

DESTINATIONS

Seoul Tourism Organization Launches “Pick 3 Pass,” a Customizable “Discover Seoul Pass”

By Newsdesk

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Seoul

South Korea

Destination Information

Travel Deals

DISCOVER SEOUL PASS

1.3M

Attraction visits

70+

Free attractions

120+

Exclusive coupons



The **Seoul Tourism Organization** has launched the “**Pick 3 Pass**,” a new customizable and cost-effective option for its popular “**Discover Seoul Pass**.” This new pass is designed to meet the evolving needs of travelers, especially repeat visitors and those seeking a more tailored travel experience, by allowing them to select three attractions of their choice.

The “Discover Seoul Pass,” operated directly by the Seoul Tourism Organization, has established itself as an essential all-in-one tool for foreign tourists. Available as both a physical card and a mobile app, it provides seamless access to Seoul’s top landmarks and cultural experiences. With this launch, the “Discover Seoul Pass” lineup expands to four distinct options to suit any travel style.

A Pass for Every Traveler

The new “Pick 3 Pass” is valid for five days from its first use and is available in two types:

- “Pick 3 Basic Pass” (~~₩~~49,000 or \$35.30) – Visitors can choose any three attractions from a curated list of top Seoul spots, such as the **N Seoul Tower** and **Sea Life COEX, Seoul Aquarium**.
- “Pick 3 Theme Park Pass” (~~₩~~70,000 or \$50.41) – Perfect for families, this option allows a choice of one major theme park (**Lotte World Adventure, SeoulLand** or **Everland**) plus two other attractions.

For tourists who wish to explore Seoul more extensively, the existing time-based passes, the “72-hour Pass” (~~₩~~90,000, or \$64.81) and “120-hour Pass” (~~₩~~130,000 or \$93.62) will continue to be available.

All-in-One Convenience for Modern Tourists

The “Pick 3 Pass” is packed with features designed for ultimate convenience. Those who purchase the mobile version will receive a free five-day eSIM for immediate data access upon arrival in **South Korea**. The physical card version includes a rechargeable prepaid transit card function for easy use on buses and subways.

Additionally, reflecting the recent trend of mountain hiking among tourists, all pass holders will receive a one-time free rental of hiking equipment at the **Seoul Hiking Tourism Centers** at **Bukhansan, Bugaksan** and **Gwanaksan** mountains.

In another recent upgrade, the physical “Discover Seoul Pass” now includes a prepaid payment function, allowing it to be used for general purchases, transportation and attraction entry, all with one card. Its value was further enhanced in August with the addition of over 20 new discount partners, including **Lotte Department Store & Duty Free**.

The Seoul Tourism Organization explained that the update reflects the changing tourism trends in an era of personalized travel. The organization will continue to introduce diverse products and services so that visitors to Seoul can enjoy their travels more conveniently and freely.

The “Discover Seoul Pass” is available for purchase on the official website and mobile app, as well as major global OTAs like **Klook** and **KKday**.

For more information, visit www.discoverseoulpass.com/app/main (<https://www.discoverseoulpass.com/app/main>).

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