Pyeongchang-gun

평창군 · pyeongchanggun

You left your plans at home, right? Then you're all set.



Hi there!
I'm **Dokko**, your guide at Amudena.
I'm actually a burr seed, the kind that hitches a ride on passersby's clothes and travels.
This time, I'm sticking to you!

"Amudena" is Korean for "anywhere." Wherever the wheel lands, that's where you're going.



월정사·월정사 전나무숲 *woljeongsa·woljeongsa jeonnamusup · Sight* · Photos: Korea Tourism Organization (KOGL Type 1)

Amudena travel rules



Just four promises before we go!

NO apps
Phone for calls and camera only! Let the rest take a nap.

NO reservations
Pick your stay and your meals when you get there. Kinda exciting, right?

NO GPS
Find your way with a paper map and by asking the locals.

NO expressways
National and local roads only. You see more when you go slow.

How to use this book



Stay 1 **Eat 1** **Café 1** **See 1** Stay 1, Eat 3, Café 1, See 2...
calling things by number is handy.
Like "Call Stay 3!"

- We haven't been there ourselves. But you can call and judge for yourself. So what will you choose?
- We left out prices on purpose. If you're curious... yep, call them.
- As of October 2026. Different from what you see? That's travel too!
- Bring your own paper map. I'm a seed, so I don't have one. I just stick on and go.

In a hurry? Start here

112	119	1330
Police	Fire & Ambulance	Tourist Info

Your embassy

U.S. Embassy (24h for emergencies)	02-397-4114
British Embassy	02-3210-5500
Embassy of Canada	02-3783-6000
Australian Embassy	02-2003-0100

Local tourist info centers

평창군 종합관광안내소 *pyeongchanggun jonghabgwangwang-annaeso* EN	033-330-2771
대관령관광안내소 *daegwanlyeonggwangwang-annaeso* EN	033-330-2799
월정사관광안내소 *woljeongsagwangwang-annaeso* EN	033-330-2772

What's Pyeongchang-gun like?



I'll tell you just a little of what I know.

Pyeongchang takes us between Odaesan's woods and Daegwallyeong's farms. See the fir trees and meet the sheep.

After the forest path by Woljeongsa, try Bongpyeong and the stories of writer Lee Hyo-seok.

Raise your view on Balwangsan's cable car. Buckwheat noodles are on the table, and potato buns on the cafe menu!

#Forest #Ranch #Literature

This year's festival calendar

💡 **TIP!** Check festival schedules with the local tourism office.

Where to sleep?



I only picked places with phone numbers.
Whether there's a free room...
you'll have to call to find out!

💡 **TIP!** Addresses are kept in Korean so you can show them to locals.

Stay 1

플로렌스펜션 *peullolenseupensyeon · Accommodation*

In bongpyeongmyeon, with rooms called guleumsanchaeg, puleunhaneul. Take your pick!

Tel	**010-5248-8323**
Rooms	guleumsanchaeg · puleunhaneul · sandeulbalam etc.
Check-in	15:00
Address	강원특별자치도 평창군 봉평면 흥정계곡3길 58

Stay 2

한화리조트 평창 *hanhwalijoteu pyeongchang · Accommodation*

Rooms include Suite, Royal. How about a night in bongpyeongmyeon?

Tel	**033-334-6100**
Rooms	Suite · lo-yal · lo-yal Suite etc.
Check-in	Low season 14:00 · Weekends/Holiday period/High season 15:00
Address	강원특별자치도 평창군 봉평면 태기로 228-33

Stay 3

아트인아일랜드 *ateu-in-a-illaendeu · Accommodation*

In bongpyeongmyeon. Choose from rooms called Spring Bloom, Pink Dolphin.

Tel	**0505-1466-8333**
Rooms	Spring Bloom · Pink Dolphin etc.
Check-in	15:00
Address	강원특별자치도 평창군 봉평면 봉평북로 193-28

Stay 4

인터컨티넨탈 알펜시아 평창 리조트 *inteokeontinental alpensi-a pyeongchang lijoteu · Accommodation*

One place to stay in daegwanlyeongmyeon. Check-in is at 3 pm.

Tel	**033-339-0000**
Rooms	Standard king · Standard Twin · Suite juni-eo etc.
Check-in	15:00
Address	강원특별자치도 평창군 대관령면 솔봉로 325

Where to sleep? (cont.)

Stay 5

모나용평 *mona-yongpyeong · Accommodation*

In daegwanlyeongmyeon, with rooms called deulaegonbaellihotel dileogseu, deulaegonbaellihotel syupeli-eo. Take your pick!

Tel	**033-335-5757**
Rooms	deulaegonbaellihotel Deluxe · deulaegonbaellihotel Superior etc.
Check-in	15:00
Address	강원특별자치도 평창군 대관령면 올림픽로 715

What to eat?



I can't tell if they're famous, either.
Just remember one signature dish and go!
This guide also includes 2 cafés.

Eat 1

고향이야기 *gohyang-i-yagi · Restaurant*

In daegwanlyeongmyeon, for Fresh Hanwoo beef loin. They close on Tuesdays.

Tel	**033-335-5430**
Signature	한우생등심 *han-usaengdeungsim · Fresh Hanwoo beef loin*
Also	gondeuledolsotbab · gimchi-jjigae · hwangtae mi-yeoggug etc.
Hours	11:00–21:00; preparation break 14:00–17:00
Closed	Closed Tuesdays
Address	강원특별자치도 평창군 대관령면 눈마을길 9

Eat 2

메밀꽃필무렵 *memilkkochpilmulyeob · Restaurant*

In bongpyeongmyeon. From Mixed buckwheat noodles with greens and soy sauce to Buckwheat noodles in broth—take your pick!

Tel	**033-335-4594**
Signature	간장나물메밀국수 (비빔) *ganjangnamulmemilgugsu (bibim) · Mixed buckwheat noodles with greens and soy sauce*
Also	memilmulgugsu · memilbibimgugsu · sujememilmug etc.
Hours	09:30~19:30 (Last order 19:00)
Closed	Open year-round; may close early when ingredients run out
Address	강원특별자치도 평창군 봉평면 이효석길 33-13

Eat 3

오대산가마솥식당 *odaesangamasotsigdang · Restaurant*

They open at 8 am. The signature is Baeksuk with neungi mushrooms!

Tel	**033-333-5355**
Signature	능이백숙 *neung-ibaegsug · Baeksuk with neungi mushrooms*
Also	modubu · memiljeonbyeong · Mountain-vegetable set meal etc.
Hours	08:00~19:00 (Last order 18:30)
Closed	Open year-round
Address	강원특별자치도 평창군 진부면 오대산로 152

Eat 4

병천황토방순대 *byeongcheonhwangtobangsundae · Restaurant*

The signature is blood sausage soup with rice, and there is Sul-guk soup too. What will it be today?

Tel	**033-333-3337**
Signature	순대국밥 *Sundae Gukbap · blood sausage soup with rice*
Also	sulgug · hanbangsamgyetang · meolisgogi
Hours	11:00~23:00
Closed	Open year-round
Address	강원특별자치도 평창군 봉평면 태기로 28

What to eat? (cont.)

Café 1

감자창고 *gamjachanggo · Cafe*

Gondre latte—curious? This cafe is in jinbumyeon.

Tel	**0507-1440-0239**
Signature	곤드레라떼 *gondeulela-tte · Gondre latte*
Also	gamjagato · gamja-tteogpeul · memilgamjasobolo etc.
Hours	11:00~19:00 (Last order 18:30)
Closed	Closed Tuesdays~Wednesdays
Address	강원특별자치도 평창군 진부면 방아다리로 362

Café 2

수미카페 *sumikape · Cafe*

A cafe in daegwanlyeongmyeon, with Sumi potato bread as its signature. Keep that name in mind!

Tel	**010-4345-3398**
Signature	수미 감자빵 *sumi gamja-ppang · Sumi potato bread*
Also	Sumi potato bread · amelikano · la-tte etc.
Hours	10:00 ~ 21:00
Closed	Closed Tuesdays
Address	강원특별자치도 평창군 대관령면 횡계길 24

Where to go?



I picked just 5 spots.
We'll meet the rest on the road.

See 1



월정사·월정사 전나무숲 *woljeongsa·woljeongsa jeonnamusup · Sight*

Explore the Odaesan temple and the fir forest near its entrance gate.

Time	**Open anytime**
Closed	Open year-round
Address	강원특별자치도 평창군 진부면 오대산로 374-8

See 2

대관령양떼목장 *daegwanlyeong-yangttemogjang · Sight*

A sheep pasture with walking trails. Ask on site about feeding activities. Shall we stop by?

Time	**Varies with the weather**
Closed	Seollal and Chuseok days
Address	강원특별자치도 평창군 대관령면 대관령마루길 483-32

See 3

삼양라운드힐 *sam-yangla-undeuhil · Sight*

Explore a highland ranch with broad pastures and wind turbines.

Time	**Summer (months 5–10) 09:00–18:00 (tickets until 17:00); winter (months 11–4) 09:00–17:30 (tickets until 16:30)**
Closed	Open year-round
Address	강원특별자치도 평창군 대관령면 꽃밭양지길 708-9

See 4

이효석 문학관 *ihyoseog munhaggwan · Sight*

A literature museum in Bongpyeong introducing Lee Hyo-seok's life and novels.

Time	**High season (months 5–9) 09:00–18:30 (tickets until 18:00); low season (months 10–4) 09:00–17:30 (tickets until 17:00). Combined-ticket sales end 16:00.**
Closed	Every Monday; if Monday is a public holiday, the following day; January 1, Seollal and Chuseok
Address	강원특별자치도 평창군 봉평면 효석문학길 73-25

Where to go? (cont.)

See 5

발왕산 관광케이블카 *bal-wangsan gwangwangke-ibeulka · Sight*

A cable car ascending toward Balwangsan's summit. Check operation during strong winds. Shall we take a little walk?

Time	**09:00~17:00**
Closed	See the website for scheduled closures. May also close in strong winds, lightning or other bad weather.
Address	강원특별자치도 평창군 대관령면 올림픽로 715

Don't miss it on market day



jinbujeontongsijang: days ending in 3 or 8!
bongpyeongjeontongsijang(bongpyeongsijang): days ending in 2 or 7!
A town visit needs a market stop, right?

진부전통시장 *jinbujeontongsijang · Market*

Market days	**Every month on the 3·8·13·18·23·28**
Type	Permanent market + 5-day market (days ending in 3 and 8)
Sells	Produce, meat, seafood, processed foods, clothing, shoes, household goods, eateries
Stalls	109
Address	강원특별자치도 평창군 진부면 진부새싹길 28-7

봉평전통시장(봉평시장) *bongpyeongjeontongsijang(bongpyeongsijang) · Market*

Market days	**Every month on the 2·7·12·17·22·27**
Type	Permanent market
Sells	Produce, meat, seafood, processed foods, clothing, shoes, household goods, eateries
Stalls	70
Address	강원특별자치도 평창군 봉평면 허생원장터길15

💡 **TIP!** There may be markets not listed here. Ask a local, "여기 장 언제 서요? (yeo-gi jang eon-je seo-yo?)"

Ask the locals



The answers aren't in this book.
The locals know the real ones.

💡**TIP!** Show the Korean sentence as is, or read it out loud.

Q1 **한우생등심는 동네 분들이 어느 집에서 즐겨 드세요?**
han-usaengdeungsimneun dongne bundeul-i eoneu jib-eseo jeulgyeo deuse-yo?
Where do locals like to go for Fresh Hanwoo beef loin?

Q2 **월정사·월정사 전나무숲 구경은 어디서부터 시작하면 좋아요?**
woljeongsa·woljeongsa jeonnamusup gugyeong-eun eodiseobuteo sijaghamyeon joh-a-yo?
Where is a good place to start exploring woljeongsa·woljeongsa jeonnamusup?

Q3 **대관령양떼목장에 가면 뭘 꼭 봐야 해요?**
daegwanlyeong-yangttemogjang-e gamyeon mwol kkog bwa-ya hae-yo?
What should we be sure to see at daegwanlyeong-yangttemogjang?

Q4 **진부전통시장에 가면 뭘 먹어 봐야 해요?**
jinbujeontongsijang-e gamyeon mwol meog-eo bwa-ya hae-yo?
What should we try to eat at jinbujeontongsijang?

Q5 **곤드레라떼 맛이 궁금해요. 드셔 보셨어요?**
gondeulela-tte mas-i gunggeumhae-yo. deusyeo bosyeoss-eo-yo?
I am curious about Gondre latte. Have you tried it?

Q6 **삼양라운드힐 근처에도 들러 볼 만한 곳이 있어요?**
sam-yangla-undeuhil geuncheo-edo deulleo bol manhan gos-i iss-eo-yo?
Is there anywhere else worth stopping by near sam-yangla-undeuhil?

Dues ledger



Keep money talk tidy!
Treasurer, we're counting on you.

Treasurer _____ Members ____ Dues per person _____ KRW

Date	Details	Money in	Money out	Balance

Spot something wrong? Let us know · admin@amudena.net · amudena.net

Sources: KTO VisitKorea · MOIS accommodation licensing · Korea Public Data Portal markets and tourism offices
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