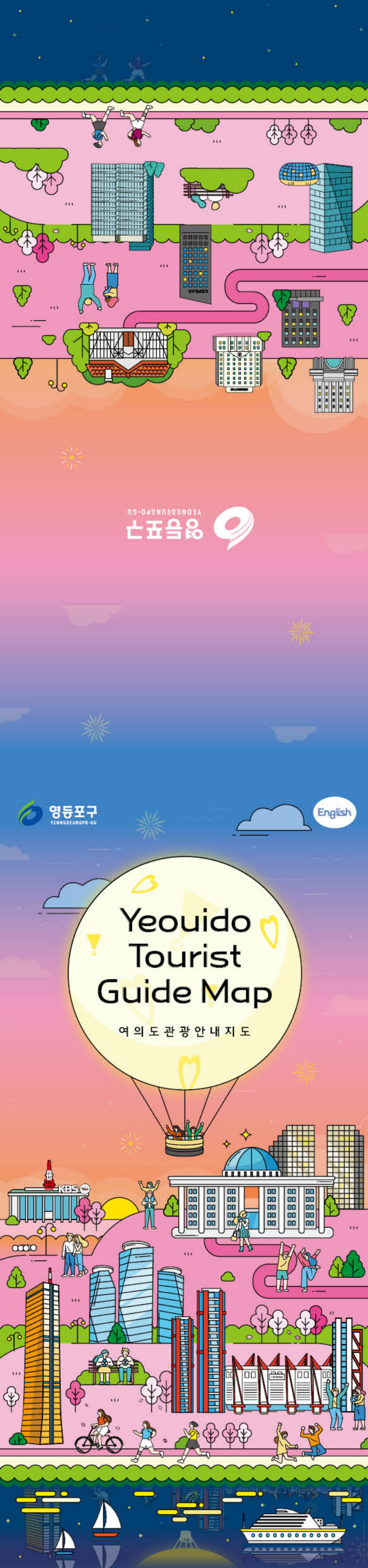




Yeouido Tourist Guide Map

여의도 관광안내지도

Yeouido, How it Became the Financial Center



<Han River sand beach during summer, 1950s>
During the Joseon Dynasty, Yeouido was not the center of attention. Since the early days of Joseon Dynasty, it was primarily used as a ranch for taking care of state-owned livestock. In the current National Assembly building site, there used to be a mountain called Yangmalsan, where sheep and horses were raised. An airfield was built here in the 1910s and used as the Yeouido Airport until it was decommissioned in 1971. The wide sand beach along the riverside of Han River used to be a water park for the public.



<The Scenery of Bamseom Island on the Han River>
In the past, the area around Yeouido suffered from frequent flooding. However, when the Yeouido development project began in 1968, comprehensive improvements were made including the explosion of Bamseom, a nearby island made of rock, which was blown up and used for constructing embankments. Respectively, concerns about flooding were put to rest, but Bamseom became an uninhabited island. Moreover, Yeouido which used to be simple and quiet, took the first step towards becoming a symbol of urban modernization.



<Night View of Yeouido Han River>
Since then, the National Assembly Building and Yeouido Square were built, as well as large-scale model apartment complexes and major public organizations. Yeouido Square was transformed into a park, and an underground bunker was also discovered nearby, which was designed as a presidential refuge for emergency situations. In addition, Yeouido Park displays many attractions such as Korea's first airplane and rain gauge, representing the history.



<Yeouido Cherry Blossom Road>
Today, Yeouido is the center of politics, economy, and broadcasting in Korea. It is home to key national facilities such as the National Assembly, Financial Supervisory Service, and KBS. It has developed into a transportation hub connecting the city center and the outskirts of Han River. Yeouido is now loved by many people in and outside of Korea due to various festivals. In spring, the 'Yeouido Spring Flower Festival' is held, and the area around Yeouiseo-ro is dyed with pink cherry blossoms and flying flower petals. In autumn, there is the famous 'Yeouido Fireworks Festival', brightly decorating the night sky around the Han River Park.



Legend

0 200m

Park	Museum	School
Library	Church	Cruise ship
Hospital	Cathedral	Hotel
Parking lot	Shopping	Bank
etc.		

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Landmarks of Yeouido



Seoul Moon

Let's ride the moon above Yeouido Park and enjoy the greenery and the beautiful night view of Yeouido. A new interesting feature called 'Seoul Moon' has been installed in Yeouido Park, where you can relax and enjoy the nature in the city center. Here, you can see the whole view of Yeouido's forest of buildings and the greenery of the park in one glance. Enjoy the unique experience in Yeouido and refreshing view of Yeouido Park, and have a wonderful time!

68 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul ☎ 070-4155-4528



IFC Seoul

When you walk around Yeouido, you will find a building with a particularly large crowd. This would be the IFC Seoul. It consists of the Conrad Seoul Hotel which contains a business building and 434 guest rooms, a shopping mall with three basement levels, a multiplex theater, and a high-end food court. Not only can you work here, but you can also enjoy shopping and cultural life too. What's more, there are many installation art works with various themes displayed around the building.

10 Gukjegeumyung-ro, Yeouido-dong, Yeongdeungpo-gu, Seoul ☎ 02-6137-5000



Seoul Marina Club & Yacht

If you feel like basking under the dazzling sunlight and enjoying the fresh breeze in the center of the city, there is no better place than Seoul Marina. Seoul Marina is an integrated resort in the downtown area where anyone can easily enjoy the elegant yacht culture and water leisure activities. Enjoy the most tranquil experience in the city gliding through the cool wind of Han River on a yacht with the brilliant sunlight and fresh breeze.

160 Yeouiseo-ro, Yeongdeungpo-gu, Seoul ☎ 02-3780-8400



Eland Cruise

We recommend Eland Cruise without hesitation as the most romantic way to enjoy Seoul. During daytime, you can enjoy the cruise trip with the warm sunlight, blue Han River, and seagulls. At nighttime, you can spend a romantic time with the beautiful nightscape of Han River in the background. It is a famous tourist spot for people visiting Seoul, and also a popular dating course.

290 Yeoui-dong-ro, Yeongdeungpo-gu, Seoul ☎ 02-6291-6900



National Assembly Building

The National Assembly Building, symbolizing the essence of democratic politics, presents an enormous and majestic presence, emphasizing its role as the heart of Korean politics. Under the National Assembly, there are various facilities such as the Members' Hall, National Assembly Library, National Assembly Museum, National Assembly Hall, and Sarangjae. Furthermore, you can experience democracy firsthand by requesting in advance to attend a session of the National Assembly. You can also simulate the role of a National Assembly member and participate in mock lawmaking at the National Assembly Experience Center.

1 Ulsadang-daero, Yeongdeungpo-gu, Seoul ☎ 02-6788-2114



Parc One Tower

Parc One Tower is situated near Yeouido Park and Hangang Park, and is directly connected to Yeouido Station through an underground path, which gives excellent accessibility. This allows you to easily enjoy both nature and shopping. The Hyundai Seoul, the largest department store in Seoul, offers a wide range of shopping and cultural experiences. Within the same complex, the Fairmont Ambassador Seoul Hotel offers high-quality cuisine at various restaurants, such as fine dining restaurants and rooftop bars. Moreover, at night, the tower's illuminated red external framework catches the eyes of many, and it is becoming a popular spot to enjoy the firework festivals.

108 Yeoui-daero, Yeongdeungpo-gu, Seoul ☎ 02-2118-0104
(Office Tower 02-2118-0104, The Hyundai Seoul 02-767-2233, Fairmont Ambassador 02-3395-6000)



KBS Exhibition Hall

If you want to experience the past and present of Korean broadcasting, you should visit KBS ON. As the first broadcasting exhibition hall of Korea, it provides a chance to experience the broadcasting production field. You can also see various things related to broadcasting, a small stage for concerts, and a relaxing culture space. If you are lucky, you may be able to see the casts in the open studio of 2FM and 2Radio located at the entrance of the exhibition hall.

13 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul ☎ 02-781-2224-5



SEMA Bunker

The SEMA bunker, built during the military regime in the 1970s, remained buried for over 30 years. It was discovered by accident during a construction site survey of the Yeouido Transit Center in 2005. Designated as a Seoul Future Heritage in 2013, it has been run by Seoul Museum of Art since 2017. Now, it holds experimental art projects and history exhibitions, reflecting its historical and aesthetic significance. It has become a relaxing and cultural space for citizens.

Basement of 76 Yeoui-daero, Yeongdeungpo-gu, Seoul ☎ 02-2124-8946



Center Pompidou Hanwha Seoul

For art enthusiasts, we recommend the upcoming Center Pompidou located at 63 Square. Scheduled to open in October 2025, the 'Centre Pompidou Hanwha Seoul' will be the first in Korea to join hands with the original Centre Pompidou, a modern art museum in Paris, France. As a new brand, it will take the site of the 63 Square Aquarium, establishing itself as a new representative tourist attraction in Yeouido. It is expected to exhibit the works of familiar world-class masters, previously unseen in Korea before, so look forward to your visit!

50, 63-ro, Yeongdeungpo-gu, Seoul ☎ 02-1833-7001

Strolling through Parks of Yeouido



Yeouido Park

Located in the center of high-rise buildings, Yeouido Park is an urban park comparable to New York's Central Park, where anyone can easily access the nature and relax here. It is located along the road that connects Yeongdeungpo-gu and Mapo-gu in the north-south direction of Yeouido. Its name was changed from 'May 16th Square' in 1972, to Yeouido Square in 1997, and finally to Yeouido Park in 1999. This park is composed of four quarters: the Korean Traditional Forest, Lawn Yard, Culture Plaza, and Natural Ecology Forest. It features a wide area of 229,539m², which is great for activities such as riding bicycles or skating.

68 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul ☎ 02-761-4079



Yeouido Hangang Park

Yeouido Hangang Park is the most representative park of the Han River where various festivals are held throughout the four seasons. It is easily accessible by public transportation such as the subway (Line 5) and bus. As one of Yeongdeungpo's landmarks crowded with many people throughout the day, it is also called 'the public's relaxing area'. It has lots of things to see and enjoy as well, such as the 'Spring Flower Festival', 'International Fireworks Festival', and other various performances and events.

330 Yeouidong-ro, Yeongdeungpo-gu, Seoul ☎ 02-3780-0561



Jamae Park (Ankara Park)

In Yeouido, there is a way you can travel to Türkiye without your passport. In order to commemorate the sisterhood relationship between Seoul and Ankara (capital of Türkiye) of August 23rd, 1971, this Sister Park was open in May 1977. In the park, the Ankara House was built for mutual enhancements of friendship between Seoul and Ankara. And in Ankara City of Türkiye, the Korea park was made in order to honor the victims who participated in the Korean War.

372-1 Yeouidaebang-ro, Yeongdeungpo-gu, Seoul ☎ 02-2670-3114



Yeouido Saetgang Ecological Park

Want to take a break from the downtown noise? Let's enjoy a leisurely time at Yeouido Saetgang Ecological Park. As Korea's first environment-friendly ecological park built on the 25th of September 1997, all sorts of rare creatures including native plants and national treasures are living in this park. In order to protect the nature, no benches and stalls were installed in this unpolluted area, and not even streetlights were installed to ensure the rest and sleep of animals and plants. There are also many trees that can reduce air pollution and noise, so it is a great place to take a light walk along the Saetgang with the beautiful natural scenery.

49 Yeouido-dong, Yeongdeungpo-gu, Seoul ☎ 02-3780-0570



Seonyudo Park

Let's head to the beautiful water garden, where you can time travel in the center of Seoul. As a place where the old and the new are harmonized, this is Korea's first regenerated ecological park built by recycling the building structure of an old water purification plant. It features more than eight themed gardens composed of water plants and ecological forests. There are also environmental water playgrounds, aquatic plant gardens, and water purification basin harmonized with the existing buildings.



Seonyugyo Observatory

Seonyu Bridge, which provides access to Seonyudo Park from the south of the Han River, was designed by a French architect to symbolize cooperation and friendship between Korea and France. The Seonyugyo Observatory offers a tranquil space where you can enjoy views of the Han River, surrounding greenery, and a sweeping panoramic view of Yeouido.

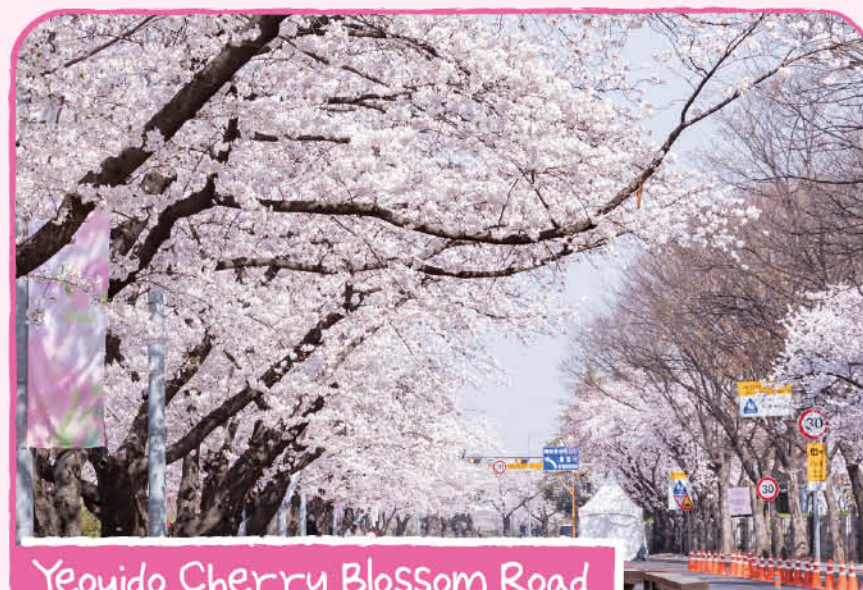


Seonyujeong

Beautifully restored with the peaceful look of Hanok and pine trees, 'Seonyujeong' presents such an amazing view. The gentle waves of the Han River and meditative scenery of this space will calm you. After walking along the tranquil scenery of nature, you can stop by the cafe 'Sunyudo Park Cafeteria Nanu' near Seonyujeong to enjoy a cup of coffee.



Yeouido Festivals



Yeouido Cherry Blossom Road

If you visit the Yeouido Spring Flower Festival, the spring feast with Han River in the background, you will hear constant clicks of camera shutters capturing every moment of this spring spectacle. When the season arrives, Yeouido presents a breathtaking view adorned with fully bloomed flowers including the native Korean cherry trees which originates from Jeju Island. Since first opening in 2005, the Yeouido Spring Flower Festival has grown into a culture and arts festival offering plenty to see and enjoy. On a perfect spring day, with cherry blossom petals fluttering like cotton candy, let's go on a spring picnic to the Cherry Blossom Road on Yeouiseo-ro, where the beauty continues to sparkle both day and night.

Yeouiseo-ro (behind the National Assembly) ☐ Early April 📍 National Assembly Station of subway line 9



SPECIAL EXPERIENCE

During the day, you can appreciate the gorgeous cherry blossom road tinted with pink. At night, you can enjoy the magnificent view of red cherry blossom trees with the night lighting. For a captivating night view of spring, visit the Cherry Blossom Road of Yeouido.



Seoul International Fireworks Festival

The Seoul International Fireworks Festival that decorates the Hangang Park with dazzling fireworks is held in Yeouido Hangang Park (near 63 Square) every year on the first Saturday of October. Many people seek different spots to avoid the crowd and view the fireworks festival comfortably like the Event Hall of Hangang Park or the Yeouido Hangang Park Multiplaza. For a more romantic experience, the Han River cruise ship (Seoul Marina, Eland Cruise, etc.) is a perfect choice for an up-close view of the captivating fireworks. The particles of fireworks reflected on the surface of Han River glitters like shooting stars. You can capture the beauty in photos and create unforgettable memories.

Yeouido Hangang Park ☐ October 📍 Yeouinaru Station, Yeouido Station of Subway line 5

Yeouido Hotel

Conrad Seoul
10 Gukjegeumyung-ro, Yeongdeungpo-gu, Seoul
☎ 02-6137-7000
www.conradseoul.co.kr

Glad Hotel Yeouido
16 Ulsadang-daero, Yeongdeungpo-gu, Seoul
☎ 02-6222-5000
www.glad-hotels.com

Fairmont Ambassador Seoul
108 Yeoui-daero, Yeongdeungpo-gu, Seoul
☎ 02-3395-6000
www.fairmont-seoul.com

Marriott Executive Apartment Seoul
8 Yeoui-daero, Yeongdeungpo-gu, Seoul
☎ 02-2090-8000
www.marriott.com

Kensington Hotel Yeouido
16 Gukhoe-daero 76-gil, Yeongdeungpo-gu, Seoul
☎ 02-6670-7000
www.kensingtonyeouido.co.kr

Comfort In Yeouido
7 Gukhoe-daero 72-gil, Yeongdeungpo-gu, Seoul
☎ 02-783-2233
www.comfortinyeouido.co.kr