

NEWSLETTER



Traditional Korean Rice Cooking in a Cauldron

Unique Coffe only in Hachuri Village



Are you looking to explore a unique area in Korea beyond Seoul, Busan, and Gyeongju?

If so, consider visiting "Hachuri Mountain Village" in the mountainous region of Gangwon-do. Nestled beyond the Hangryeong Pass in the foothills of Seoraksan, Hachuri Mountain Village preserves its pristine natural environment. The village is characterized by clear streams flowing through deep valleys and lush forests filled with refreshing air. It offers a distinct charm that contrasts with the bustling and developed atmosphere of Seoul.

Savor the unique Seoritae coffee, a specialty of Hachuri Mountain Village, while enjoying the picturesque scenery of this charming mountain village. This exclusive beverage can only be experienced here.

Introducing the "Cauldron Rice Cooking Experience" in Hachuri Village. In Korea, rice is a staple food, and while it is now commonly cooked using electric rice cookers, in the past, every household used a traditional iron pot called a gamasot. Experience the warmth and flavor of rice cooked in a gamasot, and enjoy a typical Korean meal with a variety of side dishes provided here.

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All-in-one Korean Chicken Class

Kyocheon Chicken, a top chicken brand in Korea, is launching a new program for foreign tourists. Participants will learn about the history of chicken in Korea, taste various types of chicken, and enjoy a "Make Your Own Chicken" session. They can watch a demonstration of Kyocheon Chicken's signature menu, create their own chicken, and enjoy it with family and friends.

Find your favorite chicken!



Have you heard of RingKtrip, LOTTEJTB's exclusive SIC tour where you can enjoy both the traditional Korean cauldron rice cooking experience and the Kyocheon Chicken experience? Explore a variety of SIC tour packages through the link below:

https://www.lottejtb.com/uploadfo/file/glb/RingKtrip_INDEX.pdf

Korea Beauty Festival is ready!

The festival is held from **June 19th to July 18th** in major tourist areas in Seoul, including Dongdaemun, Myeongdong, and Seongsu. It features K-beauty experience programs across five themes: hair, makeup, fashion, health, and wellness. Additionally, various discounts, events, and promotions are offered in conjunction with the festival.

Enjoy Korea's representative beauty programs in Myeongdong, Gangnam, Dongdaemun, Seongsu, and more. These programs include personal color diagnosis, free "Insaeng Ne-cut" (life four-cut photo), and more. At the Welcome Center in Myeongdong, you can receive a K-Beauty passport made with an ID photo taken like an idol. Explore different beauty programs at major tourist spots throughout Seoul.

