

# The Soul of Public Opinion Research: Liberty, Quality and Humanity

WAPOR 77<sup>th</sup> and WAPOR Asia Pacific 7<sup>th</sup> Joint Annual Conference

28-31 July 2024 – Sungkyunkwan University, Seoul, South Korea



성균관대학교  
SUNG KYUN KWAN UNIVERSITY(SKKU)



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## Orakai Daehakro Hotel



- Address: 180, Yulgok-ro, Jongno-gu, Seoul, South Korea, 03127
- Telephone : +82 2 6353 7700
- Website : <https://dh.orakaihotels.com/eng/default.asp>

## Reservation Procedure

- Available Stay Period : July 26<sup>th</sup>(Fri.) ~ August 2<sup>nd</sup>(Fri.)
- Make a reservation through the following link with corporate code 'WAPOR2' by July 12<sup>th</sup>(Fri.)

Reservation Link :

<https://be4.wingsbooking.com/BWORAKAI1313>



## Mayplace Hotel



- Address: 179, Yulgok-ro, Jongno-gu, Seoul, South Korea, 03081
- Telephone : +82 2 742 8080
- Website : <https://www.mayplace.co.kr/en/main/main.html>

## Reservation Procedure

- Available Stay Period : July 27<sup>th</sup>(Sat.) ~ August 1<sup>st</sup>(Thu.)  
\* There are approximately 40 rooms available for July 26<sup>th</sup> (Fri.) and August 2<sup>nd</sup> (Fri.)
- After completing the reservation form, you can submit it to the hotel via email or fax for booking **by July 13<sup>th</sup>(Sat.)**
- Before sending the reservation form to the hotel, please ensure that all the information provided is accurate and complete.



### Shilla Stay Gwanghwamun



- Address: 71, Sambong-ro, Jongno-gu, Seoul, South Korea, 03150
- Telephone : +82 2 6060 9000
- Website : <https://www.shillastay.com/stayhub/index.do>

### Reservation Procedure

- Available Stay Period : July 26<sup>th</sup>(Fri.) ~ August 2<sup>nd</sup>(Fri.)
- After completing the reservation form, you can submit it to the hotel via email or fax for booking by July 5<sup>th</sup>(Fri.)
- Before sending the reservation form to the hotel, please ensure that all the information provided is accurate and complete.



### JW Marriott Dongdaemun



- **Address:** 279, Cheonggyecheon-ro, Jongno-gu, Seoul, South Korea, 03198
- **Telephone :** +82 2 2276 3000
- **Website :** <https://www.marriott.com/en-us/hotels/seldp-jw-marriott-dongdaemun-square-seoul/overview/>

### Reservation Procedure

- **Available Stay Period :** Subject to availability at the hotel's discretion.
- After completing the reservation form, you can submit it to the hotel via email or fax for booking.
- Before sending the reservation form to the hotel, please ensure that all the information provided is accurate and complete.



### Hotel Artrium Jongno



- **Address:** 106, Changgyeonggung-ro, Jongno-gu, Seoul, South Korea, 03130
- **Telephone :** +82 2 767 9800
- **Website :** <https://www.seanhotelgroup.com/hotels/atrium-jongno/en>

### Reservation Procedure

- **Available Stay Period :** Subject to availability at the hotel's discretion.
- After completing the reservation form, you can submit it to the hotel via email or fax for booking.
- Before sending the reservation form to the hotel, please ensure that all the information provided is accurate and complete.



### The Plaza Seoul



- **Address:** 119, Sogong-ro, Jung-gu, Seoul, South Korea, 04525
- **Telephone :** +82 2 771 2200
- **Website :** <https://www.hoteltheplaza.com/en/>

### Reservation Procedure

- **Available Stay Period :** July 26<sup>th</sup>(Fri.) ~ August 3<sup>rd</sup>(Sat.)
- After completing the reservation form, you can submit it to the hotel via email or fax for booking.
- Before sending the reservation form to the hotel, please ensure that all the information provided is accurate and complete.





## Gyeongbokgung & National Folk Museum

○ **Address:** 161, Sajik-ro, Jongno-gu, Seoul, South Korea, 03045

○ **Contents**

Gyeongbokgung is the main palace of the Joseon dynasty, and the National Folk Museum is in the heart of Seoul with the aim of becoming an educational site where visitors can learn about the lives of Koreans from the past to the present.



○ **Information**

- Entrance fee for Gyeongbokgung: 3,000 KRW \* If wear a Hanbok, Entrance fee is free
- Entrance fee for National Folk Museum is Free
- Opening hours : 09:00 ~ 18:00 (Last entrance is 17:00) \* Every Tuesday is a regular closing day.



## Eland Cruise

○ **Pier Address:** 290, Yeoidodong-ro Yeongdeungpo-gu, Seoul, South Korea, 07337

○ **Contents**

Eland Cruise offers a multifaceted theme park experience and the utilization of the Han River, a resource nestled within the heart of the city. Alongside cruising along the Han River, visitors can enjoy a range of cultural events and artistic performances, allowing them to escape the noise and bustle of urban life while indulging in the pleasures of culture and art. Through these diverse experiences, Eland Cruise provides visitors with a memorable and enjoyable time.



○ **Website :** [https://www.maketicket.co.kr/elandcruise/eland\\_include.jsp](https://www.maketicket.co.kr/elandcruise/eland_include.jsp)

○ **Telephone :** +82 2 6291 6900

○ **Information**

Various sightseeing boat tours are available. You can choose your preferred time or course and proceed with the reservation. Simply board at the pier after booking.



## Lotte World Adventure

○ **Address:** 240, Olympic-ro, Songpa-gu, Seoul, South Korea, 05554

○ **Contents**

Lotte World Adventure is a large indoor amusement park featuring a variety of rides, attractions, entertainment programs, and themed streets centered around "adventure and mystery." Additionally, the Folk Museum, consisting of history exhibitions, a model village, playgrounds, and author streets, distinguishes itself from traditional museums by incorporating advanced video technology and innovative exhibition techniques to offer visitors a new experience.



○ **Website :** <https://adventure.lotteworld.com/eng/main/index.do>

○ **Telephone :** +82 1662 2000

○ **Information**

- The comprehensive pass for all-day access : 62,000 won (Approximately 47 USD)
- The comprehensive pass for entry after 4 PM : 50,000 won (Approximately 38 USD)
- In addition to those options, there are various other ticket packages available for enjoying different rides. Please visit the website to check the tickets you desire and make reservations accordingly.



## Seoul City Tour Bus

○ **Address:** 179, Yulgok-ro, Jongno-gu, Seoul, South Korea, 03081

○ **Contents**

There is two course which are Downtown Palace Namsan Course and Night View course. Please refer to the website below for further details.



○ **Website :** <https://en.seoulcitybus.com/index.php>

○ **Telephone :** +82 2 742 8080

○ **Information**

**The Downtown Palace Namsan Course :** Scenic tour of Seoul's major attractions, including N Seoul Tower, Myeongdong, Namsangol Hanok Village, Changdeokgung Palace, Insadong, and Gyeongbokgung Palace. It provides a glimpse of Seoul's beauty, blending the downtown, palaces, and Namsan Mountain.

Passengers can disembark at their desired stop to explore freely before boarding the next bus.

**The Night View Course :** Runs along the Han River, allowing passengers to enjoy the sparkling night view of Seoul. It operates without stops, with a 30-minute photo time at Namsan Seoul Tower.



## Seoul Guided Walking Seoul

### ○ Contents

The Seoul Guided Walking Tour is a free program offered by Seoul, designed for tourists who want to see Seoul's top tourist attractions on foot under the expert guidance of multilingual tour guides. There are about 40 different tours available, classified under 8 themes



○ Website : <https://english.visitseoul.net/walking-tour#>

○ Telephone : +82 2 6925 0777

○ E-mail : [walkingtours@sto.or.kr](mailto:walkingtours@sto.or.kr)

### ○ Information

- Operating Hours : Weekdays: 10am, 2pm / Weekends: 10am, 2pm, 3pm
- Number of Participants : Up to 10 people Group
- Admissions : Free

\* Admission fees to the royal palaces & fees for cultural experience programs, etc. are NOT included in the tours.

