



Center of it All, Daejeon

From bread and noodles to lively festivals,
cutting-edge science, the charm of the old city center,
and the beauty of nature!
Experience Daejeon through 6 unique themes



Daejeon, The Heart of Korea

- Around an hour from all major cities by either KTX or SRT
- Easy intercity bus connects to Sejong, Chungnam and Chungbuk (nearby provinces)
- Direct bus or KTX from Incheon International Airport to Daejeon (takes 2-3 hours)
- Direct KTX & SRT service from Daejeon Station to Busan (Seoul, Daegu, Busan)
- Direct train lines (Honam Line, Jeolla Line) from Seodaejeon Station (Seoul, Gwangju, Mokpo, and Yeosu)
- Nationwide intercity bus connections from Daejeon Complex Terminal



Tourist Information Hotlines

Daejeon Station Info Center
(Kkumdori's Daejeon Adventure) 042 221 1905
Daejeon Tourism Info Center 042 861 1330

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 Daejeon
Tourism Website

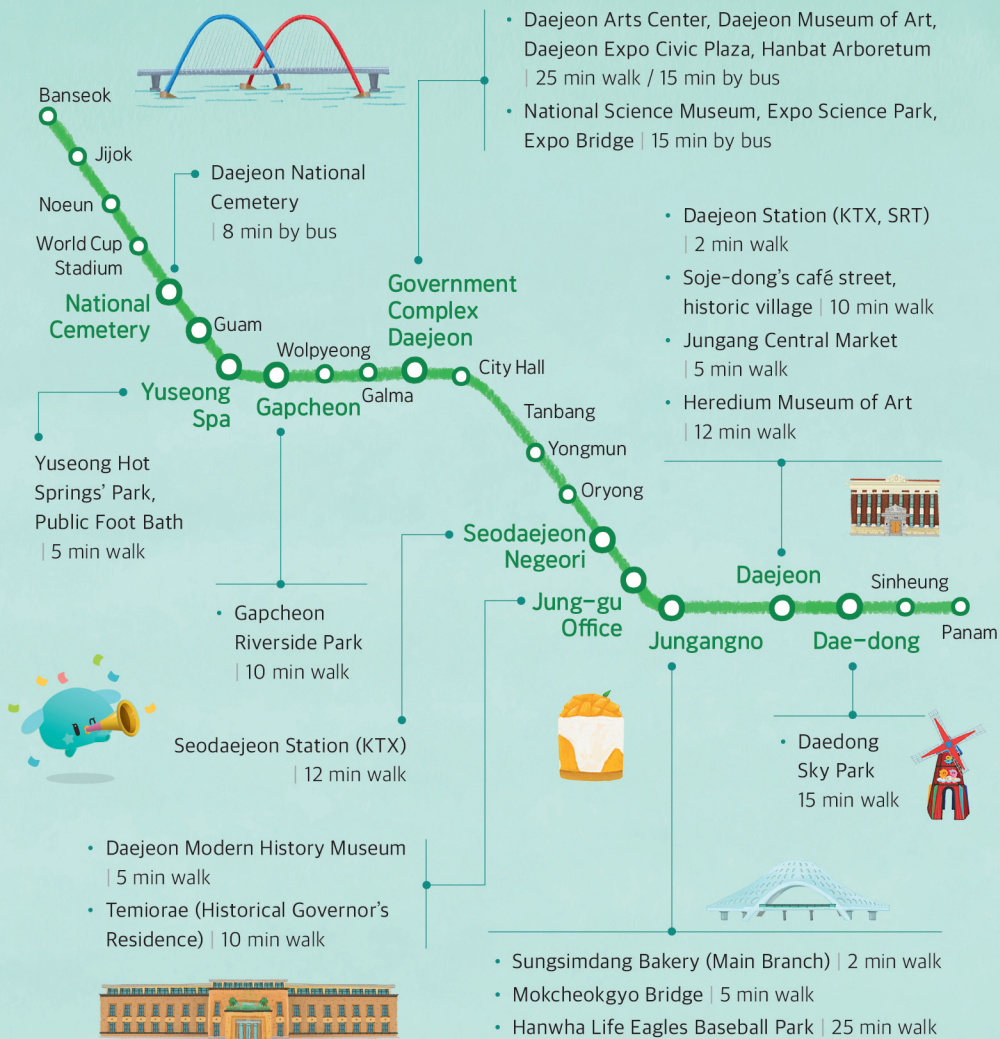


 Daejeon TV





What to See Along Daejeon's Subway Line 1



Daejeon, *Always Lively* Full of Flavor and Fun



Right in the center of Korea, Daejeon is one of the country's most connected cities. Home to 1.43 million people, it's the largest metropolitan hub in the central region. Ringed by lakes, rivers, and mountains, Daejeon blends nature with city life, and getting around only takes 30 minutes, making it a transportation dream. Known as a center for science, Daejeon offers plenty to enjoy, from bakeries and noodle shops to cultural arts, festivals, the old town, and nature. Anytime is the perfect time to experience Daejeon!



The City at a Glance

(Map of Daejeon)



The Kum's Family

Meet Daejeon's signature mascots, a family of aliens who crash-landed here, fell in love with the city, and never left. The crew features Kumdori and Kumsuni with their parents, five kids, younger sibling, a pet, and two best pals tagging along.

Merch Stores

- Kumdori's Daejeon Adventure (Daejeon Station, 3F)
- Travel Lounge (187-1 Jungang-ro)
- Kumdori House (3, Jungang-ro 203beon-gil)
- Kumdori House 2 (480, Daedeok-daero)
- Fun City Daejeon Public Relations Center (Shinsegae Department Store, 7F, 1 Expo-ro)





The Capital of Bread

Today, Daejeon proudly stands as Korea's undisputed "City of Bread."



- At the heart of Daejeon's bread story is Sungsimdang. Established in 1956, this once-local bakery is now celebrated as one of Korea's most iconic bakeries.
- Yet Sungsimdang is only the beginning. Former chefs and pâtissiers from Sungsimdang have launched new bakeries across the city.

- Daejeon is also the birthplace of Korea's very first bread festival. Since its debut in 2021, the event has grown every year with more bakeries and visitors, earning recognition as one of the "Top 100 K-Culture Tourism Events" by the Ministry of Culture, Sports and Tourism.

- The phrase "Came to Daejeon just for bread?" has taken on a life of its own as a local meme. And nothing illustrates Daejeon's reputation as Korea's "The Capital of Bread" better than the endless line outside Sung Sim Dang Bakery.



The Home of Noodles

Daejeon was the home of noodles in Korea. After the Korean War, a U.S. aid wheat storage facility was set up near Daejeon Station, a key logistics hub where the Gyeongbu and Honam train lines meet. This made Daejeon the center of flour distribution and consumption in Korea at the time.



- Daejeon's signature noodle dish is called *kalguksu*, which means "knife-cut noodles." Across the city, you'll find dozens of family-run restaurants that have been serving bowls of it for two or three generations. From rich meat-based broths to clams, seafood, and anchovies, each shop brings its own twist to this beloved dish.
- At one time, *garak-guksu*, literally "thick noodles," was the signature dish of Daejeon Station. When trains between Seoul, Yeongnam, and Honam paused briefly here, passengers would grab a quick bowl as a hearty substitute for a full meal.
- Beyond its famous dishes, Daejeon is also a great place to try *janchi-guksu* "banquet noodles," *jjajangmyeon* "black bean noodles," *jjampong* "mixed noodles," and refreshing bowls of *naengmyeon* "cold noodles."
- Every year, Daejeon celebrates its noodle culture with the "Noodle Daejeon Festival." The city even created its own souvenir instant noodles, playfully named *Kkumdori Ramen* after Daejeon's beloved Expo mascot.





The City of Festivals

Daejeon is truly a city of festivals. From the Daejeon Zero O'Clock Festival that lasts through midnight, to the ever-growing Daejeon Bread Festival and the Daejeon International Wine Expo, the city offers a year-round calendar of celebrations.



Daejeon Zero O'Clock Festival



Daejeon Zero O'Clock Festival



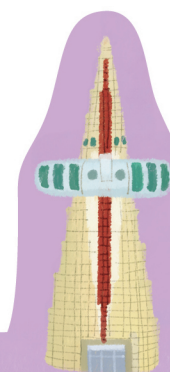
Daejeon International Wine Expo



Daejeon Bread Festival

Signature Festivals of Daejeon

- **Daejeon Zero O'Clock Festival:** A midsummer night celebration that takes you on a time-travel journey through Daejeon's past, present, and future.
- **Daejeon Science Festival:** Korea's leading science festival showcasing the innovations of tomorrow.
- **Daejeon Bread Festival:** The first of its kind devoted to everything bread, a festival that captures Daejeon's identity as Korea's "Capital of Bread."
- **Daejeon International Wine Expo:** A chance to taste and explore wines from around the world, right here in Daejeon.



Hub of Science & Innovation



National Science Museum



Hanbit Tower (at Daejeon Expo Park)

Daejeon is known as one of Korea's most important hubs of science. Expo Science Park was built to commemorate the 1993 Daejeon Expo, and today the city is home to Daedeok Innopolis, a cluster of research institutes and tech companies, along with KAIST, Korea's top science and engineering university training the next generation of innovators.

- Daejeon is full of places where science comes to life. The National Science Museum, the largest of its kind in central and southern Korea, offers hands-on exhibits for all ages. You'll also find Korea's only Geological Museum, as well as the Invention Education Center.
- Daedeok Innopolis contains more than 2,900 organizations and companies, including 27 national research institutes, making it the heart of Korea's innovation and R&D.
- As Korea's leading science city, Daejeon offers a special Daejeon science tour.



Geological Museum



Daejeon Observatory

Explore Daejeon's Historic Old Town

Daejeon's old downtown, centered around Daejeon Station, was once the heart of the city. After new districts developed and the Chungnam Provincial Office was relocated, the area went into decline. Today, thanks to urban renewal projects, it has been transformed into a lively district where past and present meet, full of restaurants, cultural attractions, and year-round festivals, including the Daejeon Zero O'Clock Festival.

Suggested Itinerary for Exploring Daejeon's Old Downtown



A Balanced, Eco-city

In Daejeon, nature and modern life exist side by side. Surrounded by mountains and lakes, the city is home to beautifully kept urban forests and arboreturns that blend seamlessly with the modern skyline. Long before they became attractions, the city's many green spaces were cherished retreats for Daejeon residents.

