JEONJU MICE
GUIDE BOOK

Jeonju: A Gateway City for Global Business Events

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JEON
JU
: MICE
GUIDE

Meetings Incentives
Conventions Exhibitions

JEONJU : MICE GUIDE

Meetings Incentives
Conventions Exhibitions



Feel Korea in Jeonju

JEONJU TOURISM ORGANIZATION

Feel Korea in Jeonju

JEONJU TOURISM ORGANIZATION

This guidebook provides information on conference facilities,
accommodations, and tourist attractions for MICE organizers.



The Jeonju Convention Center
(Scheduled for completion in 2028)

JEONJU : MICE GUIDE

Meetings Incentives
Conventions Exhibitions

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About the Jeonju Tourism Organization

Jeonju: A City Where a Thousand Years of History Meets Modern Charm

As Jeonju's dedicated tourism organization, The Jeonju Tourism Organization strives to create sustainable tourism value based on the city's unique cultural heritage and resources while strengthening the local tourism industry.

It discovers and promotes Jeonju's unique resources such as cultural heritage, local food, and traditional homes as innovative tourism programs. It also implements multi-faceted marketing strategies to attract domestic and international tourists and to revitalize the local economy. The Jeonju Convention Center and MICE Complex scheduled for completion in 2028 will lay the groundwork for Jeonju's specialized event industry.

Heritage and Cultural Resources

Abundant historical and cultural assets such as Hanok Village, Gyeonggijeon Shrine, and cultural heritage

Tourism Content Development and Promotion

Developing unique tourism resources and strengthening domestic and international marketing and promotion

Building a MICE Ecosystem

Developing the MICE industry through the Jeonju Convention Center and MICE Complex

MICE Hub for Global Tourism

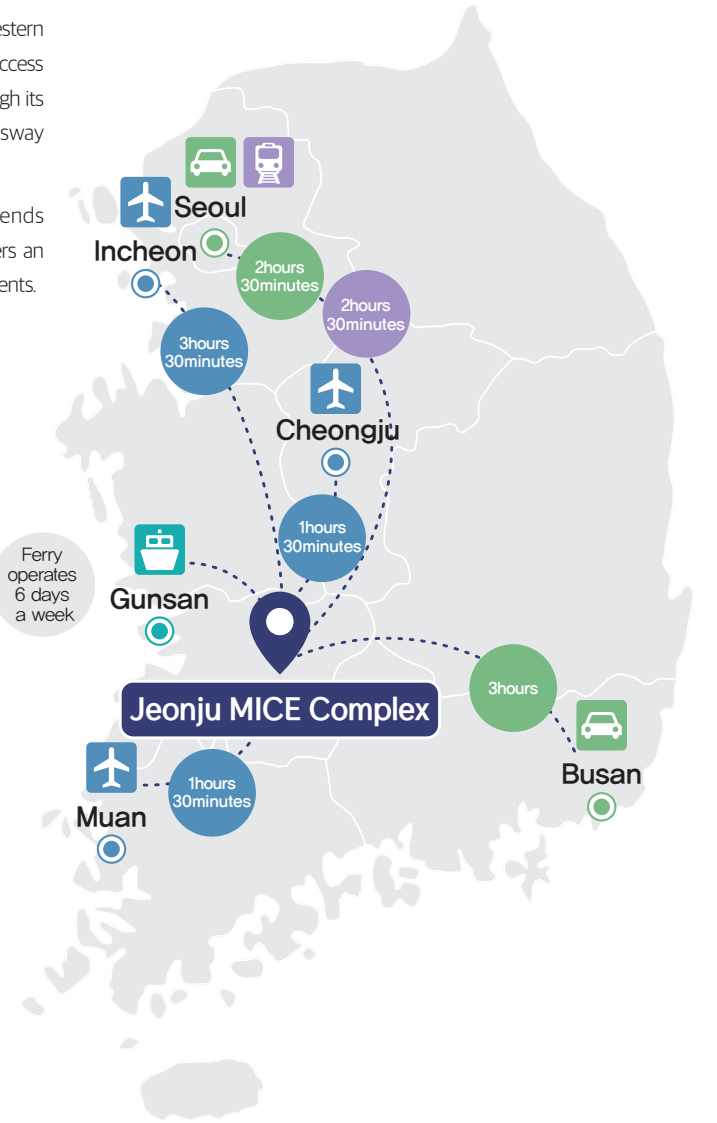
Enhancing global competitiveness through the integration of culture, local food, unique experiences, and the MICE industry



Location of Jeonju City

Located in the heart of southwestern Korea, Jeonju offers excellent access to major cities nationwide through its extensive KTX rail and expressway networks.

As a city that beautifully blends tradition with modernity, it offers an ideal setting for various MICE events.



Airport
- Incheon Airport → Jeonju: 3 hours 30 minutes
- Gimhae Airport → Jeonju: 3 hours 10 minutes
- Cheongju Airport → Jeonju: 1 hour 30 minutes
- Muan Airport → Jeonju: 1 hour 30 minutes

International Ferry
- Gunsan Port International Passenger Terminal → Jeonju: 1 hour

Train (KTX, SRT)
- Seoul → Jeonju: 2 hours 30 minutes

By Car
- Seoul → Jeonju: 2 hours 30 minutes
- Busan → Jeonju: 3 hours

Jeonju MICE Complex, the City's Event Hub

Built around the Jeonju Convention Center, Jeonju MICE Complex spans 121,000㎡ with a 200-room 4-star hotel, retail facilities, Municipal Art Museum, Korean Traditional Cultural Content Experience Center, G-Town (AI-based digital cultural content hub), and Future Education Campus. It is scheduled to be completed in December 2028.

Participants will discover a vibrant, welcoming environment offering a wide range of exhibitions, conferences, accommodations, and shopping, alongside diverse cultural and artistic experiences. Located in the heart of Jeonju, it is just a 5-minute drive to the Express Bus Terminal and Intercity Bus Terminal, 12-minute drive to Jeonju Station (KTX, SRT) and is easily accessible from Honam Expressway Jeonju IC, West Jeonju IC, and East Jeonju IC. It is also close to various tourist and culinary attractions such as Jeonbuk National University, Deokjin Park, Jeonju Hanok Village, Jeonju Cinema Street, and Weridan-gil.

Project Overview	Project Scale : Jeonju Sports Complex site development (121,231㎡) Location : 451, Kirin-daero, Deokjin-gu, Jeonju-si (former Jeonju Sports Complex site)
Project Details	Convention center, hotel, retail facilities Municipal Art Museum, Korean Traditional Cultural Content Experience Center G-Town (AI-based digital cultural content hub), Future Education Campus



Jeonju Convention Center

Scheduled to open in the first half of 2029, the Jeonju Convention Center will serve as a comprehensive MICE venue, with a total floor area of 83,179㎡, across five levels, including one basement floor. The facility will offer a full range of event spaces, including indoor and outdoor exhibition halls, a convention hall, and conference rooms of various sizes.

The facility will include a 10,148㎡ indoor exhibition hall accommodating approximately 600 booths and divisible into three column-free sections, as well as a 10,000㎡ outdoor exhibition area. Additional facilities will include a convention hall with a capacity of up to 2,300 attendees, 20 conference rooms accommodating between 50 and 350 attendees, videoconferencing rooms, executive meeting rooms, and rental office space. The venue will be able to accommodate up to 4,800 participants simultaneously.

Gross floor area

83,179㎡

Building Configuration: 1 basement level, 4 above-ground floors

Indoor Exhibition Hall

10,148㎡

Approximately 600 booths, divisible into 3 sections

Convention Hall

Capacity of up to 2,300 attendees

Conference Rooms

50~350 people

20 small and medium conference rooms

Total Meeting Capacity

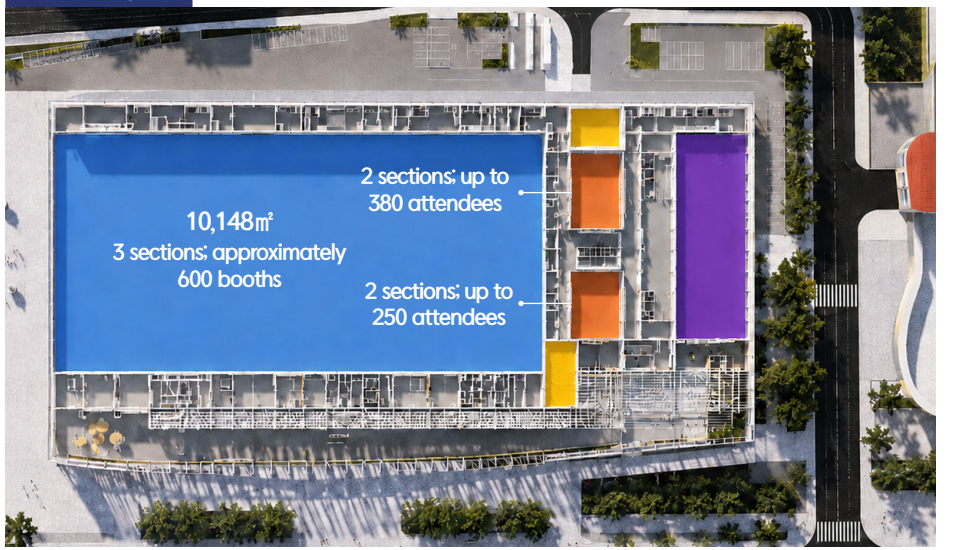
Up to 4,800 participants



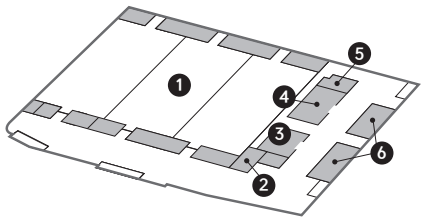
About Jeonju Convention Center / 1st Floor

The first floor of the Jeonju Convention Center features a 10,148㎡ exhibition hall accommodating up to 600 booths, along with conference rooms, a VIP lounge, permanent corporate exhibition spaces, and visitor amenities.

1st Floor Layout



Space Layout



1 Exhibition Hall
2 VIP Lounge
3 Medium Conference Rooms
4 Medium Conference Rooms
5 VIP Lounge
6 Amenities

Colors by Facility

1st Floor Exhibition Hall
Main exhibition hall (approximately 600 booths)

VIP Lounge
Exclusive lounge for VIP guests

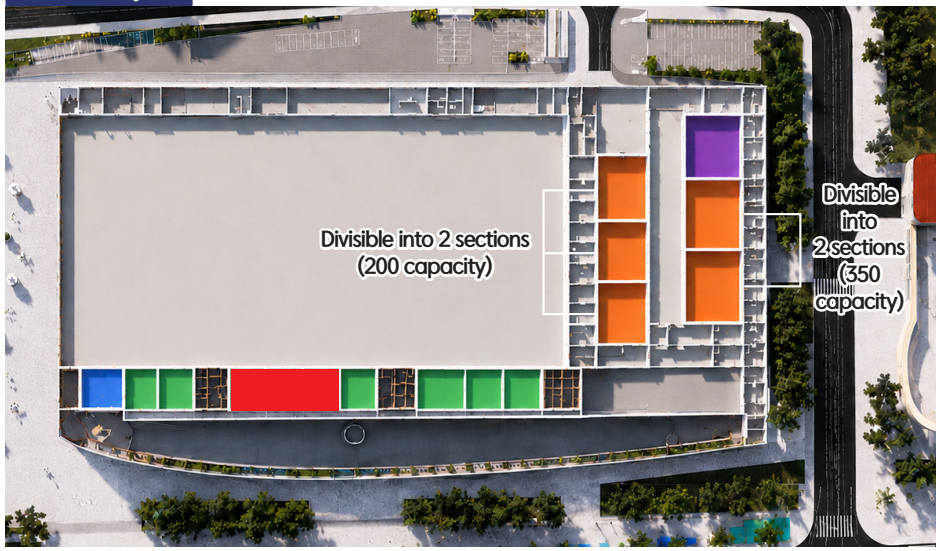
Medium Conference Rooms
Space for medium-scale conferences and seminars

Amenities

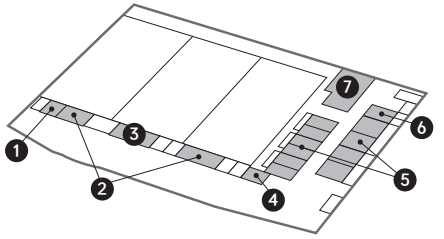
Jeonju Convention Center / 2nd Floor

The second floor is dedicated to meetings and conferences, featuring small and medium conference rooms, videoconferencing rooms, and executive meeting rooms. The floor is connected to the retail facilities via the lounge area.

2nd Floor Layout



Space Layout



1 Videoconferencing Rooms 4 VIP Lounge 7 Management Office
2 Small Conference Rooms 5 Medium Conference Rooms
3 Integrated Control Room 6 Executive Conference Rooms

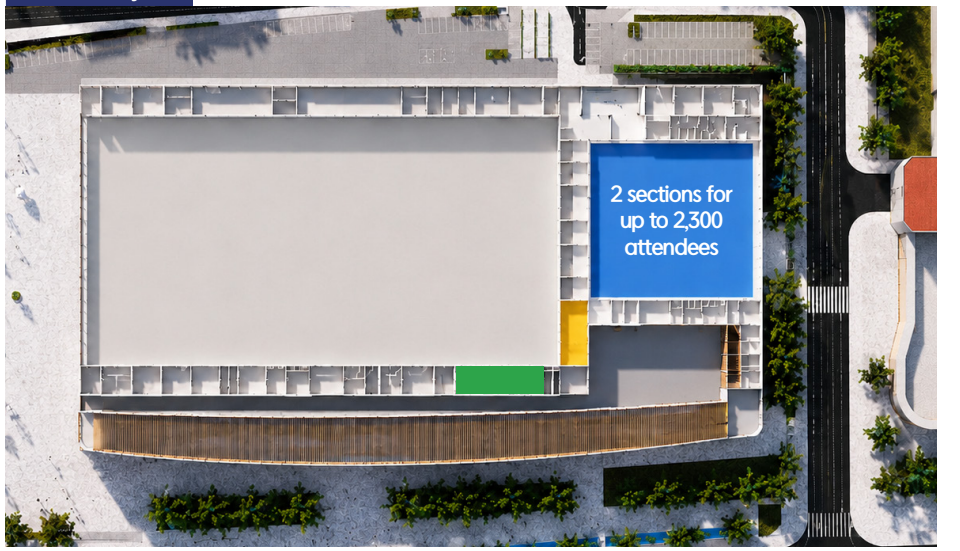
Colors by Facility

- **Videoconferencing Rooms**
- **Small Conference Rooms** (50-person capacity)
- **Medium Conference and Seminar Rooms**
- **Executive Conference Rooms**
- **Integrated Control Room**

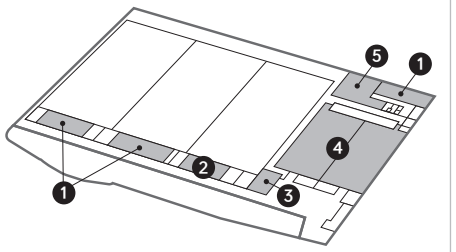
Jeonju Convention Center / 3rd Floor

The third floor serves as the center's primary venue for large-scale events and international conferences, featuring a convention hall with a capacity of up to 2,300 attendees (divisible into two sections), a VIP lounge, and rental office space.

3rd Floor Layout



Space Layout



1 Rental Offices 3 VIP Lounge 5 Kitchen
2 Small Conference Rooms 4 Large Conference Rooms

Colors by Facility

- **Convention Hall Space**
- **VIP Lounge** Exclusive lounge for VIP guests
- **Small Conference Rooms** (50-person capacity each)

WANGYI JIMIL

As a premium hotel that embodies the spirit of Jeonju's living tradition through traditional homes, it offers guests the noble relaxation once enjoyed by kings, truly living up to its name meaning "King's Bedchamber." Located on a 19,834㎡ site surrounded by nature, the hotel features 11 guestroom buildings whose interconnected eaves evoke the image of a rising dragon. Celebrated for its authentic traditional beauty, the hotel has received "Architectural Award" and has been consecutively selected as a "Korea Unique Venue" by the Korea Tourism Organization. Combining Korean aesthetic charm with modern amenities, the hotel provides a peaceful retreat in the city, offering a relaxing space where guests can unwind and enjoy an easy access to Jeonju Hanok Village. The hotel features its own convention facilities designed for corporate seminars, workshops, academic conferences, and international conferences, along with specialized MICE packages that incorporate Hanok accommodations.

Address : 5218-7, Chunhyang-ro, Jeonju-si
Inquiry : 063-284-1004
Website : http://royalroom.co.kr

Equipment Provided : Beam Projector, Screen, Sound System
Parking : 120 spaces (Standard) / Large bus parking available (Inquire)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Maximum Occupancy
Royal Room (2 Doubles)	10	2	4
Superior Quadruple (3 Doubles + 1 Single)	10	4	6
Grand Twin (2 Doubles)	12	2	4
Superior Twin (2 Singles)	8	2	2
Grand Twin (1 Double)	20	2	2
Ondol-A Type (Bedding Set + 1 Double + 1 Single)	1	2	4
Ondol-B Type (Bedding Set + 1 Double + 1 Single)	1	2	4
Modern A (2 King Beds)	1	2	4
Modern B (2 King Beds)	1	2	4
Total	64	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Conference Room	Hunminjeongeum Hall	Convention 4F	300	150	100	150	O
Conference Room	Chungmugong Hall	Convention 3F	173	100	54	100	O
Conference Room	Saimdang Hall	Convention 3F	130	50	36	50	X
Meeting Room	Jeongeumgwan Hall	Convention 1F	50	-	-	20	X
Banquet Hall	Dae Jang Geum Hall	Convention 2F	300	-	-	110	X

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	Samtaegeuk (Wangaeji)	Korean food set meal	Cheonsil 60 / Jisil 60
Lounge & Bar	Convention Center 1F (Gallery Son)	Beverages, Refreshments	50

GLOUCESTER HOTEL JEONJU

★★★★

Located in the historic city of Jeonju that shines with tradition, Gloucester Hotel Jeonju is a premium hotel offering an experience of elegance and value. Situated in the heart of downtown Jeonju, the hotel provides excellent accessibility and features a variety of amenities including seminar rooms, a fitness center, and a laundry room. Designed to accommodate various business gatherings such as seminars, workshops, and international events, it serves as an ideal accommodation partner for MICE events in the heart of the city.

Address : 227, Paldal-ro, Wansan-gu, Jeonju-si
Inquiry : 063-289-7000
Facilities : Business Center, Gym, Convenience Store
Website : https://jeonju.gloucester.co.kr/
Equipment Provided : Beam Projector, Screen, Sound System
Parking : On-site parking (190 spaces) / Off-site parking (10 spaces, large buses)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Double	58	2	2
Standard Twin	67	2	2
Standard Family Twin	82	3	3
Triple	10	3	3
Deluxe Double	27	2	2
Deluxe Twin	18	2	2
Deluxe Family Twin	30	3	3
Deluxe Ondol	8	3	4
Family Double Twin	6	4	4
Cinema Room	1	2	2
Kids Room	1	3	3
Premium Korean Ondol	1	2	2
Junior Suite	12	2	3
Gloucester Suite	3	2	2
Total	324	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall	Sherburn Hall	2F	80	130	130	70	X
Banquet Hall	Wales Hall	1F	43	50	50	40	X
Conference Rooms	Small Conference Room #1	311	14	-	-	10	X
Conference Rooms	Small Conference Room #2	310	7	-	-	8	X

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant (Scarlet Garden)	2F	Korean & Western Buffet	100
Lounge & Bar	15F	Snacks, Alcohol, Wine	80
Rooftop	16F	Snacks, Alcohol	80

THE MAY HOTEL

★★★★

The hotel features top-tier facilities and modern design, providing guests with distinguished, meticulous services. Warm, attentive hospitality defines the guest experience, ensuring every moment becomes a timeless memory. With banquet halls of different sizes suitable for various events (Grand Ballroom, Majestic Ballroom, The May Hall), the hotel offers an ideal environment for business events, large-scale international conferences, family gatherings, and weddings through state-of-the-art video, audio, and lighting systems, along with expert services provided by skilled professionals.

Address : 800, Kirin-daero, Deokjin-gu, Jeonju-si
Inquiry : 063-246-5555
Facilities : Business Center, Gym, Indoor & Outdoor Swimming Pools, Aesthetics, Premium Hanbok (Korean Traditional Clothes) Shop
Website : https://themay.co.kr/index.html
Equipment Provided : LED Screen, Beam Projector, Screen, Sound System
Parking : Over 700 spaces / Over 30 spaces (Large Buses)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Double	6	2	2
Standard King	5	2	2
Deluxe Twin	7	2	3
Business Twin	9	2	3
Accessible Twin	2	2	3
Royal Suite	2	2	2
May Suite	2	2	2
Family Suite	1	3	4
Event Share A	1	4	8
Event Share B	1	5	10
Family Share	1	3	4
May Penthouse	1	3	4
May Pool House	2	2	4
May Dual House	3	2	4
Total	43	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall	Asta Hall 8	1F	98	60	30	20	X
	Asta Hall 9	1F	165	150	50	30	O
	Asta Hall 10	1F	85	60	30	20	O
	Asta Hall 11	1F	70	60	30	20	X
	Mabels Hall 2	1F	185	150	70	50	O
	Mabels Hall 3	1F	180	150	70	50	O
	Mabels Hall 4	1F	183	150	70	50	O
	Grand Ballroom	2F	753	400	350	250	X
	Majestic Ballroom	2F	753	400	350	250	X

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	1F / BANSANG	Korean Restaurant	00
	1F / Asta Hal	Buffet Restaurant	100~
Lounge & Bar	1F / MAY Cafe	Brunch, Drinks, Beer, Wine, etc.	00

LAHAN JEONJU

★★★★

Located in an area overlooking 700 traditional homes, Lahan Jeonju is a welcoming place for visitors in Jeonju, the city of rich traditional culture. The hotel provides a stylish gateway to the bustling alleys of Jeonju Hanok Village, and a historic downtown where the city's legacy meets contemporary spirit, offering an inviting glimpse into Jeonju's unique charm. Featuring the only hotel view overlooking Jeonju Hanok Village, the hotel offers a wide array of unique experiences, ensuring every stay becomes a cherished memory.

Address : 85, Girin-daero, Wansan-gu, Jeonju-si
Inquiry : 063-232-7000
Facilities : Business Center, Gym, Outdoor Swimming Pool, Sauna, Convenience Store
Website : https://www.lahanhotels.com/jeonju/ko/main.do
Equipment Provided : Beam Projector, Screen, Sound System
Parking : 380 spaces / 10 spaces (large buses)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
City View Deluxe Twin	26	2	3
Semi Hanok View Deluxe Twin	9	2	3
Hanok View Deluxe Twin	4	2	3
Hanok View Deluxe Double	14	2	2
City View Deluxe Ondol	11	2	4
City View Family Twin	50	2	4
Semi View Hanok Family Twin	6	2	4
Hanok View Family Twin	42	2	4
City View Handicap Twin (for the disabled)	6	2	3
Hanok View Triple Room	10	3	4
City View Suite Double	2	2	2
City View Suite Twin	5	2	3
Hanok View Suite Double	3	2	2
Hanok View Movement Suite	1	2	3
City View Racing Suite	1	2	3
City View Suite Ondol	1	2	4
Royal Suite	1	2	2
Total	192	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall	Ongoeul Hall	1F	581	550	320	320	O
	Ongoeul Hall 1	1F	193	200	120	102	X
	Ongoeul Hall 2	1F	197	200	120	102	X
	Ongoeul Hall 3	1F	194	200	120	102	X
	Giwa Maru Hall	B1F	502	250	150	150	O
	Giwa Hall	B1F	248	120	70	70	X
	Maru Hall	B1F	248	170	100	100	X
	Wadang Jeoksae	1F	81	60	40	34	O

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	1F	Breakfast Buffet	100
Lounge & Bar	2F	Beverage, Snacks, Beer, Wine, etc.	80

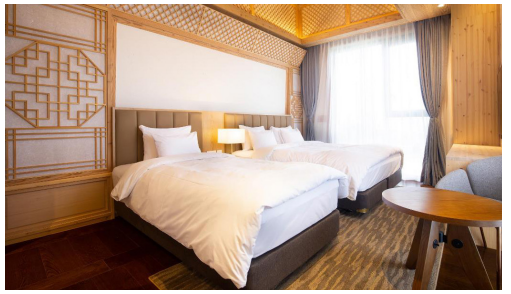
JEONJU TOURIST HOTEL KKOTSIM

★★★

Opened in October 2021, the hotel is a premier boutique hotel in Jeonju designed with travelers' comfort as the top priority, offering approximately 100 guest rooms, a fitness center, seminar rooms, a business center, and a unique rooftop space. With 11 different types of rooms to match various travelers' preferences and group sizes, the place features high ceilings that create a grand, open atmosphere perfect for a relaxing stay. With air dressers (garment refreshers) and ventilation systems installed in every room, the hotel ensures exceptional comfort and enhances the convenience of every guest's stay. Situated in a culturally rich city of Jeonju, the hotel serves as an ideal getaway that offers a peaceful retreat for every visitor. Blending the charm of traditional homes with modern comforts, the hotel is designed to provide a restful stay for long-distance travelers through exceptional facilities and services.

Address : 171, Paldal-ro, Wansan-gu, Jeonju-si
Inquiry : 063-232-5353
Facilities : Business Center, Gym, Convenience Store, Rooftop
Website : http://www.hotelkkotsim.com
Equipment Provided : Screen, Sound System
Parking : 62 spaces / Large buses not allowed







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Double	38	2	2
Standard Twin	6	2	2
Deluxe Double	19	2	2
Deluxe Twin	3	2	2
Family Premier Twin	18	3	3
Family Premier Twin (for the disabled)	3	3	3
Triple Room	3	3	3
Suite Double	2	2	2
Suite Twin	2	3	3
Premier Suite	1	3	3
Kkotsim Suite	1	3	3
Korean Suite Ondol (Ondol)	2	4	8
Total	98	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Conference Rooms	Seminars (Rooms 1-3)	1F	188.34㎡	60	60	60	O

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	1F	Chinese Restaurant	-
	1F	Korean Restaurant	-
Lounge & Bar	1F	Coffee and Brunch	-

BEST WESTERN PLUS JEONJU HOTEL

Situated in the heart of downtown Jeonju, the hotel serves as an ideal venue for both business and social gatherings through dedicated support for successful business events such as seminars, workshops, and international events. The hotel features banquet halls equipped with state-of-the-art facilities suitable for a wide range of purposes, which are maintained to the highest standard to ensure complete guest satisfaction. The hotel also provides proactive services aimed at creating unforgettable, delightful experiences for every guest.

Address : 41, Hyeonmu 1-gil, Wansan-gu, Jeonju-si
Inquiry : 063-231-7777
Facilities : Business Center, Gym, Outdoor Swimming Pool, Laundry Facilities
Website : http://www.bwplusjeonju.com/
Equipment Provided : Beam Projector, Screen, Sound System, LED Monitor
Parking : 220 spaces / 6 spaces (Large Buses)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Double	28	2	2
Standard Twin	70	2	3
Standard Family Twin	26	3	3
Deluxe Double	22	2	2
Deluxe Twin	50	2	3
Deluxe Family Twin	17	3	3
Deluxe Family Premier (Connecting)	11(22)	6	6
Junior Suite	11	2	2
Premier Suite	2	3	3
Royal Suite	1	2	2
Total	238(249)	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall	Best Hall	-	172	130	96	100	X
Banquet Hall	Western Hall	-	212	130	96	100	X
Banquet Hall	Plus Hall	-	50	16	X	16	X
Conference Room	Smart A	-	66	16	X	16	X
Conference Room	Smart B	-	39	16	X	16	X
Conference Room	Smart C	-	39	16	X	16	X

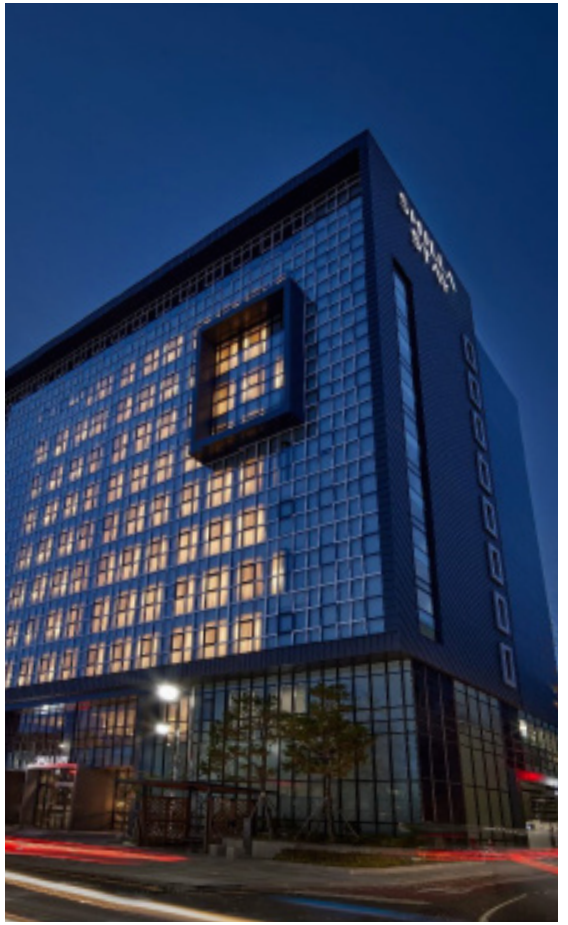
Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	2F	Korean / Western	90
Cafe	1F	Beverage	6

SHILLA STAY JEONJU

Shilla Stay Jeonju is a premier business hotel that captures the exceptional hospitality of the Shilla brand, providing carefully selected top-tier services and amenities. The hotel is dedicated to honoring what guests truly value and desire, delivering exceptional, comfortable experiences, which make it the ultimate accommodation choice.

Address : 10, Hyeonmu 1-gil, Wansan-gu, Jeonju-si
Inquiry : 063-910-3400
Facilities : Gym, Lounge, Restaurant, Laundry Room
Website : https://www.shillastay.com/jeonju/index.do
Equipment Provided : Beam Projector, Screen, Microphone, Laser Pointer, Podium, etc.
Parking : 80 spaces / 5 spaces (Large Buses)









Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Cinema	9	2	2
Standard Motion Cinema	9	2	2
Standard Double	58	2	2
Standard Twin	24	2	2
Standard Ondol	31	3	3
Standard Family	58	3	3
Standard Bunker	8	4	4
Grand Ondol	4	4	4
Grand Family Suite	2	4	4
Standard Accessible (for the disabled)	7	2	2
Total	210	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall	Cafe	1F	260	90	85	65	X
Conference Room	Meeting Room	1F	37	18	18	18	X

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	1F	Korean / Western / Chinese / Japanese	85
Lounge & Bar	11F	Korean food and alcoholic beverages, etc.	40

YOUR TASTE JEONJU

IBIS STYLES AMBASSADOR JEONJU CITY CENTRE

Ideally situated in downtown Jeonju, the hotel provides easy access to key destinations including Hanok Village, serving as an ideal choice for travelers seeking to experience the rich culture and traditions of Jeonju. Complete with stylish guest rooms, restaurants, conference and private event spaces, and a fitness center, the hotel provides an ultimate retreat with a modern yet cozy ambiance. Guests can explore the famous Hanok Village and vibrant culture of Jeonju, where tradition comes alive right on its doorstep.

Address : 4F, 74-50, Jeonjugaeksa 4-gil, Wansan-gu, Jeonju-si
Inquiry : 063-249-5000
Facilities : Business Center, Gym
Website : https://all.accor.com/hotel/C2G2/index.en.shtml
Equipment Provided : Beam Projector, Sound System
Parking : 62 spaces / Large buses not allowed







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Double	14	2	2
Deluxe Double	8	2	2
Deluxe Twin	27	2	2
Deluxe Triple	3	3	3
Deluxe Family Twin	15	2	3
Deluxe Terrace Double	8	2	2
Deluxe Terrace Twin	4	2	2
Suite	1	2	4
Executive Suite	1	2	4
Total	81	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall / Conference Room	J1	3F	140	80	-	40	O
	J2	3F	140	80	-	30	O
	J3	3F	140	60	-	30	O
	J4	3F	100	60	-	30	O
	J5	3F	100	60	-	30	O

Restaurants, Lounge & Bar Facilities

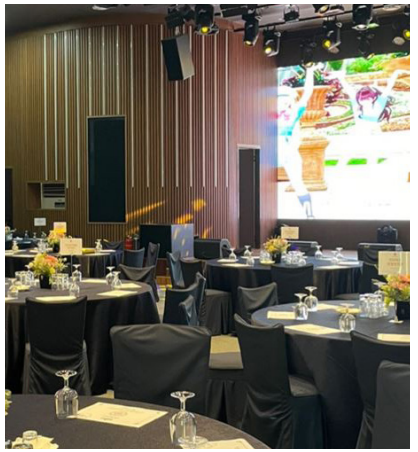
Classification	Location	Cuisine	Capacity	Remark
Restaurant	3F	Korean / Chinese	80	Non-permanent operation

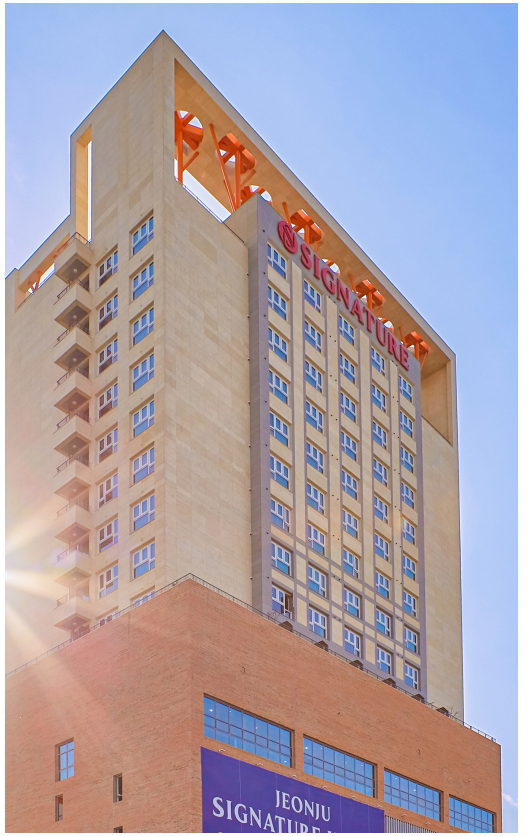
JEONJU SIGNATURE HOTEL

The hotel blends the charm of Jeonju Hanok Village with modern comfort, offering attentive services to every visitor for truly memorable experiences. It allows guests to explore Jeonju, where the traditional charm of Korea comes alive, as a peaceful retreat to recover from the hustle of daily life or as a haven to stay with loved ones. Guests get to unwind in cozy rooms featuring stylish interiors and to experience the rich culture and diverse culinary delights of Jeonju. With meticulously planned guest rooms and high-quality services, the hotel enriches the visitors' journeys, making them unforgettable.

Address : 838, Baekje-daero, Deokjin-gu, Jeonju-si
Inquiry : 063-246-8000
Facilities : Business Center, Convenience Store, Imsil & Cheese Pizza
Website : http://www.jeonjusignature.com/
Equipment Provided : LED Screen, Sound System, Beam Projector
Parking Facilities : 120 spaces (Attached Parking Lot), 80 spaces (Parking Tower) / 15 spaces (Large Buses)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Standard Double	45	2	2
Deluxe Twin	102	2	3
Deluxe Hollywood	30	2	3
Standard Family Twin	15	3	3
Deluxe Ondol	16	2	4
Suite	18	2	4
Total	226	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall	Art Hall	1F	389.7	150	130	130	X
	Luminous Hall	6F	130.50	50	40	40	X

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	6F	Breakfast Buffet	200
	6F	Korean / Western food	200
Lounge & Bar	1F	Beverages	80

GRAND HILLSTONE HOTEL

Grand Hillstone is conveniently located at the gateway interchange of Jeonju near Mt. Hwangbang, just off the Jeonju Tollgate. The hotel offers a dedicated parking space for up to 500 vehicles and hosts various seminars and events through seven state-of-the-art banquet halls. The guestrooms offer stunning views of Mt. Moak and Mt. Hwangbang, providing a tranquil setting for a relaxing getaway. Grand Hillstone is dedicated to providing the finest hospitality in Jeonju, where modern life and tradition coexist, ensuring a pleasant stay for all visitors.

Address : 22-5, Seogok 5-gil, Wansan-gu, Jeonju-si
Inquiry : 063-251-8000
Annex Facilities : Hanbok Shop
Website : https://grandhillstone.com/
Equipment Provided : LED Screen, Beam Projector, Sound System
Parking : 500 spaces / 10 spaces (large buses)







Rooms

Room Type	Number of Rooms	Standard Occupancy	Max Occupancy
Suite Ondol	4	4	8
Suite Twin	2	3	3
Suite Double	2	2	2
Deluxe Twin	10	2	3
Deluxe Double	5	2	2
Standard Twin	67	2	2
Triple	10	3	3
Total	100	-	-

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Banquet Hall / Conference Room	Daisy's Hall	New Building 2F	519	500	300	350	O
Conference Room	VIP	New Building 2F	141	100	40	60	O
Banquet Hall / Conference Room	Grace Hall	New Building 5F	665	500	350	400	X
Banquet Hall / Conference Room	Grand Bella Hall	Main Building 5F	646	500	350	400	X
Banquet Hall / Conference Room	Selena Hall	Main Building 4F	430	400	200	250	X
Banquet Hall / Conference Room	Iris	Main Building 3F	323	150	80	80	X
Banquet Hall	Freesia	Main Building 1F	396	-	150	-	X

Restaurants, Lounge & Bar Facilities

Classification	Location	Cuisine	Capacity
Restaurant	New Building 11F	Buffet / Course Meals	200
Coffee Shop	New Building 1F	Coffee and Beverages	120

Factory of Contemporary Arts in Palbok

Factory of Contemporary Arts in Palbok is a former cassette tape factory that has been transformed into a vibrant cultural arts complex. After standing dormant for 25 years, the factory reopened on March 22, 2018 as a cultural arts space offering exhibitions, hands-on art programs, and arts education for both residents and visitors. It features the following places: 'Cafe Sunny' where former factory workers serve as baristas; creative studio where resident artists engage in a wide range of creative activities; 'Palbok Yaho Art Playground,' the nation's first dream art space, where children can play around beneath the flowering white pagoda trees; a digital media space showcasing immersive content and digital art. Like art itself, Factory of Contemporary Arts in Palbok is constantly transforming, and serves as a vibrant cultural complex, where locals and tourists get to enjoy art through hands-on experiences.

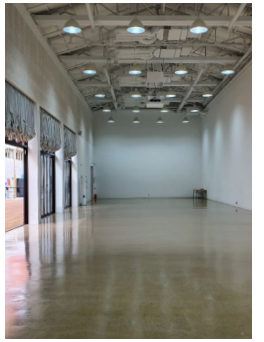
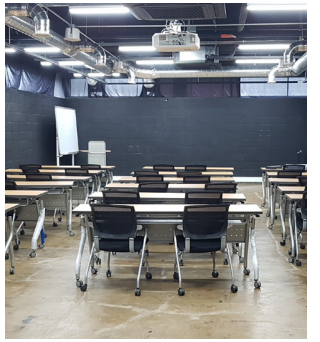
Address : 46, Gureutdeul 1-gil, Deokjin-gu, Jeonju-si **Website** : https://palbokart.kr/main/inner.php?sMenu=main
Inquiry : 063-212-8801 **Equipment** : LED screen, digital projector **Parking** : 46 spaces / 3 additional spaces to accommodate larger vehicles

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet-Style	Lecture-Style	
Conference Room	Seminar Room	Building A	32	10	10	20	X
Conference and Education Room	Multipurpose Room	Building A	178	25	30	35	X
-	Rooftop Terrace	Building A	-	-	-	-	X
Gallery	White Pagoda Tree Hall	Building B	210	50	60	-	X
Outdoor Events	White Pagoda Tree Plaza	Building B	410	100	150	-	X

Restaurants and Cafes

Classification	Location	Cuisine	Capacity
Cafe Sunny	1st floor of Building A	Cafe	60
Onbapsang	1st floor of Building B	Korean food	40

Wanpanbon Cultural Center

Located in Jeonju Hanok Village, it officially opened on October 18, 2011 to preserve the local publishing assets and to shed new light on the history and culture of Jeonju — the hub of publishing culture and a center of Korea's documentary heritage and publishing culture. As an important cultural venue of Jeonju, Wanpanbon Cultural Center serves as an open space dedicated to revitalizing the cultural value and excellence of Jeonju, where publishing culture flourished. In the exhibition hall, visitors can explore the city's publishing assets that include classical novels, historical books, anthologies, Four Books and Five Classics, and practical guides published by Jeolla Provincial Office.

Address : 24, Jeonjucheondong-ro, Wansan-gu, Jeonju-si **Inquiry** : 063-231-2212~3
Website : https://www.wanpanbon.kr/ **Equipment Provided** : Projector, Sound System **Parking** : 10 spaces (excluding large buses)

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity			Section
				Theater-Style	Banquet Style	Lecture-Style	
Conference Room	Seminar Room	underground	129.6	50	30	50	X
Exhibition Room	Exhibition Room	1F	156.6	50	30	26	X
Courtyard	Outdoor yard	-	351	300	150	150	X





SORI ARTS CENTER OF JEONBUK STATE

Sori Arts Center of Jeonbuk State is a major cultural arts complex comprising one basement level and three floors above ground, it is built on a site of 99,617㎡ with a total floor area of 36,075㎡. Major facilities include Moakdang (2,037 seats, 16,959㎡), Yeonji Hall (666 seats, 8,307㎡), Myeongin Hall (206 seats, 3,784㎡), and an outdoor theater (7,000 seats). It features an exhibition hall with a total area of 1,818㎡ and an international conference hall with 250 seats. Additional facilities include a festival plaza, banquet halls, and practice rooms, along with amenities such as children's playroom, lockers, cafeteria, and accessibility facilities.

Address : 31, Sori-ro, Deokjin-gu, Jeonju-si **Inquiry** : 063-270-8000
Website : https://www.sori21.co.kr/site/1/main **Parking Capacity** : 460 vehicles

Banquet and Conference Facilities

Classification	Name	Location	Area(㎡)	Capacity	Section	Floor
Multipurpose Room	Moakdang	-	-	2,037	X	3 floors
Medium Theater	Yeonji Hall	-	-	666	X	2 floors
Small Theater	Myeongin Hall	-	-	206	X	2 floors
Open Air Theater	Open Air Theater	-	-	7,000	-	-
Exhibition Hall	Central Exhibition Hall	1F	380	-	-	-
	Exhibition Hall 1	1F	645	-	-	-
	Exhibition Hall 2	2F	661	-	-	-
	Exhibition Hall 3	3F	397	-	X	-
Conference Room	International Conference Room	-	-	250	X	-

Restaurants and Cafes

Classification	Location	Cuisine	Capacity
Snack Bar Burger Time	2nd floor of Moakdang	Hamburgers, beverages	-
Cafe Coffee Sori	2nd floor of Yeonji Hall	Cookies, beverages	-
Cafe Coffee Sangsang	2nd floor of Myeongin Hall	Sandwiches, beverages	-
Restaurant Mangang	1st floor of International Conference Room	Pork cutlets, fried rice, beverages	-





JEONJU MICE GUIDE

Meetings Incentives
Conventions Exhibitions



Jeonju Hanok Village

Address : 110, Jeondongseongdang-gil, Wansan-gu, Jeonju-si Admission : Free Inquiries : 063-282-1330

With over 700 traditional Korean homes (Hanok), Jeonju Hanok Village is a top travel destination in Jeonju, where the beauty of the past blends seamlessly with modern charm. As you stroll through the landscape created by tiled roofs and winding alleyways, you will encounter Jeonju's rich history and vibrant living culture. Every alley is lined with restaurants, cafes, craft workshops, and other attractions, making it a pleasure to explore on foot. Blending timeless tradition with contemporary charm, Jeonju Hanok Village serves as the perfect starting point for a trip to Jeonju.

©Korea Tourism Organization Photo Korea - Lee Beom-su

Nearby Attractions

Gyeonggijeon Shrine

Address : 44, Taejo-ro, Wansan-gu, Jeonju-si
Admission : 3,000 won
Hours : 9 AM - 6 PM from September to May
9 AM - 8 PM from June to August
Enquiries : 063-281-2788



Home to the royal portrait of King Taejo, founder of the Joseon Dynasty, Gyeonggijeon is a historic cultural site that showcases the beauty of traditional Korean architecture and is also a popular filming location for television dramas.

* Note: 'Stroll with the King' that runs from June to November allows visitors to explore the grounds of Gyeonggijeon while experiencing the atmosphere of the Joseon Dynasty.

Jeonju Hyanggyo

Address : 139, Hyanggyo-gil, Wansan-gu, Jeonju-si
Admission : Free
Hours : 10 AM - 5 PM from November to February
9 AM - 6 PM from March to October / Closed on Mondays
Enquiries : 063-288-4544



Founded in the late Goryeo Dynasty, it preserves the values of Confucian culture and stands out as Jeonju's premier cultural heritage. In autumn, centuries-old ginkgo trees add a one-of-a-kind ambience to the surroundings. Immersed in the serene surroundings of Hanok, visitors can sit on the traditional wooden porch and enjoy the peaceful surroundings.

Jeondong Cathedral

Address : 51, Taejo-ro, Wansan-gu, Jeonju-si
Hours : 9:00 ~ 17:00
※ **Note** : Visitors are kindly asked to view the cathedral from the outside only.



As the first Western-style cathedral in the region, Jeondong Cathedral was designed by Father Poinel and completed in 1914. Its distinctive exterior, highlighted by a Byzantine-style bell tower, has made it one of the most recognizable landmarks at the entrance to Jeonju Hanok Village.

Hands-on Activities

The Jeonju Hanok Village area offers a variety of hands-on experiences in Jeonju's traditional culture, including hanji crafts, fan making, pottery, and traditional knotting. Visitors can also learn to make Moju, brew traditional liquors, and participate in Makgeolli-making workshops.

A place where the sounds of Jeonju come to life

Jeonju Daesaseupcheong

Nestled in a traditional home setting, this space provides ongoing performances and programs such as pansori (epic chant), Korean classical music, and traditional dance that keep the heritage of Jeonju Daesaseupnori (traditional performing arts) alive.



Jeonju Hanbyeok Cultural Center

Located near Hanok Village, this cultural complex offers the opportunity to experience Madang Changgeuk (classical outdoor musical drama) and other traditional performances on a stage that blends the charm of Hanok Village with modern touches.

Flavors of Jeonju in Hanok

Jeonju's signature dishes, such as Jeonju Bibimbap (rice bowl with mixed vegetables and meat), Kongnamul Gukbap (bean sprout soup with rice), Tteokgalbi (grilled beef patties), and local course meals, are served. Enjoy the flavors and charm of Jeonju in a traditional setting.



©Korea Tourism Organization Photo Korea - Lee Beom-su



Tradi Lounge

Address : 29, Eojin-gil, Wansan-gu, Jeonju-si Admission : Free
Hours : 10 AM - 7 PM / Closed on Mondays and traditional holidays Enquiries : 070-8858-3958



Tradi Lounge is a traveler-style lounge and multi-purpose cultural space that perfectly blends the serene ambience of Hanok with a modern atmosphere. It serves as a relaxing spot for both tourists and local visitors, offering cultural programs, hands-on experiences, and performances through a variety of regular events.

Wansan Bunker The Space

Address : 70, Wansan 5-gil, Wansan-gu, Jeonju-si Admission : 10,000won
Hours : 10 AM - 7 PM / Last entry at 6 PM / Closed on Mondays Enquiries : 063-283-0010



Once a military facility built to defend against external threats, this site has been transformed into a creative space where culture meets art. Inside the thick concrete structure, media art and lighting come together to provide a unique sensory experience. This place, once dark and closed, is now filled with light and vibrant displays, creating a completely different atmosphere, offering visitors a unique opportunity to experience how a once-closed military space has been transformed over time.

Ajung Lake & Library

Address : 131, Ajunghosu-gil, Deokjin-gu, Jeonju-si Admission : Free Enquiries : 063-281-8617(library)
Hours : The lake is open 24/7. The library is open during the following times: 9 AM - 7 PM on weekdays from November to February; 9 AM - 9 PM on weekdays from March to October; 9 AM - 6 PM on weekends; Closed on Mondays





Once an agricultural reservoir, Ajung Lake is now a relaxing retreat featuring an exquisite floating deck path along the lakeside. Nestled by the lake, 'Ajung Lake Library' visitors can relax with a book while listening to music played from vinyl records; a perfect escape from the hustle and bustle of everyday life. Jeonju's best night view comes to life after dark, offering a stunning, unforgettable evening experience.

Deokjin Park & Yeonhwajeong Library

Address : 390-1, Gwonsamdeuk-ro, Deokjin-gu, Jeonju-si Admission : Free
Hours : The park is open 24/7. The library is open from 10 AM to 7 PM and closed on Mondays.
Enquiries : 063-714-3527(library)



The park features lotus blossoms that fill the lake every July, providing a stunning seasonal highlight. Located at the end of Yeonhwagyo Bridge, Yeonhwajeong Library offers a peaceful retreat housed in a beautifully designed Hanok, perfect for unwinding amidst a beautiful landscape. During the day, the elegant lines of traditional homes are highlighted, while at night, the illuminated lake creates a completely different ambience.

National Intangible Heritage Center

Address : 95, Seohak-ro, Wansan-gu, Jeonju-si Admission : Free (Reservations required for certain programs)
Hours : 9:30~17:30 Enquiries : 063-280-1400 ※ Note : Parking is available (Free; open year-round)



The National Intangible Heritage Center is a cultural complex dedicated to preserving and passing down Korea's traditional intangible heritage, offering a modern approach to experience Korean culture and craftsmanship. The permanent exhibitions offer a comprehensive display of the heritage, covering everything from traditional performances and arts to folk games, craft techniques and daily living culture. The artisan-crafted works and exhibition space offer a special insight into the unique charm and timeless wisdom of life in Korea. ©Korea Tourism Organization Photo Korea - Kim Ji-ho

Jeonju Arboretum

Address : 462-45, Beonyeong-ro, Deokjin-gu, Jeonju-si Admission : Free
Hours : 9 AM - 6 PM / Closed on Mondays Enquiries : 063-714-7200



Created to restore the damaged natural habitat, this urban oasis is one of Jeonju's premier places for relaxation, offering beautiful sceneries all year round. Featuring a range of themed gardens such as Rose Garden, Bamboo Forest, and Aquatic Botanical Garden, this area is perfect for a leisurely stroll and relaxation in nature with a unique ambience in every corner. The Aquatic Botanical Garden features a stunning display of lotus flowers, creating a truly picturesque landscape.

Major Festivals in Jeonju

Spring



Jeonju Fringetree Festival

From late April to early May, this spring festival takes place along the North Jeonju Line railway tracks around the Palbok Art Factory when the white fringetrees are in full bloom. It offers a stunning spring landscape that can only be seen in Jeonju.

Jeonju Garden Industry Expo

As Jeonju's leading festival for garden culture and industry, it showcases a variety of garden displays, gardening activities, and industry programs around the Jeonju World Cup Plaza every year in May.

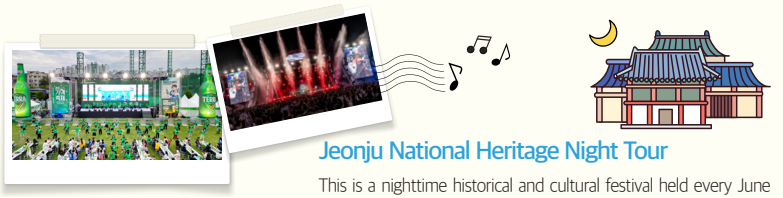
Jeonju International Film Festival

This is Jeonju's signature culture and arts festival that takes place from late April to early May around Jeonju Cinema Street and major theaters. It showcases a wide range of domestic and international films, focusing on independent and art films.

Jeonju Daesaseup Nori

This is Korea's premier traditional arts competition held every year from May to June in various locations around Jeonju, including the National Intangible Heritage Center and Jeonju Daesaseupcheong. This event offers a unique opportunity to witness the beauty and artistry of Korean traditional performing arts, such as pansori, farmers' music and dance, traditional dance, and singing to gayageum (Korean harp), all in one place.

Summer



Jeonju Gamaek Festival

This is a major summer festival focused on "gamak," Jeonju's unique drinking culture, which takes place every August. This event expands the local culture of enjoying beer and simple snacks in the neighborhood into a festival, complete with performances and events for a distinctively local experience.

Jeonju Ultimate Music Festival

This is Jeonju's premier summer music festival that takes place every August, featuring live performances across genres including rock, hip-hop, and indie music that fill the summer nights with intense energy.

Jeonju National Heritage Night Tour

This is a nighttime historical and cultural festival held every June across Jeonju's top national heritage sites, including Jeonju Hanok Village, Gyeonggijeon, Pungnammun (fortress gate), Jeonju Hyanggyo, and Jeolla Gamyeong (governor's office). Walking through Jeonju's historical sites under the moonlight, you will enjoy special performances, exhibitions, hands-on activities, and night tours.

※ Operated twice a year between spring and autumn

Jeonju International Sound Festival

This is Jeonju's major performing arts festival that takes place every August, which blends pansori and other traditional music with global music in order to share the unique sounds of Jeonju with the world.

Fall



Jeonju Festa

Every autumn, this integrated festival brings together various events throughout the city to showcase Jeonju's signature flavors, style, and culture. It includes a wide range of festivals including the Jeonju Bibimbap Festival, Jeonju International Hanji Industry Fair, and Jeonju Reading Festival.

- **Jeonju Reading Festival**: A reading-culture festival held each September that brings together books, authors, and visitors
- **Jeonju International Hanji Industry Fair**: Hanji culture and industry festival held around every October
- **Jeonju Bibimbap Festival**: Jeonju's signature food festival held every October celebrating the city's culinary culture, with a focus on bibimbap

Jeonju Future City Forum

As an international city forum held every autumn, this event explores Jeonju's future vision and new urban possibilities. Through exchanges among domestic and international experts, visitors can explore Jeonju's appeal as a cultural city.

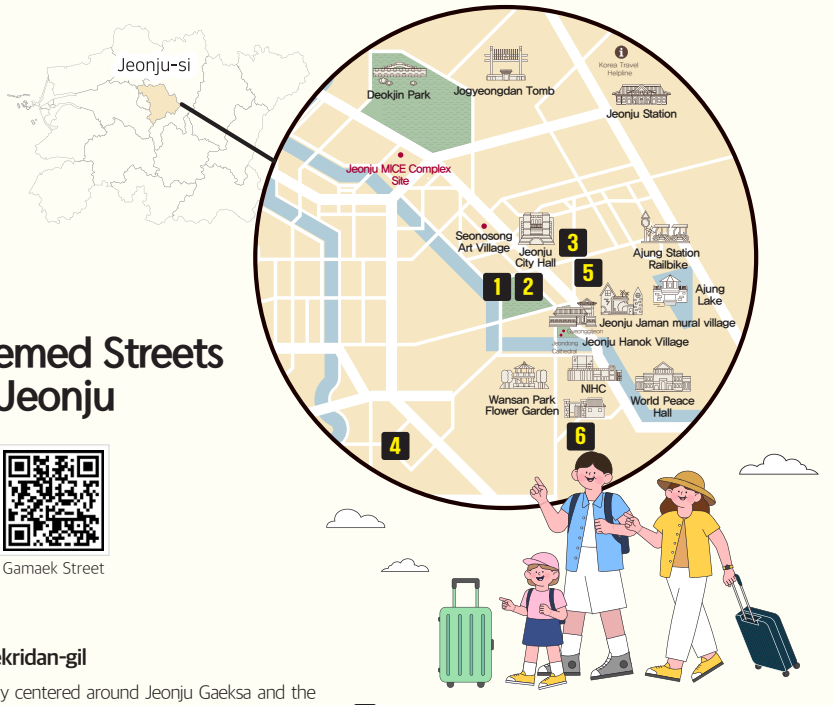
Winter



New Year's Eve Festival

This premier year-end festival is held every December 31st at Nosong Square in front of Jeonju City Hall. This special winter festival features a variety of performances, a bell-ringing ceremony, and fireworks, welcoming the start of the new year.





Themed Streets of Jeonju

Themed Streets of Jeonju

Gamaek Street

1 Jeonju Gaekridan-gil

This is an alleyway centered around Jeonju Gaeksa and the Daga-dong area, filled with unique cafes, restaurants, souvenir shops, and movie theaters, making it Jeonju's new hot spot.

2 Jeonju Weridan-gil

This charming alley has been transformed into a new local attraction with crafts shops, cafes, bars, restaurants, and souvenir shops, along the wedding shops in Jeonju's 'Wedding Street.' It is a great place for a stroll, where old buildings are combined with modern charm.

3 Gamaek Street

Jeonju Gamaek Street is a famous gourmet street that reflects Jeonju's unique lifestyle culture rooted in the local tradition of "gamak" (beer enjoyed at neighborhood shops). The humble culture of enjoying beer and simple snacks at neighborhood shops has now become a beloved local tourism attraction as Jeonju's major nightlife.

4 Makgeolli Street

Jeonju Makgeolli Street is a friendly gourmet street where visitors get to enjoy makgeolli with a hearty meal. You will also enjoy the authentic flavors and hospitality of Jeonju in Samcheon-dong Makgeolli Alley filled with old makgeolli bars.

5 Dongmun Art Street

Named after the site of Jeonju Fortress East Gate, this street used to be the central commercial district of Jeonju. It is now a vibrant cultural arts street where studios of artists, exhibition halls, performance venues, bookstores, cafes, and unique shops line up.

6 Seohak Art Village

Located between Hanok Village and Namcheon Bridge, this area features galleries, workshops, bookstores, cafes, and unique shops in an old residential area.

Jeonju Tourism Information Korea Travel Helpline : Call 1330

- **Hanok Village Tourist Information Center**
  063-282-1330
  Hours : 9 AM - 6 PM
- **Gyeonggijeon Traveler's Lounge** (Information Center)
  Luggage Lockers (Free) / 063-287-1330
  Hours : 9 AM - 6 PM
- **Jeonju General Tourist Information Center**
  Luggage Lockers (Free) / 063-282-1335
  Hours : 9 AM - 6 PM
- **Gosadong Traveler's Lounge** (Information Center)
  063-232-1335
  Hours : 9 AM - 6 PM
- **Express Bus Terminal Tourist Information Center**
  Paid Luggage Lockers / 063-255-6949
  Hours : 9 AM - 6 PM
- **Jeonju Station Tourist Information Center**
  Paid Luggage Lockers / 063-244-2664
  Hours : 9 AM - 6 PM

MAP

Korea Travel Helpline 1330

If you need information or urgent assistance while traveling, you can enquire about tourist attractions, transportation, food, emergencies, and more through 24-hour multilingual consultation.

Smart Tourism Platform

Visit Jeonju / Website

Hanok Village

Hanok Village accommodation booking

Guided Walking Tour

- **How to Join** : No reservation required; simply meet at the designated location · **Duration** : Approximately 1 hour · **Enquiries** : 063-282-1330, 284-1126
- **Availability** : 7 days a week (Hours vary by route) · **Fee** : Free (Participants are responsible for any attraction admission fees)
- **Route Information**
  Route 1 : Gyeonggijeon History Tour (Admission fee not included) **Route 2** : Hyanggyo Seonbi-gil Tour
  Route 3 : Taejo Yi Seong-gye Road Tour **Route 4** : Hanok Village Alley Tour **Route 5** : Jeolla Gamyeong Regular Commentary Tour
  Route 6 : Jeonju Buseong Old Road Tour **Route 7** : Tour from Gyeonggijeon to Gamyeong **Route 8** : Heritage and Art Village Commentary Tour

Jeonbuk Tour Pass

- **Price** : 3,000 ~ 25,900 won
- **Where to Buy** : Tour Pass website / Online stores
- **How to Use** : Scan the QR code
- **Benefits** : Free admission to selected tourist attractions and discounts on cafes, accommodations, and performances in 14 cities and counties of Jeonbuk
- **Enquiries** : Jeonbuk Tour Pass Customer Support Center 1522-2089

※ Check the website for available facilities and discount benefits.

Jeonju City Tour

- **Price** : Starts at 10,000 won
- **Available Days** : Every Wednesday and Saturday
- **Hours** : 9:30 AM - 5 PM
- **Departure Location** : Main Gate of Jeonju Sports Complex
- **Where to Buy** : Nambuk Travel website
- **Benefits** : Jeonju Highlights Day Tour · **Enquiries** : 063-285-8800

※ Routes are subject to change depending on the season and conditions of the tourist attractions.

Jeonju Tourist Taxi

- **Availability** : Year-round · **Departure Location** : Any place of your choice in Jeonju
- **Fee** : 3 hours (50,000 won), 5 hours (80,000 won) / Additional charges (20,000 won per hour)
  ※ Parking, admission, and activity fees are not included.
- **How to Use** : Available with a reservation via the number below
  010-3670-5729 / 010-3689-4526 / 010-6599-8299

