

아파트 매매 데이터로 알아보는 랜드마크 프리미엄

2조 홍지영 정미조 고재성 신윤우



경복궁
종로구



남산타워
용산구



서울숲
성동구



여의도공원
영등포구



롯데월드타워
송파구

서울의 랜드마크는?

서울시민 총 2만 가구(15세 이상 가구원 35,881명) 대상
2023년 서울서베이 조사 결과, 복수 응답

서울시민 응답

2010년	2023년
고궁 37.5%	한강 48.3%
N서울타워 33.3	광화문광장 36.1
광화문광장 29.9	고궁 32.3
한강 25.8	N서울타워 17.2
청계천 24.3	롯데월드타워 15.6

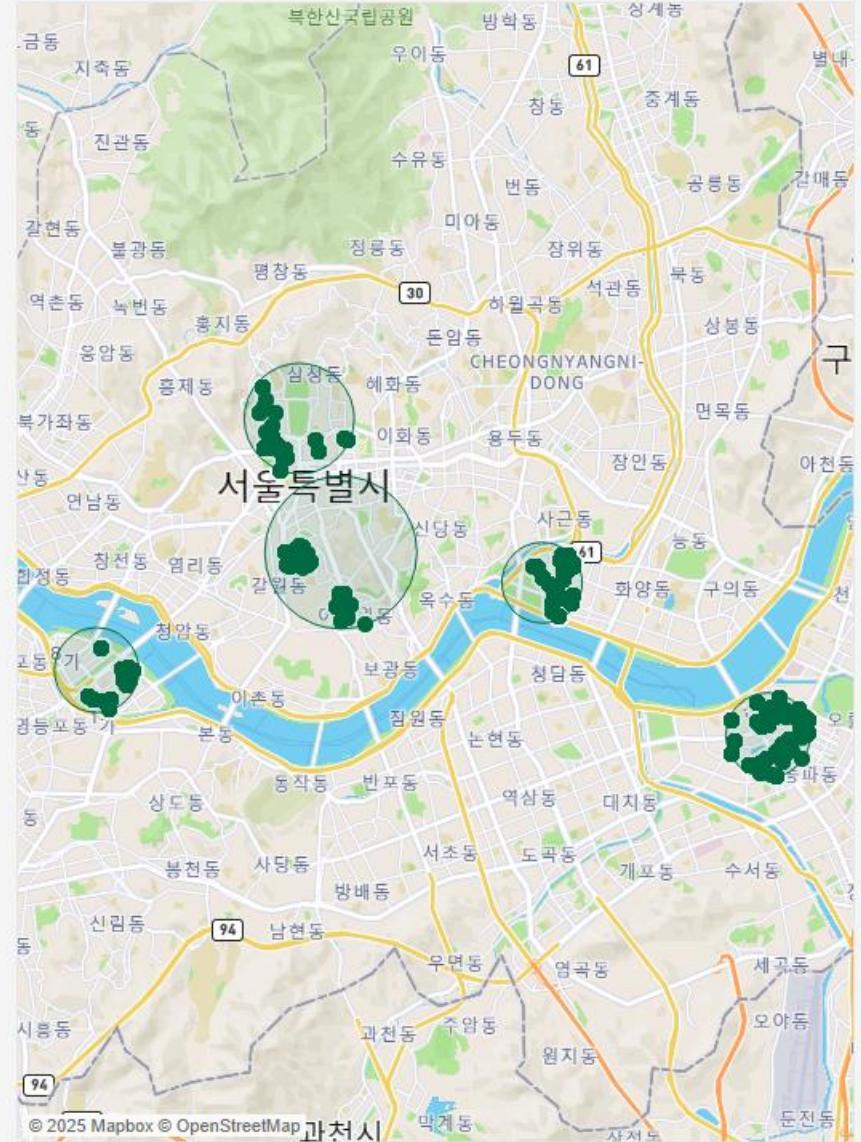
서울거주외국인 응답

2023년
광화문광장 45.9%
고궁 41.4
동대문(DDP) 25.6
한강 23.1
N서울타워 19.5

연일뉴스

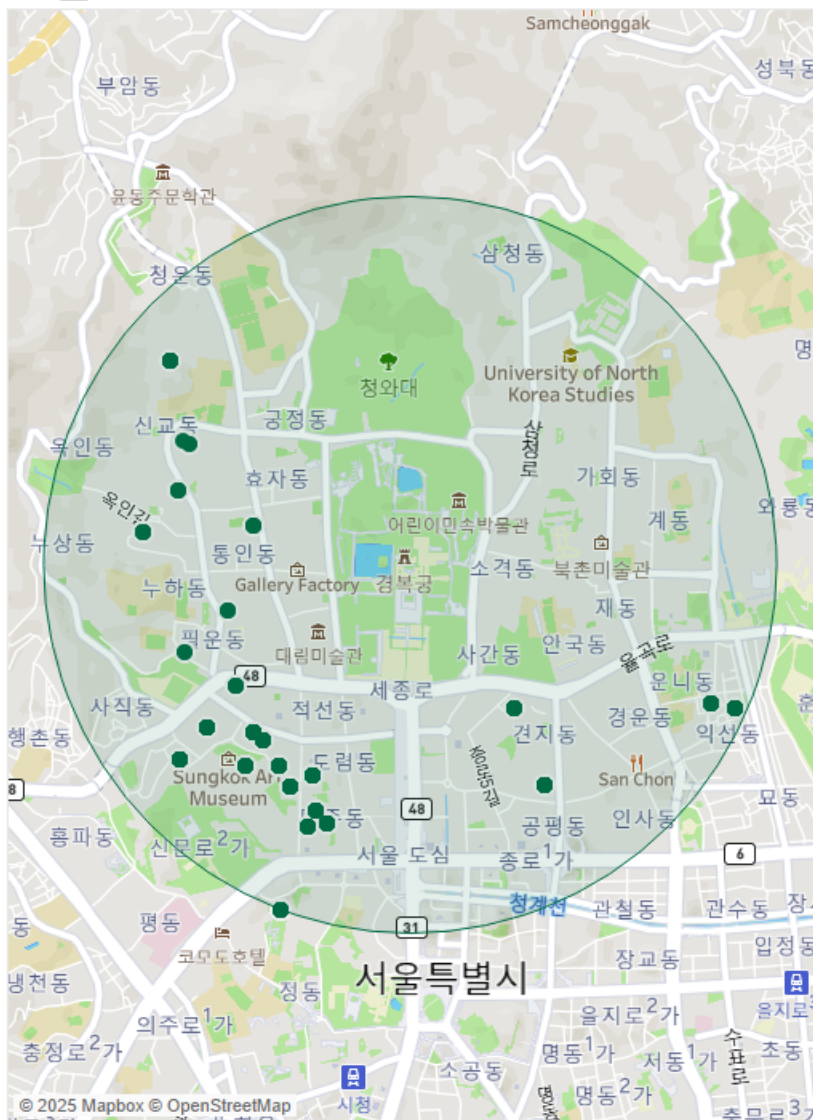
이재윤 기자 20240509

자료: 서울시

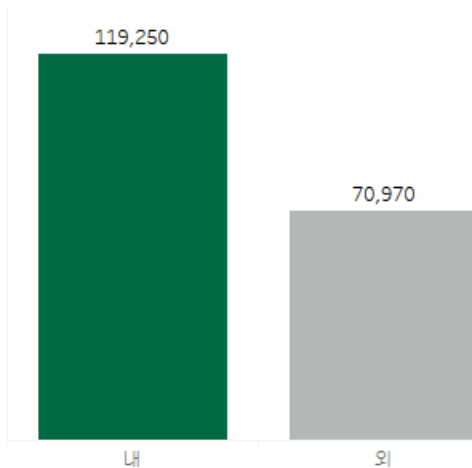


중앙값을 사용하여

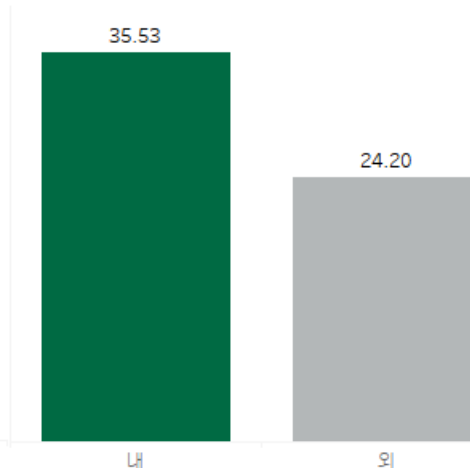
거래금액, 평단가, 평수 확인 !



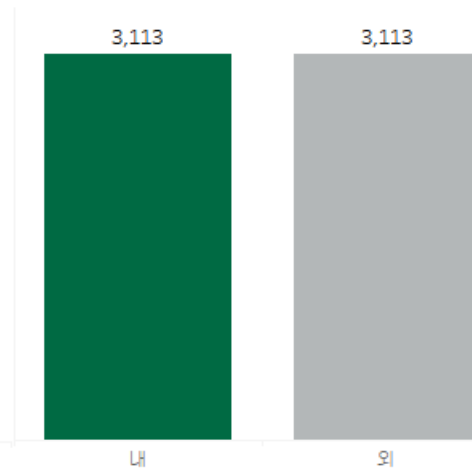
거래금액 (만원)



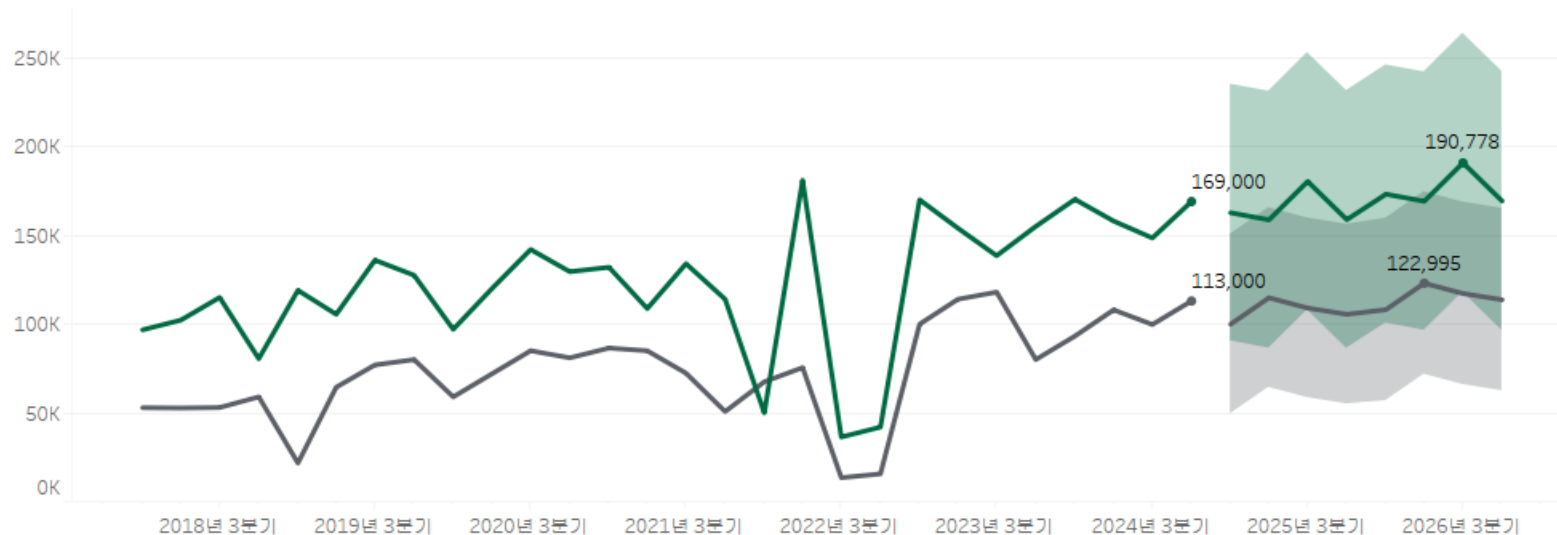
전용면적 (평수)

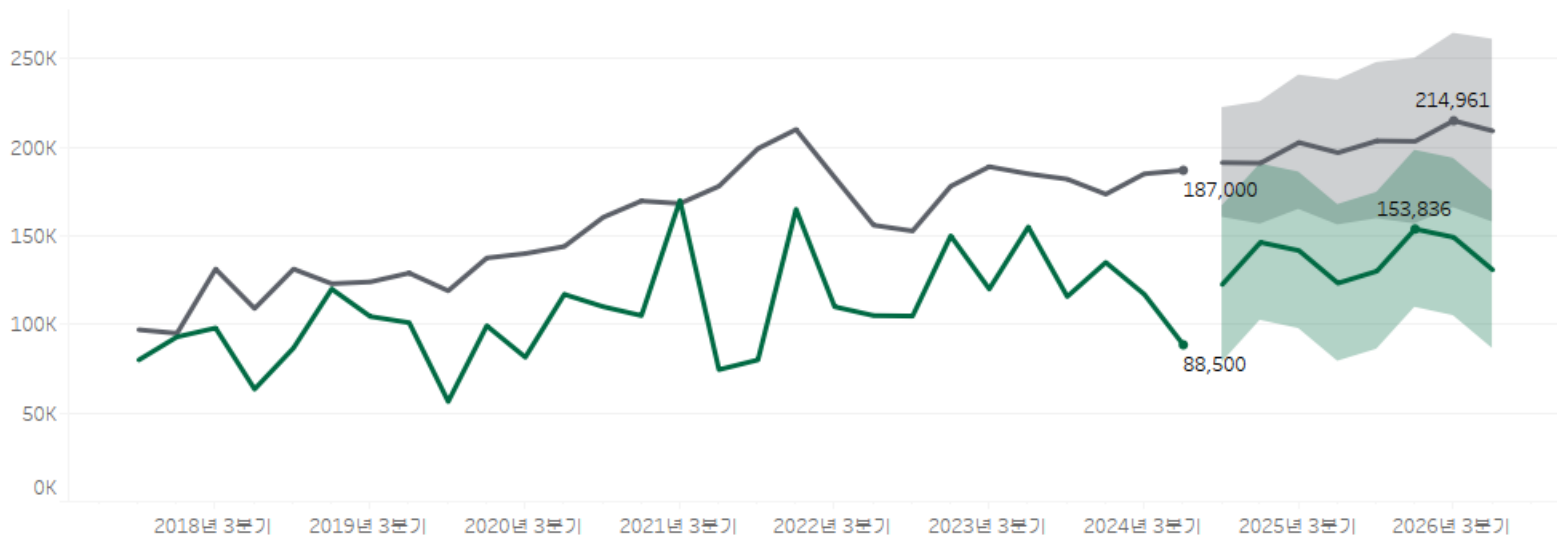
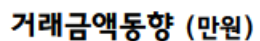
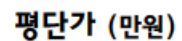
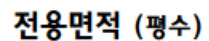
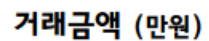
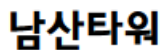


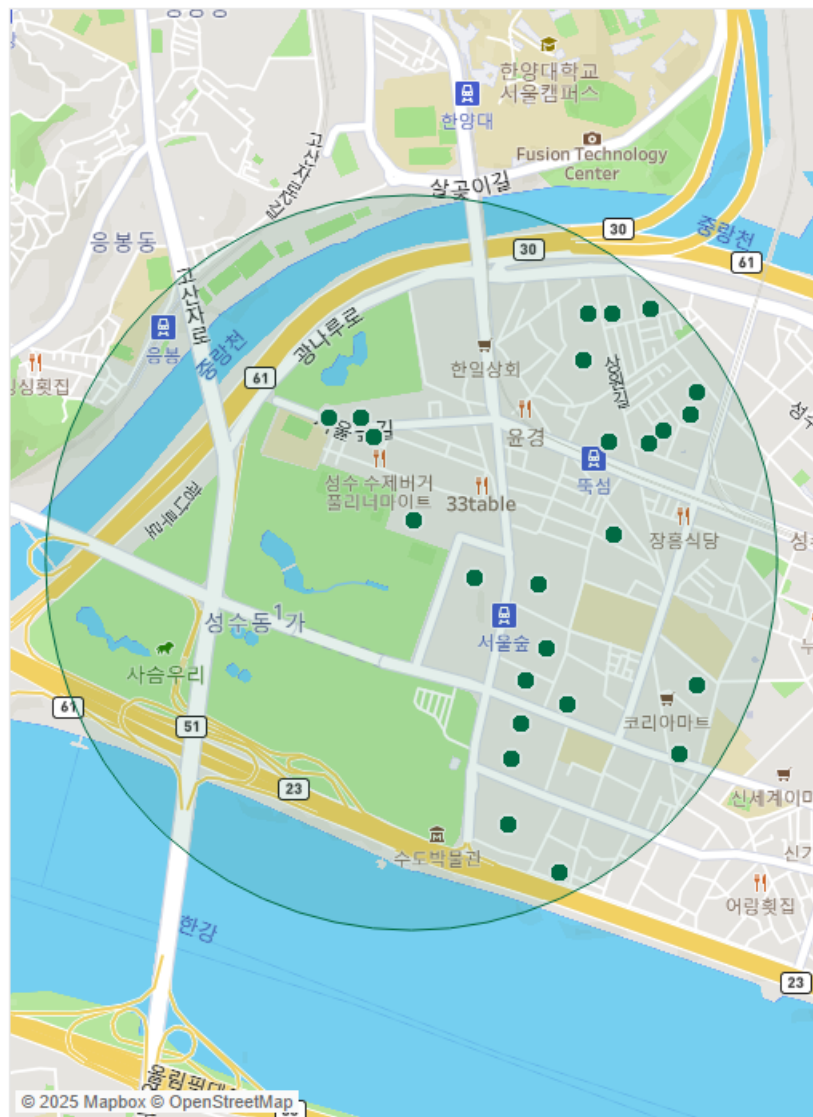
평단가 (만원)



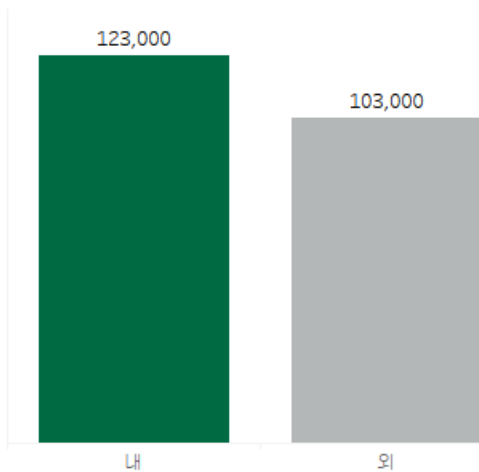
거래금액동향 (만원)



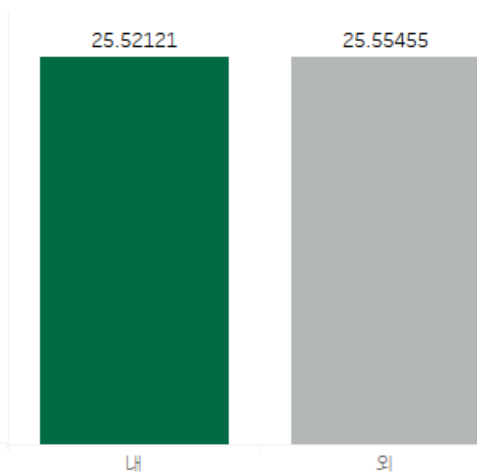




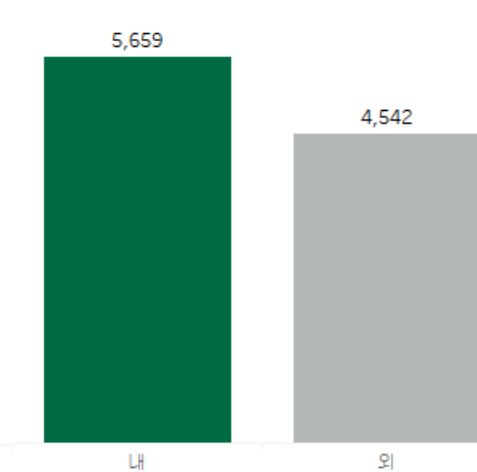
거래금액 (만원)



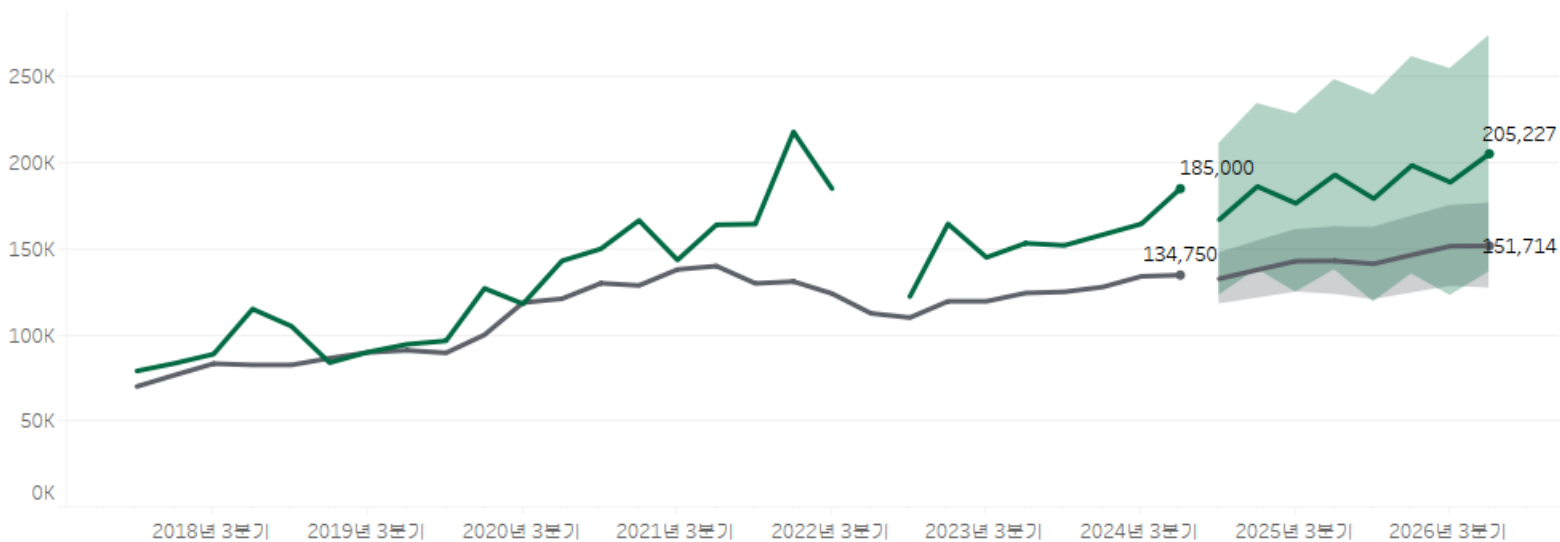
전용면적 (평수)



평단가 (만원)



거래금액동향 (만원)

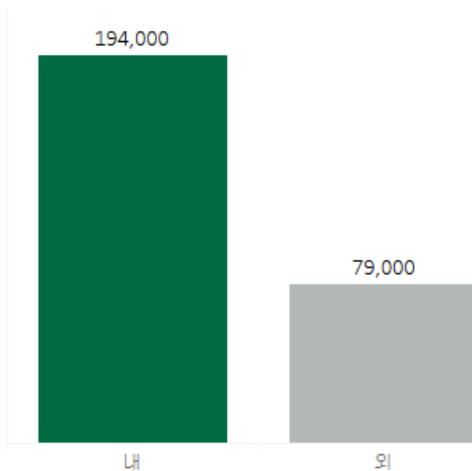




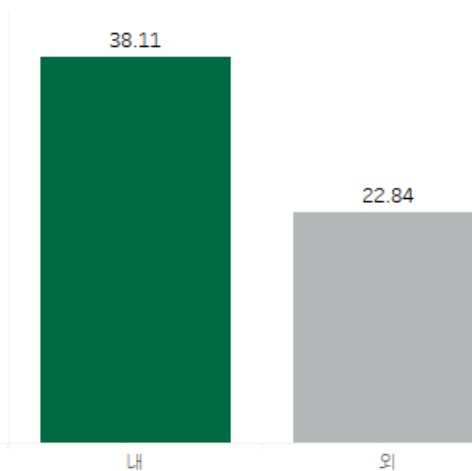
여의도공원



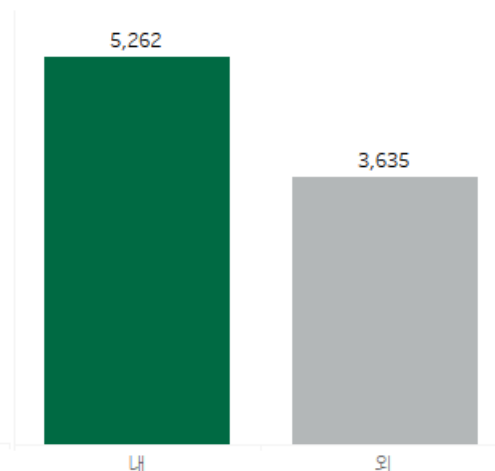
거래금액 (만원)



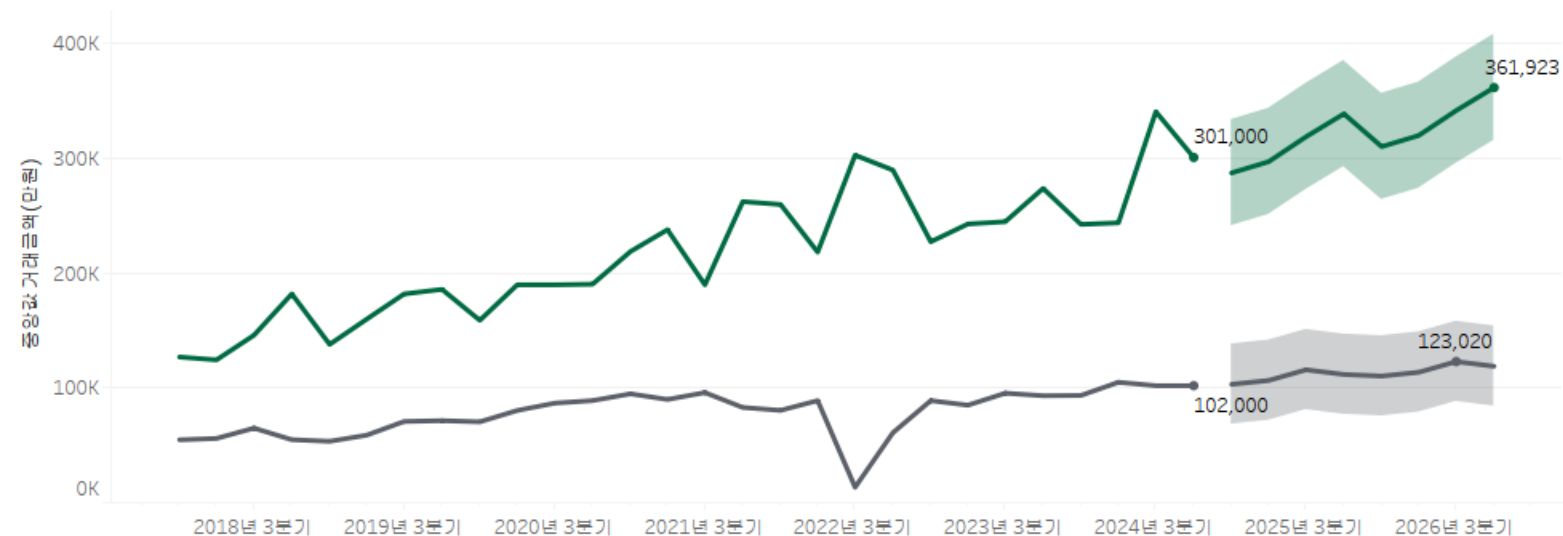
전용면적 (평수)



평단가 (만원)

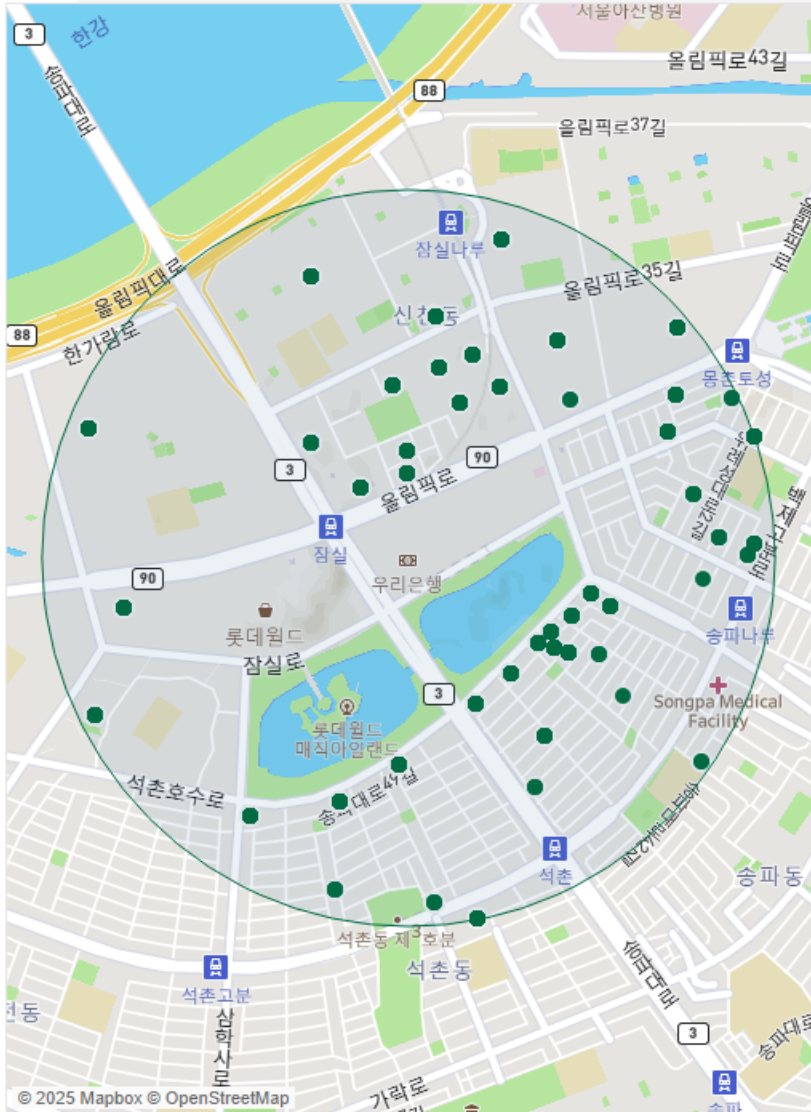


거래금액동향 (만원)

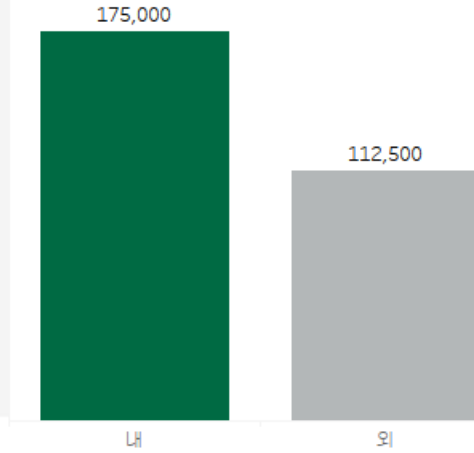




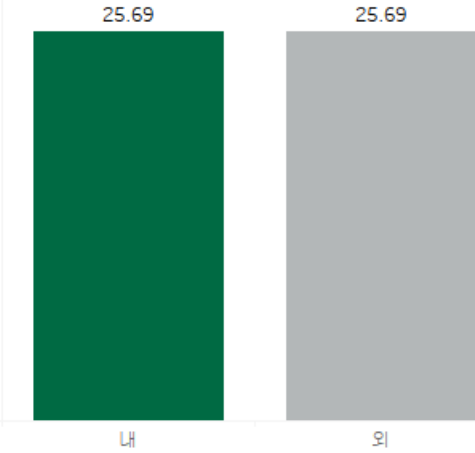
롯데월드타워



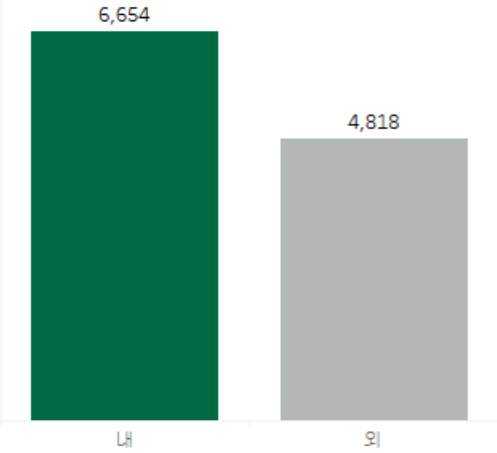
거래금액 (만원)



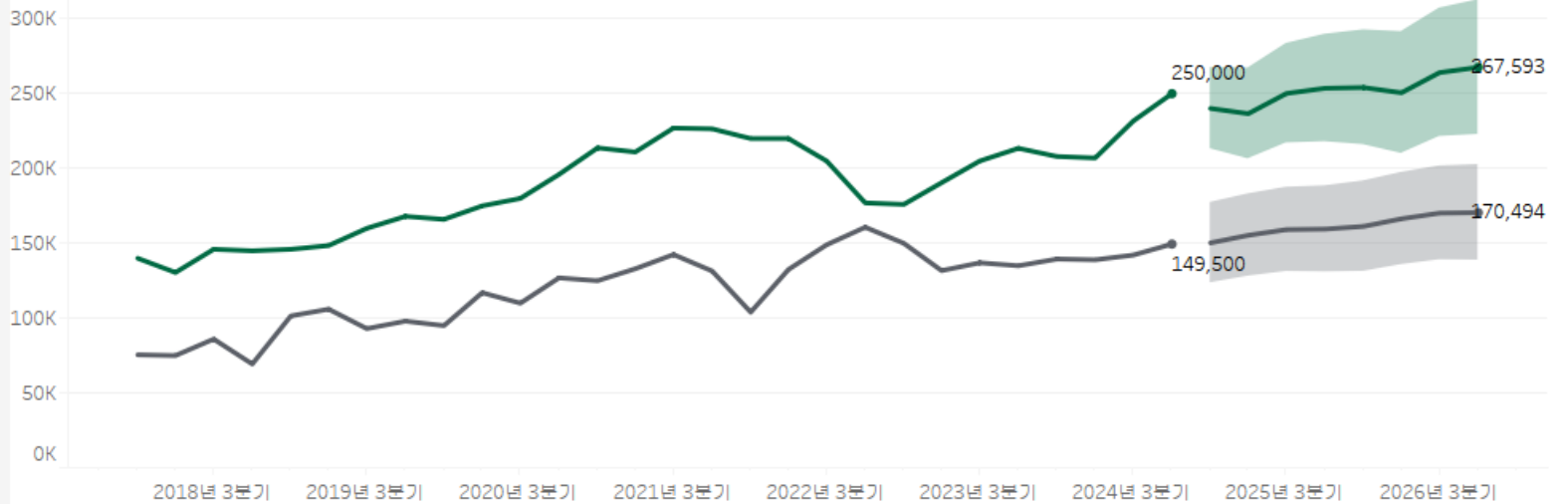
전용면적 (평수)



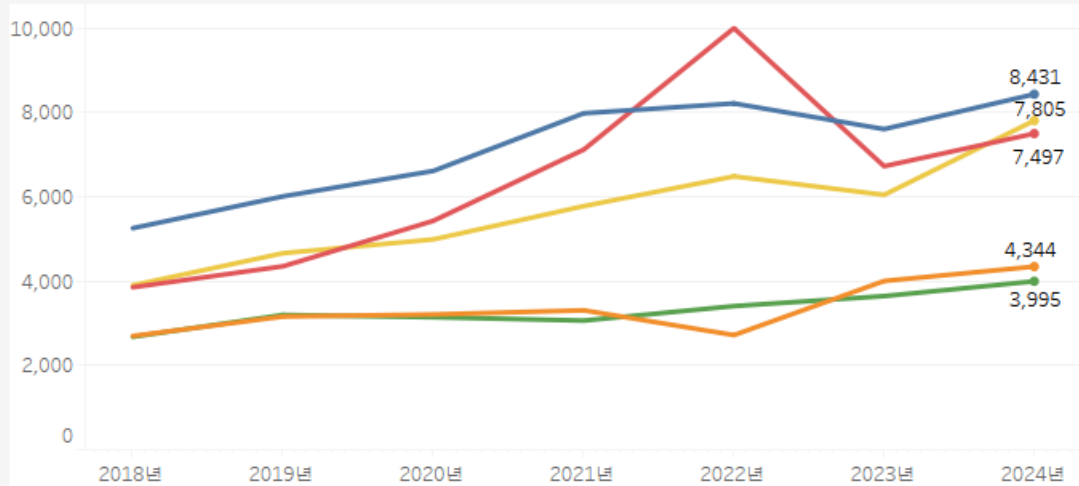
평단가 (만원)



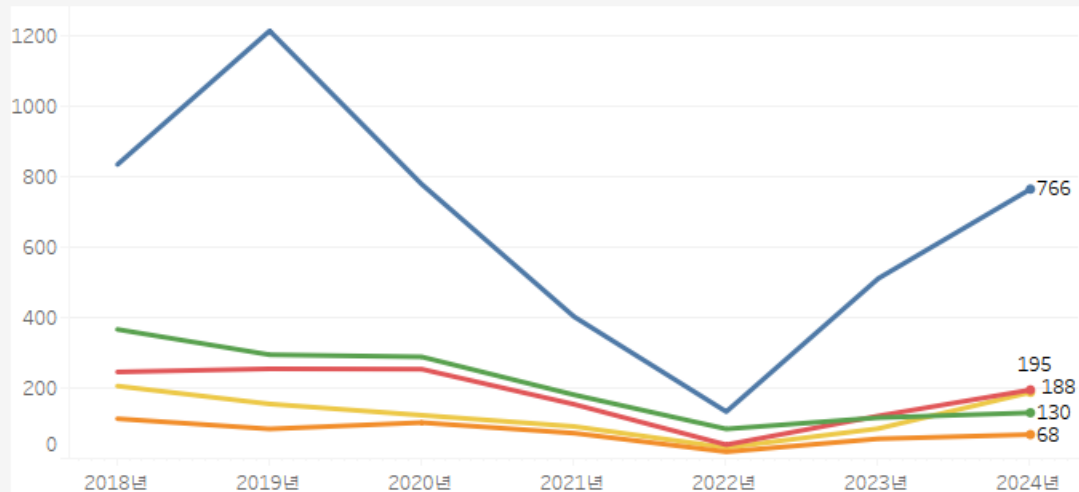
거래금액동향 (만원)



버퍼 내 평단가 비교 (만원)



버퍼 내 거래량 비교



- 여의도공원
- 서울숲
- 롯데월드타워
- 남산타워
- 경복궁

2024년 기준 대장아파트 평단가 비교 (만원)

