

Citizens Dream, Seoul Creates

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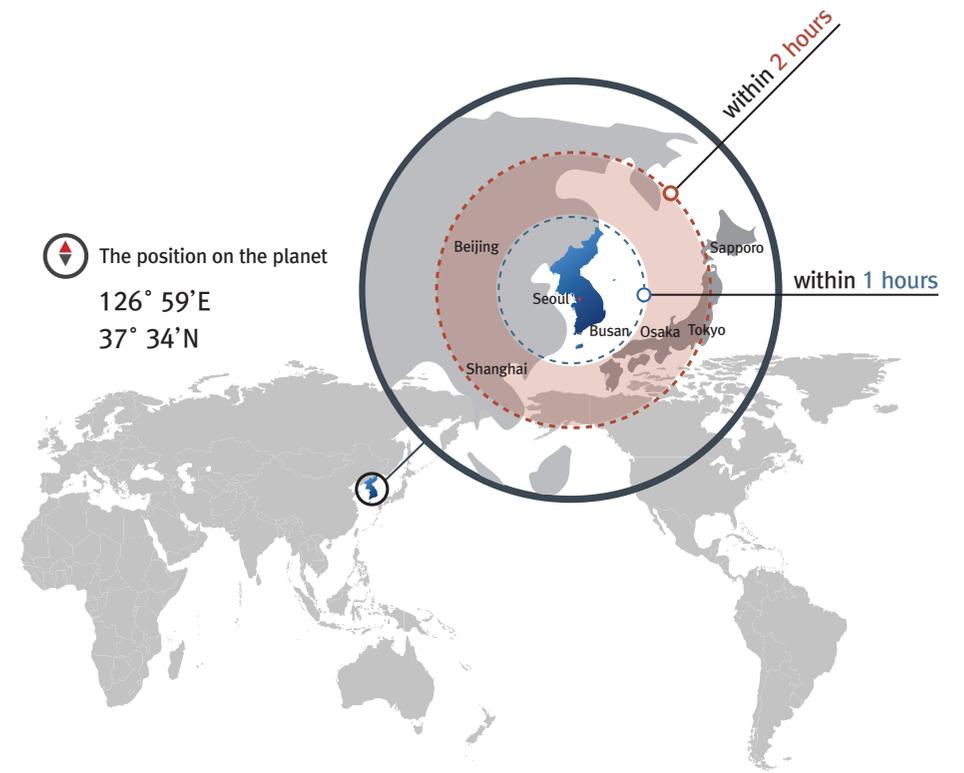
Citizens Dream, Seoul Creates

Location

Seoul, the Gateway to Asia and Europe

The Korean Peninsula lies in the center of Northeast Asia. The coordinates of its capital, Seoul, are 37.34° N and 126.59° E, putting it in close proximity to the Yellow Sea. Seoul is within a three-hour flight from 43 cities with populations of over one million people. Korea's location between China and Japan has been a great geographical advantage for the nation.

The Hangang (River) flows horizontally across Seoul, dividing the city into two sections lying north and south of the river. There are 25 autonomous districts and 423 administrative "dong" units in Seoul. The city covers 0.28% of the entire peninsula (or 0.61% of South Korea), and spans an area 30.30 km north-to-south and 34.78 km west-to-east.



Climate

Like the rest of Korea, Seoul has four distinct seasons, which means the landscape changes considerably throughout the year. This unique climate is deeply embedded within Korea's cultural fabric.

Spring in Seoul



Seoul's average temperature is 12.5degrees Celsius, and spring begins around March, when the entire city bursts into flowers. Many Seoulites enjoy strolling around Yeouido or other green spaces throughout the city that are filled with a dizzying display of cherry blossoms, forsythias, azaleas, and magnolias. This is the season when the temperature drops sharply after nightfall.

Those planning to visit Seoul at this time must remember to pack suitable clothing. A pair of sunglasses and a mask to keep you from inhaling the yellow dust that is carried over from China during the spring are essential. The atmosphere can be extremely dry, so take extra care if you have sensitive skin or a sore throat.

Summer in Seoul



Seoul's long, hot, and humid summer is only interrupted by sporadic monsoon rains in June and July. If you find Seoul somewhat quiet during this period, that's because many Koreans go on vacation at this time of year. You will also find people gathered around the water fountain in front of Gwanghwamun Square or under a bridge along the Hangang (River). Banpodaegyo (Bridge) is a popular spot that offers a fantastic view of the city.

Fall in Seoul

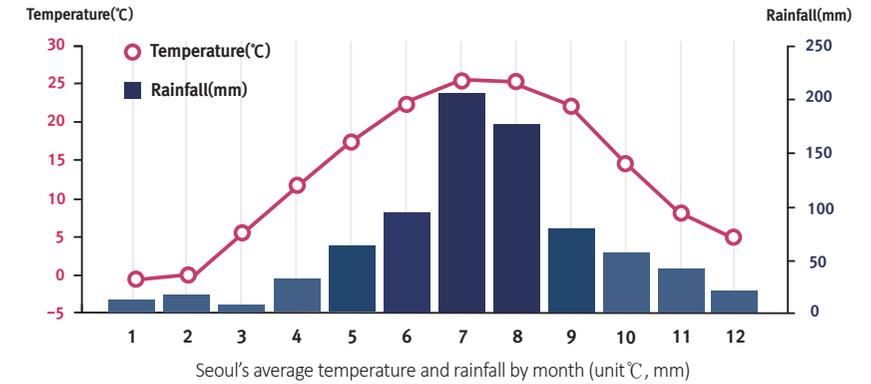


Seoul's pleasant autumn season lasts from September to November. Seoul is filled with bright autumnal colors at this time of year. It is the harvest season, which is celebrated by showing thanks to the ancestral deities and spirits. It is also the season in which people prepare for the imminent winter. In addition, Seoul Street Art Festival (Hi Seoul Festival), one of Seoul's major festivals, is held during this period. During this time, Changgyeonggung Palace and Gyeongbokgung Palace are also open to the public in the evenings, as well as the Seoul Lantern Festival, which lights up the streets at night, offering many spectacles.

Winter in Seoul



Due to the strong influence of icy air from the North, winter is quite cold in Seoul. This is when public areas all over Seoul open skating rinks. The days become markedly shorter, and you will see Seoulites busily going about their business wrapped up against the cold under myriad flashy neon lights.



Population

Seoul has a population of 10,158,411 people. [2017 (3/4) Statistic]

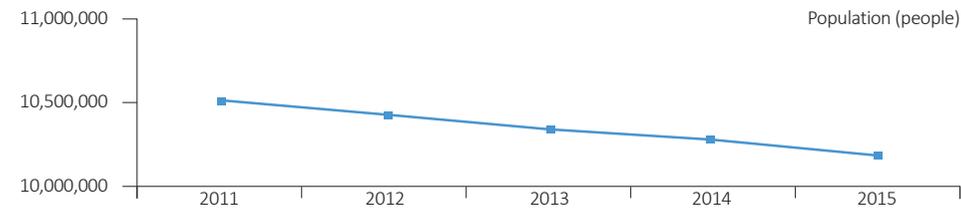
Male : 4,975,437 people

foreign residents 126,242

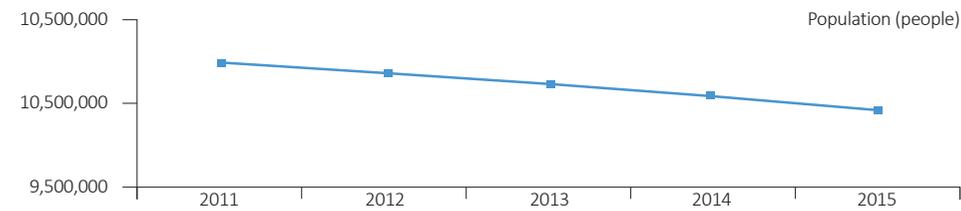
Female : 5,182,974 people

foreign residents 140,721

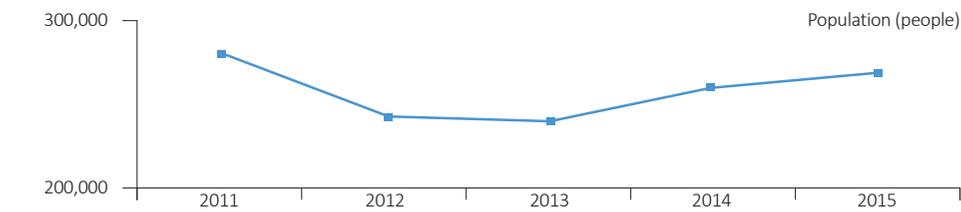
• Total Population



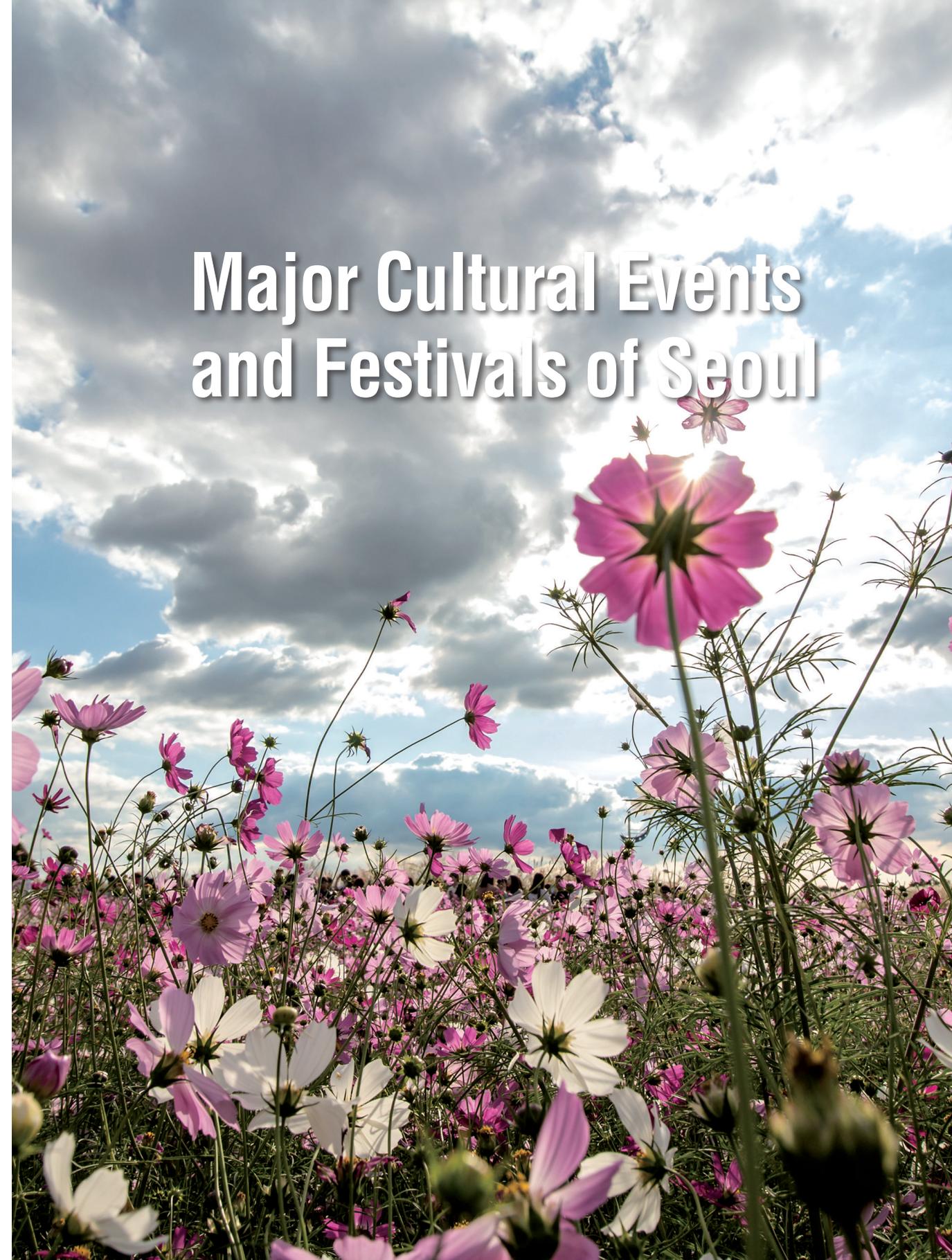
• Local Residents (Korea)



• Foreign Residents



Major Cultural Events and Festivals of Seoul



Cherry Blossom Festival



Cherry Blossom Festival Schedule:
Early April every year
Transportation:
Line 4, Seoul Grand Park Station Exit 2
Website:
<http://grandpark.seoul.go.kr/engMain.jsp>

Seoul Grand Park is surrounded by Gwanaksan and Cheonggyesan Mountains. Cherry blossoms at Seoul Grand Park bloom later than at Yeouido due to the lower amount of sunshine and temperature on average. The 4 km long cherry blossom walkway at Seoul Grand Park begins from the lake at Seoul Grand Park and continues to the entrance of Seoul Land. As the last tourist attraction where you can enjoy cherry blossoms in the city, the festival begins from mid-April. Seoul Land becomes more popular during the festival as it opens late at night for families to enjoy the amusement park and cherry blossoms at the same time.



Hangang Summer Festival



Schedule: Every July – August
(for about a month)
Location: Hangang River & major
Hangang Parks (Yeouido, Ttukseom,
Banpo Hangang Parks)
Website: <http://hangang.seoul.go.kr/project2017>

The Hangang Summer Festival that began in 2013 is one of the most popular festivals in Seoul visited by about 10 million people each year. The festival is held between July and August with various cultural experiences visitors can enjoy including camping, water sports, film festival, street performances, and night market. The '2017 Hangang Summer Festival' was held under the slogan, 'Find New Ways to Enjoy Hangang River,' and included over 80 programs under three themes including Cool Hangang (water sports & games), Inspiring Hangang (performances, watching, and passion), and Together Hangang (nature, ecosystem, and relaxation)



Seoul Lantern Festival



The Seoul Lantern Festival began in 2009 as the Seoul Light Festival and changed its name to the Seoul Lantern Festival in 2014. The Seoul Lantern Festival is held for 17 days from the first Friday to the third Sunday of November is a representative festival of Seoul. The Seoul Lantern Festival welcomes about 3 million visitors each year with various stories expressed with the beautiful and unique lights the lanterns create along a 1.2km walkway of Cheonggyecheon Stream.



Schedule: Every November from the first Friday to the third Sunday
Location: Cheonggyecheon Stream (from Cheonggye Plaza to Supyogyo Bridge)
Transportation: Line 5, Gwanghwamun Station, Exit 5
Website: <http://www.seoullantern.com/en/>



Seoul Kimchi Festival

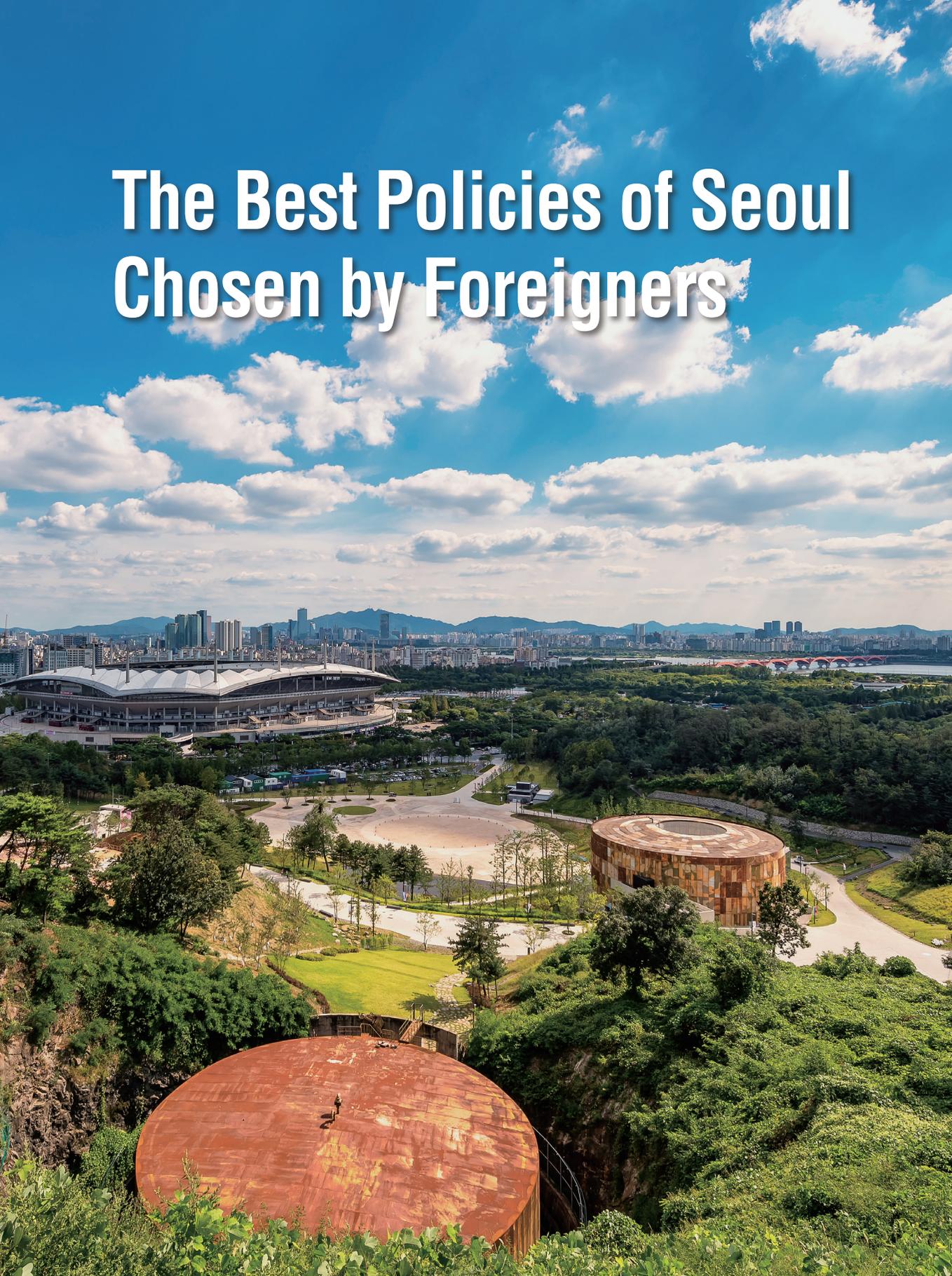


Schedule: Every early November
Location: Seoul Plaza, Mugyo-ro
Transportation: Line 1, City Hall Station, Exit 5
Website: <http://seoulkimchifestival.com/>

The Seoul Metropolitan Government holds the Seoul Kimchi Festival to provide an opportunity for visitors to experience, taste, and share the kimchi making culture of Korea that has been designated as a UNESCO Cultural Heritage. The festival takes place from the end of October to early November each year at Seoul Plaza, Sejong-daero, and Mugyo-ro areas. As a global festival for all to enjoy, the Seoul Kimchi Festival focuses on reviving the sharing tradition of Korea that is gradually being forgotten through kimchi making and various programs that foreigners can experience.



The Best Policies of Seoul Chosen by Foreigners



Seoul Bamdokkaebi Night Market



Schedule: Every March – October
Website:
<http://www.bamdokkaebi.org>

‘Seoul Bamdokkaebi Night Market’ opens at night and disappears in the morning just like a bamdokkaebi (night goblin), creating a new space and new venue at specific times. The Seoul Metropolitan Government increased the number of markets to five in 2017 that include ①Yeouido Hangang Park (Cascade Plaza), ②Dongdaemun Design Plaza (Palgeori Plaza), ③Banpo Hangang Park (Moonlight Square), ④Cheonggye Stream (Mojeongyo Bridge to Gwanggyo Bridge) and ⑤Cheonggye Plaza Season Market (opens in May). The concept of the most typical Korean night market that takes place along the Hangang River and Cheonggyecheon Stream under the romantic moonlight that blends in with the night view of the city, fountains, light, and music engages the ‘five cardinal colors and five senses.’ Each market will share its unique features through various cultural programs including magic shows and acoustic performances for visitors and tourists to enjoy.



Seoullo 7017



An overpass that was built in 1970 to connect the eastern and western parts of Seoul Station was transformed into a pedestrian zone, 'Seoullo' after the city promoted the 'Seoul Station 7017' project to reuse the old structure and revitalize the area of the city. The number 7017 refers to the rebirth of an overpass built in 1970 in 2017 into 17 different sections, 17 meters above the ground. The new network for walking tours, Seoullo that connects the history, culture, and shopping around Seoul Station was visited by about 3.8 million people in August 2017 celebrating the 100th day of its opening.



Transportation: Line 4, Hoehyeon Station, Exit 4 & 5
Website:
<http://seoullo7017.seoul.go.kr/SSF/GLO/ENG/M000.do>



Public Bicycle 'Ttareungyi' & Car Sharing Service 'Nanum Car'

Since the Seoul Metropolitan Government declared 'Sharing City, Seoul' in 2012, the city has been promoting various sharing projects for cars, parking lots, tools, and Ttareungyi (Seoul Public Bike). The satisfaction level of users of Ttareungyi, tool rental, car sharing, and article sharing was about 90%. The public bicycle of Seoul, 'Ttareungyi' was introduced in 2015 in earnest and rental stations were installed near major community spaces including subway stations, bus stations, schools, and public offices. Most of the users are in their 20s and 30s due to the reasonable rental fees. Foreigners can also easily use the service using a phone application or credit card. The Seoul Metropolitan Government is planning to increase the number of Ttareungyi and rental stations up to 20,000 and 1,500 respectively by November 2017.

The car sharing service of Seoul, 'Nanum Car' was awarded at the UITP (International Association of Public Transport) World Congress in recognition of being an innovative mobility project in the Asia-Pacific region. 1.55 million people used the service as of April 2017 and the city also inspects the cars twice a week. The major reasons for residents using the sharing service were affordable prices and economic use of resources in addition to the convenience of using the service for an unlimited period of time.



Website Ttareungyi :
<https://www.bikeseoul.com>
Nanum Car
<http://www.seoulnanumcar.com>



For inquiries:
Walk & Bicycle Division
Ttareungyi : +82-2-2133-2750
Transportation Policy Division
Nanum Car : +82-2-2133-2226

Reaching-out Welfare Services



For Inquiries:
General Affairs Division
+82-2-2133-5833
Website(Korean):
wis.seoul.go.kr/human

Reaching-out Welfare Services is a service provided by the Seoul Metropolitan Government for residents who need advice on the benefits and administration services they could receive or for those who want to share their own resources with the community. Since the establishment of the service, government employees, social planners, and visiting nurses have been reaching not only families at homes but every corner of the community including detention centers, funeral halls, and dementia caregiver centers. As a result, they made a tangible change in the community over the past year (from July 2016 to June 2017).



As they communicate with residents and get to know the community better, they found 64,942 households that were hidden in welfare blind spots and provided a total of KRW 22.9 billion in subsidies for their basic living costs. Furthermore, they helped the community to form groups to review current problems in the region and set up plans to address the problems themselves.

Major Policies of Seoul





Enhanced Women's Safety Service of Seoul

Women's Safety Metropolitan City

The Women's Safety Metropolitan City 2.0 is a policy established to create an urban environment where women can feel safe. The city first developed a 24-hour one-stop safety net for women, 'Ansimi' app for women who return home late at night and began testing the application since October 2016 in four districts. The city also created more safe places for women by seeking hidden cameras at 26,549 public spaces. Seoul Metropolitan Government will continue to promote tangible safety policies that can minimize the safety blind spots for women with smart technologies by protecting women from hidden cameras, dating violence, and providing support for the victims. Seoul will be the city with strong safety nets where women can feel secure and safe.

Ansimi :

Ansimi is a system that connects all CCTVs that are installed in the entire city and the city's integrated control center to a smart phone to detect women who are in danger and rescue them.



Safe Return Home Service :

Seoul is the first city to provide Safe Return Home Service in Korea to make sure women who return home alone late at night arrive home safely. It is a project promoted to build a stronger safety net by accompanying women who return home late and patrolling safety blind spots.



Owl Bus

Owl Bus is a resident-tailored policy that began from the idea of residents. The Seoul Metropolitan Government analyzed about 0.3 billion pieces of big data on residents' request for call taxis and decided on bus routes that focused on areas with a high floating population at dawn. The Owl Bus is mostly used by passengers who had experienced inconveniences due to the transportation system not being available late at night or early in the morning other than taxis including students, people who work at night or from early morning and those who run their own businesses.

The Owl Bus that began with six buses for two routes in 2013 expanded its routes to eight in November 2016 to reduce the interval by over 10 minutes. Ever since the number of Owl Buses increased, the number of passengers also rose by 2,000 on average per day and traffic congestion decreased by 22%. The Owl Bus also contributed to revitalizing the city as it revitalized late-night culture and economic activities including movies, tourism, and markets. Other cities are also benchmarking the system and it was also selected as one of the top ten policies that enhanced Seoul.



For Inquiries:
Bus Policy Division
+82-2-2133-2281

Route	Origin / Destination	Bus Arrival	First & Last Operation
N13	Sanggyedong to Jangjiddong	25 to 30 minutes	00:00 ~ 03:30
N15	Ui-dong to Sadang Station	25 to 30 minutes	00:00 ~ 03:20
N16	Dobongsan to Onsudong	25 to 30 minutes	00:20 ~ 03:45 (Onsudong) 00:10 ~ 03:35 (Dobongsan)
N26	Banghwadong to Sinnaedong	30 to 35 minutes	00:00 ~ 03:10
N30	Gangil-dong to Seoul Station	30 to 35 minutes	23:30 ~ 03:40
N37	Jingwandong to Jangjiddong	25 to 30 minutes	00:00 ~ 03:10
N61	Sinjeong-dong to Nowon Station	20 to 25 minutes	23:50 ~ 03:45
N62	Sinjeongdong to Myeonmokdong	30 minutes	23:40 ~ 03:00
N65	Gaehwadong to Siheungdong	25 to 30 minutes	00:00 ~ 03:10

Squirrel Bus

The Seoul Metropolitan Government will install and operate four Squirrel Bus routes, customized rush hour buses that go back and forth between sections with extreme congestion inside buses, during rush hour starting on June 26, 2017.

The Squirrel Bus, because it operates on short sections with few buses, is a bus service that effectively responds to the need of citizens by satisfying both the demand for less congestion and the efficiency of bus operation.

The four routes that will be on trial operation starting on June 26 include buses

8761(Gwangheungchang Station – National Assembly), 8771(Gusan Middle School – Nokbeon Station), 8551(Bongcheong Station – Noryangjin Station) and 8331(Macheon Intersection- Jamsil).

Once the Squirrel Buses begin their operation, bus intervals are expected to reduce by 3 to 4 minutes on average for congested sections by



operating buses between congested areas.

Congested route buses that are operating in the customized bus section include buses 153 (Gwangheungchang Station – National Assembly Station), 702A & 702B (Gusan Middle School – Nokbeon Station), 500, 5535 (Bongcheong Station – Noryangjin Station) and 3315 (Macheon

Intersection - Jamsil). They operate on intervals of 6 to 8 minutes. Once the Squirrel Buses are in operation, the waiting time for buses during rush hour is expected to reduce to 3 to 4 minutes.

Trial routes will be operated for two hours on weekdays. Congestion relief conditions and the citizen response to the Squirrel Bus implementation will be monitored to determine the feasibility of expanded operations of the buses including operations after office hours and operations in other areas.

For Inquiries: Bus Policy Division +82-2-2133-2282

Four Routes for Trial Operation

Origin and Destination	Car	Distance	Interval	No. of Operations	Hours
Gwangheungchang Station – National Assembly Station	4	8.5km	9 ~ 12 minutes	12	07:00 ~ 09:00
Gusan Middle School – Nokbeon Station	4	7.7km	10 ~ 11 minutes	12	07:00 ~ 09:00
Bongcheong Station – Noryangjin Station	4	12.3km	10 ~ 12 minutes	11	07:00 ~ 09:00
Macheon Intersection - Jamsil	4	12.1km	10 ~ 11 minutes	12	07:00 ~ 09:00

One Less Nuclear Power Plant

What is one less nuclear power plant initiative?

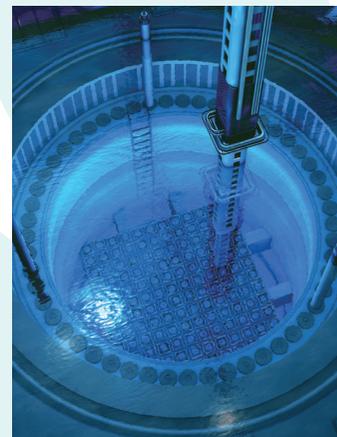
It reflects the strong will of Seoul Metropolitan Government to reduce the amount of energy produced by one nuclear power plant through citizens' energy saving efforts and production of green energy such as solar power.

Saved 3.6M TOE* equivalent to energy volume produced by 1.83 nuclear power plant

*TOE(Tonne of Oil Equivalent): a unit of energy representing the amount of energy released by burning one tonne of crude oil

SAVED 3.6M TOE (Apr 2012~Dec 2016)

Propose a vision for local energy policies and successful models
Promote citizen engagements and improve citizen's awareness on the energy policy Lay the foundation for the energy-related industries and jobs Elevate Seoul's image to the Global Environment City



Reduction in Energy Production : 3.66M TOE (energy equivalent of 1.83 nuclear power plants)

Category	Initiative Outcomes (TOE)		
	Total	Phase 1 (Jan 2012 ~ Jun 2014)	Phase 2 (Jul 2014 ~ Dec 2016)
	3,665,165	2,038,087	1,627,078
Energy Production	391,674	259,533	132,141
Efficiency Improvement	1,912,947	868,269	1,044,678
Energy Conservation	1,360,544	910,285	450,259

Very first underground terminal type transfer center of Korea,

Jamsil Metropolitan Transfer Center

The Jamsil Metropolitan Transfer Center is the very first underground terminal-type transfer center in Korea for both buses and subways. The area around Jamsil Station always suffered from serious traffic congestion. This led to the opening of the Jamsil Metropolitan Transfer Center by the Seoul Metropolitan Government which relocated 17 bus routes that used to be on Songpa-daero and Olympic Expressway to enhance the convenience of using public transportation and reduce traffic congestion.

The Jamsil Metropolitan Transfer Center relieved traffic congestion and reduced the risk of accidents that were caused by buses that idle too long at stops. It also reduced inconveniences passengers had to experience while waiting to take their bus and the amount of time it took to transfer between the subway and bus to 5 minutes since the distance between the Subway Line 2 to the bus station shortened to 120 meters. Meanwhile, the Seoul Metropolitan Government required all buses to install safety doors and air curtains between the bus stop and platform to block exhaust gas and dioxide from entering the platform for a pleasant public transportation environment.

The city plans to expand the function of the transfer center in addition to the 17 routes that were relocated to improve the operation method of the buses residents use to go to work and school in the surrounding areas.



For Inquiries:
Parking Planning Division
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WARM SEOUL

There is no need to worry about housing **60,000 public rental houses**



For Inquiries:
Rental Housing Management Division
+82-2-2133-7057

The Seoul Metropolitan Government established a plan to supply 60,000 public rental houses in November 2014 to reduce the burden of housing cost for residents. The city planned to supply 14,613 public rental houses in 2016 and designated old townhouses as public rental houses. As a result, the city succeeded in supplying more houses than it initially planned from 10,752 houses in 2011 to 20,554 in 2016. Furthermore, Seoul was the first city in Korea to push forward a maintenance project for public rental houses. The project was actively carried out by the city to provide a maintenance service for decrepit houses that urgently needed to be restored but were lacking in funds to do so. The city plans to consistently provide public rental houses each year along with cultural facilities, gyms, and community facilities to expand the provision of public rental houses to revitalize the region.



For trustworthy and safe daycare centers

Add 1,000 national and public daycare centers



For Inquiries:
Childcare Division
+82-2-2133-5093

Parents who send their children to a daycare center consider safety and the child care environment as a priority and prefer national or public daycare centers. However, there are not enough national or public daycare centers compared to demand. To meet the demand of the parents, the Seoul Metropolitan Government has been consistently increasing the number of daycare centers and opened an additional 302 centers in 2016 after opening an additional 163 centers in 2015. As a result, the city opened more daycare centers than they planned from 450 to 465. The number of communities with only one national or public daycare center also decreased from 93 to 65. Furthermore, the city developed new childcare programs for each age group and provided tailored consulting services to improve the satisfaction level of the users. The Seoul Metropolitan Government also developed and spread new operational guidelines to daycare centers to provide quality childcare service for residents.



Revitalize the arcade as the center of the community and the key innovation center of creative manufacturing industry

The Sewoon Shopping Center Restoration Project



The Sewoon Shopping Center, once called the Silicon Valley of Korea, faced a rapid demise as the Gangnam area developed in the 1970s and Yongsan Electronics Shopping Center was built in 1987. The Seoul Metropolitan Government decided to maintain the Sewoon Shopping Center rather than tearing it down for redevelopment in March 2014. The City formed an advisory group of urban design specialists to find ways to revitalize the arcade and held various forums to gather the opinions of the specialists. The city is also leading residents to actively participate in the project to create a three-dimensional walking network that connects Jongmyo Shrine to Namsan Mountain under the theme, 'restoration of pedestrian zones, industries, and communities,' while rebuilding the arcade as the innovative center of the creative manufacturing industry of the city at the same time. The project began in March 2016. The first phase was completed in August 2017 and the entire project will be completed at the end of 2019.



For Inquiries:
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Develop as a global Innovative center

Yangjae R&D Innovative District

The economic environment is rapidly changing due to continuing low growth and the introduction of the 4th industrial revolution and countermeasures that focus on revitalizing R&D and start-ups are on the rise in advanced countries. Yangjae is an appropriate area to be developed as the center of the 4th industrial revolution since it is where R&D centers of 21 large companies including Samsung Electronics, LG Electronics, Hyundai & Kia Motor Company, and KT as well as 280 SMEs are located.

Furthermore, Yangjae is the perfect location to connect Seoul with the metropolitan area and attract talented human resources while easily accessing the market. The Seoul Metropolitan Government established three plans including renovation of the urban environment, strategic support for innovation, and a sustainable policy system along with seven other strategies for the development of Yangjae R&D District under the vision, 'creating a global innovative R&D center, Yangjae Tech + City.'

The city plans to build parks that are tailored for residents and researchers who live and work in the area with various cultural programs and set up a traffic improvement plan to prepare for the future demand in the city at the same time.



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Seoul Biennale of Architecture and Urbanism



Employing architecture and urbanism as media, Seoul Biennale of Architecture and Urbanism(Seoul Biennale) encompasses a wide range of fields – from sociology, geography, and economics to literature, art, theater, and film – to engage in the present and future cities of the world. Seeking innovative design and policy alternatives, the Seoul Biennale actively collaborates with public, experts, artists, architects, and policy makers.

Seoul Biennale of Architecture and Urbanism 2017 focuses on issues and proposals not on authors and works. Centered on the themes of Ten Commons, the Seoul Biennale is organized along two major sections: exhibitions installed during the Biennale period and the public programs during the corresponding year. The exhibitions consist of Thematic Exhibition Cities Exhibition and Live Projects Seoul. Public Programs include International Studios, Film and Video Program, Workshops, Lectures and Tour Programs which offer a communicative platform for citizens.

Theme : Imminent Commons

Exhibition Period : 2017. 9. 1. ~ 11. 5.

Main Venue Donuimun Museum Village, Dongdaemun Design Plaza (DDP)

Sub Venue Historic and industrial sites in Seoul – Euljiro, Seun Sangga, Dongdaemun, etc.

Seoul Biennale of Architecture and Urbanism Division, Seoul Design Foundation

Email : info@seoulbiennale.org

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Instagram: [@seoulbiennale](https://www.instagram.com/seoulbiennale)

Tel : +82-2-2096-0108



Heaven for pedestrians, feel the joy of walking!

Pedestrian Zone



For Inquiries:
Walk & Bicycle Division
+82-2-2133-2426
Website: seoul.go.kr/story/walk

The Seoul Metropolitan Government is promoting a walking policy called, 'Seoul, a pedestrian-friendly city,' aiming to become a pedestrian-centered city with walking zones where people can freely enjoy walking. The city established four main agenda items including a city where you can walk, a city where it is easy to walk, a city where you want to walk, and a city where you can walk together in addition to eight key tasks and 35 action plans. The city also improved the satisfaction level of residents by providing safe pedestrian zones and various cultural events for residents to enjoy. The pedestrian zone of the center of hallyu, DDP, is a design, fashion, and hallyu-themed zone and Deoksugung Stone Wall Path is filled with special art events every Thursday, which makes it more fun to pass by and walk around the area.



Seoul's Urban Renewal Project Old Oil Reserve Reborn as Art Space

Oil Tank Culture Park



Oil Tank Culture Park, located in Seongsandong, Mapo-gu, is a cultural park for citizens that was built by regenerating Mapo Oil Depot, a discontinued industrial facility, to create a sustainable ecosystem while retaining historical meaning.

Ideas were collected through a citizen contest for oil tank utilization in 2013 and the selected work from the International design contest 'Time Written on Land' in 2014 became the basis for building an environment-friendly cultural space that utilizes the spatial characteristics of the petroleum oil tanks. The existing five tanks were regenerated into performance halls, exhibition halls, and multipurpose pavilions, while the newly built tank was designed to be an information exchange center and the outdoor space which used to be a temporary parking lot was remodeled into a cultural space for citizens to get some rest and conduct various community activities.

Address: 87, Jeungsan-ro, Mapo-gu, Seoul
Inquiries: culturetank@seoul.go.kr
Area: Approximately 140,022m²
Opened on: September 1, 2017
Major Facilities: Six tanks, Culture Plaza, and green belt
Access : 10 minute walk from Exit 2 of World Cup Stadium Station (Line 6)
Park is open year round and the exhibition hall is closed on Mondays.



Creating a city where tourists want to re-visit

Seoul Tourism Innovation Policy

Seoul achieved quantitative growth in tourism as the city is visited annually by 10 million foreign tourists and was selected as one of the top ten cities in the world for tourism for four consecutive years (by Mastercard). The Seoul Metropolitan Government designated 2016 as the first year of seeking innovation in Seoul tourism and announced measures to relieve inconveniences many tourists had to experience in Seoul and promoted qualitative growth in tourism. In July, the city launched 'Discover Seoul PASS' that connects 16 tourism facilities and installed additional lockers at subway stations that are frequently used by tourists.

The city also improved the legibility of signs provided for convenience facilities within subway stations and reorganized the signs in foreign languages while requiring restaurants that are popular for foreign tourists to provide menus in foreign languages. Warm welcome, consideration, and detail-oriented tourism information are policies for promoting a unique experience in Seoul that can satisfy the demand of tourists.

The Seoul Metropolitan Government set the time of the year when Chinese and Japanese tourists crowd into the country as the welcoming period and ran a smile campaign with the residents of Seoul and participants from the tourism industry at popular tourist attractions.



For Inquiries:
Tourism Policy Division
+82-2-2133-2805
Website: visitseoul.net

Wireless Internet service anyone can enjoy anywhere

Additional Infrastructure for Public Wi-Fi

The Seoul Metropolitan Government provides a public Wi-Fi service on main streets with a high floating population, tourist attractions, and traditional markets. The city has been providing the public Wi-Fi service by cooperating with three telecommunication companies since 2011. The city is expanding the use of the latest giga Wi-Fi that covers a broader area at a faster transmission speed than a general AP and plans to install 10,000 APs by the end of 2017. The number of Seoul Wi-Fi hotspots is consistently increasing and the city's plan of installing additional public Wi-Fi is receiving a positive response from residents.

To use public Wi-Fi in Seoul:

1. Go to wireless network setting and search for a Wi-Fi signal nearby
2. Select PublicWi-Fi@Seoul SSID and connect to the website
3. Click the connect button in the center of the PublicWi-Fi@Seoul page to use the internet.



For Inquiries:
Information Communication &
Security Division
+82-2-2133-2864

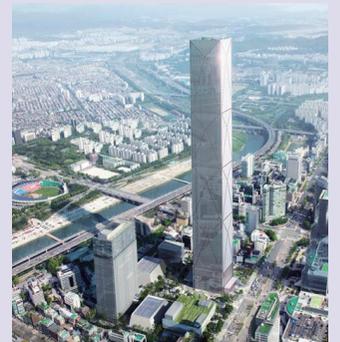
Perfect city for international conferences,

Development of MICE industry of Seoul

The Seoul Metropolitan Government has been establishing policies to develop the MICE industry including international conferences as the future growth engine since 2013. MICE is an abbreviation of meetings, incentives, conventions, and exhibitions & events meaning industry convergence of providing travel incentives and mega event opportunities for participants of international meetings. Thanks to the efforts of the city, Seoul was selected as one of the top ten convention cities for seven years in a row from 2010 to 2016 by UIA and was recognized as a MICE city. The city initially aimed to be selected as one of the three major MICE cities in the world by 2018 and successfully reached its goal early ranking 3rd among 1,459 cities according to the international meeting statistics report published in 2015.

Selected as one of the best MICE cities seven years in a row

- Business Traveller US(2012~2016): Selected as 'The best city for international business meetings'
- Global Traveler(2013, 2015, 2016): 'The Best MICE City'



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