



Getting to Jeonju from Major Cities

Republic of Korea

Incheon / Gimpo > Jeonju	3 hours
Cheongju > Jeonju	1 hour 30 minutes
Muan > Jeonju	1 hour 30 minutes
Seoul > Jeonju	3 hours
Seoul > Jeonju (Ktx, Srt)	2 hours
Busan > Jeonju	3 hours

Discover Jeonju

A Journey to Uncover Hidden Treasures in Everyday Life

Jeonju Hanok Village

: Our Everyday Life Layered upon the Breath of a Millennium

With more than 700 traditional tiled-roof houses forming a scenic landscape, Jeonju Hanok Village is the largest concentration of Hanok in Korea. Even during the early 20th century, when modern buildings began to appear, the area preserved its traditional way of life.

The village surrounds Gyeonggijeon Shrine, where the royal portrait of Yi Seong-gye is enshrined, and retains the historic alleyways of this thousand-year-old city. Sunlight resting on the tiled roofs by day and softly lit alleys by night create a welcoming atmosphere for visitors. Blending history, local cuisine, and stylish cafés and craft shops, the village reflects the distinctive cultural charm of Jeonju.

Address | 110 Jeondongseongdang-gil, Wansan-gu, Jeonju

Admission | Free

Inquiries | +82-63-282-1330

Wansan Bunker The Space

: A Mysterious Underground Space Where Art Is Stored

Once a fortified military facility built to protect supplies from external threats, this bunker has been transformed into a unique cultural and arts space that now stores creativity and diversity. Beyond its solid concrete walls, immersive media art and dazzling light installations unfold, opening the door to a world beyond everyday life. Passing through this once-hidden passage filled with art offers visitors more than a simple exhibition—it becomes a special journey of transformation and renewal.

Address | 70 Wansan 5-gil, Wansan-gu, Jeonju

Admission | KRW 10,000

Hours | 10:00–19:00 (Last admission 18:00) / Closed Mondays

Inquiries | +82-63-283-0010

Palbok Art Factory

: Where the Melody of Cassette Tapes Flows into Art

Once a factory that produced cassette tapes in the 1970s, this space has been reborn after 25 years of silence as an imaginative playground for art. The raw traces of the old industrial site blend with contemporary media art and sculptural installations, creating a distinctive atmosphere.

Visitors can enjoy a nostalgic moment at Cafe Sunny, where a former factory worker now welcomes guests as a barista, and explore artists' studios to discover the presence of art in everyday life. Today, Palbok Art Factory stands as one of Jeonju's leading examples of cultural regeneration—offering memories of the past and fresh inspiration for the future.

Address | 46 Gurettdeul 1-gil, Deokjin-gu, Jeonju

Admission | Free

Hours | 10:00–18:00 / Closed Mondays

Inquiries | +82-63-211-0288

Deokjin Park & Yeonhwajeong Library

: The Graceful Beauty of Hanok Amid the Fragrance of Lotus

Every July, the expansive lake in Deokjin Park becomes a spectacular sight as thousands of lotus flowers bloom across the water. At the end of the elegant Yeonhwagyo Bridge stands Yeonhwajeong Library, a tranquil space that beautifully reflects the aesthetics of traditional Hanok architecture.

Sitting by the window with the lake as a backdrop, visitors can enjoy a quiet moment of reading—often one of the most peaceful experiences of the journey. By day, the graceful lines of Hanok architecture stand out in harmony with nature, while at night the softly illuminated lake creates a serene and picturesque atmosphere.

Address | 390-1 Gwonsamdeuk-ro, Wansan-gu, Jeonju

Admission | Free

Hours | (Park) Open year-round (Library) 10:00–19:00 / Closed Mondays

(Library) Inquiries | +82-63-714-3527

Gyeonggijeon Shrine

: A Tranquil Place Where Royal History Lives On

Gyeonggijeon Shrine houses the royal portrait of Yi Seong-gye and symbolizes Jeonju as the birthplace of the Joseon dynasty. Surrounded by bamboo groves and pine-lined paths, the site offers a peaceful atmosphere and is also known as a popular filming location for historical dramas.

Address | 44 Taejo-ro, Wansan-gu, Jeonju

Admission | KRW 3,000

Hours | (Sep–May) 9:00–18:00 / (Jun–Aug) 9:00–20:00

Inquiries | +82-63-281-2788



NIHC(National Intangible Heritage Center)

: Discover Living Traditions of Intangible Heritage

The National Intangible Heritage Center is a comprehensive cultural complex dedicated to safeguarding and transmitting humanity's intangible heritage. It offers visitors a unique opportunity to experience Korea's spirit, wisdom, and traditional culture in one place.

The permanent exhibition halls present traditional performances, arts, and folk games under the theme "Joy and Elegance of Everyday Life," while the theme "Beauty and Wisdom of Daily Living" introduces traditional crafts and lifestyle practices shaped by the hands of skilled artisans. Through engaging exhibitions, media art displays, and finely crafted traditional works, visitors can discover the refined lifestyle and cultural values passed down through generations.

Address | 95 Seohak-ro, Wansan-gu, Jeonju

Admission | Free (Reservation required for some programs)

Hours | 9:30–17:30 / Closed Mondays

Inquiries | +82-63-280-1400

Parking | Free



Jeonju Arboretum

: A Vast Healing Garden Where the Seasons Linger

Originally created to restore nature damaged during highway construction, Jeonju Arboretum has become one of the most beloved year-round retreats for local residents. Thoughtfully arranged gardens—including a rose garden, bamboo grove, and aquatic plant garden—offer ever-changing scenery that feels like stepping into a different world with every path.

The scenic pavilion in the aquatic garden is especially picturesque, where lotus flowers floating on the water and a traditional tiled roof create a view reminiscent of an ink-wash painting. From lush green foliage to delicate winter snow, the arboretum changes colors with the seasons, offering visitors a peaceful place to rest and reconnect with nature.

Address | 462-45 Beonyeong-ro, Deokjin-gu, Jeonju

Admission | Free

Hours | 9:00–18:00 / Closed Mondays

Inquiries | +82-63-714-7200



Ajung Lake & Ajung Lake Library

: A Scenic Walk with Rippling Waters and Gentle Melodies

Once an agricultural reservoir, Ajung Lake has been transformed into a beloved ecological retreat for local residents. A waterside deck trail circles the lake, offering a pleasant place for a leisurely stroll. At Ajung Lake Library overlooking the water, visitors can relax with books and LP music, enjoying a quiet moment away from the noise of everyday life. At night, the illuminated lakeside walkway reflects on the water like scattered starlight, creating one of Jeonju's most romantic night views.

Address | 131 Ajunghosu-gil, Deokjin-gu, Jeonju

Admission | Free

Hours | (Lake) Open year-round (Library) Weekdays (Nov–Oct) 9:00–21:00 Weekends 9:00–18:00 / Closed Mondays

(Library) Inquiries | +82-63-281-8617

[Tip] Jeonju Hanok Rail Bike

About a 10-minute walk from Ajung Lake, this rail bike attraction offers a unique way to experience the city. The 3.4 km round-trip track allows visitors to enjoy the changing scenery of the seasons in the heart of Jeonju through all five senses.

Jeonju Hyanggyo

: A Traditional Center of Learning Touched by the Colors of the Seasons

Founded in the late Goryeo period, Jeonju Hyanggyo preserves the spirit of Confucian education that flourished during the Joseon dynasty. In autumn, a towering ginkgo tree creates a striking golden tunnel, offering one of the most picturesque scenes in Jeonju. Sitting on the quiet wooden veranda, visitors can gently experience the passage of time in this historic setting.

Address | 139 Hyanggyo-gil, Wansan-gu, Jeonju

Admission | Free

Hours | (Nov–Feb) 10:00–17:00 / (Mar–Oct) 9:00–18:00 (Closed Mondays)

Inquiries | +82-63-288-4544

Jeondong Catholic Cathedral

: A Majestic Romanesque Cathedral Built upon a Painful History Architecture

Built on the site of Korea's first Catholic martyrdom, this cathedral is regarded as the mother parish of the Honam region. Completed in 1914 using stones from the walls of Jeonju Fortress as its foundation, it features a distinctive exterior where red brick walls harmonize with a Byzantine-style dome. Standing at the entrance to Jeonju Hanok Village, it is one of the most iconic landmarks of Jeonju.

Address | 51 Taejo-ro, Wansan-gu, Jeonju

Hours | 9:00–17:00

Note | Interior access is restricted to visitors (exterior viewing only)

Getting Around Jeonju

Jeonju Tourist Taxi

Price | 3 hours: KRW 50,000 / 5 hours: KRW 80,000
Reservation | Advance phone booking required (+82-10-3670-5729 / +82-10-3689-4526 / +82-10-6599-8299)
Departure | Available from anywhere within Jeonju city

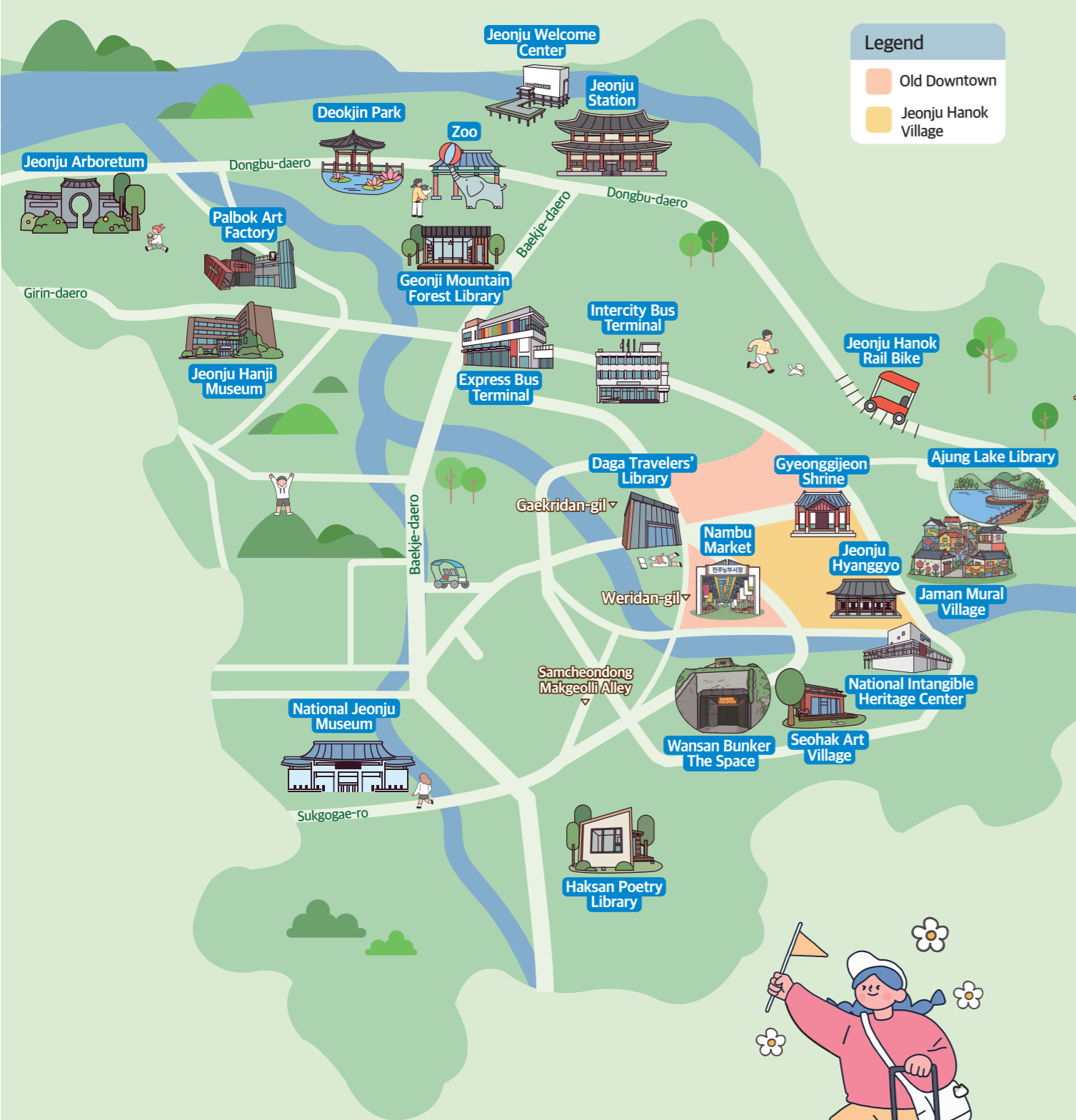
Jeonju City Bus Pass

Price | 1-Day Pass: KRW 6,000 / 2-Day Pass: KRW 11,000 / Plastic card fee: KRW 3,000
Purchase | Available at GS25 convenience stores (cash only)
Note | Non-refundable after purchase / Valid only for the selected date

Hanok Village Parking Shuttle Bus (Free)

Route: Hanok Village Parking Lot No. 4 ↔ Taejo-ro Stop (next to the Integrated Tourist Information Center)
Hours: 10:00-18:30 (16 trips per day on weekdays / frequent service on weekends)

Jeonju



Find Your 'Life Sentence'

: A Library Journey in Jeonju



Beyond its public libraries, Jeonju is home to 12 distinctive themed libraries scattered across the city like hidden gems. From the Hanok-style Yeonhwajeong Library overlooking a lotus lake to the music-filled Ajung Lake Library, these unique spaces embrace the city's nature and culture while offering visitors a quiet place to pause.

Stepping away from the pace of daily life, travelers can enjoy a peaceful moment and perhaps discover their own meaningful "life sentence" along the way.

□ **Library Tour Program** | Operates every Saturday from April to November (QR code for details)



Touching History

: Traditional Experience



Jeonju's history becomes even more vivid when experienced by hand rather than simply seen. From Jeonju Hanji, renowned for its durability over centuries, to traditional rice wine crafted with care, the city invites visitors to experience its rich cultural heritage firsthand.

Travelers can take part in hands-on activities such as making Hanji from mulberry bark, enjoying a traditional tea ceremony, or learning how to brew traditional Korean liquor. Creating a personal fan or traditional knot craft under the guidance of artisans allows visitors to capture the spirit and artistry of Jeonju in their own way. The journey through Jeonju's heritage is completed through the traveler's participation.

[Tip] A Record Crafted by Hand : Hanji-Making Experience

Visitors can experience the traditional process of making Jeonju Hanji—paper known for lasting centuries—and create their own handmade sheet.



- 📍 **Address** | 85 Heukseok-ro, Wansan-gu, Jeonju
- 🕒 **Hours** | Thu-Sat / Sessions at 10:00, 14:00, 16:00
- 💰 **Fee** | Free (20 participants per session)
- ☎️ **Inquiries** | +82-63-281-1630

Nights in Jeonju

: A Night Market Brighter Than the Day



Jeonju truly comes alive after sunset. As evening falls, the lively Nambu Market fills with delicious aromas and vibrant energy. Savor crispy yukjeon (Korean beef pancake) and a variety of creative fusion dishes that awaken the senses, then head up to the rooftop garden to enjoy moonlit busking performances that complete the festive night market atmosphere.

- **Venue** | Jeonju Nambu Market
- **Address** | 19-3, Pungnammun 1-gil, Wansan-gu, Jeonju
- **Night Market Hours** | Every Friday and Saturday, 18:00-23:00 (subject to change)



The Taste and Style of Jeonju : Shopping & Souvenirs

Handcrafted Delicacies

From the famous Jeonju-style choco pie made by local bakeries to bibim-bread inspired by the ingredients of Jeonju bibimbap and delicate handmade yanggaeng (sweet red bean jelly), Jeonju offers a delightful selection of treats to take home.

Local Goods

Discover carefully crafted items made from traditional Hanji paper—renowned for its durability over centuries—as well as stationery and souvenirs inspired by the scenery and culture of Jeonju.

Traditional Liquor

Local specialties such as Igangju and Moju are made with Jeonju's pure water and time-honored craftsmanship, making them perfect gifts to remember your journey.

Old Town Road Shops

In the areas of Gosadong and Jungang-dong, visitors can enjoy a lively shopping district where fashion and beauty come together. From well-known cosmetic brands to stylish clothing boutiques and charming accessory shops, every alley offers something new to explore. Restaurants and cafés tucked between the shops add even more energy to the experience.



Walking Through Jeonju's Memories : Gaekridan-gil & Weridan-gil



Gaekridan-gil (Daga-dong Area)

Once part of Jeonju's aging old downtown, Gaekridan-gil has been revitalized with unique cafés, restaurants, and small cinemas. Hidden shops tucked along its narrow alleys create a charming atmosphere, offering travelers a distinctive and memorable experience of the city.

Weridan-gil (Wedding Street Area)

Located along the former Wedding Street, Weridan-gil is a unique district where workshops, cafés, pubs, and restaurants are nestled among traditional wedding-related shops. The area blends old buildings with modern sensibilities, where visitors can discover charming craft stores, vintage wine bars, and beloved local eateries.

A Taste of Jeonju, the Culinary Capital of Korea

Jeonju Bibimbap

A Bowl Blossomed with the Harmony of Five Colors



Bibimbap, one of the most iconic dishes of K-food, brings together over 30 different ingredients—including seasoned vegetables, fresh greens, and meat—into a single harmonious bowl.

Among them, Jeonju Bibimbap stands out for its premium ingredients and refined recipe, offering both visual beauty and exquisite taste. The vibrant harmony of the five traditional colors (obangsaek) transforms each bowl into a work of art.

In recent years, creative variations such as bibim bread, croquettes, and bibim noodles have emerged, bringing a fresh and playful twist that delights younger travelers.

Kongnamul Gukbap

A Warm Morning Greeting



'Kongnamul Gukbap,' or bean sprout soup with rice, is another signature dish of Jeonju and a comforting meal that gently restores tired travelers.

Prepared either by boiling rice and bean sprouts in a hot earthenware pot with rich seasoning, or by pouring hot broth over rice in the style of Nambu Market, each version offers its own unique charm.

A sip of the hearty broth, often enjoyed with a soft poached egg, feels like a warm morning greeting—an essential ritual to start a day in Jeonju.

Jeonju Baekban

A Generous Table Shaped by a Thousand Years



Jeonju Baekban best represents the generous spirit of Jeolla cuisine.

A single table is filled with dozens of side dishes made from seasonal vegetables grown in fertile land and fresh seafood from the West Sea.

Even without extravagant dishes, a meal of freshly cooked rice, rich stew, and carefully prepared side dishes offers a satisfying and royal dining experience—one that reflects centuries of culinary tradition.

A Special Night Culture of Jeonju

Jeonju Makgeolli

Endless Dishes with Every Pour



Brewed with the clean water for which Jeonju is well known, its makgeolli is light, clear, and refreshingly smooth.

The true charm of Jeonju Makgeolli lies not only in the drink itself, but in the endless array of side dishes that are freshly served each time another kettle is ordered.



Gamaek

Meet the Everyday Life of Jeonju Citizens



'Gamaek,' short for 'store beer,' is a unique drinking culture that originated in Jeonju. At small neighborhood convenience stores, visitors can enjoy cold beer with simple yet flavorful snacks such as grilled dried pollock or cuttlefish cooked over charcoal. Though modest in appearance, the warm and nostalgic atmosphere of these gamaek spots adds a special charm to a traveler's night in Jeonju.

©Korea Tourism Organization PhotoKorea - Kim Ji-ho, Choi Seo-yeon, DNA Studio

A Smart Way to Enjoy Jeonju

Tourist Information Centers

- **Jeonju Hanok Village Tourist Information Center**
Tel: +82-63-282-1330 / Hours: 09:00-18:00
- **Gyeonggijeon Travelers Lounge (Information Center)**
Free luggage lockers / Tel: +82-63-287-1330 / Hours: 09:00-18:00
- **Jeonju Integrated Tourist Information Center**
Free luggage lockers / Tel: +82-63-282-1335 / Hours: 09:00-18:00
- **Jeonju Station Tourist Information Center**
luggage lockers(paid) / Tel: +82-63-244-2664 / Hours: 09:00-18:00
- **Jeonju Express Bus Terminal Tourist Information Center**
luggage lockers(paid) / Tel: +82-63-255-6949 / Hours: 09:00-18:00
- **Gosadong Traveler Lounge (Information Center)**
Tel: +82-63-232-1335 / Hours: 09:00-18:00
- **Tourist Information Hotline**: 1330

Smart Tourism Platform

- Visit Jeonju
- Hanok Village Official Website
- Jeonju Hanok Village Accommodation Reservation

Walking Guided Tour

- **How to Join** | Meet at the designated gathering point (no reservation required)
- **Duration** | Approximately 1 hour
- **Tel** | +82-63-282-1330, +82-63-284-1126
- **Hours** | Daily at scheduled times
- **Fee** | Free (admission fees are paid individually)
- **Tour Courses(English Available)**
 - **Course 1** | Gyeonggijeon History Tour (admission fee required) (11:00, 14:00)
 - **Course 4** | Hanok Village Alleyway Tour (11:00, 15:00)
 - **Course 5** | Jeolla Gamyeong Guided Tour (11:00, 14:00)
- ※ English-guided tours are available for selected courses only (Courses 1, 4, and 5).
- ※ Groups of 10 or more international visitors may request a private tour at a preferred time with advance reservation.
- ※ Scan the QR code for more details.

Jeonbuk Tour Pass

- **Price** | KRW 3,000-25,900 (varies by product)
- **Purchase** | Online purchase
- **How to Use** | Mobile barcode
- **Benefits** | Free admission to selected attractions and experiences, as well as discounts at cafés and other venues (see website for details).

Jeonju Public Bicycle Rental (Kkotssingi)

- **Rental Locations** | 11 major stations including Jeonju Hanok Village and Chimyeongjason
- **Fee** | KRW 1,000 per day (one rental per day)
- **Operating Hours** | Apr, May, Sep, Oct: 9:00-18:00
(Closed Mondays) Jun, Jul, Aug: 9:00-19:00
Mar, Nov, Dec: 9:00-17:00
Jan, Feb: Not in operation
- **How to Rent** | On-site purchase or mobile app purchase
- **Return** | Bicycles can be returned at any rental station during operating hours
- **Inquiries** | +82-63-232-8383