

Seocheon-gun

서천군 · Seocheon-gun

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.



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

Police

119

Fire & Ambulance

1330

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

서천종합관광안내소 *Seocheon Tourist Information Center*

041-952-9525

What's Seocheon-gun like?



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

This is where the Geumgang River meets the sea. Right across the river is Gunsan in North Jeolla!

On the coast you get ports and beaches, and inland in Hansan-myeon there's ramie cloth and sogokju rice wine.

There's a seafood festival every season. Webfoot octopus in spring, flatfish and sea bream in late spring, gizzard shad and blue crab in fall!

#Geumgang estuary

#West Sea ports

#Hansan ramie

This year's festival calendar

3.21 – 4.5

서천 동백꽃 주꾸미 축제 *Seocheon Dongbaekkot Jjukkumi Chukje · Camellia & octopus festival*

5.1 – 5.17

서천 자연산 광어 도미 축제 *Seocheon Jayeonsan Gwangeo Dobi Chukje · Wild flatfish & sea bream festival*

5.29 – 6.7

장항항 수산물 골잡축제 *Janghang-hang Susanmul Kkolgap Chukje · Janghang Port seafood festival*

6.12 – 6.14

한산모시문화제 *Hansan Mosi Munhwaje · Hansan Ramie Festival*

8.22 – 9.6

서천 홍원항 자연산 전어 꽃게 축제 *Seocheon Hongwon-hang Jayeonsan Jeoneo Kkotge Chukje · Gizzard shad & crab festival*

💡 **TIP!** Dates change every year. Quietly check with 1330 before you go.

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

솔마루펜션(서천) *Solmaru Pensyeon (Seocheon)*

It's on the way to Chunjangdae Beach. They say rooms run from doubles to 6-person rooms.

Tel **041-953-8030**
Rooms Doubles · 6-person rooms
Check-in 15:00
Address 충청남도 서천군 서면 춘장대길 79-8

Stay 2

장항 아우름 방문자 숙소 *Janghang Areum Bangmunja*

Sukso

A brand-new stay, licensed in 2026.

Tel **041-950-4162**
Type Standard hotel
Rooms 11 rooms
Address 충청남도 서천군 장항읍 성화로 106-30
Licensed 2026

Stay 3

커뮤니티호텔H *Keomyunitihotel H*

On the way to Hansan Hyanggyo, deep in quiet Hansan-myeon. 8 rooms.

Tel **041-952-7988**
Type Lodging (other)
Rooms 8 rooms
Address 충청남도 서천군 한산면 한산향교길 4
Licensed 2020

Stay 4

별빛정원 *Byeolbit Jeongwon*

At the end of the Biin-myeon mudflat trail. Will you really see stars like the name says?

Tel **041-953-2959**
Type Lodging (residential)
Rooms 10 rooms
Address 충청남도 서천군 비인면 갯벌체험로944번길 64-23
Licensed 2020

Where to sleep? (cont.)

Stay 5

금강비치 모텔 *Geumgang Bichi Motel*

A whole 38 rooms! Pretty good odds of finding a free one, right?

Tel **041-957-0007**

Type Motel-style inn

Rooms 38 rooms

Address 충청남도 서천군 마서면 장산로 759
Licensed 2016

What to eat?



I can't tell if they're famous, either.
Just remember one signature dish and go!
I also put in two cafés for a cup of tea!

Eat 1

덕수궁해물칼국수 *Deoksugung Haemul Kalguksu*

A kalguksu shop with clam noodle soup.
There's a version with big dumplings too.

Tel **041-956-7066**
Signature 바지락칼국수 *Bajirak Kalguksu · clam noodle soup*
Also Eolkeun-kalguksu (spicy noodle soup) · Wangmandu-bajirak-kalguksu (clam noodle soup with big dumplings) · Yeolmu-naengmyeon (young radish cold noodles), etc.
Hours 10:30~19:00
Closed Open year-round
Address 충청남도 서천군 마서면 장산로855번길 5

Eat 2

마량포구칠구지횟집 *Maryang Pogu Chilguji Hoetjip*

A raw fish place right by Maryang Port.
Flatfish, sea bass, sea bream!

Tel **041-951-5630**
Signature 자연산활어회 *Jayeonsan Hwalo Hoe · wild live raw fish*
Also Flatfish · sea bass · sea bream, etc.
Hours 08:00~22:00
Closed Open year-round
Address 충청남도 서천군 서면 서인로 95

Eat 3

의생원 *Uisaengwon*

A Chinese restaurant near the county office in Seocheon-eup. Jjajangmyeon is the signature. Closed Tuesdays.

Tel **041-953-0040**
Signature 짜장면 *Jjajangmyeon · black bean noodles*
Also Jjamppong (spicy seafood noodles) · Tangsuyuk (sweet and sour pork) · Udong (thick noodles) · Ulmyeon (thick-starch noodle soup), etc.
Hours 10:30~20:00
Closed Closed Tuesdays
Address 충청남도 서천군 서천읍 군청로 30-1

Eat 4

어랭이웃닭 *Eorengi Otdak · lacquer-tree chicken*

The name is the signature dish. Be sure to call about hours.

Tel **041-953-0505**
Signature 어랭이웃닭 *Eorengi Otdak · lacquer-tree chicken*
Also Oribaeksuk (duck boiled in broth) · Dak-bokkeum (stir-fried chicken) · Ori-jumulleok (marinated grilled duck), etc.
Closed Closed Sundays
Address 충청남도 서천군 종천면 종판로 10

What to eat? (cont.)

Café 1

테누토 *Tenuto*

A café in Pangyo-myeon. Tiramisu is the signature. Closed Mondays.

Tel **0507-1460-3655**
Signature 티라미수 *Tiramisu*
Also Almond cream latte · mocha cream latte ·
 Americano, etc.
Hours Tue.-Sat.: 10:30~20:30 (last order 20:00)
 Sun.: 10:30~17:30 (last order 17:00)
Closed Closed Mondays
Address 충청남도 서천군 판교면 대백제로 1945

Café 2

꽃메4281 *Kkonmae 4281*

A café in Jongcheon-myeon. Very Seocheon, the signature is a ramie cream latte!

Tel **041-952-5050**
Signature 모시크림라떼 *Mosi Keurim Latte · ramie cream latte*
Also Vienna latte · ramie latte · red bean
 shaved ice
Hours 10:00~21:00
Closed Open year-round
Address 충청남도 서천군 종천면 종천화산길 27-11

Where to go?



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

See 1



국립생태원(서천) *Gunghip Saengtaewon (Seocheon) · National Ecological*

Institute

A big exhibition hall of ecosystems from each climate zone.
Closed Mondays.

Time **09:30~17:30 (last entry 16:30)**

Closed Closed Mondays (if Monday is a public holiday, closed the first weekday after)

Address 충청남도 서천군 마서면 금강로 1210

See 2



신성리 갈대밭 *Sinseong-ri Galdaebat · Sinseong-ri Reed Field*

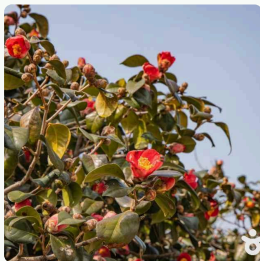
Reeds along the Geumgang as far as you can see. Open whenever you go.

Time **Open anytime**

Closed Open year-round

Address 충청남도 서천군 한산면 신성리 125-1

See 3



서천 마량리 동백나무 숲 *Seocheon Maryang-ri Dongbaek Namu Sup ·*

Maryang-ri Camellia Forest

A camellia forest on a seaside hill. During bloom in March to May, there are no days off.

Time **09:00~18:00**

Closed Closed Mondays · Jan 1 · Lunar New Year & Chuseok holidays
※ Open every day during bloom, March to May

Address 충청남도 서천군 서면 마량리

Where to go? (cont.)

See 5



판교 시간이 멈춘 마을 *Pangyo Sigani Meomchun Maeul · Village Where Time*

Stopped

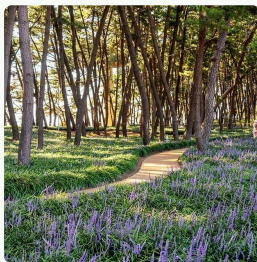
A village where the old buildings are still standing. Sujeong Naengmyeon is right next door!

Time **Open anytime**

Closed Open year-round

Address 충청남도 서천군 판교면 종판로 882-8

See 6



장항송림자연휴양림 *Janghang Songnim Jayeon Hyuyangnim · Janghang Pine*

Forest Retreat

A seaside pine forest. Go for a walk anytime.

Time **Open anytime**

Closed Open year-round

Address 충청남도 서천군 장항읍 장항산단로34번길 122-16

Don't miss it on market day



Markets are the best way to see a town.
Remember the days with a 3 or an 8 in them!

장항전통시장 *Janghang Jeontong Sijang · Janghang Traditional 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	Seafood, restaurants
Stalls	91
Address	충청남도 서천군 장항읍 성화로 104

💡 **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 지금 이 동네 제철 생선이 뭐예요? 어디 가서 먹어야 돼요?

ji-geum i dong-ne je-cheol saeng-seon i mwo-ye-yo? eo-di ga-seo meo-geo-ya dwae-yo?

What fish is in season here right now? Where should I go to eat it?

Q2 박대는 어떻게 먹는 게 제일 맛있어요?

bak-dae-neun eo-tteo-ke meo-geu-neun ge je-il ma-si-sseo-yo?

What's the tastiest way to eat baekdae (thread-sail filefish)?

Q3 한산 소곡주는 어디서 사요? 많이 마시면 정말 못 일어나요?

han-san so-gok-ju-neun eo-di-seo sa-yo? ma-ni ma-si-myeon jeong-mal mot i-reo-na-yo?

Where do I buy Hansan sogokju? If you drink a lot, do you really not get up?

Q4 모시 옷은 아직 직접 짜는 집이 있어요?

mo-si o-seun a-jik jik-jeop jja-neun jip-i i-sseo-yo?

Are there still families that weave ramie clothes by hand?

Q5 군산 쪽으로 건너가려면 어디로 가야 해요?

gun-san jjo-geu-ro geon-neo-ga-ryeo-myeon eo-di-ro ga-ya hae-yo?

Where do I go to cross over to Gunsan?

Q6 여기 사람들만 아는 해 지는 자리가 있어요?

yeo-gi sa-ram-deul-man a-neun hae ji-neun ja-ri-ga i-sseo-yo?

Is there a sunset spot only locals know?

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