

# Your customized itinerary

The following itinerary is a working document and is subject to change (revised 9/16/2024).

<b>May 17-18</b>		<b>Program Begins</b>
Saturday-Sunday		<ul style="list-style-type: none"> <li>Flights depart for Seoul – Arranged by participants.</li> </ul>
<b>Optional Pre-Night</b>		
<b>May 19</b>		<b>Welcome to Seoul</b>
Monday		<p><i>Welcome to Seoul! In the high-tech South Korean capital, you may feel as if you've stepped into the future...which makes it all the more important to remember how quickly this ubër-modern city has accomplished all that it has. Experience Seoul from its boardrooms to its shrines ...all of it pulsing to the ever-present KPop beat.</i></p> <ul style="list-style-type: none"> <li>Upon arrival, make your way to your accommodations – <i>Local staff and private transportation included.</i></li> <li>Check-in to your accommodations or store luggage if check-in is unavailable.</li> <li>Enjoy the remainder of the evening free with dinner on own.</li> </ul>
	<b>Seoul Accommodations</b> <a href="#">Amid Hotel Seoul</a> or similar (1 of 5)	
<b>May 20</b>		<b>Seoul</b>
Tuesday		<ul style="list-style-type: none"> <li>Make your way to today's engagements – <i>Full day local staff and public transportation included.</i></li> <li>Receive public transportation passes to use while in Seoul.</li> </ul> <p><b>Local Market Immersion</b> <i>This engagement is designed to get students off the bus and experience some of the microeconomics of a city by interacting with local citizens and places in an active exchange. Students will break into groups and walk or take public transportation to select locations that bring a variety of new encounters and allow them to experience the city from the perspective of a local consumer. Our team will work with you to identify the appropriate businesses and locations and provide materials that will aid your students before, during, and after the engagement. Sourced by WorldStrides Global Experiences.</i></p> <p><b>WorldStrides ISA Health and Safety Orientation</b> <i>During this orientation, you will learn about the city of Seoul, health &amp; safety information, what to do in an emergency, important reminders, and more (half day meeting space included).</i></p> <ul style="list-style-type: none"> <li>Take a break for lunch on own.</li> </ul> <p><b>Dongdaemun Design Plaza (self-guided)</b> <i>Dongdaemun Design Plaza (DDP) has a meaning of Dream, Design, and Play. It holds various exhibitions, fashion shows, forums, conferences, and other domestic and international events. The building complex is divided into sections, which are named Allimteo, Beaumteo, Sallimteo, DDP Design Museum, Design Market &amp; Eoullim Plaza, and Dongdaemun History &amp; Culture Park. Designed by world-renowned architect Zaha Hadid, the building's exterior attracts the attention of many photographers with its delicate curves and bold shapes. (entrance fee included)</i></p> <p><b>Dongdaemun Market (self-guided)</b> <i>As the largest wholesale apparel market in Korea, Dongdaemun Market comprises various markets, including Pyeonghwa Market, New Pyeonghwa Market, Jeil Pyeonghwa Market and Cheongpyeonghwa Market, formed by displaced people who settled in South Korea during the Korean War. Here, you can see traces of the past—from the visibly old buildings of Pyeonghwa Market and Tongil Market which retain their original architecture to all the merchants who have been doing business in the same place for a long period of time.</i></p>
	<p><b>Meals Included</b> Breakfast Dinner</p> <p><b>Seoul Accommodations</b> <a href="#">Amid Hotel Seoul</a> or similar (2 of 5)</p>	

*(entrances free of charge)*

- In the evening, taste the local cuisine with a group **Welcome Dinner**. - *Local staff and public transportation included. Local cuisine: 2 course meal, 1 non-alcoholic beverage, and gratuities included.*

**May 21**

**Seoul**

Wednesday

**Meals Included**

Breakfast

**Seoul Accommodations**

[Amid Hotel Seoul](#) or similar (3 of 5)

- Make your way to today's engagements – *Full day local staff and public transportation included.*

**Company Visit #1: Driving Factors to Korea's Economic Success and Future Outlook on Growth**

*Sourced by WorldStrides' Global Experiences.*

- Take a break for lunch on own.

**The Korea Territorial Development Museum (guided)**

*Nestled in the heart of Seoul, the Korea Territorial Development Museum offers an insightful journey through Korea's rich history of land development and urban planning. This museum provides a captivating exploration of how Korea's landscapes have evolved from ancient times to the present day. (guide included; entrances free of charge)*

- Enjoy the remainder of the day free with dinner on own.

**May 22**

**Seoul**

Thursday

**Meals Included**

Breakfast

**Seoul Accommodations**

[Amid Hotel Seoul](#) or similar (4 of 5)

- Make your way to today's engagements – *Full day local staff and public transportation included.*

**Guest Lecture #1: Sustainability and Emerging Trends in South Korea**

*Sourced by WorldStrides' Global Experiences. Half-day meeting space with A/V equipment and microphones included.*

- Take a break for lunch on own.

**Mt. Namsan's Seoul Tower (self-guided)**

*Nestled in the heart of Seoul, the Korea Territorial Development Museum offers an insightful journey through Korea's rich history of land development and urban planning. This museum provides a captivating exploration of how Korea's landscapes have evolved from ancient times to the present day. (entrances and roundtrip cable car ticket included)*

- Enjoy the remainder of the day free with dinner on own.

**May 23**

**Seoul**

Friday

**Meals Included**

Breakfast

Lunch

**Seoul Accommodations**

[Amid Hotel Seoul](#) or similar (5 of 5)

- Make your way to today's engagements – *Full day local staff and private transportation included.*

**DMZ Demilitarized Zone (guided)**

*Take a tour of the DMZ, or DeMilitarized Zone, which is an area of land running the length of the 38th parallel north separating North and South Korea. The Panmunjom in the DMZ is the only place where it is possible for the two warring nations to hold talks. During your tour to the DMZ, groups will see the JSA (Joint Security Area), Incursion Tunnels, Dora Observatory, and Dorasan Train Station (site guide, entrances, and lunch included).*

- After lunch, return to the hotel.  
Enjoy the remainder of the day free with dinner on own.

**May 24**

**Seoul to Beijing**

Saturday

**Meals Included**

Breakfast

**Beijing Accommodations**

[Beijing Tiantan Hotel](#) or similar  
(1 of 6)

- Check out of your accommodations and depart for the airport. – *Local staff and private transportation included.*

**Flight to Beijing** - Approximately 1 hour & 45 minutes; Quote Only- Subject to Change

*Welcome to Beijing, the intersection of ancient and contemporary China! This sprawling world capital invites visitors to explore China through the centuries, from the early dynasties to its modern growth.*

- At the most common arrival time of all participants, transfer to your accommodations – *Local staff and private transportation included.*
- Check-in to your accommodations or store luggage if check-in is unavailable.
- Receive public transportation passes to use while in Beijing.
- Enjoy the remainder of the day free with lunch and dinner on own.

**May 25**

**Beijing**

Sunday

**Meals Included**

Breakfast

**Beijing Accommodations**

[Beijing Tiantan Hotel](#) or similar  
(2 of 6)

- Make your way to today’s engagements – *Full day local staff and public transportation included.*

**Tiananmen Square and the Forbidden City (self-guided)**

*Located at the center of Beijing City is Tiananmen Square, where you can visit Tiananmen Tower Monument to the People’s Heroes, Great Hall of the People, Mao Zedong Memorial Hall and see the national flag raising ceremony. Prepare to be overwhelmed by the sheer size of one of the world’s largest public squares. As you walk from the southernmost part of the square all the way down its length, you will pass several monuments, including the mausoleum that houses Chairman Mao’s remains. (entrance fees included)*

*Forbidden City was formerly known as the Imperial Palace of the Ming and Qing dynasties. It was first built in 1406 and finished in 1420, and in its 500 years of history, there were 24 emperors living here. The entire imperial complex is reputed to have 9999 room, which at its peak housed up to 10,000 people. After several renovations and expansions, the Forbidden City remains in its original layout. (entrance fees included)*

- Take a break for lunch on own.

**Summer Palace (self-guided)**

*Being the largest and most well-preserved royal park in China, Summer Palace greatly influences Chinese horticulture and landscape with its famous natural views and cultural interests, which also has long been recognized as ‘The Museum of Royal Gardens’. The construction started in 1750 as a luxurious royal garden for royal families to rest and entertain. It later became the main residence of royal members in the end of the Qing Dynasty. (entrance fees included)*

- Enjoy the remainder of the day free with dinner on own.

**May 26**

**Beijing**

Monday

**Meals Included**

Breakfast

**Beijing Accommodations**

[Beijing Tiantan Hotel](#) or similar  
(3 of 6)

- Make your way to today’s engagements – *Full day local staff and private transportation included.*

**Company Visit #2: The Impact of Trade Barriers on Business Operations**

*Sourced by WorldStrides’ Global Experiences.*

- Take a break for lunch on own.

**Company Visit #3: Finance, Investment, and the Future of China’s Currency**

*Sourced by WorldStrides’ Global Experiences.*

- Enjoy the remainder of the day free with dinner on own.

**May 27**

**Beijing**

Tuesday

**Meals Included**  
Breakfast

**Beijing Accommodations**  
[Beijing Tiantan Hotel](#) or similar  
(4 of 6)

- Make your way to today’s engagements – *Full day local staff and half-day hotel meeting space with A/V and microphones included.*

**Guest Lecture #2: China’s Prosumers- How China’s Consumers Are Changing Product Design for 21<sup>st</sup> Century Global Markets**

*During this engagement, students will hear from an industry expert from your field of interest. The speaker will focus on strategy and market trends, opportunities, and challenges. Sessions are followed by an in-depth Q&A. Formats vary by organization and range from formal boardroom discussions to candid conversations in a collaborative space. We will work with you to identify your program theme and learning goals, prep the speaker to ensure an optimal experience, and provide students with a company briefing to help with question generation. Sourced by WorldStrides’ Global Experiences. Half-day meeting space with A/V and microphones included.*

- Take a break for lunch on own.
- Continue to next visit. – *Local staff and public transportation included.*

**Hutong Tour (guided)**

*Hutongs are special places unique to the city center of Beijing: these are the ancient narrow lanes that for centuries, together with the siheyuan (the traditional courtyard houses of this part of China), have formed the urban fabric of the city. Visit the district by “pedicab” for a closer and more engaging experience of traditional Chinese life. (guide and pedicab ride included)*

- Enjoy the remainder of the day free on own.

**May 28**

**Beijing**

Wednesday

**Meals Included**  
Breakfast

**Beijing Accommodations**  
[Beijing Tiantan Hotel](#) or similar  
(5 of 6)

- Make your way to today’s engagements – *Full day local staff and private transportation included.*

**Company Visit #4: Supply Chain Management Innovation in China**

*During this engagement, students visit a local company in your industry of interest and hear from executive speakers. Formats vary by organization and range from formal boardroom discussions to candid conversations in a collaborative space. Sessions are followed by Q&A and a company tour can be also incorporated into the experience. We will work with you to identify your program theme and learning goals, prep the speaker to ensure an optimal experience, and provide students with a company briefing to help with question generation. Sourced by WorldStrides’ Global Experiences.*

- Take a break for lunch on own.

**The Great Wall of Mutianyu (self-guided)**

*The Great Wall of China is the longest man-made structure in the world. In fact, the length of all Chinese defense walls built over the last 2000 years is approximately 50,000 kilometers, while the Earth’s circumference is only 40,000 kilometers! Explore the much quieter Mutianyu section of the Great Wall, which was first begun in the Northern Qi Dynasty (550-557) and finished in the 17th century. The 2.5-kilometer stretch of the Wall allows you to walk along its storied length for over an hour and visit twenty-two watchtowers, should you so choose. (entrances and roundtrip cable car included)*

- Enjoy the remainder of the day free on own.

**May 29**

**Beijing**

Thursday

**Meals Included**  
Breakfast  
Dinner

**Beijing Accommodations**

- Enjoy a free day in Beijing with lunch on own. – *No local staff included; public transportation included.*
- In the evening, reflect on your experiences with a group **Farewell Dinner** – *Local staff and public transportation included. Chinese family style meal, one non-alcoholic beverage, and gratuities included.*

[Beijing Tiantan Hotel](#) or similar  
(6 of 6)

**May 30**

**Program Ends**

Friday

**Meals Included**

Breakfast

**Optional Post-Night**

- Check out of your accommodations.
- At the most common departure time of all participants, transfer to the airport – *No local staff included; private transportation included.*
- Flights return home – *Arranged by participants.*