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Thoughtfully paced journeys designed to help travelers experience a destination deeply and return home restored.



DISCOVER THE 12 COLORS OF KOREAN CITIES

Create Your K-Color Itinerary Submission Template

The Rhythms of Korea: A Journey Through Tradition, Land & Sea

Korea is often described through its contrasts: ancient and modern, mountain and sea, contemplation and innovation. Yet these forces do not compete—they exist in harmony.

Through the rhythms of **tradition, land, sea, and future**, this journey reveals how history, landscape, food, and daily life continue to shape Korea today.

Accommodations Chosen with Intention

Each accommodation has been selected to deepen the experience of the destination and support the rhythm of the journey. From a traditional hanok in Seoul's historic heart to a restorative mountain retreat, a waterfront hotel overlooking Busan's coastline, and a contemporary luxury stay for the final chapter in Seoul, each property reflects the character of the place travelers are experiencing.

Rakkojae Seoul Bukchon | Seoul — The Rhythm of the Past

A traditional hanok stay that places travelers within Seoul's historic heart. Rakkojae offers an immersive introduction to Korean architecture, hospitality, and living traditions while supporting the slower, more intimate pace of the journey's opening chapter.

Kensington Hotel Pyeongchang | The Rhythm of Nature

Surrounded by the mountains, forests, and gardens of Gangwon Province, Kensington provides a restorative setting that encourages travelers to slow down and experience the landscapes at the center of this chapter.

Park Hyatt Busan | The Rhythm of the Tides

Overlooking the marina, Gwangan Bridge, and Busan's waterfront, Park Hyatt places travelers within the coastal landscape that defines the Busan chapter while providing space to rest between immersive days of exploration.

Four Seasons Hotel Seoul | The Rhythm of the Future

Contemporary in design yet located within Seoul's historic heart, Four Seasons provides a deliberate contrast to the opening hanok stay and reflects the relationship between heritage, creativity, and innovation that defines the journey's final chapter.

Seoul — The Rhythm of the Past

Seoul is often celebrated for its innovation and energy, yet its story begins in quiet hanok-lined streets, royal palaces, and enduring traditions. During three immersive days in Seoul's historic heart, travelers experience the cultural and culinary foundations of Korea through meaningful encounters, authentic cuisine, and thoughtfully paced exploration.

Culinary Rhythm of Seoul

Seoul's culinary traditions reflect centuries of royal influence, neighborhood food culture, and communal dining customs. From Korean barbecue and jeon paired with makgeolli to traditional gourmet experiences and everyday meals, food offers insight into the values, rituals, and hospitality that continue to shape Korean life today.

Day 1 | Arrival & Atmosphere

Upon arrival in Seoul, transfer to Bukchon Hanok Village and settle into the rhythm of the city. Today is intentionally gentle, allowing travelers to slow down, adjust, and begin experiencing Korea through atmosphere, architecture, and daily life.

Arrival Activities

- Private airport transfer to Bukchon Hanok Village
- Check-in at Rakkojae Seoul Bukchon
- Traditional tea and time to relax in the hanok courtyard
- Self-guided exploration of Bukchon Hanok Village
- Evening stroll through nearby Ikseon-dong's historic alleyways, cafés, and shops

Explore: Bukchon and the historic atmosphere of Seoul.

Savor: Welcome Dinner — Seoul's Chimaek Culture

Begin the journey with one of Korea's most beloved modern food traditions: Korean fried chicken paired with beer. More than a casual meal, chimaek offers a welcoming introduction to contemporary Korean social culture and the everyday traditions that bring people together.

Suggested Venue: Daily Beer

Accommodations: Rakkojae Seoul Bukchon

Day 2 | Traditions Passed Down

While Seoul's palaces tell the story of Korea's royal past, its foodways, craftsmanship, and everyday customs reveal how Korean traditions continue to live in the present.

Today invites travelers to experience culture not as something preserved behind glass, but as something practiced, tasted, created, and shared across generations.

Morning Activities

- Enjoy Seoul's café culture in a traditional hanok café
- Stroll through Bukchon and Anguk as the city begins to awaken
- Experience Korea's living culinary heritage through a traditional gourmet food experience

Savor & Connect: Korea's Living Culinary Heritage

Explore the flavors, ingredients, markets, and gathering places that have shaped Korean food culture for generations. Through shared tastings and conversation with a local guide, travelers gain insight into the dishes, customs, and seasonal traditions that continue to define everyday Korean life.

Rather than simply tasting Korean food, discover how meals preserve stories of family, community, hospitality, and identity.

Afternoon Activities

- Explore Insadong's cultural district
- Visit artisan workshops and traditional craft studios
- Create a personalized Korean dojang
- Discover traditional crafts, including hanji paper, calligraphy, and handmade cultural goods
- Explore hidden alleyways, tea houses, and cultural spaces

Create Your Own Korean Dojang

For centuries, personal seals have served as symbols of identity, artistry, and tradition. Working alongside a skilled artisan, design a personalized dojang while learning about its historical significance and enduring role in Korean life.

More than a souvenir, the dojang becomes a lasting connection to the craftsmanship and cultural heritage experienced throughout the journey.

Savor: Korean BBQ & Soju Experience

Gather around the grill for one of Korea's most beloved social dining traditions. Sharing Korean BBQ alongside soju introduces travelers to the communal spirit of Korean dining, where food, conversation, and connection unfold around the table.

Suggested Venue: Mongtan

Accommodations: Rakkojae Seoul Bukchon

Day 3 | Royal Seoul

Today explores the legacy of the Joseon Dynasty through Seoul's royal palaces, gardens, traditions, and cuisine. From the grandeur of the royal court to the quiet beauty of the Secret Garden, travelers experience the places and customs that shaped Korea for centuries.

Morning Activities

- Traditional hanbok fitting
- Explore Changdeokgung Palace upon opening
- Guided tour of the Huwon Secret Garden
- Professional hanbok photoshoot within the palace district

Explore: Changdeokgung Palace & Huwon Secret Garden

Arrive as the palace gates open to experience one of Seoul's most beautiful royal residences before the crowds arrive. Dressed in traditional hanbok, explore the courtyards, pavilions, and royal living spaces of Changdeokgung Palace.

Continue into the Huwon Secret Garden, once reserved for the royal family. Renowned for its harmony with the natural landscape, the garden offers a quieter and more intimate perspective on life within the Joseon court.

Hanbok Photoshoot within the Palace District

Against the backdrop of centuries-old palace architecture, participate in a professional photoshoot capturing the elegance of traditional Korean dress and the timeless beauty of Seoul's royal heritage.

Savor: Royal Korean Cuisine Experience

Enjoy a lunch inspired by the culinary traditions of the Joseon Dynasty. Once reserved for the royal court, these dishes reflect the balance, refinement, and artistry of Korean royal cuisine.

Depending on the season and venue, travelers may experience specialties such as gujeolpan, sinseollo, and carefully prepared side dishes that showcase the harmony of flavors, colors, and ingredients central to Korean culinary philosophy.

More than a meal, royal cuisine offers insight into the customs and cultural values that shaped life within Korea's palaces.

Suggested Venues: Jihwaja or Korea House

Afternoon at Leisure in Historic Seoul

Return to Bukchon for an unhurried afternoon. Explore galleries, tea houses, and artisan shops, relax at Rakkojae, or simply enjoy time within Seoul's historic neighborhoods before the evening's experience.

Explore: Gyeongbokgung Palace at Golden Hour

Experience Seoul's grandest palace in the warm light of late afternoon and sunset. The changing light, palace architecture, and mountain backdrop provide a striking contrast to the quieter atmosphere of Changdeokgung experienced earlier in the day.

Savor & Connect: Jeon & Makgeolli

Conclude the day with one of Korea's most beloved communal dining traditions.

Gather around the table to enjoy freshly prepared jeon paired with makgeolli, Korea's traditional rice wine. For generations, this simple pairing has brought family, friends, and neighbors together over food, conversation, and shared time.

Learn about the history and cultural significance of makgeolli while experiencing a dining tradition that reveals how food continues to create connection and community in everyday Korean life.

Accommodations: Rakkojae Seoul Bukchon

Day 4 | The Destination Unfolds Between Destinations

Seoul to Pyeongchang

Rise early and wander the quiet lanes of Bukchon Hanok Village as the neighborhood begins to awaken. Without the daytime crowds, tiled rooftops, hidden courtyards, and narrow alleyways reveal a more intimate side of Seoul's historic heart.

Enjoy a final neighborhood café before departing Seoul and traveling east toward Pyeongchang. As palace walls and historic neighborhoods give way to mountains, forests, and open landscapes, **The Rhythm of the Past gives way to The Rhythm of Nature.**

Culinary Rhythm of Pyeongchang

The cuisine of Gangwon Province is deeply connected to the mountains, forests, and changing seasons. Buckwheat noodles, mountain vegetables, wild herbs, potatoes, and dried pollock reflect generations of agricultural traditions and a close relationship with the land.

Here, food becomes an expression of seasonality, simplicity, and the restorative landscapes that define the region.

Pyeongchang — The Rhythm of Nature Begins

Arrival Activities

- Scenic KTX journey through the Korean countryside
- Transfer to Kensington Hotel Pyeongchang
- Time to settle into the mountain surroundings
- Visit Woljeongsa Temple
- Walk the renowned Woljeongsa Fir Tree Forest Path

Explore: Woljeongsa Temple & Fir Tree Forest

Beneath towering fir trees and surrounded by the quiet sounds of nature, experience one of Korea's most contemplative landscapes.

The centuries-old temple and forest path offer a powerful introduction to Pyeongchang and reveal the harmony between spirituality and nature that has shaped Korean culture for generations.

Savor & Connect: Traditional Korean Culinary Heritage Dinner

This evening, experience the flavors and traditions of Korean cuisine at Jeonggangwon, the Korea Traditional Food Culture Experience Center.

Surrounded by hanok architecture, traditional fermentation jars, and the agricultural landscapes of Gangwon Province, enjoy a dinner inspired by regional ingredients, seasonal flavors, and recipes passed down through generations.

Through the traditions of fermentation, seasonality, and shared meals, discover how food continues to preserve cultural knowledge, connect generations, and express Korea's enduring relationship with the land.

Suggested Venue: Jeonggangwon — Korea Traditional Food Culture Experience Center

Accommodations: Kensington Hotel Pyeongchang

Day 5 | The Restorative Landscape

Pyeongchang — The Rhythm of Nature

Today invites travelers to slow down and experience the landscapes, foodways, and mountain traditions that have shaped life in Gangwon Province for generations. Through time in nature, regional cuisine, and encounters with local communities, discover how life continues to move with the rhythms of the land and changing seasons.

Morning Activities

- Visit Odaesan National Park
- Participate in a guided forest healing experience
- Walk through old-growth forests using breathing, sensory awareness, and quiet reflection practices
- Experience the seasonal beauty of Korea's mountain landscape
- Follow a gentle trail to a scenic viewpoint

Explore: Odaesan National Park & Forest Healing

Discover one of Korea's treasured national parks, where forested peaks, mountain streams, and ancient pathways create a landscape of remarkable beauty and tranquility.

Through a guided forest healing experience, slow down and engage with the landscape through gentle walking, breathing, sensory awareness, and moments of quiet reflection.

More than time spent in nature, the experience introduces Korea's growing culture of forest wellness and the belief that time in natural environments can encourage restoration, balance, and a deeper awareness of place.

As you continue along the forest trails, discover how Korea's mountainous geography has influenced spiritual traditions, foodways, and daily life for centuries.

Savor: Gangwon Mountain Cuisine

Enjoy lunch at Migayeon, known for its traditional buckwheat cuisine and regional specialties.

Taste dishes such as memil makguksu, buckwheat pancakes, sanchae, locally grown potatoes, wild herbs, and seasonal ingredients that reflect the agricultural traditions of Gangwon Province.

Through its cuisine, discover how generations of mountain communities have transformed the ingredients of the land into dishes that remain central to the region's culinary identity.

Afternoon Activities

- Visit a local farm, mountain village, or agricultural producer
- Learn about seasonal farming traditions
- Meet residents whose lives remain closely connected to the land
- Experience the slower pace of rural Korea

Connect: Life Shaped by the Land

Spend time with people who live and work in the mountain communities of Gangwon Province.

Through conversation and firsthand experience, gain insight into the agricultural traditions, seasonal rhythms, and values that continue to shape everyday life in rural Korea.

Savor: Gangwon Provincial Cuisine

Conclude the day with a traditional dinner celebrating the culinary heritage of Gangwon Province.

Featuring regional specialties and seasonal ingredients, the meal reflects the relationship between the mountains, changing seasons, and communities that have called this region home for generations.

As the final meal in Pyeongchang, dinner offers an opportunity to reflect on the landscapes, people, and food traditions experienced during **The Rhythm of Nature**.

Suggested Venue: Cheongsan Hoegwan

Accommodations: Kensington Hotel Pyeongchang

Day 6 | The Destination Unfolds Between Destinations - Pyeongchang to Busan

The Rhythm of Nature Becomes the Rhythm of the Tides

Culinary Rhythm of Busan

Busan's culinary traditions have been shaped by the sea, migration, and the communities that have made Korea's largest port city their home. Fresh seafood, bustling markets, dishes born from hardship and adaptation, and recipes preserved through generations reveal a food culture deeply connected to the city's history and people.

From seafood harvested by haenyeo and simple meals enjoyed along the coast to neighborhood food traditions, market ingredients, and dishes prepared alongside a local chef, food offers a window into the livelihoods, resilience, and hospitality of Busan's communities.

Here, the culinary journey moves closer to the people—revealing how the sea, history, and shared meals continue to shape the identity of the city.

Following an early breakfast, **depart Pyeongchang at approximately 8:00 a.m. by private vehicle for the journey south to Busan.**

Travel comfortably through Korea's changing landscapes as the mountains and forests of Gangwon Province gradually give way to the cities and coastal regions of the south. The approximately five-hour journey provides a direct, door-to-door transition between two distinctly different regions of Korea.

Arriving in Busan at approximately **1:00 p.m.**, continue directly to Yeongdo to begin the first experience of the city's living maritime heritage.

In the mountains, life is shaped by the land and changing seasons. In Busan, generations of fishing communities, maritime trade, migration, and coastal traditions have created a culture whose daily rhythms move with the sea.

Explore & Connect: The Women of the Sea

Begin the Busan chapter through the story of the **haenyeo**, women divers whose knowledge of the sea, marine life, weather, and seasonal harvesting has been passed through generations.

Visit the Yeongdo Haenyeo Culture Exhibition Hall to learn about the traditions, working lives, and communities of Busan's women divers.

Continue to Yeongdo Haenyeochon, where local haenyeo serve seafood gathered from the surrounding waters. Through their stories, traditions, and livelihoods, gain insight into the relationship between community and the sea that has shaped generations of coastal life.

Savor: From the Sea to the Table

Enjoy a simple seafood meal connected directly to Busan's coastal traditions.

Depending on the season and day's catch, taste seafood gathered from the surrounding waters and served alongside local favorites such as gimbap.

More than a meal, the experience offers an introduction to Busan through the food, traditions, and people whose lives remain closely connected to the sea.

Arrival & Evening at Leisure

Following the haenyeo experience and seafood meal, transfer to **Park Hyatt Busan** and check into accommodations overlooking the marina, Gwangan Bridge, and the waters that define Korea's largest port city.

After an early departure and the journey south, the remainder of the evening is intentionally left at leisure.

Walk along the waterfront, explore the marina district, relax at the hotel, or simply take in views of Gwangan Bridge and the harbor.

Accommodations: Park Hyatt Busan

Day 7 | Sacred Shores: The Rhythm of the Tides

In Busan, the sea has shaped spiritual traditions, livelihoods, foodways, and daily life for generations.

Today follows the eastern coastline, from the quiet morning hours at one of Korea's most iconic seaside temples to a slow journey above the shoreline and an evening sailing on the waters that define the city.

Explore: Buddhist Heritage by the Sea

Begin the day early at **Haedong Yonggungsa**, before the largest crowds arrive.

Perched dramatically along Busan's rocky coastline, the temple offers a distinctive perspective on Korean Buddhist heritage in a setting shaped by the sea.

Accompanied by a knowledgeable local guide, explore the temple's history, sacred spaces, and symbolism while learning how Buddhism has influenced Korean culture for centuries.

Descend the 108 steps toward the sea, visit prayer halls and shrines, and take time to experience the relationship between spiritual heritage and the coastal landscape.

If time and conditions allow, continue toward the nearby Haedong Zen Centre for a quieter moment of reflection.

Morning Activities

- Arrive early at Haedong Yonggungsa
- Explore the temple grounds with a knowledgeable local guide
- Learn about Korean Buddhist traditions and symbolism
- Visit prayer halls, shrines, and coastal viewpoints
- Take time for quiet reflection overlooking the East Sea
- Visit the nearby Haedong Zen Centre if time and conditions allow

Explore: Journey Along the Coast

Continue along Busan's eastern shoreline aboard the **Haeundae Sky Capsule**.

Travel slowly above the coastline, taking in panoramic views of the sea, rocky shoreline, beaches, and coastal communities below.

Rather than simply moving between destinations, the journey itself becomes part of the experience—an opportunity to slow down and observe how life in Busan continues to unfold alongside the water.

Savor: Coastal Flavors

Enjoy a leisurely lunch near the eastern coastline featuring a regional specialty.

Depending on the season and venue, travelers may enjoy grilled fish, seafood noodles, Busan eomuk, or another dish connected to life along the coast.

The meal is intentionally relaxed, providing time to enjoy the setting and regional flavors before returning to the hotel.

Afternoon: Time to Pause

Return to Park Hyatt Busan for an unhurried afternoon.

Relax at the hotel, enjoy the waterfront setting, or simply rest before the evening's experience.

Connect: Sunset on the Water

As daylight begins to fade, return to the sea for a sunset yacht experience along Busan's coastline.

Sail past the city's waterfront skyline as the lights of Gwangan Bridge and Busan's towers begin to illuminate the harbor.

From the water, experience the city from a new perspective. The coastline explored throughout the day now unfolds from the sea itself, revealing the relationship between Busan and the waters that have shaped its landscape, communities, and identity.

As the yacht moves across the harbor and the city lights reflect across the water, take time to slow down and experience **The Rhythm of the Tides**.

Suggested Experience: Busan Ride Yacht Tour

Dinner: Light dinner or evening at leisure following the yacht experience.

Accommodations: Park Hyatt Busan

Day 8 | The People of the Tides Busan — The Rhythm of the Tides

While Busan's coastline defines its landscape, its people define its character.

For generations, refugees, merchants, market vendors, cooks, and harbor communities have shaped Korea's largest port city. Today explores the human side of Busan through a neighborhood shaped by war and migration, informal food traditions, and time spent cooking and sharing a meal with someone who calls Busan home.

Explore: Gamcheon Culture Village

Begin the day in Gamcheon Culture Village, a hillside community whose history is closely connected to displacement, resilience, and renewal.

Shaped by refugees during the Korean War, Gamcheon's steep streets and tightly clustered homes reveal an important chapter in Busan's modern history. Explore the village slowly with a knowledgeable local guide, wandering its alleyways, visiting local shops and creative spaces, and learning how the community transformed while preserving the stories of the people who lived there.

Morning Activities

- Explore Gamcheon Culture Village with a knowledgeable local guide
- Learn about the community's connection to the Korean War and refugee history
- Wander hillside streets and alleyways
- Visit local shops, creative spaces, and viewpoints
- Experience the neighborhood beyond its most photographed locations

Savor: Lunch at the Tents

Experience a casual and social side of Busan's food culture while enjoying lunch at the food tents and small local eateries woven throughout the neighborhood.

Sample regional favorites, interact with local vendors, and experience the everyday atmosphere of Gamcheon.

Rather than a formal meal, lunch offers time to slow down and discover how informal food traditions continue to create gathering places within the community.

Savor & Connect: From Market to Table

Join a local chef for an immersive exploration of Busan's culinary traditions.

Begin at a local market, meeting vendors and learning about regional ingredients, seasonal foods, and the culinary traditions that remain part of everyday life in Busan.

Continue to the kitchen for a hands-on cooking experience. Prepare dishes inspired by Busan's regional cuisine while learning traditional techniques and hearing the stories behind family recipes and food traditions passed through generations.

Activities

- Explore a local market with a Busan chef
- Meet vendors and learn about regional ingredients
- Discover seasonal foods and local culinary traditions
- Participate in a hands-on Korean cooking experience
- Prepare dishes inspired by Busan's regional cuisine
- Share the meal prepared together

Suggested Experience: Busan Local Food Cooking Class & Market Tour

A Seat at the Table

Gather around the table to enjoy the dishes prepared together.

Through food, conversation, and hospitality, gain insight into everyday life in Busan and discover how meals preserve family stories, cultural identity, and connections between generations.

As the final experience of **The Rhythm of the Tides**, the shared meal brings together the stories of the people and communities encountered throughout Busan—from women whose livelihoods remain connected to the sea to neighborhoods shaped by migration, market vendors, cooks, and families preserving regional traditions.

Evening at Leisure

Enjoy the remainder of the evening at leisure. Stroll along the waterfront, explore Nampo-dong, relax at Park Hyatt Busan, or simply reflect on the experiences of the past three days.

Accommodations: Park Hyatt Busan

Day 9 | The Destination Unfolds Between Destinations

The Rhythm of the Tides Becomes the Rhythm of the Future: Busan to Seoul

Following breakfast, depart Busan aboard the KTX for the journey north to Seoul. Travel comfortably through the Korean countryside as coastal landscapes give way to the energy of the nation's capital.

The journey returns to where it began, but with a different perspective. After experiencing Seoul's living traditions, Pyeongchang's relationship with the land, and Busan's communities shaped by the sea, travelers return to discover how Korea carries these influences forward.

In contemporary Seoul, tradition and innovation do not exist separately. Centuries-old customs continue to influence design, food, wellness, and everyday life, while creativity and technology shape how Korea expresses itself to the world.

The Rhythm of the Tides gives way to The Rhythm of the Future.

Journey to Seoul

- Breakfast and check-out from Park Hyatt Busan
- Private transfer to Busan Station
- KTX journey to Seoul with First Class seating
- Arrival at Seoul Station
- Private transfer to Four Seasons Hotel Seoul
- Time to settle into accommodations

Culinary Rhythm of Modern Seoul

Contemporary Seoul showcases how Korean cuisine continues to evolve. From neighborhood dining traditions and beloved local eateries to Michelin-starred restaurants, traditional flavors are preserved, reinterpreted, and carried forward by a new generation.

This final culinary chapter explores a food culture that honors its heritage while embracing creativity and innovation, revealing how Korea's culinary traditions continue to shape—and be shaped by—the future.

The Rhythm of the Future

Seongsu: Design, Innovation & K-Beauty

Explore: Contemporary Seoul — Seongsu

Spend the afternoon exploring **Seongsu**, one of Seoul's most dynamic creative districts, where former factories and workshops have been transformed into design studios, cafés, independent shops, and innovative cultural spaces.

Discover emerging Korean brands, contemporary architecture, and creative concepts that reflect Seoul's evolving identity. Through the neighborhood's blend of industrial heritage and modern design, experience how Korean creativity is shaping global trends while transforming the city from within.

Connect: Korean Beauty, Wellness & Innovation

Personal Color Analysis & K-Beauty Experience Park Jun Beauty Lab

Discover the role beauty, color, and personal expression play in contemporary Korean culture through a personalized color analysis and K-beauty consultation. Learn which colors best complement your natural features before exploring Korean skincare and beauty traditions tailored to your individual preferences.

Explore: Experience one of modern Korea's most influential cultural exports through a personalized introduction to the innovation, self-expression, and attention to detail that define K-beauty today.

Savor & Connect: Pojangmacha Experience

As evening falls, step into one of Seoul's most beloved dining traditions.

Beneath the glowing lights of a pojangmacha, gather around simple tables and enjoy Korean comfort foods in the company of local residents.

Far removed from fine dining, the experience offers a glimpse into everyday Seoul. Dishes are shared, conversations unfold, and the energy of the city comes alive in a setting that remains an enduring part of Korean social culture.

Accommodations: Four Seasons Hotel Seoul

Day 10 | The Rhythm of the Future

Seoul Through Local Eyes: Everyday Life & the Future

Today offers a more personal perspective on contemporary Seoul.

After experiencing the design, innovation, and global influence of modern Korea in Seongsu, the final day explores the interests, routines, and everyday places that shape life in the city.

Through time spent with a local guide, the evolution of Korean cuisine, and a final evening alongside Seoul residents at the Han River, travelers experience modern Korea not simply through what it creates and shares with the world, but through the ways people live, gather, and connect every day.

Explore & Connect: Seoul Through Local Eyes

Spend the morning experiencing contemporary Seoul alongside a knowledgeable local guide.

Rather than following a traditional sightseeing route, explore places that reflect everyday life and the interests of the travelers. Visit an independent bookstore or record shop, spend time in a neighborhood café, discover Korean fashion and lifestyle brands, or explore a cultural space known and enjoyed by Seoul residents.

Through conversation, observation, and shared experiences, gain insight into the interests, routines, and perspectives shaping life in modern Seoul.

Savor: Michelin-Starred Korean Dining

Experience the evolution of Korean cuisine through a Michelin-starred lunch showcasing the creativity and precision that have placed Seoul among the world's leading culinary destinations.

Through contemporary interpretations of traditional ingredients, flavors, and techniques, discover how Korean chefs honor their culinary heritage while reimagining it for a new generation.

Suggested Restaurants: Jungsik, Bicena, or La Yeon

Afternoon at Leisure

Enjoy an unhurried afternoon to experience Seoul according to your own interests.

Return to a neighborhood discovered earlier in the journey, explore the city's shopping and café culture, visit a museum or gallery, relax at Four Seasons Hotel Seoul, or simply leave room for an unexpected discovery.

This intentional pause allows travelers to slow down and experience the city personally before the journey's final evening.

Connect: An Evening Along the Han River

As afternoon gives way to evening, join Seoul residents along the banks of the Han River, one of the city's most beloved gathering places.

Purchase ramen from a nearby convenience store and enjoy it riverside as cyclists pass, families gather for picnics, students meet friends, and coworkers unwind after the day.

More than a landmark, the Han River is part of everyday life in Seoul—a place where community, routine, and simple pleasures unfold against the backdrop of one of the world's most dynamic cities.

As the lights of Seoul shimmer across the water, reflect on the flavors, landscapes, traditions, and connections experienced throughout the journey.

Final Reflection

As the journey comes to a close, travelers depart with more than memories of the places they visited.

Through living traditions, regional cuisine, restorative landscapes, coastal communities, and everyday moments, they have experienced the rhythms that continue to shape Korea.

From Seoul's historic neighborhoods and the mountains of Pyeongchang to Busan's maritime traditions and the creative energy of contemporary Seoul, the journey reveals a country where tradition is not left behind as Korea moves forward—it remains part of the land, the food, the people, and the future.

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