



# Bleisure

Bleisure is a compound word of "business" and "leisure", describing a trend where people use their free time during business trips to enjoy local culture.

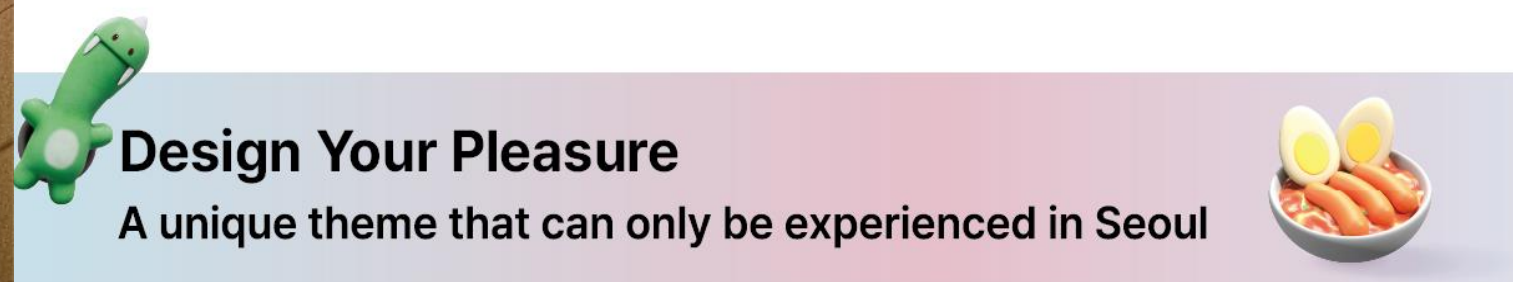
Modern business travelers seek a balance between work and daily life, looking for new experiences at their travel destinations. Seoul is the perfect global city for this bleisure tourism, offering an ideal environment to enjoy both business and leisure simultaneously.

## Welcome to Seoul Bleisure!

Seoul offers convenient business infrastructure and a variety of leisure themes for bleisure travelers. After work, you can enjoy shopping at traditional markets or shopping centers and find renewed energy with a relaxing stroll along the Han River.



**Design Your Pleasure**  
A unique theme that can only be experienced in Seoul



## Easy to Access, Ideal for Business

Seoul is fast, efficient and always ready, with world-class transportation, modern venues, and smart city infrastructure.



## Nature in Perfect harmony

Mountains, rivers, and tranquil parks blend seamlessly into the rhythm of the city.



## Where Heritage Meets the Moment

Centuries-old palaces and traditions coexist with sleek architecture and cutting-edge design.



## Culture That Never Slows Down

From K-pop to traditional dance, night markets to art museums, Seoul is filled with creative energy day and night.



## A Culinary City Full of Soul


Seoul's cuisine is as deep, bold, and imaginative as its history.



# Seoul Welcomes You!

Experience Seoul in a Whole New Way  
With Perks Designed Just for You

**Special Offer, Exclusive Experience**  
Enjoy exclusive benefits for business travelers in Seoul!




For any additional questions or inquiries, please feel free to reach out via the KakaoTalk chat or WhatsApp contact provided below. We have included QR codes for each platform, making it easy for you to connect with us directly.



