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| 1 | **Content name** | **Localise** | Where to stay in Seoul - a neighborhood guide | 首爾住宿：分區指南 |
| 2 | **POS** | **Don't change** | HCOM\_HK | HCOM\_HK |
| 3 | **Locale** | **Don't change** | zh\_HK | zh\_HK |
| 4 | **URL friendly part** | **Don't change** | Where-to-stay-in-Seoul-a-neighborhood-guide | Where-to-stay-in-Seoul-a-neighborhood-guide |
| 5 | **Channels** | **Don't change** | ANDROID, IPHONE, WEB\_PHONE, APP\_PHONE\_WIN8, IPAD, WEB\_FEATURE\_PHONE, WEB\_TABLET, WEB\_DESKTOP\_ON\_PHONE, WEB\_DESKTOP, WEB\_TABLET\_IPAD, APP\_TABLET, WEB\_DESKTOP\_ON\_TABLET, APP\_PHONE\_BLACKBERRY, APP\_TABLET\_IPAD, APP\_OTHER, WEB\_PHONE\_IPHONE, APP\_TABLET\_ANDROID, ANDROID\_TABLET, APP\_PHONE\_IPHONE, BLACKBERRY, WEB\_PHONE\_ANDROID, APP\_OTHER\_FACEBOOK, APP\_TABLET\_WIN, APP\_PHONE\_NOKIA, WEB\_TABLET\_ANDROID, APP\_PHONE\_ANDROID, APP\_PHONE\_WIN, APP\_PHONE, NOKIA | ANDROID, IPHONE, WEB\_PHONE, APP\_PHONE\_WIN8, IPAD, WEB\_FEATURE\_PHONE, WEB\_TABLET, WEB\_DESKTOP\_ON\_PHONE, WEB\_DESKTOP, WEB\_TABLET\_IPAD, APP\_TABLET, WEB\_DESKTOP\_ON\_TABLET, APP\_PHONE\_BLACKBERRY, APP\_TABLET\_IPAD, APP\_OTHER, WEB\_PHONE\_IPHONE, APP\_TABLET\_ANDROID, ANDROID\_TABLET, APP\_PHONE\_IPHONE, BLACKBERRY, WEB\_PHONE\_ANDROID, APP\_OTHER\_FACEBOOK, APP\_TABLET\_WIN, APP\_PHONE\_NOKIA, WEB\_TABLET\_ANDROID, APP\_PHONE\_ANDROID, APP\_PHONE\_WIN, APP\_PHONE, NOKIA |
| 6 | **Go live date** | **Don't change** | 41673 | 41673 |
| 7 | **Tags** | **Don't change** | Where to Stay, mydestinations | Where to Stay, mydestinations |
| 8 | **Destination** | **Don't change** | Seoul South Korea (759818) | Seoul South Korea (759818) |
| 9 | **Article title** | **Don't change** | Where to stay in Seoul - a neighborhood guide | Where to stay in Seoul - a neighborhood guide |
| 10 | **Main image** | **Don't change** | default/seoul\_1\_130052870.jpg | default/seoul\_1\_130052870.jpg |
| 11 | **Introduction** | **Localise** | <p>  As the capital and the largest city in South Korea, it's no surprise that there are over 20 districts (gu) in Seoul, and each further separated into smaller neighborhoods (dong), all with a distinct feeling and characteristics. Neighborhoods and districts occasionally overlap and can be difficult to gain a clear sense of where things are, but after a short trip around and a little help, everything eventually falls into place.  </p> | <p>  首爾是南韓首都，亦是最大城市，有超過20個「區」，每個區劃分為不同的「洞」，各自有獨當一面的氣氛和特色。有些洞和區會重疊，有時難以弄清楚個別地點所在；不過只要到處走走，沿途問路，自然會順利找到想去的地方。  </p> |
| 12 | **Body** | **Localise** | <p>    </p>  <strong>  Gangnam  </strong>  <p>    </p>  Perhaps the most instantly recognisable neighborhood, thanks to the YouTube sensation 'Gangnam Style', is Gangnam, which literally translates as 'south of the river'. The streets are wider here and the restaurants are extravagant. It's home to affluent residents and the younger crowds who shop around in the largest underground shopping center in Asia, the COEX Mall (which can actually be spotted in the 'Gangnam Style' video). It's also home to Apgujeoung, known as the 'Beverly Hills of Seoul' which attracts the rich and the famous.  <p>    </p>  <strong>  Hotels in Gangam  </strong>  <p>    </p>  Not surprisingly then, hotels and hostels in the Gangnam region are known for being more luxurious and high end than some of the neighboring areas. If you're looking for a bit of the high life, you'll be spoiled for choice among some of the most luxurious hotels in the city.  <p>    </p> | <p>    </p>  <strong>  江南  </strong>  <p>    </p>  多得《Gangnam Style》在YouTube大熱，江南可能是一見就認得出的地區。江南就是漢江以南。這一帶是富有人家的住宅區，街道較寬闊，餐廳極盡奢華；在《Gangnam Style》音樂錄影帶中可見的COEX Mall，是亞洲最大的地下購物中心，吸引一眾年輕人購物。狎鷗亭洞有「首爾比華利山」之稱，吸引各地富豪名流。  <p>    </p>  <strong>  江南的酒店  </strong>  <p>    </p>  江南的酒店和旅舍，比附近地區的更奢華高檔，想體驗優越住宿的話，這兒有首爾最高級的酒店，可供選擇。  <p>    </p> |
| 13 | **Body 2** | **Localise** | <strong>  Insadong  </strong>  <p>    </p>  During the Joseon Dynasty, Insadong was home to the aristocratic and royal families. Centuries on it still holds great cultural significance and is well known as a traditional street to locals and foreigners alike. Among the historical buildings is one of the most significant Buddhist temples in Korea known as Jogyesa. The temple was first erected at the end of the 14th century and still plays a leading role in the state of Buddhism in South Korea. The neighborhood is also full of antique shops, art galleries and holds a record number of traditional stationary shops. Not only is this cultural hub perfect for those perusing the sites Seoul has to offer but it is also on the map for being the neighborhood that serves the best gibao (similar to sushi) and Bungeoppang (a fish shaped pastry). Both famous Korean dishes.  <p>    </p>  <strong>  Staying in Insadong  </strong>  <p>    </p>  Insadong is the perfect neighborhood for those looking for a slice of culture. It is a popular tourist destination so be sure not to settle for the first place you come across. Shop around a bit to get the best price.  <p>    </p>  <strong>  Itaewon  </strong>  <p>    </p>  This district sprung up around the American Military base in the city, and is therefore a hub of international food, persons and activities. It is known as "western town" and caters to many tourists and those that are searching for a 'home from home'. You can find dishes and restaurants here from all over the world, cuisine that is not readily available in other parts of the city. A small section of the neighborhood is a well-known red light district so be aware. However, once the night has passed and the sun has risen, you'll find it's a great shopping destination. Full of a rich selection of shoes, clothing and leather goods - the majority of which have been made in South Korea.  <p>    </p>  <strong>  Staying in Itaewon  </strong>  <p>    </p>  This multicultural neighborhood caters to those who dream of home comforts. Due to the large number of tourists, it can be pricier than other areas, though this is not the case for all and you can find some bargains amongst the big names.  <p>    </p>  <strong>  Sinchon  </strong>  <p>    </p>  Sinchon is the place to be for the hard-core nightlife lovers. It is close to two main universities and is thus bustling 24 hours of the day. It's packed full of trusty cafes and popular bars for the casual drinkers and neon streaked nightclubs for the more hard-core out there. Due to its situation near the universities it is home to a students and a generally younger crowd. It's similarly known as one of the major neighborhoods for entertainment thanks to its karaoke rooms, restaurants and billiard rooms.  <p>    </p>  <strong>  Staying in Sinchon  </strong>  <p>    </p>  This is the hip place to live and is always alive with a vibrancy fit for the very best of cities. Definitely not to be missed if your looking for a dance or sing along!  <p>    </p> | <strong>  仁寺洞  </strong>  <p>    </p>  在李氏朝鮮時代，仁寺洞是王室貴胄的住處，數百年來具有巨大文化意義，在當地人和外國遊客中，是充滿傳統氣息的街道。歷史建築當中最突出的，是初建於14世紀末的曹溪寺，這座佛寺至今在南韓仍是舉足輕重。區內還開設各家古董店、藝廊，傳統文具店數目更是破記錄。這兒不單是認識首爾的理想文化集中地，更是細味紫菜包飯和鯛魚燒等美食的好去處。  <p>    </p>  <strong>  仁寺洞的住宿選擇  </strong>  <p>    </p>  仁寺洞是南韓文化愛好者不二之選。這兒深受遊客歡迎，不妨多看幾間，找到價錢合意的再決定。  <p>    </p>  <strong>  梨泰院  </strong>  <p>    </p>  梨泰院因為美國駐軍基地而繁榮起來，這兒的人、美食和活動都充滿國際特色，有西方城之名，吸引許多遊客，還有想在這兒找到家的親切感的外國人。這兒有各國餐廳和菜式，在市內其他地區比較罕見。留意區內有一處是知名的紅燈區，不過到白天就搖身一變成為購物熱點，鞋履、時裝、皮具等琳琅滿目，大部份都是南韓本土製造。  <p>    </p>  <strong>  梨泰院的住宿選擇  </strong>  <p>    </p>  這個文化集中地，最適合追求住家舒適感的人士。這兒遊客較多，故此住宿收費較其他地區貴，然而並非所有設施都是如此，在比較出名的住宿當中，可找到便宜的選擇。  <p>    </p>  <strong>  新村  </strong>  <p>    </p>  新村是熱愛夜生活人士必到之地，鄰近有兩間大學，有很多學生居住，區內多為年輕一族。這兒全日廿四小時都熱鬧繁忙，處處有精緻咖啡店和大受歡迎的酒吧，由輕鬆小酌，到夜店縱情，各適其式。這兒有卡啦OK店、餐廳和桌球室，是娛樂豐富的地區。  <p>    </p>  <strong>  新村的住宿選擇  </strong>  <p>    </p>  這兒時尚又充滿朝氣活力，如果想聞歌起舞，就別錯過來這一帶體驗生活！  <p>    </p> |
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| 15 | **Meta title** | **Localise** | Where to stay in Seoul - a neighborhood guide | 首爾住宿：分區指南 |
| 16 | **Meta description** | **Localise** | Where to stay in Seoul - a neighborhood guide | 首爾住宿：分區指南 |
| 17 | **Meta keywords** | **Localise** | Seoul, South Korea, where to stay, Hotels.com | 首爾、南韓、住宿、Hotels.com |
| 18 | **Author name** |  |  |  |
| 19 | **Author title** |  |  |  |
| 20 | **Author description** |  |  |  |
| 21 | **Author image** |  |  |  |
| 22 | **Author logo** |  |  |  |
| 23 | **Article URL** | **Don't change** | ar003418 | ar003418 |