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Sokcho-si

속초시 · sogchosi

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.



속초해수욕장 *sogchohaesu-yogjang · 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

고속터미널 관광안내소 *gosogteomineol gwangwang-annaeso* EN·日·中	033-639-2830
시외터미널 관광안내소 *si-oeteomineol gwangwang-annaeso* EN·日·中	033-639-2689
관광수산시장 관광안내소 *gwangwangsusansijang gwangwang-annaeso* EN·日·中	033-639-2568

What's Sokcho-si like?



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

In Sokcho, look at the sea, then turn to Seoraksan. Sea and mountain in the same town!

Abai Village and the displaced-people's cultural village share stories of people's lives too.

Shall we meet the sea breeze at Yeonggeumjeong? Local menus have grilled fish and potato dumplings.

#sogchohaesu-yogjang #aba-ima-eul #yeonggeumjeong

This year's festival calendar

4.11 – 4.12	영랑호 벚꽃축제 *yeonglangho beojkkochchugje · Festival*
6.12 – 6.13	실향민문화축제 *silhyangminmunhwachugje · Festival*
7.31 – 8.2	속초 썸머페스티벌 *sogcho sseommeopeseutibeol · Festival*
10.2 – 10.4	설악문화제 *seol-agmunhwaje · 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

한화리조트 설악 *hanhwalijoteu seol-ag · Accommodation*

Rooms include Deluxe, Royal. How about a night on misilyeonglo2983beongil?

Tel	**033-630-5500**
Rooms	Deluxe · lo-yal · Suite etc.
Check-in	Low season/Weekdays 14:00 · High season/Weekends/Holiday period 15:00
Address	강원특별자치도 속초시 미시령로2983번길 111

Stay 2

호텔 마레몬스 *hotel malemonseu · Accommodation*

In daepodong. Choose from rooms called lo-yal seu-witeu, paemilli seu-witeu.

Tel	**033-630-7061**
Rooms	lo-yal Suite · Family Suite · Superior Suite etc.
Check-in	15:00
Address	강원특별자치도 속초시 동해대로 3705 (대포동)

Stay 3

위너스모텔 *wineoseumotel · Accommodation*

The rooms are called Standard, Deluxe. Which one will it be on meoggeoli2gil?

Tel	**0507-1383-3838**
Rooms	Standard · Deluxe · Triple · Twin3in · TwinA etc.
Check-in	15:00
Address	강원특별자치도 속초시 먹거리2길 33

Stay 4

대궐파크 *daegwolpakeu · Accommodation*

On bu-wol1gil. Check-in starts at 3 pm!

Tel	**0507-1339-1988**
Rooms	Familyroom · Ondol heated floor · Standard room etc.
Check-in	15:00
Address	강원특별자치도 속초시 부월1길 38

Where to sleep? (cont.)

Stay 5

미라지모텔 *milajimotel · Accommodation*

Rooms include teulipeul, gajogsil. How about a night in jo-yangdong?

Tel	**0507-1370-0325**
Rooms	Triple · gajogsil · Oceanbyu Twin · Oceanbyu Special room
Check-in	15:00
Address	강원특별자치도 속초시 동해대로 4164 (조양동)

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

88생선구이 *88saengseongu-i · Restaurant*

On jung-angbudugil, for Assorted grilled-fish set. Open all year, they say.

Tel	**033-633-8892**
Signature	생선구이 모둠정식 *saengseongu-i modumjeongsig · Assorted grilled-fish set*
Hours	08:30~20:15 · Break 15:00~16:30 · Last order(Lunch) 14:30 · Last order(Dinner) 19:30
Closed	Open year-round
Address	강원특별자치도 속초시 중앙부두길 71

Eat 2

속초신토불이감자옹심이 *sogchosintobul-igamja-ongsim-i · Restaurant*

In jung-angdong. From Traditional potato dumpling soup to Potato pancake—take your pick!

Tel	**033-633-9432**
Signature	전통감자옹심이 *jeontonggamja-ongsim-i · Traditional potato dumpling soup*
Also	gamjajeon · ojing-eosundae · myeongtaesighae etc.
Hours	10:00~19:00 (Break 16:00~17:30)
Closed	Every Wednesday closes early when ingredients run out
Address	강원특별자치도 속초시 중앙로147번길 16 (중앙동)

Eat 3

초원순두부 *cho-wonsundubu · Restaurant*

They open at 7 am. The signature is Soft tofu!

Tel	**033-636-5229**
Signature	순두부 *sundubu · Soft tofu*
Also	hwangtaejeongsig · jjambongSoft tofu · ojing-eosundae etc.
Hours	07:00~16:00
Closed	Open year-round
Address	강원특별자치도 속초시 원암학사평길 120 (노학동)

Eat 4

속초오징어짬뽕 *sogcho-ojing-eo-jjamppong · Restaurant*

The signature is Squid jjamppong, and there is Jjajang noodles with stir-fried squid too. What will it be today?

Tel	**033-635-5667**
Signature	오징어 짬뽕 *ojing-eo jjamppong · Squid jjamppong*
Also	ojing-eobokk-eumjjajang · ojing-eo-udong · haemuljabchaebab etc.
Hours	10:30~20:00 (Break 14:45~17:00)
Closed	Second and fourth every month Thursday
Address	강원특별자치도 속초시 엑스포로2길 43 (교동)

What to eat? (cont.)

Café 1

카페 긷 *kape gid · Cafe*

A cafe on won-amhagsapyeonggil, with Ulsanbawi (menu name) as its signature. Keep that name in mind!

Tel	**0507-1362-4043**
Signature	울산바위 *ulsanba-wi · Ulsanbawi (menu name)*
Also	nohag ogsusukeopi a-iseukeulim · Vanilla latte · koldeubeulu etc.
Hours	10:00~18:00 (Last order 17:30)
Closed	Open year-round
Address	강원특별자치도 속초시 원암학사평길 60

Café 2

어느멋진날카페 *eoneumeosjinnalkape · Cafe*

Sokcho Icon Latte—curious? This cafe is in jo-yangdong.

Tel	**0507-1359-6809**
Signature	속초아이콘라떼 *sogcho-a-ikonla-tte · Sokcho Icon Latte*
Also	daegwanlamcha-ppang · a-impa-inttaengkyu · to-kkipuding etc.
Hours	Sun–Fri 10:00–19:00; Sat 10:00–20:00 During the beach opening season: daily until 20:00
Closed	Open year-round
Address	강원특별자치도 속초시 청호로2길 54 (조양동)

Where to go?



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

See 1



속초해수욕장 *sogchohaesu-yogjang · Sight*

Explore the sandy beach and coastal scenery.

Address **강원특별자치도 속초시 해오름로 186**

See 2

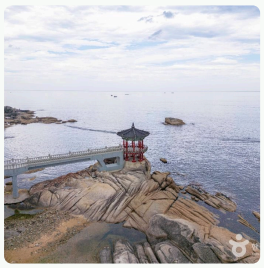


아바이마을 *aba-ima-eul · Sight*

Explore the village streets and scenery while respecting residents' living spaces. Shall we stop by?

Address **강원특별자치도 속초시 청호로 122-1**

See 3



영금정 *yeonggeumjeong · Sight*

View coastal rocks and lookout areas.

Address **강원특별자치도 속초시 영금정로 43 (동명동)**

See 4

속초시립박물관·속초실향민문화촌 *sogchosilibbagmulgwan·sogchosilhyangminmunhwachon · Sight*

Exhibitions introduce local history and culture.

Address **강원특별자치도 속초시 신흥2길 16**

Where to go? (cont.)

See 5



설악산 국립공원(외설악) *seol-agsan guglibgong-won(oeseol-ag) · Sight*

Explore mountain and natural scenery. Confirm the accessible trail sections locally. Shall we take a little walk?

Address **강원특별자치도 속초시 설악산로 833 (설악동)**

Don't miss it on market day



sogchogwangwangsusansijang(gu sogchojung-angjeontongsijang) is a daily market.
sogchojonghabjung-angsijang is a daily market.
A town visit needs a market stop, right?

속초관광수산시장(구 속초중앙전통시장) *sogchogwangwangsusansijang(gu sogchojung-angjeontongsijang) · Market*

Market days	**Every day**
Type	Permanent market
Sells	Produce, meat, seafood, processed foods, clothing, shoes, household goods, eateries
Stalls	350
Address	강원특별자치도 속초시 중앙시장로 6길 4

속초종합중앙시장 *sogchojonghabjung-angsijang · Market*

Market days	**Every day**
Type	Permanent market
Sells	Produce, meat, seafood, processed foods, clothing, shoes, household goods, eateries
Stalls	257
Address	강원특별자치도 속초시 중앙로147번길 16

💡 **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 **생선구이 모둠정식는 동네 분들이 어느 집에서 즐겨 드세요?**
saengseongu-i modumjeongsigneun dongne bundeul-i eoneu jib-eseo jeulgyeo deuse-yo?
Where do locals like to go for Assorted grilled-fish set?

Q2 **속초해수욕장 구경은 어디서부터 시작하면 좋아요?**
sogchohaesu-yogjang gugyeong-eun eodiseobuteo sijaghamyeon joh-a-yo?
Where is a good place to start exploring sogchohaesu-yogjang?

Q3 **아바이마을에 가면 뭘 꼭 봐야 해요?**
aba-ima-eul-e gamyeon mwol kkog bwa-ya hae-yo?
What should we be sure to see at aba-ima-eul?

Q4 **속초관광수산시장(구 속초중앙전통시장)에 가면 뭘 먹어 봐야 해요?**
sogchogwangwangsusansijang(gu sogchojung-angjeontongsijang)e gamyeon mwol meog-eo bwa-ya hae-yo?
What should we try to eat at sogchogwangwangsusansijang(gu sogchojung-angjeontongsijang)?

Q5 **울산바위 맛이 궁금해요. 드셔 보셨어요?**
ulsanba-wi mas-i gunggeumhae-yo. deusyeo bosyeoss-eo-yo?
I am curious about Ulsanbawi (menu name). Have you tried it?

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

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

Info: Korea Tourism Organization TourAPI · Ministry of the Interior and Safety lodging & farm/fishing-village guesthouse data · Nationwide Traditional Market Standard Data (Public Data Portal) | Photos: Korea Tourism Organization (KOGL Type 1) | The intro sentences were newly written from the factual items in the data only.