CURIOUS KOREA

You ask. We make it work.



PROUD MEMBER OF
THE CONSCIOUS TRAVEL FOUNDATION

WHAT DO YOU NEED FROM YOUR KOREA DMC?

A QUESTION, BEFORE ANYTHING ELSE



BEFORE THE BRIEF

Korea may be appearing on more of your clients' wish lists. The challenge is turning that interest into a programme you can confidently sell.

FRESH IDEAS Ideas beyond the standard circuit, for the brief that asks for something different.

LOCAL JUDGEMENT Someone who knows what looks good in a proposal, and what actually works on the ground.

CLEAR COMMUNICATION Fast answers, useful detail, and a team that understands the commercial side of your business.

RELIABLE DELIVERY Because a great itinerary means very little if it falls apart when the clients arrive.

TRAVELLING RESPONSIBLY

Good travel should give something back to the places it passes through. We favour local guides, family-run restaurants and independent makers, plan around the crowds rather than into them, and are proud members of The Conscious Travel Foundation.

That is where a good local partner should make the difference.



On inspection, regional Korea

That's where *we come in.*

Curious Korea is your team on the ground in South Korea.

FRESH IDEAS →

Product thinking

We bring ideas as well as rates: concepts and alternatives you can put in front of a client.

LOCAL JUDGEMENT →

People on the ground

We know what works beyond the proposal, because we work where your programmes run.

CLEAR COMMUNICATION →

One team in Seoul

Your brief stays close to the people building it. No hand-offs between desks, no lost detail.

RELIABLE DELIVERY →

Operations that follow through

The detail continues after confirmation: bookings, briefings, timings and Plan B.

None of it requires you to be in Korea.

What we build

Six types of programme, all designed and managed by our Seoul team.



1 Luxury & tailor-made FIT

Private journeys shaped around pace, interests and service expectations.



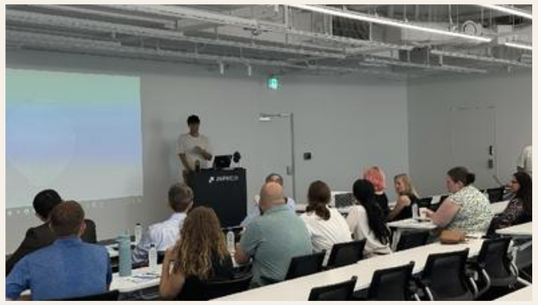
2 Groups & series

Repeatable programmes built to operate consistently across departures.



3 MICE & incentives

Corporate travel, incentives, events and complex group movement.



4 Educational & university

Academic visits, study programmes and student groups requiring more than sightseeing.



5 Special interest

Food, culture, pilgrimage, wellness, architecture, K-pop: programmes built around a specific reason to travel.



6 Cruise & shore excursions

Korea programmes designed around port timings and operational realities.

Different briefs. Different Korea.

If it's in the programme, it's ours to look after.



A little more *than you asked for.*

On inspection: Flora Lee, Co-founder & Managing Director (left)

The brief is where we start, not where we stop.

WE CHECK Hotels, venues, restaurants, experiences and routes, inspected where it matters, not taken from a brochure.

WE SEARCH We keep looking beyond the standard supplier list: new regions, new hands, new tables.

WE QUESTION If we think the requested route or idea will not work, we say so and propose another.

WE ANTICIPATE The small operational details are considered before they become problems.

> *Not everything we inspect makes it into a proposal. Some places photograph beautifully and travel badly, and those we decline. The ones we leave out are part of the reason you can trust the ones we recommend.*

AND THEN WE MAKE IT WORK.

Good ideas are the easy half. These are the hands that carry a programme from confirmation to farewell.



People



Movement



Detail

PEOPLE Experienced multilingual guides and local specialists.

MOVEMENT Sedans, minivans, premium vehicles and coaches.

BOOKINGS Hotels, restaurants, trains, domestic flights, experiences and tickets.

DETAIL Special occasions, dietary needs, accessibility, VIP and group requirements, down to the pair of wedding ducks waiting in a honeymoon room.

SUPPORT Local operations team, contingency planning and on-the-ground assistance.

FIELD NOTE · FROM THE OPERATIONS TEAM

`Yacht arrival 17:40. Allow 15 minutes at the hotel before dinner for guests to freshen up after the crossing.`

Nobody asked us to add this. Our project manager noticed the yacht arrival ran straight into dinner and built the extra time in.

The itinerary is what the client sees. This is what sits behind it.



Flora Lee, Co-founder & Managing Director, and Changjin An, Co-founder & CEO

FROM TWO DESKS IN SEOUL

A conversation with our co-founders

How did Curious Korea begin?

FLORA Agencies kept telling us Korea was on their clients' wish lists, but hard to sell with confidence. We wanted to be the partner who closes that gap.

CHANGJIN It started with two desks in Seoul. Flora read the briefs, and I built the company around them so she could keep reading.

How do you divide the work?

FLORA I lead our operations and sales team. Each programme has its own project manager from first brief to farewell.

CHANGJIN I look after direction, partnerships, systems and the back office, so our operations team can stay close to your programme.

What does "curious" mean to you?

FLORA Your question, our curiosity, an answer. Our mark is a question mark meeting the C, and together they become an exclamation mark.

CHANGJIN Asking one more question than the brief requires. That extra question is often where the better option appears.

What should partners expect from you?

CHANGJIN That none of it requires them to be in Korea. We work exclusively B2B, and your client relationship stays yours.

FLORA The details nobody asked for. Once, our operator saw a yacht arrival running into dinner and built in fifteen minutes for guests to freshen up.

"If we have been there, we will tell you what it is like. If we have not, we will go."

We build people, *they build programmes.*

One team in Seoul. Small enough to stay close to every programme, experienced enough to handle everything from private FIT to large international groups.

LEADERSHIP



Flora Lee

Co-founder & Managing Director

With more than fifteen years in Korean inbound travel, Flora leads our operations and sales team, and sets the standard every programme is built to.



Changjin An

Co-founder & CEO

Changjin sets the company's direction and runs the partnerships, systems and back office behind it, so the team can stay close to your programme.

THE TEAM



Mirium

DIRECTOR, SPANISH & LATAM MARKET

"Keeper of Late Dinners"



Sheon

SENIOR PROJECT MANAGER

"The Calm in the Storm"



Chloe

PROJECT MANAGER

"Class Captain"



Ella

PROJECT MANAGER

"The Click Queen"



Gavy

PROJECT MANAGER

"Chief Taste Tester"



Luna

PROJECT MANAGER

"The Hidden Gem Hunter "



Ray

PROJECT MANAGER

"The Human Timetable"



Sue

PROJECT MANAGER

"Wordsmith-in-Chief"

NUMBERS, NOT ADJECTIVES.

Every figure on this page comes from our own operational records, published with the period it was measured over.

1,000+
JOURNEYS OPERATED

150+
PARTNER AGENCIES WORLDWIDE

140+
HOTELS IN OUR NETWORK

3×
2025 REVENUE VS 2024

Cumulative figures as of September 2026. Revenue is up a further 50% year-on-year in 2026. Method available on request.

SELECTED PROGRAMMES

GROUPS & SERIES Season-long series for international tour operators. 50+ departures a year, nationwide, operated year after year by the same team.

SPECIAL INTEREST Art-focused delegation from Belgium, 2026. Galleries, studios and makers in the right order.

ACADEMIC & UNIVERSITY MBA study tours for six leading U.S. business schools. University programmes from fine art to agriculture.

LUXURY SERIES Women-only premium series for the Australian market, launched and operated in 2026.

WHAT PARTNERS SAY

FROM A PARTNER'S EMAIL · EXTRACT — EDUCATIONAL TRAVEL

Hi Flora,

Thank you again for your excellent partnership. The entire team … speaks so highly of you and your team. We … see you as one of our top-tier partners in the world.

Sender and company withheld. The words are theirs.

Good work travels.



Curious Stars Night 2025

Your clients. *Our Korea.*

Curious Korea works exclusively B2B. Your client relationship remains yours.

Net B2B rates
Priced for you to build your own margin, at whatever level of detail you work in.

Dedicated handling
A named contact who knows your accounts, your seasons and your paperwork.

Clear commercial terms
Rates, inclusions and cancellation terms confirmed clearly in writing.

Nationwide ground support
An operations team in Korea while your programme is travelling.

We work with travel agencies, tour operators, travel designers, MICE agencies, universities and organisations around the world.

We are a partner behind your brand, not a competitor beside it.

EMAIL info@curiouskorea.com **SPANISH** espanol@curiouskorea.com **WEB** curiouskorea.com

PART TWO

THE CONTENT GUIDE

FIFTEEN WAYS INTO KOREA.

Every experience in this guide is a starting point, not a package. Choose a theme, and we design the programme around your clients.

INSIDE THIS GUIDE

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BEFORE YOU GO

KOREA, IN FOUR SEASONS

WHEN TO GO, WHAT TO EAT,
WHERE TO BE.

Korea changes completely four times a year.

The season decides what is on the table, what is in bloom and where everyone is headed. Start there.

CURIOUS CHECK

The Curious Korea way.

"

There is no wrong season to come to Korea. There is only a plan that ignores the season. We build every trip around the one you choose.

CURIOUS KOREA



Spring

MAR – MAY

Blossom season, and the shortest one. Flowers move north from the south coast in a matter of weeks.

TRAVEL TIP

Cherry blossoms peak for about a week: late March in the south, early April in Seoul. Dates shift every year, so we confirm them close to travel. Pack layers: mornings stay cool, and spring can bring yellow dust.

IN SEASON

Wild spring greens like naengi and dallae, webfoot octopus (jjukkumi), and dodari ssukguk, a flounder-and-mugwort soup from the south coast.

WHERE TO GO

Jinhae and Gyeongju for cherry blossoms, Jeju for canola fields, Boseong for the first green tea, and Sancheong when the azaleas open.

FESTIVALS

Jinhae Gunhangje Cherry Blossom Festival
Late March – early April
Lotus Lantern Festival, Seoul
Around Buddha's Birthday (April or May)



Summer

JUN – AUG

Hot, green and humid. The rains come first, then the coast takes over.

TRAVEL TIP

The monsoon (jangma) usually runs from late June to late July, and temperatures often exceed 30°C. Late July and early August are peak travel weeks for Koreans, so coastal hotels fill early. We keep indoor options and midday breaks in the plan.

IN SEASON

Naengmyeon and milmyeon (cold noodles), samgyetang on the hottest days, patbingsu, and chamoe, the yellow Korean melon.

WHERE TO GO

Gangneung and Sokcho on the east coast, Busan's beaches, Jeju, and the river valleys of Yeongwol for rafting.

FESTIVALS

Boryeong Mud Festival
July
Busan Sea Festival
August



Autumn

SEP – NOV

The season everyone asks for. Clear skies, cool air and colour moving down the mountains.

TRAVEL TIP

Foliage peaks from mid October in the north to early November in the south. Chuseok, the harvest holiday in September or early October, brings closures and heavy traffic, so we plan around it.

IN SEASON

Jeoneo (gizzard shad), blue crab and prawns from the west coast, chestnuts, persimmons and the year's new rice.

WHERE TO GO

Seoraksan and Naejangsan for foliage, Hahoe Village in Andong, Gyeongju, and Seoul's palaces.

FESTIVALS

Andong Maskdance Festival
Late September – early October
Jinju Namgang Yudeung (Lantern) Festival
October



Winter

DEC – FEB

Cold, dry and bright. The mountains turn white and the food gets heartier.

TRAVEL TIP

Seoul can drop below –10°C, so pack real winter layers. Seollal, the Lunar New Year in January or February, closes many shops and restaurants for several days. It gets dark before 6 pm.

IN SEASON

Tongyeong oysters, gwamegi (half-dried fish from Pohang), snow crab from Yeongdeok and Uljin, Jeju tangerines and hotteok from street stalls.

WHERE TO GO

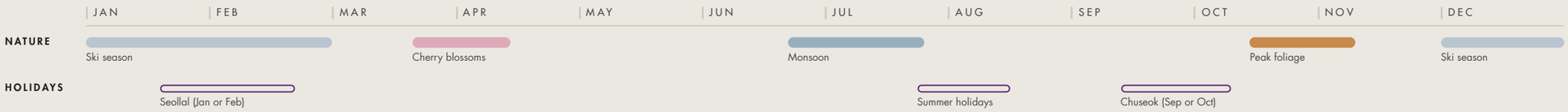
Pyeongchang and Gangwon's mountain resorts for skiing, Deogyusan for snow on the ridges, Seoul's palaces under snow, and Jeju for a milder winter.

FESTIVALS

Hwacheon Sancheoneo Ice Festival
January
Taebaeksan Snow Festival
Late January – February

THE YEAR AT A GLANCE

Peaks and pauses to plan around.



Seasonal and festival dates move every year, and lunar holidays follow the lunar calendar. We confirm exact dates when we plan your trip.

Photography: Curious Korea

THEME 01

SEOUL, RIGHT NOW

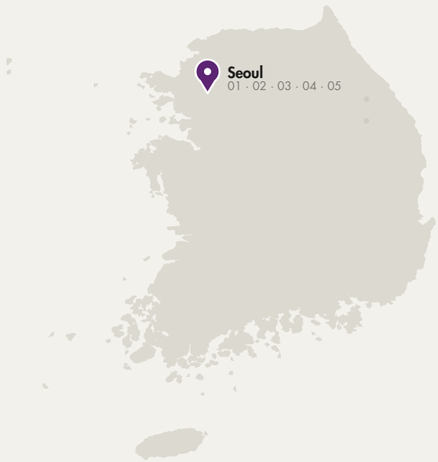
WHAT SEOUL IS DOING THIS YEAR.

Seoul changes faster than any guidebook can keep up with.

This theme is what the city is actually doing right now: how it runs, where it eats, and how its twenty-somethings spend a Saturday.

WHERE TO FIND IT

All in Seoul.



EXPERIENCES

Handpicked moments across Korea.

01 RUN THE RIVER
Seoul
YEAR-ROUND · 1–2H
The Han River is where Seoul comes out to play. Run with the local crews, take the wind off the water, and see the city at street level.

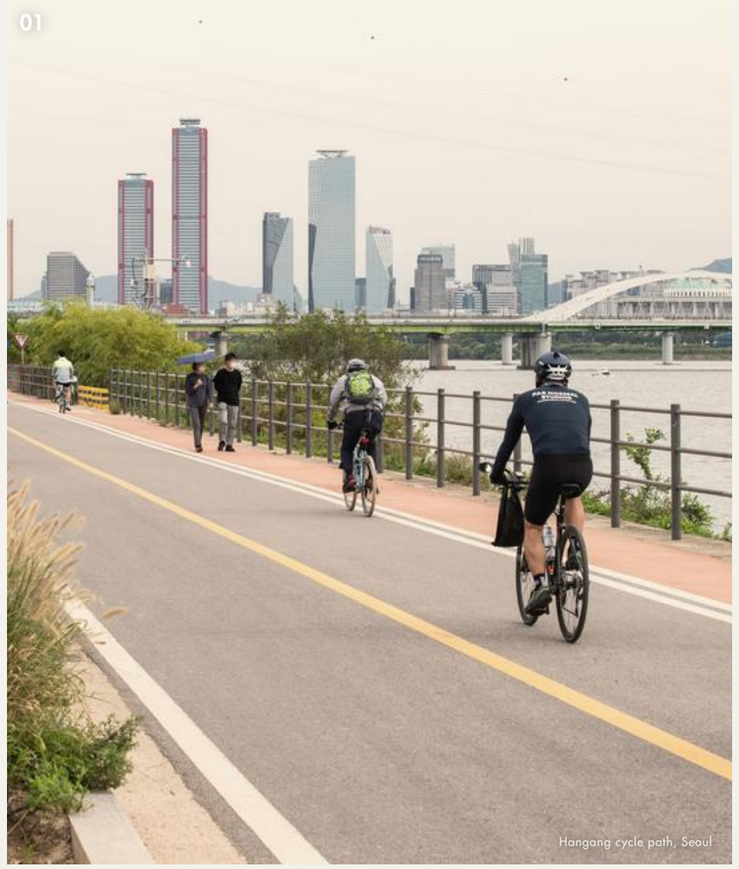
02 THE CROWD IS THE GAME
Seoul
SPRING / SUMMER / AUTUMN · 3–4H
Korean baseball is less about sitting quietly and more about joining in. Chants, fried chicken, cheer songs and an entire section moving as one.

03 WHAT GEN Z DOES HERE
Seoul
YEAR-ROUND · 3–4H
Coin noraebang, VR arcades, four-cut photo booths, then on to Seongsu or Apgujeong. A very Seoul kind of Saturday.

04 CAFE BY CAFE
Seoul
YEAR-ROUND · 3–4H
Seongsu, Yeonnam and Hannam are full of cafés worth crossing town for. The difficult part is deciding which dessert the city is obsessed with this month.

05 PICNIC ON THE HANGANG
Seoul
SPRING / SUMMER / AUTUMN · 3–4H
Grab a mat, order chicken and beer, boil ramyeon by the river and leave the city behind for a few hours. The bicycle ride home is part of it.

01



Hangang cycle path, Seoul

02



Jamsil Baseball Stadium, Seoul

03



04



05



Banpo Hangang Park, Seoul

BEST FOR

This theme is perfect for:

FIRST-TIMERS
Who want the city as it is now

CONTENT SEEKERS
Chasing what Seoul is doing this year

REPEAT VISITORS
Ready to skip the landmarks

SOLO & SMALL GROUPS
Easy to move, easy to join in

CURIOUS CHECK

The Curious Korea way.



"If a guest asks what Seoul is doing this year, this is the page I open first.

ELLA SEO · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 02

STEP INTO KOREA

THE KOREA YOU ALREADY KNOW.

Most travellers meet Korea on a screen before they meet it on the ground.

This theme takes the drama set, the cooking scene, the recording booth and the arena, and puts you inside them.



Yeongjin Beach, Gangneung



LOL Park, Seoul



EXPERIENCES

Handpicked moments across Korea.

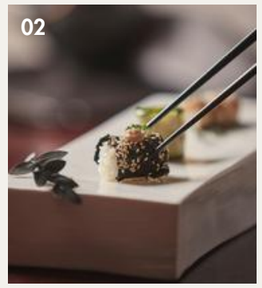


CHASING THE SCENE

Gangneung

See the filming locations around Gangneung for yourself, then frame the shot.

SPRING / SUMMER / AUTUMN
ALL DAY (6–8H)



FROM SCREEN TO PLATE

Seoul

Cook the Korean dishes you have watched on screen, with people who know how they should taste.

YEAR-ROUND
1–2H



RECORD YOUR OWN TRACK

Seoul

Pick a K-pop song, record it in a professional booth and leave with your own cover artwork.

YEAR-ROUND
1–2H



E-SPORTS IS CULTURE

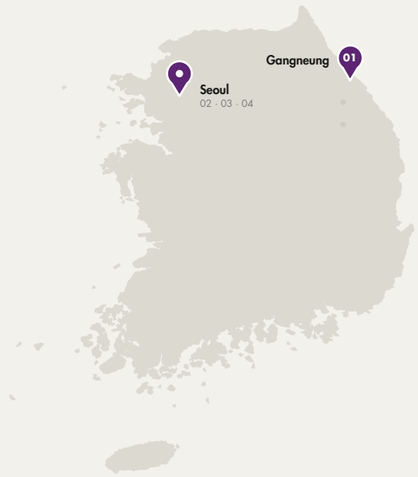
Seoul

Catch an LCK match at LoL Park, or tour the arena and the Riot store on a quieter day.

YEAR-ROUND
1–2H (MATCH DAY: HALF DAY)

WHERE TO FIND IT

These experiences, all across Korea.





BEST FOR

This theme is perfect for:

K-CULTURE FANS
Drama, K-pop and screen locations

FAMILIES WITH TEENS
Something for every screen at home

FIRST-TIMERS
The Korea they already know

COUPLES
One frame, two people

CURIOUS CHECK

The Curious Korea way.



"Most guests have seen these places on a screen. Standing in them is a different thing.

SHEON PARK · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea



THEME 03

MEET THE MAKERS

MADE BY HAND, STILL.

Oegosan Onggi Village, Ulsan

BEST FOR

This theme is perfect for:

HANDS-ON TRAVELLERS
Who want to make, not only watch

LUXURY TRAVELLERS
Private studios, real masters

REPEAT VISITORS
Looking past the main sights

CULTURE-FIRST
Interested in how things are made

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

Behind every Korean craft there is a workshop, a material and a person who has done this for decades.

These are the makers who still work that way, and let you work beside them.

EXPERIENCES

Handpicked moments across Korea.



01 A THOUSAND YEARS OF LIGHT

Busan

Learn the art of najeon, setting delicate mother-of-pearl into a tray, keyring or phone grip under the guidance of an artisan.

YEAR-ROUND
1–2H



02 PAPER FROM MULBERRY

Andong

Visit a working hanji mill, see how mulberry fibre becomes paper, then lift a sheet out of the vat yourself.

YEAR-ROUND
1–2H



03 MASTER'S WORKSHOP

Seoul

Step into a hanok studio, watch a traditional window-and-door master at work, and stay for a cup of tea.

YEAR-ROUND
1–2H



04 A BREEZE MADE BY HAND

Jeonju

Split bamboo, layer hanji and follow the many small steps that turn them into a Korean folding fan. Then make one of your own.

YEAR-ROUND
1–2H



05 EARTH, FIRE, TIME

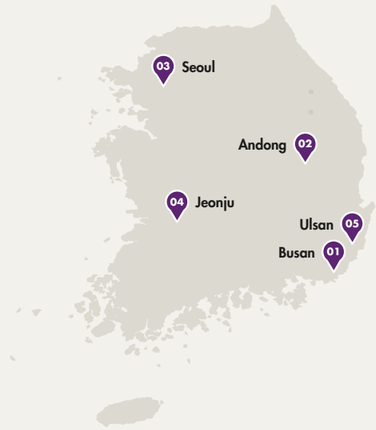
Ulsan

At Korea's largest onggi village, watch clay become a jar on the wheel, then see it meet the fire in a traditional kiln. Your own small piece comes next.

SPRING / SUMMER / AUTUMN
HALF DAY (3–4H)

WHERE TO FIND IT

These experiences, all across Korea.





Bukchon Hanok Village, Seoul

CURIOUS CHECK

The Curious Korea way.



"We only list workshops where the maker is actually in the room."

CHLOE KIM · CURIOUS KOREA

THEME 04

SEE IT. MAKE IT.

ART, ARCHITECTURE, AND YOUR OWN HAND.

Korea's art is not only in its museums.

It is in the buildings people use every day, in the studios where artists live, and in the drawing you take home.



Dongdaemun Design Plaza, Seoul


Podo Hotel, Jeju


Museum San, Wonju

EXPERIENCES

Handpicked moments across Korea.



DRAW YOUR SEOUL

Seoul

Explore Seoul's art and architecture, then capture one favourite scene in a drawing session with a Korean illustrator.

SPRING / AUTUMN
HALF DAY (3–4H) / ALL DAY

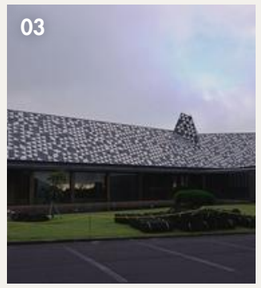


SEOUL, BUILT BY MASTERS

Seoul

Leeum, Amorepacific, LG Arts Center and more: read Seoul through the architects who shaped it.

YEAR-ROUND
ALL DAY (6–8H)



ARCHITECTURE IN THE WIND

Jeju

Follow Itami Jun's buildings across Jeju and see how stone, water and wind became part of the architecture.

YEAR-ROUND
HALF DAY (3–4H) / ALL DAY



SIZA X SEUNG H-SANG

Gunwi

At Sayuwon, see how Álvaro Siza and Seung H-Sang answered the woods and valley around them.

SPRING / SUMMER / AUTUMN
ALL DAY (6–8H)

WHERE TO FIND IT

These experiences, all across Korea.




Sayuwon, Gunwi

BEST FOR

This theme is perfect for:

ARCHITECTURE LOVERS
Buildings read as a route

CREATIVE TRAVELLERS
Who bring a sketchbook

LUXURY TRAVELLERS
Private studio visits and dinners

COUPLES
Slow days in galleries and cafes

CURIOUS CHECK

The Curious Korea way.



"

Two buildings done slowly beat five done fast. We plan it that way.

LUNA MOON · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea



THEME 05

EAT WITH THE SEASONS

THE CALENDAR, ON A PLATE.

Bibimbap

Korean food changes four times a year, and it changes by province.

Each season has a place where it tastes the way it should.

EXPERIENCES

Handpicked moments across Korea.



01 SUMMER IN EVERY BITE

Seongju, Daegu, Busan, Jeju, Yeongdong

Follow summer across Korea: melon desserts in Seongju, chicken and beer in Daegu, cold milmyeon in Busan, mulhoe in Jeju and wine country in Yeongdong.

SUMMER
1 NIGHT+



02 AUTUMN AT ITS FINEST

Incheon & Gongju

Start at Soraepogu for prawns and blue crab straight from the boats, then head inland to Gongju when chestnut season arrives.

AUTUMN
DAY TRIP / 1–2 NIGHTS



03 TIME DOES THE COOKING

Sunchang

In Sunchang, rows of fermentation jars and drying meju tell the story. See how gochujang and doenjang are made, then make your own batch.

YEAR-ROUND
1–2H



04 SPRING ON THE MOUNTAIN

Jeongseon

In April and May, Jeongseon's markets fill with the first wild greens of spring. Picked from the mountain, cooked simply, eaten the same day.

SPRING (EARLY APR–MAY)
HALF DAY (3–4H)



05 WINTER COMES FROM THE SEA

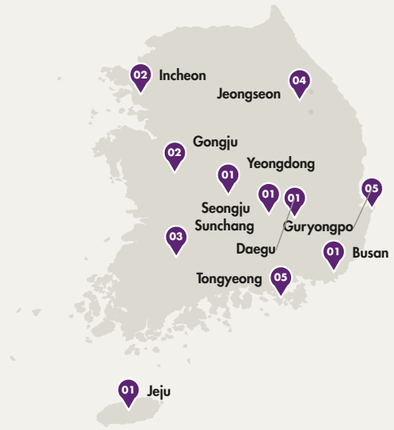
Tongyeong & Guryongpo

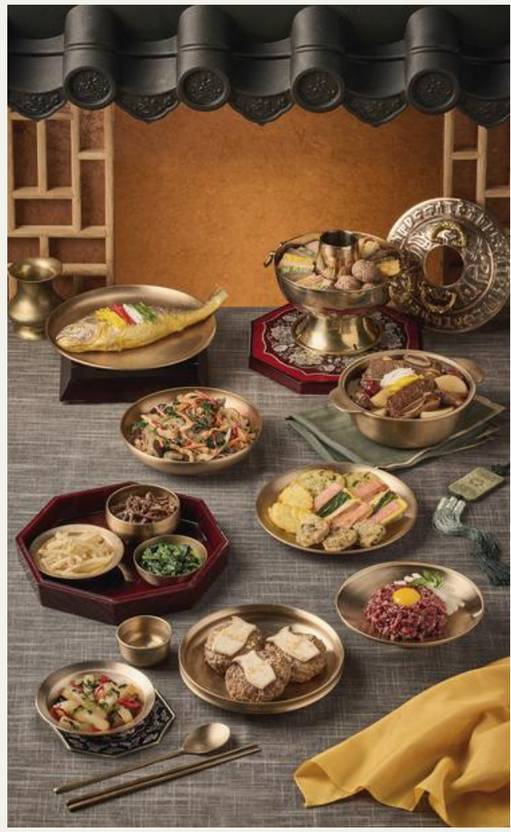
Winter tastes different on each coast. Oysters arrive in Tongyeong; in Guryongpo, herring hangs in the cold sea air until it is just right.

WINTER (NOV–MAR)
HALF DAY EACH (3–4H)

WHERE TO FIND IT

These experiences, all across Korea.





BEST FOR

This theme is perfect for:

FOOD-LED TRAVELLERS
Who plan the trip around the table

SEASON CHASERS
Timing the visit to what is in season

REPEAT VISITORS
Ready to leave Seoul for a meal

FAMILIES
Markets, farms and shared tables

CURIOUS CHECK

The Curious Korea way.



"We check what is in season the week you travel, not the month."

GAVY KIM · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 06

BREWED IN KOREA

RICE, LEAF, BEAN.

The same rice makes a different drink in every region, and the same is true of tea and coffee.

Follow what Korea brews and it takes you off the usual route.


Green tea field, Hadong


Makgeolli


Gangneung Coffee Street

EXPERIENCES

Handpicked moments across Korea.



01 OLD TRADITION, NEW SPIRIT

Seoul

Step inside a third-generation brewery in central Seoul, where generations of fermentation know-how meet modern brewing. See it, make it, taste it.

YEAR-ROUND
HALF DAY (3–4H)



02 SIP YOUR WAY THROUGH KOREA

Nationwide

Same rice, different provinces, very different drinks. Follow the drinks and the map will take care of the rest.

YEAR-ROUND
HALF DAY (3–4H)



03 COFFEE BY THE SEA

Gangneung

Anmok Beach turned a row of coffee shops into one of Korea's best-known coffee stops. Order a hand drip and watch the East Sea while it brews.

YEAR-ROUND
1–2H



04 BREWED FROM THIS GROUND

Eumseong

Visit the brewery behind Korea's first bottled craft beer and taste a regional series built around what grows nearby.

YEAR-ROUND
HALF DAY (3–4H) / ALL DAY WITH SEOUL SHUTTLE



05 A CUP FROM JIRISAN

Hadong

Pick wild tea leaves on the slopes of Jirisan, roast them yourself and drink the result where it grew.

SPRING / SUMMER
HALF DAY (3–4H)

WHERE TO FIND IT

These experiences, all across Korea.



02 Nationwide: see card

BEST FOR

This theme is perfect for:

DRINK & DINE
Curious about what Korea brews

LUXURY TRAVELLERS
Tastings and pairings, arranged

COUPLES
Slow afternoons by the sea or the fields

OFF-ROUTE
Following the drink to the region

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

CURIOUS CHECK

The Curious Korea way.



"The brewery visit is best in the afternoon, after lunch. We book it that way.

MIRIUM KWON · CURIOUS KOREA

THEME 07

SMALL TOWN, BIG STORIES

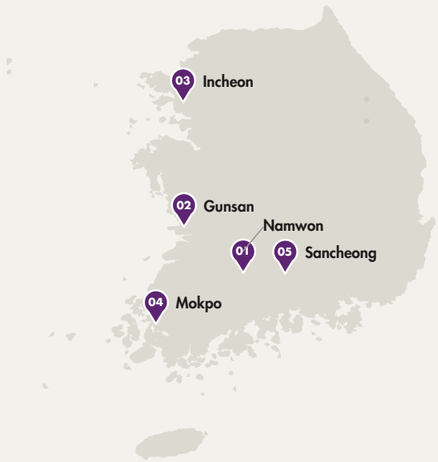
THE CITIES NOBODY PUT ON THE LIST.

Beyond Seoul, Busan and Gyeongju, smaller cities and towns preserve the alleys, old ports and stories that many visitors miss.

They are quieter, and they reward the traveller who has been to Korea before.

WHERE TO FIND IT

These experiences, all across Korea.



EXPERIENCES

Handpicked moments across Korea.

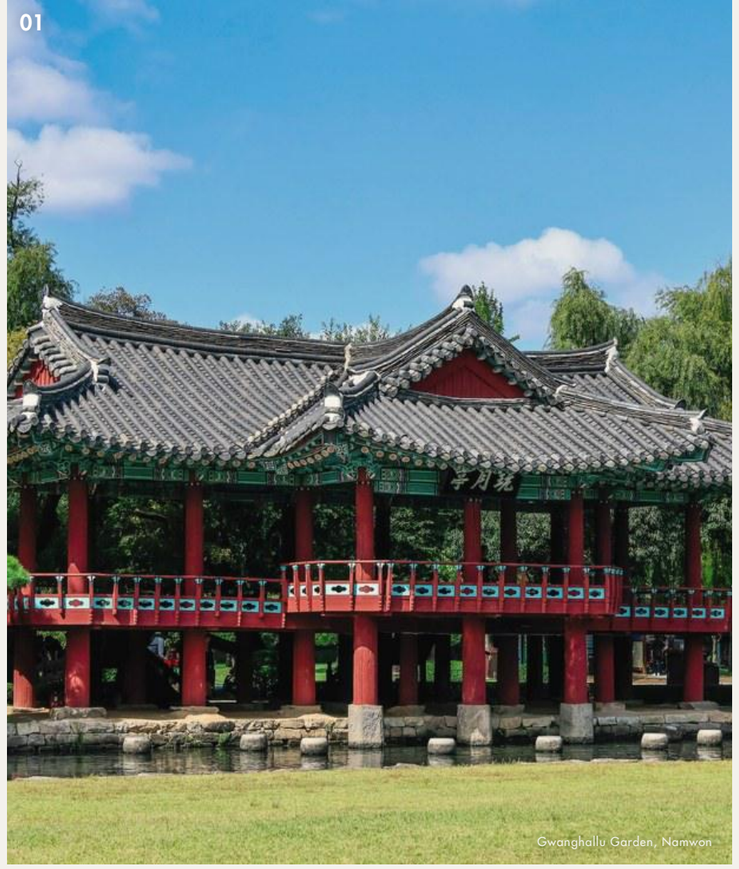
01 KOREA'S OLDEST LOVE STORY
Namwon
YEAR-ROUND · ALL DAY (6–8H)
Namwon is where Chunhyangjeon, one of Korea's best-known love stories, is set. The old station and village groves still hold pieces of the story.

02 A CITY THAT STOPPED THE CLOCK
Gunsan
SPRING / AUTUMN · 1 NIGHT+
Gunsan's early-modern buildings, old railway village and film-set streets make it feel as though someone pressed pause.

03 OLD TOWN, NEW DOORS
Incheon
YEAR-ROUND · ALL DAY (6–8H)
Around Dongincheon, old buildings have found new lives as cafés, shops, book alleys and creative spaces.

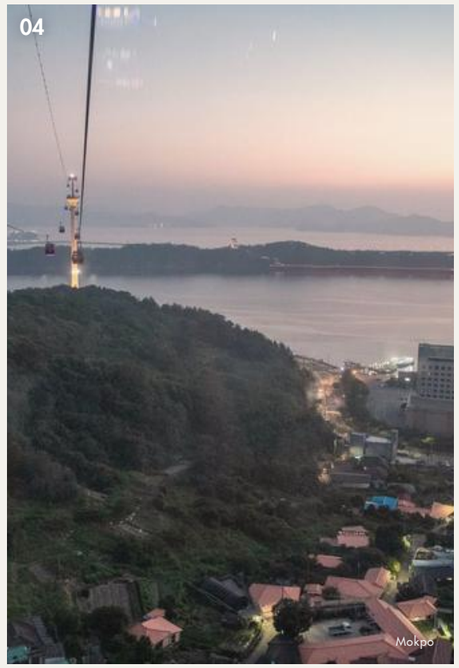
04 POSTCARDS FROM OLD MOKPO
Mokpo
SPRING / AUTUMN · HALF DAY (3–4H)
Mokpo's old port, early-modern buildings and painted alleys still feel lived in rather than preserved for show.

05 A TEMPLE MADE FOR STILLNESS
Sancheong
SPRING / SUMMER / AUTUMN · HALF DAY (3–4H)
Below Jirisan, this small temple is known less for grand monuments than for its pond, garden and the quiet that surrounds them.


01
Gwanghallu Garden, Namwon


02
Gunsan old town


03
Incheon Art Platform


04
Mokpo


05
Jiri mountain, Sancheong

BEST FOR

This theme is perfect for:

REPEAT VISITORS
Who have done the big three

STORY-LED TRAVELLERS
Towns with a history you can walk

SLOW WALKERS
Alleys, ports and quiet streets

PHOTOGRAPHERS
Early-modern streets and painted walls

CURIOUS CHECK

The Curious Korea way.



"These towns are quiet on purpose. We send a guide who knows the alleys.

FLORA LEE · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 08

BORROW A DAY

LIVE IT, DON'T VISIT IT.

Stay on a working farm, in a fishing village or with a haenyeo family, and share in the rhythms of everyday life, guided by your hosts.


Haenyeo, Seogwipo, Jeju


Jukbangryeom fish traps, Namhae


Geumdangsil Village, Yecheon

EXPERIENCES

Handpicked moments across Korea.



A DAY IN THE FIELDS

Ulsan

Stay on a mountain farm, follow the season into the fields, then cook with whatever you picked that morning.

YEAR-ROUND
1 NIGHT+



A MORNING BY THE SEA

Tongyeong

Spend a morning with a fishing village on the tidal flats, then wander the pebble beach.

SPRING / SUMMER / AUTUMN
HALF DAY (3–4H)



SLEEP LIKE A HAENYEO

Jeju

Stay in a haenyeo village, hear the divers' own stories and eat what they gather from the shore.

SPRING / SUMMER / AUTUMN
1 NIGHT+



A HOUSE IN THE TEA GARDEN

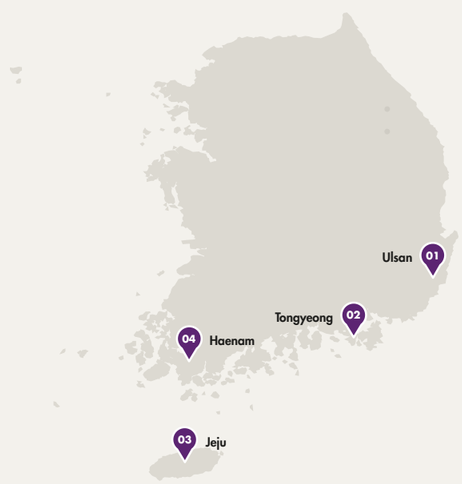
Haenam

Stay with the couple who grow the tea around their hanok. Pick the leaves, then share a ceremony.

SPRING / SUMMER
1 NIGHT+

WHERE TO FIND IT

These experiences, all across Korea.




Harvesting from the Garden

BEST FOR

This theme is perfect for:

HANDS-ON TRAVELLERS
Doing what the locals do anyway

FAMILIES
A farm, a fishing village, a day out

NATURE-FIRST
Fields, sea and tea gardens

MEANING SEEKERS
Staying with the people, not near them

CURIOUS CHECK

The Curious Korea way.



"

The hosts set the day, not us. That is the point of this theme.

LUNA MOON · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 09

COME PLAY

FOR EVERY AGE IN THE GROUP.

Family travel in Korea works best where there is something for each generation in the same place.

Villages, farms, lakes and theme parks that hold a whole family for a day.

Hajeon mudflats, Gochang

EXPERIENCES

Handpicked moments across Korea.



A DAY IN A TRADITIONAL VILLAGE

Yecheon

Crafts, cooking, natural dyeing and traditional treats — pick a few, get involved and let the kids decide what happens next.

YEAR-ROUND
ALL DAY (6–8H)



A TASTE OF FARM LIFE

Gochang

Make sausage, cheese or jam, get your hands into the soil, and see where breakfast actually comes from.

SPRING / AUTUMN
HALF DAY (3–4H)



CAMP, SPLASH & STAY

Gapyeong

Spend the day on the water, fire up the barbecue in the evening and stay by the lake rather than heading home.

YEAR-ROUND (WATER SPORTS MAY–SEP)
1 NIGHT+



THE THEME PARKS

Seoul, Yongin, Busan, Chuncheon

Yes, theme parks. Everland, Lotte World, Legoland and Lotte World Busan each have their own reason to make the itinerary.

YEAR-ROUND
ALL DAY (6–8H)



THE VILLAGE, REBUILT

Yongin

A reconstructed Joseon-era village where living history meets a full family day out.

YEAR-ROUND
ALL DAY (6–8H)

WHERE TO FIND IT

These experiences, all across Korea.



BEST FOR

This theme is perfect for:

MULTI-GENERATION GROUPS
Something for every age at once

PARENTS WITH KIDS
Farms, lakes and villages that hold a day

ACTIVE TRAVELLERS
Water, rides and open space

FIRST-TIMERS
Easy days, no planning stress

CURIOUS CHECK

The Curious Korea way.



"

We plan the day so grandparents and kids are never waiting on each other.

SUE LEE · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 10

SLOW DOWN

KOREA, AT A DIFFERENT PACE.

Sometimes the best way to experience Korea is to stop trying to see it all.

Wetlands, island paths, temples and a sky with nothing in the way of it.



Wondae-ri Birch Forest, Inje



Gangneung Coffee Street



Songaksan, Seogwipo, Jeju

EXPERIENCES

Handpicked moments across Korea.



WAITING FOR THE CRANES

Suncheon

Come for the cranes, then practise the rare art of doing nothing while you wait for them to appear.

AUTUMN / WINTER
HALF DAY (3–4H)



THE FIRST SLOW ROAD

Wando

Stone walls, terraced fields and eleven kilometres of island road. Cheongsando has always been slow.

YEAR-ROUND
1 NIGHT+



ONE NIGHT, NO RUSH

Jangseong

Stay at Baekyangsa, follow the temple's rhythm and eat temple food. One night changes the pace.

YEAR-ROUND
1 NIGHT+



STARS OVER ANBANDEGI

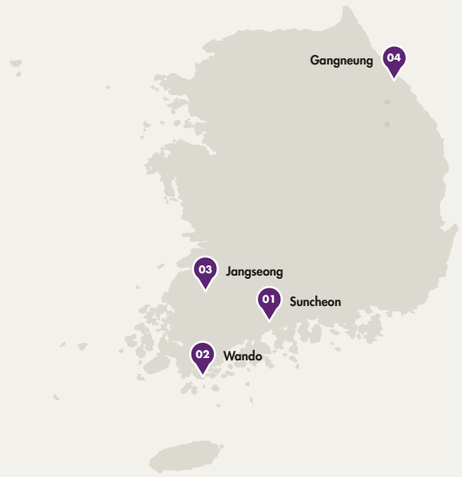
Gangneung

Highland cabbage fields beneath a ridge, with nothing between you and the sky. Come after dark.

YEAR-ROUND
HALF DAY (3–4H)

WHERE TO FIND IT

These experiences, all across Korea.





Slow road, Wando

BEST FOR

This theme is perfect for:

COUPLES
Looking for meaningful time together

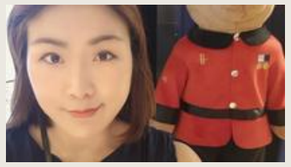
LUXURY TRAVELLERS
Seeking quiet, not spectacle

REPEAT VISITORS
Who want to discover a new side of Korea

SLOW TRAVEL LOVERS
Who prefer to go deeper, not faster

CURIOUS CHECK

The Curious Korea way.



"We only share places we've visited ourselves and would confidently send our own guests to.

FLORA LEE · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 11

GLOW-CATION

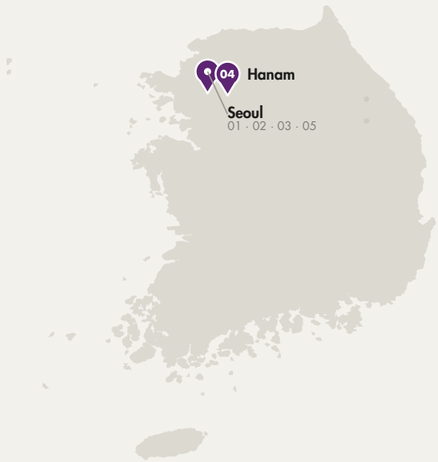
HOW KOREA RESTS.

Korean wellness is not only spa treatments.

It is the bathhouse, the scrub, the heated room, and the beauty routine that the country built an industry around.

WHERE TO FIND IT

These experiences, all across Korea.



EXPERIENCES

Handpicked moments across Korea.

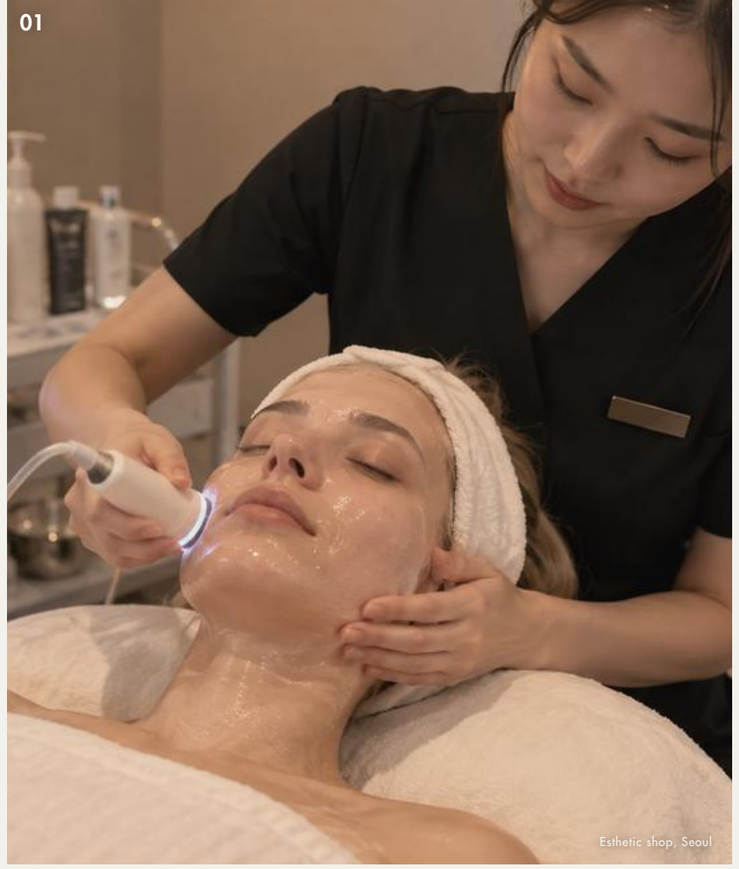
01 MEASURED, THEN TREATED
Seoul
YEAR-ROUND · 1–2H
Begin with a personalised consultation, then choose treatments that suit your preferences rather than following a fixed spa menu.

02 K-SCRUB, PRIVATELY
Seoul
YEAR-ROUND · 1–2H
Soak first. Scrub second. Add a head spa if you like. The Korean bathhouse experience, with a little more privacy.

03 FACE BALANCE, K-BEAUTY STYLE
Seoul
YEAR-ROUND · 1–2H
A Korean-style facial working across the face, neck and shoulders. Beauty care, not a medical procedure.

04 JJIMJILBANG 101
Hanam
YEAR-ROUND · HALF DAY (3–4H)
Change into the uniform, move between the heated rooms, cool down, eat something and repeat. This is how Korea knows how to rest.

05 IDOL FOR A DAY
Seoul
YEAR-ROUND · HALF DAY (3–4H)
Professional makeup, hair styling and your own photo session. For a few hours, your schedule belongs to your idol era.


01
Esthetic shop, Seoul


02
K-style make-up, Seoul


03
Color Analysis, Seoul



04
Wellness House Seoul, Seoul


05

BEST FOR

This theme is perfect for:

WELLNESS SEEKERS
Rest as the point of the trip

LUXURY TRAVELLERS
Private rooms and expert hands

SOLO TRAVELLERS
Time on their own terms

K-BEAUTY CURIOUS
The routine behind the industry

CURIOUS CHECK

The Curious Korea way.



"We explain the bathhouse rules before you go, so nothing is awkward once inside."

ELLA SEO · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 12

A JOURNEY THROUGH HERITAGE

WHAT KOREA DECIDED TO KEEP.

Korea's UNESCO World Heritage sites span palaces, tombs, academies, villages, volcanic landscapes and tidal flats.


Hahoe Village, Andong


Changdeokgung Rear Garden, Seoul


Salt fields at dusk, Sinan

EXPERIENCES

Handpicked moments across Korea.



FROM TIDE TO SALT

Sinan

On the UNESCO-listed Getbol coast, sun and wind still do the work. Visit Taepyeong's salt fields and, in season, rake the salt yourself.

SPRING / SUMMER / EARLY AUTUMN
HALF DAY (3–4H)



THE JOSEON WAY: THE ROYAL CAPITAL

Seoul & Suwon

Follow the royal story from Changdeokgung and Jongmyo to the royal tombs and Suwon Hwaseong, the city King Jeongjo built beyond Seoul's walls.

SPRING / AUTUMN
ALL DAY (6–8H) / 2 DAYS



THE JOSEON WAY: SCHOLARS AND THEIR VILLAGES

Andong & Gyeongju

Follow the scholars' world through Andong and Gyeongju, where academies, riverside villages and traditional houses still reveal how they lived.

SPRING / AUTUMN
ALL DAY (6–8H)



WHERE THE ISLAND CAME FROM

Jeju

Jeju's natural heritage tells the story from the inside out: volcano, lava tubes, crater and mountain.

YEAR-ROUND (BEST SPRING / AUTUMN)
HALF DAY PER SITE / ALL DAY



A CAPITAL THAT LASTED A THOUSAND YEARS

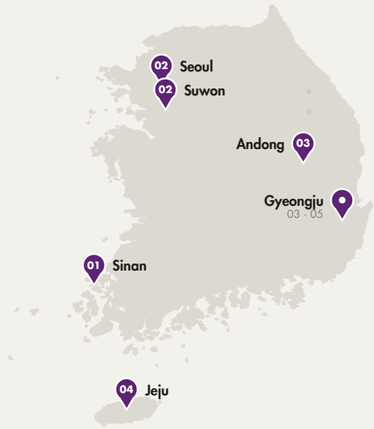
Gyeongju

Gyeongju was the heart of Silla for a thousand years. Its temples, tombs, palace grounds and mountain carvings still make that history unusually easy to walk through.

SPRING / AUTUMN
ALL DAY (6–8H) / 2 DAYS

WHERE TO FIND IT

These experiences, all across Korea.



BEST FOR

This theme is perfect for:

HISTORY-FIRST
UNESCO sites read as one story

FIRST-TIMERS
The essential Korea, done properly

LUXURY TRAVELLERS
Guided, unhurried, well timed

FAMILIES
Palaces, villages and tidal flats

CURIOUS CHECK

The Curious Korea way.



"The list is long. We pick the four sites that tell the story together.

CHLOE KIM · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

THEME 13

FOLLOW YOUR LIGHT

SUNRISE, SUNSET, AND AFTER.

Korea has coasts on three sides, which means the light lands differently depending on where you stand.

First light on the East Sea, last light on the West, and the city after dark.

Inwangsan, Seoul

EXPERIENCES

Handpicked moments across Korea.



THE MARKET THAT DISAPPEARS AT DAWN

Jeonju

Jeonju's dokkaebi market appears before sunrise and disappears before most of the city wakes. Come early, eat breakfast and watch it vanish.

YEAR-ROUND
1–2H



FIRST LIGHT ON THE EAST SEA

Jeongdongjin

The station stands right beside the beach. Arrive before dawn and watch the sun rise over the East Sea.

YEAR-ROUND
1–2H



LIGHT THROUGH THE TREES

Chuncheon

Take Nami Island slowly, on foot or by bicycle, when the trees do most of the talking.

YEAR-ROUND
2-3H



THE LAST LIGHT

Taean

On Taean's west coast, the tidal flats catch the last light of the day and hold it for a little longer.

YEAR-ROUND
HALF DAY (3-4H)



GWANGALLI AFTER DARK

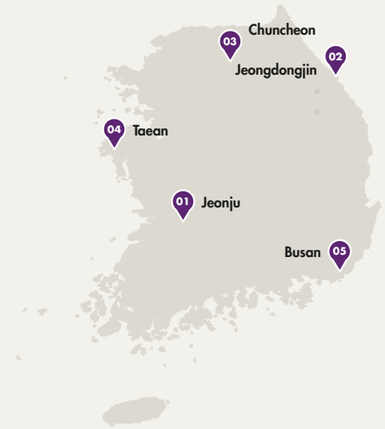
Busan

When the sun goes down, Gwangalli comes alive. The bridge lights up, the cafés fill and, on selected evenings, the drone show takes over the sky.

YEAR-ROUND
1–2H

WHERE TO FIND IT

These experiences, all across Korea.



BEST FOR

This theme is perfect for:

PHOTOGRAPHERS
Chasing first and last light

COUPLES
Dawn markets and evening bridges

EARLY RISERS
Willing to start before the city

NIGHT OWLS
Korea after dark

CURIOUS CHECK

The Curious Korea way.



"Sunrise times move by the week. We check the exact minute before we confirm the car.

SHEON PARK · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea



THEME 14

FIND YOUR ELEMENT

EARTH, WATER, FIRE, WOOD, METAL.

Deogyusan in winter, Muju

BEST FOR

This theme is perfect for:

NATURE-FIRST
Mountains, sea, forest and rock

MEANING SEEKERS
A landscape with an idea behind it

REPEAT VISITORS
Regions off the usual route

ACTIVE WALKERS
Ready for a climb or a boat

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea

Low on fire? Too much water? Korea has a trip for that.

Saju, Korea's traditional reading of your birth date, maps you across five elements. One may be stronger, another quieter. We turn that idea into a journey through five very different Korean landscapes.

EXPERIENCES

Handpicked moments across Korea.



01 EARTH

Sancheong

Sancheong sits beneath Jirisan, Korea's great mountain and its first national park. Here, the earth itself is part of the story — growing the herbs that have long been used in Korean medicine.

SPRING / AUTUMN
HALF DAY (3–4H)



02 WATER

Geoje

Take to the water around Geoje, where uninhabited rock islands rise from the sea and Haegeumgang can only really be understood from a boat.

SPRING / AUTUMN
50 MIN (HAEGEUMGANG) / HALF DAY WITH OEDO



03 FIRE

Namhae

Climb before dawn to a cliffside hermitage in Namhae and watch the sun rise between the islands, with morning prayers behind you.

YEAR-ROUND
1–2H (ROUND TRIP FROM 2ND CAR PARK)



04 WOOD

Damyang

Walk slowly through Damyang's bamboo forest, listen to the sound of the grove, then finish with a foot bath and tea.

YEAR-ROUND
HALF DAY (3-4H)



05 METAL

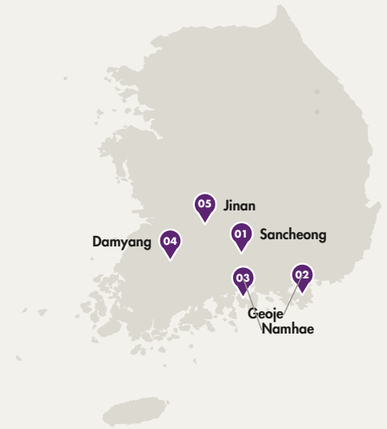
Jinan

Two rocky peaks rise from the plain like a pair of horse's ears. Below them, a temple and an old story about a mountain said to bind metal.

SPRING / AUTUMN
HALF DAY (3–4H)

WHERE TO FIND IT

These experiences, all across Korea.





Hwangmaesan, Sancheong

CURIOUS CHECK

The Curious Korea way.



"

One element, one landscape, one day. We do not mix them.

FLORA LEE · CURIOUS KOREA

THEME 15

BEYOND THE BORDER

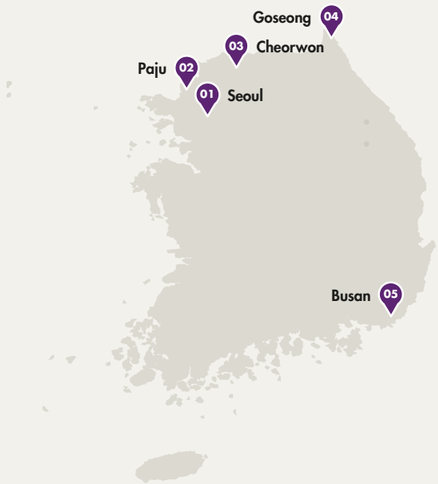
A LINE YOU CAN STAND IN FRONT OF.

In Korea, history is not always behind glass. Sometimes, it is still part of the landscape.

We explain the story first, then take you to the places where you can see it for yourself.

WHERE TO FIND IT

These experiences, all across Korea.



EXPERIENCES

Handpicked moments across Korea.

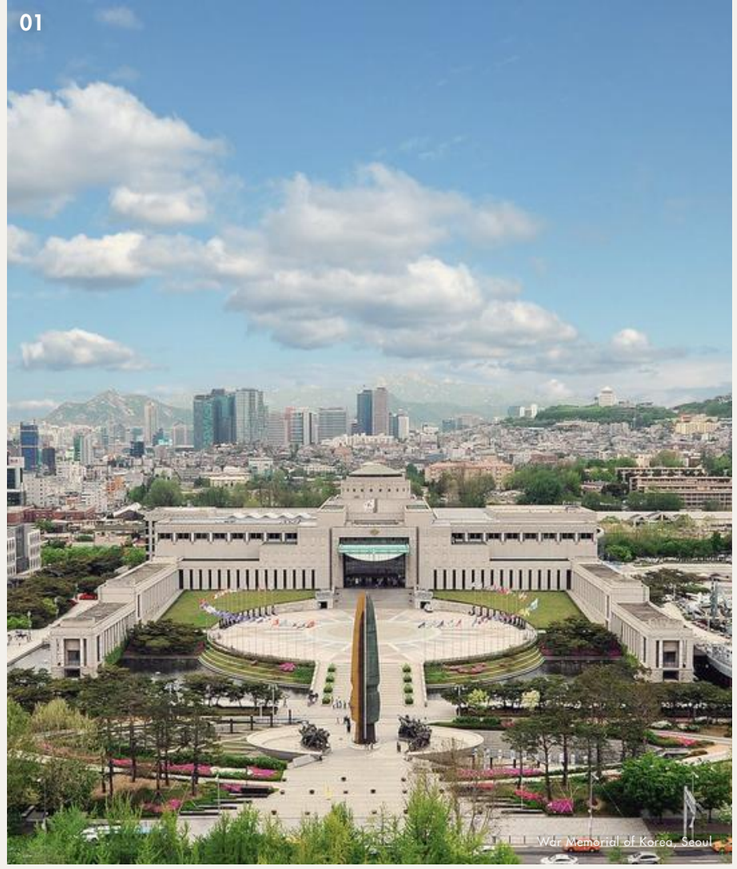
01 BEFORE THE BORDER
Seoul
YEAR-ROUND · HALF DAY (3–4H)
Before seeing the border, understand why it exists. The War Memorial gives the history context before the landscape gives it scale.

02 THE EDGE OF SEOUL
Paju
YEAR-ROUND · HALF DAY (3–4H) / ALL DAY
Imjingak, the Freedom Bridge and the severed railway show what the division left behind. With the right booking, continue to the Third Tunnel and Dora Observatory.

03 A TOWN LEFT BETWEEN LINES
Cheorwon
SPRING / AUTUMN · ALL DAY (6–8H)
Cheorwon's bullet-marked Workers' Party building, wide-open plain and abandoned railway tell the story of a town interrupted by the border.

04 WHERE THE EAST SEA MEETS THE BORDER
Goseong
SPRING / SUMMER / AUTUMN · HALF DAY (3–4H)
From South Korea's northernmost observatory, look across the DMZ, the East Sea and, on a clear day, towards the mountains beyond.

05 THE WAR REMEMBERED IN BUSAN
Busan
YEAR-ROUND · 1–2H
The UN Memorial Cemetery is the only one of its kind in the world. Walk its grounds, read the Wall of Remembrance and understand how far the Korean War reached.

01

War Memorial of Korea, Seoul

02


Imjingak, Paju

03

Workers' Party Headquarters, Cheorwon

04

Goseong Unification Observatory

05

United Nations Memorial Cemetery in Korea, Busan

BEST FOR

This theme is perfect for:

HISTORY-FIRST
Why the line exists, then where it is

FIRST-TIMERS
The one day most visitors ask for

CONTEXT SEEKERS
Going beyond the observation deck

FAMILIES WITH TEENS
A day that explains the country

CURIOUS CHECK

The Curious Korea way.



"We like to give guests the history around the DMZ visit. With the right context, the border makes much more sense."

RAY LEE · CURIOUS KOREA

Photography: Korea Tourism Organization (KOGL Type 1) · Curious Korea



Plogging in the park, Seoul

OUR COMMITMENT

GOOD GUESTS

RESPONSIBLE TRAVEL,
THE CURIOUS KOREA WAY.

Every programme we run is a visit to someone's village, kitchen or workshop. We want our guests to be the kind people are glad to see again.

For us, sustainability is not a separate product or a label on a trip. It is a set of everyday choices: who we work with, where we send guests, when we go and how we get there.

THE CONSCIOUS TRAVEL FOUNDATION

PROUD MEMBER OF THE CONSCIOUS TRAVEL FOUNDATION

The Conscious Travel Foundation is a non-profit community of travel companies working to make tourism a positive force for people and places. Membership connects us with mentoring, training and a global network of sustainability advocates, and with the grass-roots community projects the Foundation supports.

Photography: Curious Korea

HOW WE WORK

The choices we build into our programmes.

Small decisions, made programme after programme, add up. These are the ones we make.

Local first

We work with local guides, family-run restaurants and independent makers, so more of what your clients spend stays in the places they visit.

Beyond the usual route

Small towns, regional markets and quieter provinces spread visits beyond the few places that carry most of Korea's tourism, and give guests a fuller picture of the country.

Right time, right size

We plan around crowds rather than into them: early entries, quieter days, and group sizes that suit a small village, temple or workshop.

Guests, not an audience

Before temple stays, haenyeo villages and farm visits, guests are briefed on what is expected of them. On those days, the hosts set the pace, not us.

Lighter on the road

Where it works for the programme, we choose the train over a domestic flight, and plan routes that cut unnecessary driving time.

Your standards, built in

If your company has its own sustainability policy or supplier standards, tell us at the brief stage. We will build them into the programme from the start.

STILL LEARNING

An honest note.

We are early in this, not finished. Through the Foundation we are learning to measure our impact and reduce it, and we will share what changes as we go.

GET IN TOUCH

STILL CURIOUS?

Send us the brief, or just the question. We will come back with ideas, honest advice and a programme you can sell.

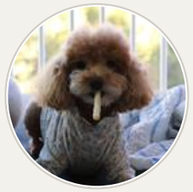
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