Imagine your Korea

GANGNEUNG

KOREA PART 2 OF 4







Gangneung: Korea's Unexpected Side



The Kiwi famil group at the iconic BTS bus stop

For a Korean getaway blending culture with great food and picturesque beaches, it's hard to go past Gangneung, as the Kiwi agents are discovering this week.

The area is known for its local experiences, catering well to Kiwis with a focus on food and family, says local Korea Tourism Organization representative Jeeyoon Lee.

It is quite a small town compared to Seoul or Busan, she says, and highlights include the local markets—and local food that can be found nowhere else, such as chodang dubu (tofu) at Cha Hyeonhee Soft Tofu. Korean barbecue is another must-do here. These dining experiences gather groups around a table eating from shared dishes, something Lee says highlights Korean gathering culture, making it a great option for families looking to reconnect.

To The Market

Gangneung Market is a great option for an affordable dinner, and is worth recommending to clients.

It is home to an array of food stalls offering dishes from dakgangjeong (korean chicken) to fresh sashimi—and fresh means straight from the tank. There are also stalls selling a range of goods, as well as thrift stores which the Kiwi agents found some gems in.

. . . Nature

It's also a great area for nature experiences, but the key to getting the most out of the experience is to use a knowledgeable guide.

Ellie Kim from Nancy Tour & Co offered valuable insights into Gangneung, including its history and culture, with some Korean language lessons thrown in along the way.

"It's your tour guide that helps you capture everything, and Ellie was so knowledgeable," says Jodie Harker from Orbit – a sentiment shared by all of the Kiwi agents.

. . . K-pop

Gangneung also caters to the K-pop fan. Hyangho Beach is home to the bus stop which famously featured on K-pop group *BTS' You Never Walk Alone* album cover.

Incredible Arte



The Arte Museum was an attraction that exceeded the expectations of agents on the famil, offering immersive mixed-media displays themed after nature and art, from oceans to Monet.

Orbit's Jodie Harker says it was 'incredible', and something she would recommend all people of all ages, with Stacey Leitch from NZTB adding that she's never been to anything like this before. Agents should recommend at least an hour for the museum, and entry starts at around $25pp.

Pictured: Rosemary McNoe from Travel the World.

K-Beauty Tour



For clients keen on embracing the K-beauty offering, Nancy Tour & Co has a five-night *K-Beauty & Skin Clinic Package*. It includes a visit to a Korean skin clinic for a professional skin consultation and time exploring Seoul's attractions with an English-speaking guide. Pricing starts at USD1765 per person, including airport transfers and twin share accommodation. See details HERE.

One Sweet Stop



Agents got hands-on with Korean culture at Seongyojang, where they were able to make dasik, a traditional Korean sweet made with soybean powder and honey that's enjoyed with tea.

Pictured: The Walshe Group's Jeeyoon Lee, Rachel Chapman from Edventuretours and Orbit's Jodie Harker with their creations.

Daily Flights AKL-ICN

Korean Air is boosting its Auckland–Seoul/Incheon route to daily flights for the upcoming northern winter season, running from October 25 through late March.

Passengers traveling between October 25 and December 17 will experience exceptional comfort aboard the next-generation Boeing 787-10. Starting December 18, the airline will introduce its flagship Airbus A350-900, offering passengers an enhanced long-haul journey with upgraded service.

BOOK KOREA WITH A SPECIALIST

Arisu Korea DMC:
opstar01@arisutour.com

Nancy Tour:
nancytour@nancytour.com

Holiday Planners:
tour@holidayplanners.co.kr



Imagine your Korea

KOREA TOURISM ORGANIZATION