



LAND TOUR

IMPRESSIONS OF SOUTH KOREA

2025

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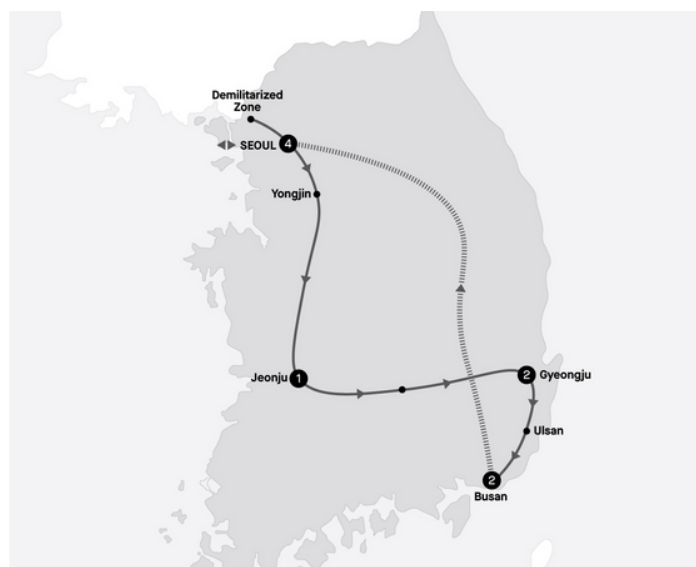
10 days / 9 nights Land Tour



Seoul to Seoul

ITINERARY

To view the itinerary in greater depth, simply click on your preferred day from the interactive list to unveil its details. Discover daily activities, immersive experiences and insider local tips that make your travel unforgettable.



SEOUL TO SEOUL

10 days / 10 nights Land Tour

DAY 1

Arrive Seoul

Welcome to South Korea. Be met on arrival and transferred to your luxurious hotel in Seoul. Following a welcome briefing, head out on a Signature Experience. Later, take a relaxing stroll along the Cheonggyecheon stream, a beautiful, redeveloped urban park and canal which flows through the heart of Seoul and is bursting with life throughout the year. Tonight, gather with your Tour Director and fellow travellers for another Signature Experience.



Signature Experience - Museum Kimchikan

Discover all things kimchi at the Museum Kimchikan and learn how to make the popular fermented dish with a hands-on class.

Signature Experience - Welcome Dinner

Savour a special welcome dinner where you'll experience Korean royal cuisine and try local drinks including soju and rice wine.

Signature Experience:

These all-inclusive, once-in-a-lifetime moments allow you to experience an unforgettable world of exclusive moments, incredible cultures and charming surprises.

Stay: Three Nights, Lotte Hotel Seoul

Daily: • Dinner

DAY 2

Seoul

Enjoy a full day to explore South Korea's vibrant capital today. Following breakfast, head to Gyeongbok Palace, the country's largest palace and a former royal palace for five centuries. Witness the lively changing of the guard ceremony before taking a tour of the beautiful palace. Following a Korean BBQ chicken lunch at a local restaurant, transfer to the lively Insadong Antique Street filled with galleries, teahouses and local restaurants, then tour Bukchon Hanok Village, a residential neighbourhood with restored traditional Korean houses. Later, head to Jijidaeak for a Signature Experience, then choose where to dine this evening.

Signature Experience - Korean Culture

Delve into Korean culture as you delight in a private performance of traditional music and try your hand at playing the unique instruments under the guidance of the expert musicians.

Freedom of Choice - Michael's by Haevichi

Treat yourself to a delectable meal of new American cuisine at Michael's by Haevichi. Enjoy scallop salad, spaghetti and John Dory among several delicious courses.

Freedom of Choice - Samwon Garden



Experience the iconic flavours of South Korea as you sit down for mouth-watering Korean BBQ at Samwon Garden.

Freedom of Choice - Balwoo Gongyang

Dine on a style of vegan cooking known as "Temple cuisine" at Balwoo Gongyang, a Michelin-starred restaurant opposite the iconic Jogyesa Temple.

Signature Experience:

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Freedom of Choice:

Give your holiday a personal touch with a choice of included sightseeing or dining options to suit your interests.

Daily: • Breakfast • Lunch • Dinner

DAY 3

Seoul, Demilitarised Zone

Embark on a morning tour of the fascinating Korean Demilitarised Zone (DMZ) on the border with North Korea. Following a drive to Paju, see Imjingak Park, then visit the DMZ Theatre and Exhibition Hall and walk along the Third Infiltration Tunnel. Transfer to a local restaurant for a hot pot lunch before returning to Seoul to visit the War Memorial of Korea and its extensive museum. Enjoy the late afternoon and evening at your leisure.

Daily: • Breakfast • Lunch

DAY 4

Seoul, Yongin, Jeonju

Following a breakfast at your hotel, be driven to the city of Yongin for a Signature Experience. Continue to Jeonju, a city famous for its food scene, where you'll take part in a delicious Signature Experience.

Signature Experience - Korean Folk Village

Spend time at Yongin's Korean Folk Village, the largest of its kind in Korea, and take part in a hands-on workshop. Perhaps you'll learn about traditional dyeing and dye your own handkerchief, or learn how to create traditional straw shoes.

Signature Experience - Learn how to make Bibimbap

Learn how to make bibimbap, South Korea's most popular dish, and enjoy your creation for dinner.



Signature Experience:

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Stay: Lahan Hotel Jeonju

Daily: • Breakfast • Dinner

DAY 5

Jeonju, Gayasan National Park, Gyeongju

In Jeonju this morning you'll enjoy a Signature Experience before visiting Gyeonggijeon Shrine and Jeongdong Cathedral. Journey to Gayasan National Park to visit Haeinsa Temple, which is home to the Tripitaka Koreana, a remarkable collection of Buddhist scriptures carved onto more than 80,000 wooden printing blocks. Next you'll move on to the historic city of Gyeongju. Check in to your new accommodation with views of the lake and indulge in dinner featuring a selection of Western and Korean dishes at the hotel.

Signature Experience - Hanji Culture and Industry Center

Enjoy a visit to the Hanji Culture and Industry Center, dedicated to the hanji paper which has been produced in Jeonju for more than 1000 years. Delight in a crafting class, learning how to create the traditional, multi-purpose paper including imprinting patterns and the drying process.

Signature Experience:

These all-inclusive, once-in-a-lifetime moments allow you to experience an unforgettable world of exclusive moments, incredible cultures and charming surprises.

Stay: Two Nights, Lahan Select Gyeongju

Daily: • Breakfast • Dinner

DAY 6

Gyeongju

Discover two of South Korea's most valued World Heritage sites this morning. Start with a visit to Seokguram Grotto, a government-classified National Treasure of South Korea which overlooks the East Sea and contains some of the most important Buddhist sculptures in the world. Next you'll explore Bulguksa Temple, a Buddhist temple completed in AD774 by the Silla royal court. Following the morning's sightseeing, sit down for a Korean bulgogi lunch at a local restaurant. Later, traverse more of Gyeongju's highlights including visits to the Gyeongju National Museum, the Cheomseongdae Observatory and Tumuli Park, a fascinating area featuring a variety of burial mounds containing tombs of kings and officials of the Silla dynasty. You'll also enjoy a moonlight walking tour of Donggung Palace – once a secondary palace of the crown prince of the Silla kingdom – and the beautiful Wolji Pond, which was built in AD674.



Daily: • Breakfast • Lunch

DAY 7

Gyeongju, Ulsan, Busan

Head to Ulsan after breakfast and discover Daewangam Park and Ulsandaegyo Bridge Observatory, the latter of which offers panoramic views of the Hyundai Shipyard. Following lunch at a local restaurant, be transferred to your stylish hotel in Busan then visit Haedong Yonggung Temple, an impressive Buddhist temple built in 1376. Later, set off on a Signature Experience before sitting down to dinner.

Signature Experience - Scenic Cruise

Embark on a private, scenic cruise from Haeundae Beach, soaking in the sights at sunset including the Nurimaru APEC House, Busan Cinema Center, Marine City and Gwangan Bridge.

Signature Experience:

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Stay: Two Nights, Grand Josun Busan

Daily: • Breakfast • Lunch • Dinner

DAY 8

Busan

Embark on an in-depth discovery of Busan today. Head downtown for a walking tour of Gamcheon Culture Village. Marvel at the village's street art and pastel-coloured houses before taking a cable car to Songdo Island. Visit BIFF Square, a bustling movie district, and Jagalchi Fish Market, the largest of its kind in South Korea. Enjoy panoramic views from Busan Tower before stopping at the United Nations Memorial Cemetery, which is the only one of its kind and features 22 unique burial sites designated to each nationality of the buried service members.

Daily: • Breakfast

DAY 9

Busan, Seoul

Transfer to the station this morning and take a KTX express train back to Seoul in the luxury of a deluxe seat. Upon arrival, transfer to your hotel and check in before setting off on the activity of your choice. Tonight, toast your trip



with an unforgettable Signature Experience.

Signature Experience - Walking on the Cloud

Savour delectable European fine dining with a magnificent farewell dinner at Walking on the Cloud, which boasts sensational views of the city from its vantage point atop a skyscraper.

Freedom of Choice - Seoul Fortress Wall & Dongdaemun Fashion Market Tour

Transfer to Dongdaemun market area and walking tour of Seoul Fortress wall for about (approximately 1hr). Seoul City wall (Seoul Fortress wall) built in 1396, was the city fortress wall that protected the capital city Seoul for over 600 years. The fortress wall was built along the terrains and although it became partially damaged during the modernization process, its original form remains well to this day, making it a cultural heritage that coexists with the modern city. Afterwards, visit Dongdaemun Design Plaza. This location holds various exhibitions, fashion shows, forums and conferences. Designed by world-renowned architect Zaha Hadid, the building's exterior attracts the attention of many photographers with its delicate curves and bold shapes.

Dongdaemun fashion market (Dongdaemun shopping complex) is one of Korea's most well-known markets. It was founded in Dec. 1970 as the largest of its kind in Asia and has maintained that status for the last 40 years. Browsing the plethora of shops, you can find fabric and clothing following all the latest global fashion trends.

Freedom of Choice - Gwangjang Market & Nanta Performance

Experience street food tour in Gwangjang market where Mungbean pancakes and Gimbap reign supreme. After a feed, be dropped off at Nanta Theatre in Myeongdong street to see a traditional Nanta performance.

Freedom of Choice:

Give your holiday a personal touch with a choice of included sightseeing or dining options to suit your interests.

Signature Experience:

These all-inclusive, once-in-a-lifetime moments allow you to experience an unforgettable world of exclusive moments, incredible cultures and charming surprises.

Stay: Lotte Hotel Seoul

Daily: • Breakfast • Dinner

DAY 10

Depart Seoul

Your luxury holiday comes to an end after breakfast this morning with a transfer to Incheon International Airport.



Daily: • Breakfast
