as you stroll through the forest, at the entrance of Seoul Forest, there is an information center where you can obtain a map - so make sure to grab one! You can also rent a stroller or a wheelchair for free, for up to two hours (ID is required).

User Guide

- Address: 273, Thalaeum-ro, Seongdong-gu, Seoul
- Directions: 3-minute walk from Exit 4 of Seoul Forest Station (SM Town) in the Sub-Bundang Line
- Tip: Scan the QR code at the information center and use AR navigation to check out recommended routes!

LINE FRIENDS



Did you know that there are characters that embody the personalities, values, and preferences of the BTS members? Called BT21, these characters were created with the direct involvement of the BTS members themselves, and can be found at Line Friends stores. Jin, who is nicknamed "Ntpea," has an adorable alpaca-shaped character; while RM, who loves koalas, has a character that resembles a koala. In addition to BT21, the Line Friends stores in Hongdae, Insadong, and Gangnam offer a wide range of merchandise featuring various Line characters. Since these stores are located in popular tourist areas, you can visit them conveniently after your sightseeing.

User Guide

- Tip: The Gangnam flagship store has many photo zones, making it a great place to take some awesome photos!

K-POP Mech Stores

KWANGYA@SEOUL

"KWANGYA" is an enigmatic realm that appears prominently in songs of the girl group Aespa. On the first basement floor of the SM Entertainment headquarters, you can explore KWANGYA@SEOUL, a store full of official SM merchandise.
KWANGYA@SEOUL brings to life a physical metaverse, where the boundaries between reality and virtually are blurred, creating an immersive experience that feels like you are stepping into a futuristic world. In addition to shopping for merchandise, you can also experience different types of cuisine, such as the fragrance of KWANGYA not to mention guided audio tours by SM artists.
KWANGYA@SEOUL also hosts various events aligned with new album releases and operates artist-themed photo booths. Don't miss out on an opportunity to take some photos with your favorite artist and create unforgettable memories!

User Guide

- Address: B1, B2-21, Wangsimni-ro (SM Entertainment), Seongdong-gu, Seoul
- Directions: Exit 4 underground passage from Seoul Forest Station (Sub-Bundang Line) or 1-minute walk from Exit 3 of Trukwon Station (Subway line 2)
- Hours: Daily 10:30-20:00
- Contact: 02-6233-0729

WithMuu AK Plaza Hongdae

Hongdae has been a hotspot for youths for a long time. But do you know where you can find the latest K-Pop-related merchandise in Hongdae? Be sure to first visit WithMuu AK Plaza Hongdae!
WithMuu offers a delightful range of merchandise, including albums, light sticks, and various derivative products from a wide range of K-Pop artists. Additionally, there is an array of animation-themed items that will captivate your eyes.
For weary visitors who need a momentary respite, there is also a coffee shop where you can take a break within the store. Be sure to visit WithMuu this summer to check out the latest and hottest K-Pop merchandise while savoring a refreshing beverage.

User Guide

- Address: 2F, 18B, Yanghwa-ro (AK PLAZA Hongdae), Mapo-gu, Seoul
- Directions: 1-minute walk from Exit 3 of Hongik University Station (Line 2, AREX, Gyeongui-Jungang Line)
- Hours: Weekdays 11:00-22:00 / Weekends 10:30-22:00
- Contact: 02-332-0429

the SameE

Located across from YG Entertainment's new headquarters, a café called "the SameE" serves coffee on the 1st and 2nd floors, while operating a merchandise shop on the first basement floor. The café collaborates with Odd Fiery Donut to offer delicious donuts and beverages. Furthermore, at the merchandise shop there is a wide range of official items available for sale, including clothes, handbooks, and concert goods from YG artists such as Blackpink, Bigbang, Winner, iKON, and AKMU.
Enjoy a delicious donut along with a cup of steaming coffee at the SameE, while overlooking YG Entertainment.

User Guide

- Address: B1 2F, 6-1, Hwangsang-ro 1-gil, Mapo-gu, Seoul
- Directions: 8-minute walk from Exit 8 of Hapjeong Station (Subway lines 2 and 6)
- Hours: Daily 10:00 - 21:00
- Contact: 02-336-0538

A word from the Seoul Tourism Organization!

<HYBE INSIGHT's New Exhibition>

HYBE INSIGHT is set to hold its first exhibition of the year, titled "The Daydream Believers: Dream, Finally," starting from June 9!
This exhibition features a total of five teams and 37 artists, including BTS, Seventeen, Tomorrow X Together, Enhypen, and Le Sserafim. The theme of the exhibition revolves around the term "Daydream Believers," encapsulating the portraits of artists who have relentlessly pursued their dreams to be singers.
The exhibition will also showcase the actual costumes, sets, and props worn and used by artists during photoshoots, which promises to bring even more excitement to fans. If you're a K-Pop enthusiast, make sure to visit HYBE INSIGHT before the exhibition ends!

- Address: 606, Bongnamu-ro, Gangnam-gu, Seoul
- Exhibition period: June 9 (Fri) to August 27 (Sun), 2023
- Ticket Booking information and Schedule
- Booking platforms: Weverse, Interpark
- General booking: May 22 (12:00) ~ 16 August 27 (18:00), 2023

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