

Hello Afternoonas Community!

I know some of us have extensive or brief travel experiences to South Korea, and many of us plan, anticipate or wish to visit, sooner or later.

I return to Seoul this Friday for over two weeks, and it has been my intention to create a shared google document for our sharing, learning and questions – favorite recommendations that go beyond traditional guidebooks – especially for K-Drama, K-Pop and other K-Culture experiences. I don't know about you, but I have 100s of saved IG reels and TikToks, and while I cannot go to 133 cafes, I'd love to know which ones you really liked.

Feel free to add (including addresses, website links), comment or just pop an email to me at sarah@onpointglobalstrategies.com. I will be adding from all my notes in the next few days.

Best Advice:

Learn from My Mistakes:

Apps to Use:

- CatchTable (restaurant bookings) <https://apps.apple.com/app/id1639046576>.
- Naver maps (for directions, I recommend you save the places you want to go to on the app before you actually go - it's so much easier to pull them up then!)
- Kakao Talk - Some businesses, etc will have a Kakao Talk message support
- Odii - Recorded audio tours of some sites
- Papago (for translations - has honorific setting too which is super useful)
- Klook (for booking tickets, experiences, tours, add ons (like portable wifi router) etc.)
- Kakao Talk
- 따릉이 (if you want to use the public bikes)
- Pops (for pop up events and showcases... very popular in SK)
- TicketLink 티켓링크 (for theatre, concerts etc.)
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Housing (neighborhoods, Airbnbs, hotels, other)

We stayed in 5 different budget non-touristy hotels during our trip to Seoul last year as a way to immerse ourselves in 5 different neighborhoods. Our favorite was Makers Hotel in Jongno. It is in such a fun neighborhood with red tents lining the street and so much to see and do nearby including Hanok Village across the street. Around \$60/night.

https://www.tripadvisor.com/Hotel_Review-g294197-d9981959-Reviews-Makers_Hotel-Seoul.html

How to Spend Money:

Transport Advice:

Eating & Drinking (may need to divide into restaurants, cafes, and soju on the Han River)

- https://www.instagram.com/otsu_seiromushi

How to listen to Live Music (which ones, how to book)

Shopping (in its various forms)

K-Drama Sites (drama/episodes; location)

K-Pop (will start with BTS Army)

Skincare/hair/colors

Experiences

- [Seoul Kimchi & Culture Experience](#)
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Favorite Historical and Cultural Locations

explore the universities (and those are the best neighborhoods) and get a scrub at a sauna.

My Questions

Hi Sarah,

Happy travels. I am replying from the Patreon. I went to Seoul for 3 days in July 2023 after a stay in Tokyo.

We stayed at a great Airbnb in Gangnam but if I had to do it again I would stay in a hotel so we could benefit from the concierge booking restaurants and transportation for us

Do over: I would also not take the subway from the airport and would have spent more on a bus or train to the city. The subway took forever and my kids were exhausted

Safe travels!

Jennifer Meece

My favorite:

Historical Site: Gyeongbaekgung Palace

Modern site: beautiful starfield library at Coex

Shopping: my daughter loved Olive Young!

Favorite tteokbokki:

