

**Discover Korea's
Hottest Travel Trends**

New _____ Adventures Await in 2025



KOREA
TOURISM
ORGANIZATION

01

Exploring K-POP Hotspots

Korea's vibrant K-POP culture continues to captivate fans worldwide, offering a unique window into the heart of the nation's entertainment industry.

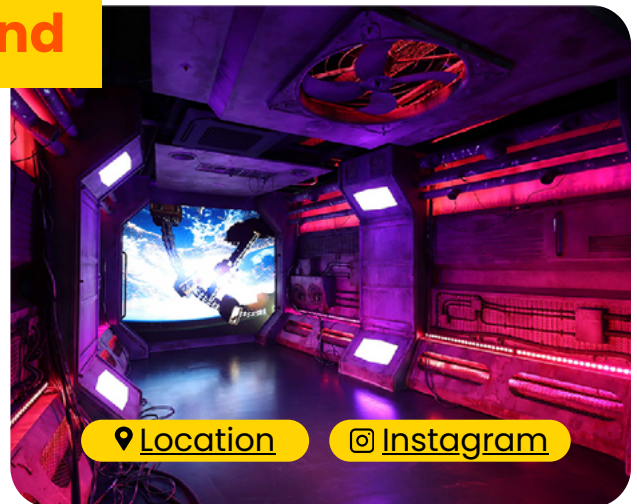


Hongdae Beatroad

A hub for K-POP fans, this iconic album store in the trendy Hongdae district is the perfect place to buy the latest idol merchandise, albums, and limited-edition goods. Fans can participate in "Lucky Draw" events for exclusive photocards and enjoy the unboxing zone to share their experiences with fellow enthusiasts.

HiKR Ground

This multi-floor tourism centre in Seoul provides immersive K-POP-themed experiences, including professional stage setups where visitors can recreate music video moments or take photos with idol-themed props. English-speaking guides make this attraction accessible to international visitors.



1MILLION Dance Studio



Known globally for its viral choreography videos, 1MILLION Dance Studio offers drop-in classes for fans to learn dance routines from top choreographers. Classes are designed for all skill levels, making it a must-visit for those passionate about K-POP's performance art.

02 Life as a Korean University Student

For travellers looking to go beyond the typical tourist experience, these spots offer a glimpse into the daily lives of Korean students:



Seosulla-gil

Nestled near Jongmyo Shrine, this picturesque walking trail blends traditional Hanok houses with modern cafés and eateries. Popular among local university students, it provides a serene escape while still being close to Seoul's bustling tourist areas.

[Location](#)

T1 Basecamp

An esports-themed PC café operated by the globally renowned T1 esports team, this venue combines high-performance gaming with exclusive merchandise. Visitors can enjoy the competitive gaming atmosphere while dining on classic PC café snacks.



[Location](#)

[Instagram](#)



Supsok Hanbang Land

This urban jjimjilbang (Korean sauna) offers a modern twist on a classic cultural experience. Guests can enjoy sauna sessions, make traditional "sheep head" towels, and indulge in pork belly barbecue, making it a hit among university students and young travellers.

[Location](#)

[Visit Korea](#)

03

Beauty & Fashion through K-Styling Tours

Korea's influence on global beauty and fashion trends continues to grow. Visitors can explore these destinations to immerse themselves in the K-beauty world:



[📍 Location](#)
[@ Instagram](#)

JUNGSAEMMOOL Art & Academy

This academy offers tailored makeup and hairstyling lessons for tourists. Known for its expertise in natural Korean beauty techniques, it's perfect for those looking to refine their beauty routines.

The flagship JUNGSAEMMOOL PLOPS store in Garosu-gil spans three themed floors, featuring a brand showcase, beauty classes, and a charming cosmetics-themed garden, offering products loved by top Hallyu stars.

For fans in Singapore, the flagship store is located at 27 Scotts Road.




[📍 Location](#)
[@ Instagram](#)



[📍 Location](#)
[@ Instagram](#)

Melting P Perfume

A bespoke fragrance studio where visitors can create their own signature scents. The studio's workshops guide participants through the process of blending custom fragrances inspired by their personalities.



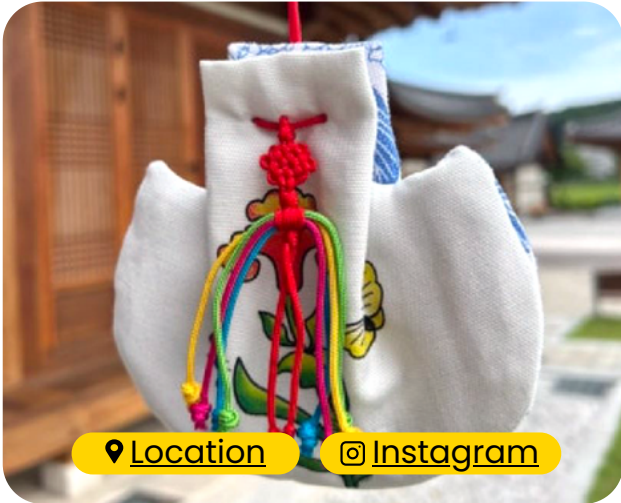
[📍 Location](#)
[@ Instagram](#)

Monque Colorlab

Specialising in personal colour analysis, this lab helps visitors discover their best colour palettes for fashion and beauty. The service includes consultations and styling tips based on individual skin tones and features.

04 Discovering Korea's Architectural Heritage

Korea's traditional and modern architectural marvels provide a rich cultural experience for travellers:

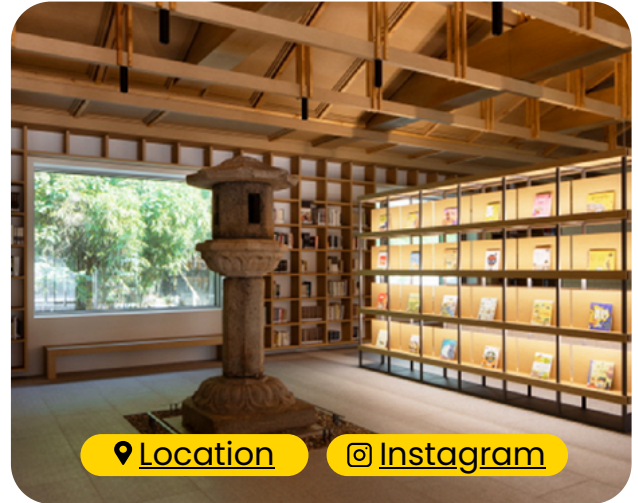


📍 [Location](#)

📷 [Instagram](#)

Ojuk Hanok Village

This beautifully preserved Hanok village offers a glimpse into Korea's architectural past. Visitors can participate in tea ceremonies, yoga sessions, and hands-on cultural activities that connect them with the nation's history.



📍 [Location](#)

📷 [Instagram](#)

Silla Millennium Bookstore

Part of the Gyeongju Museum, this unique bookstore is a modern reinterpretation of traditional wooden architecture and blends culture and commerce. Its serene design creates a tranquil environment for book lovers and architecture enthusiasts alike.



📍 [Location](#)

📷 [Instagram](#)

Korea House Gohojae

Located at Sohwa-dang in Korea House, Gohojae offers seasonal traditional Korean desserts in a serene setting, accompanied by court dance performances such as "Chunaengjeon". Visitors can also explore other Hanoks within Korea House, including Nokumjeong, which gained fame as a photoshoot location for BTS's Billboard magazine cover. The menu's modernised offerings, like "tteok-macarons," add a contemporary twist to the traditional experience, making it a standout destination.

05 Romantic Escapes in Korea

Korea offers couples a variety of romantic destinations to create unforgettable memories:



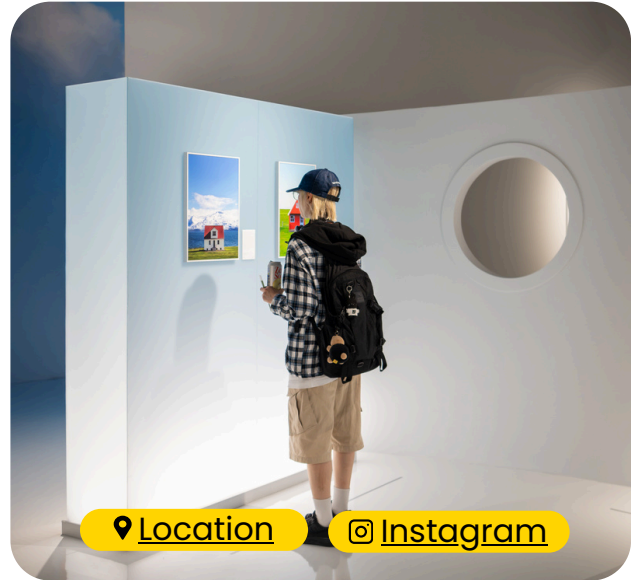
Sumsei Terrarium

This nature-inspired exhibition combines art and mindfulness to provide a serene and romantic environment. Interactive installations allow couples to explore their connection with each other and the natural world.



Musical Pub Curtain Call

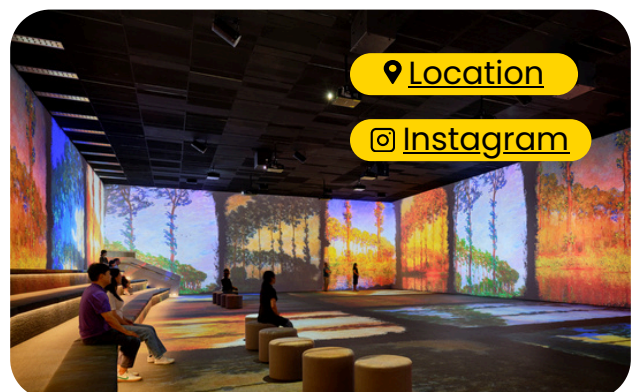
A cosy venue where live musical performances accompany intimate dining experiences. With its charming ambience and eclectic programming, it's a perfect date night spot.



GROUNDSEESAW

A hub for creative expression and cultural innovation, GROUNDSEESAW curates exhibitions featuring diverse artistic IPs from around the world. With three current locations in Seoul—Seochon, Myeongdong, and Central—it has become a beloved space for immersive experiences. Couples can explore inspiring exhibits that spark conversation and connection.

GROUNDSEESAW launched its Singapore location last October. On 24 January, it will unveil new content, bringing Korea's artistic vibrancy to Singapore.



06 A Gastronomic Adventure

Korea's culinary scene is a feast for the senses, offering a mix of traditional and modern flavours:



📍 [Location](#)

📷 [Instagram](#)

Golden Piece

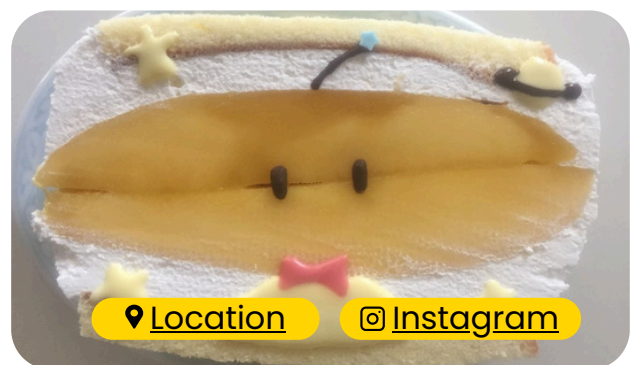
A modern dessert shop that reinvents traditional Yakgwa, combining the classic treat with contemporary presentation and innovative flavours. It offers premium Yakgwa varieties, such as mugwort and white sesame, adorned with healthy nuts. The elegant packaging makes it a perfect gift to share with loved ones.



📍 [Location](#)

Andong House Handmade Kalguksu

Featured on Netflix, this restaurant is renowned for its handmade noodle soup, offering a hearty and authentic Korean dining experience.



📍 [Location](#)

📷 [Instagram](#)

Oneitto Maison Tanbang

Known for its signature "Fruits Sando" and "Kumdori Sando," this bakery and café gained fame during the 2024 Daejeon Bread Festival, which attracted 140,000 visitors. The charming creations, make it a favourite among food enthusiasts. As Daejeon is just a short trip from Seoul, it's an ideal stop on a "K-dessert" tour.



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