



Here's a **7-day South Korea itinerary** with luxury, mid-range, and budget options, plus **Seoul Fashion Week** and six additional excursions to enhance your trip.

7-Day South Korea Itinerary

Day 1: Arrive in Seoul & Explore Myeongdong & N Seoul Tower

- **Morning:** Arrive at **Incheon International Airport**, transfer to Seoul.
- **Afternoon:** Explore **Myeongdong** for shopping, skincare, and street food.
- **Evening:** Visit **N Seoul Tower** for stunning city views.

💰 **Luxury:** Stay at **Signiel Seoul (Lotte World Tower)** | Dinner at **Mingles (Michelin-starred Korean fusion)**

💰 **Mid-range:** Stay at **Lotte Hotel Seoul** | Dinner at **Korean BBQ in Hongdae**

💰 **Budget:** Stay at **Seoul Namsan Guesthouse** | Dinner at **Myeongdong street food stalls**

Day 2: Palaces & Traditional Seoul

- **Morning:** Visit **Gyeongbokgung Palace** & watch the **Royal Guard Changing Ceremony**.
- **Afternoon:** Explore **Bukchon Hanok Village** & try on a **hanbok**.
- **Evening:** Wander **Insadong**, enjoy a **Korean tea house**, or see a **traditional Nanta performance**.

💰 **Luxury:** Private palace tour | Dinner at **La Yeon (Michelin-starred Korean fine dining)**

💰 **Mid-range:** Hanbok rental & guided tour | Dinner at **Tosokchon Samgyetang (ginseng chicken soup)**

💰 **Budget:** Free palace entry (wear a hanbok) | Dinner at **Gwangjang Market (try bindaetteok & tteokbokki)**

Day 3: Fashion & Trendy Seoul – Seoul Fashion Week (Spring/Fall Only)

- **Morning:** Attend **Seoul Fashion Week at Dongdaemun Design Plaza (DDP)**.
- **Afternoon:** Explore **Hongdae** for K-fashion boutiques & vintage shopping.
- **Evening:** Experience Seoul's nightlife at **Itaewon** or **Cheongdam-dong** (high-end clubs/bars).

💰 **Luxury:** VIP ticket to Fashion Week | Dinner at **Mosu Seoul (Michelin-starred)**

💰 **Mid-range:** Attend free runway shows | Dinner at **Mapo Galmaegi (famous Korean BBQ)**

💰 **Budget:** Street style watching at DDP | Dinner at **Hongdae fried chicken pub**

Day 4: DMZ Tour & Gangnam

- **Morning:** Take a **DMZ tour** (Demilitarized Zone between North & South Korea).
- **Afternoon:** Explore **Gangnam**, visit **Starfield COEX Mall** & **K-Star Road**.
- **Evening:** Enjoy K-pop nightlife at **a themed café or club**.

💰 **Luxury:** Private DMZ tour | Stay at **Andaz Gangnam** | Dinner at **Mokran (North Korean cuisine)**

💰 **Mid-range:** Group DMZ tour | Stay at **GLAD Gangnam** | Dinner at **The Butcher's Cut (premium steakhouse)**

💰 **Budget:** Public DMZ tour | Stay at **Guesthouse Gangnam** | Dinner at **street food stalls in Gangnam**

Day 5: Day Trip to Busan – Beaches & Seafood

- **Morning:** Take the **KTX train to Busan** (~2.5 hrs).
- **Afternoon:** Visit **Haeundae Beach**, explore **Gamcheon Culture Village**, and **Jagalchi Fish Market**.
- **Evening:** Try Busan's **sashimi & seafood dishes**.

💰 **Luxury:** Stay at **Park Hyatt Busan** | Dinner at **Dining Room (fine dining with ocean views)**

💰 **Mid-range:** Stay at **Avani Central Busan** | Dinner at **Geumsubokguk (blowfish soup specialty)**

💰 **Budget:** Stay at **Blue Backpackers Hostel** | Dinner at **Jagalchi Market street stalls**

Day 6: Return to Seoul & K-Beauty & Shopping

- **Morning:** Take the **KTX train back to Seoul** (~2.5 hrs).
- **Afternoon:** Visit **Garosu-gil** for **K-beauty skincare & indie fashion**.
- **Evening:** Relax in a **jjimjilbang (Korean spa)** like Dragon Hill Spa.

💰 **Luxury:** Private beauty consultation | Stay at **Four Seasons Seoul** | Dinner at **Gaon (Michelin-starred Korean haute cuisine)**

💰 **Mid-range:** Shop at **Olive Young & Stylenanda** | Stay at **Shilla Stay** | Dinner at **K-BBQ restaurant**

💰 **Budget:** Shop at **Daiso & underground shopping centers** | Stay at **budget hostel** | Dinner at **convenience store kimbap**

Day 7: Last-Minute Seoul & Departure

- **Morning:** Visit **Namdaemun Market** for souvenirs or **Lotte World Tower** for city views.
- **Afternoon:** Enjoy a final **Korean street food meal** before heading to the airport.
- **Evening:** Depart from **Incheon Airport**.

💰 **Luxury:** Private airport transfer | Lounge access at **Incheon Airport**

💰 **Mid-range:** Airport limousine bus | Duty-free shopping at **Incheon Airport**

💰 **Budget:** Airport subway ride | Last-minute snacks at **7-Eleven**

6 Optional Excursions to Enhance Your Trip

1. 🏯 **Day Trip to Gyeongju** – Visit the **ancient capital** with UNESCO sites.
2. 🎤 **K-Pop Dance Class** – Learn moves from a professional instructor.
3. 🎿 **Ski Trip to Vivaldi Park** (Winter only) – Experience Korean ski resorts.
4. 🍷 **Makgeolli & Soju Tasting Tour** – Try traditional Korean rice wines.
5. 🎮 **PC Bang & E-Sports Arena Visit** – Dive into South Korea's gaming culture.
6. 🛍️ **Luxury Shopping in Apgujeong Rodeo Street** – High-end designer brands & K-pop celeb hotspots.

Please provide any adjustments based on your travel style? 😊