

# Royal Hotel Seoul – Oasis in downtown



Tourism is a key industry that determines national wealth in the 21 century. Particularly, the hotel industry, considered to represent the tourism industry, makes huge contributions to the national economy by improving the national image and earning foreign currency with quality services.

With this sense of responsibility, Royal Hotel Seoul started on March 12, 1971, as a Deluxe Tour Hotel, based on the private capital only for the first time in Korea's tourism history. For the past half century, we have contributed to the development of Korea's tourism industry and local communities, satisfying both domestic and foreign tourists. Its location in Myeongdong at the Center of Seoul earned Royal Hotel Seoul the nickname of 'OASIS in downtown' from the very beginning. Now it is placed as the best resting place among Seoul citizens and domestic and foreign tourists.

In the 21st century, Royal Hotel Seoul is putting one step forward with new visions and philosophy to become one of the best hotels by creating and developing desirable hotel culture, and contributing to the country and local communities.

# Philosophy

Foundation: December 12, 1966

Opening: March 12, 1971



Class: Delux

Building: Two-story underground, 21 stories, and five-story rooftop

Room number: 310 rooms

Facilities: Garden Lounge, Wedding & Banquet, Patisserie'etocle', Grand Kitchen

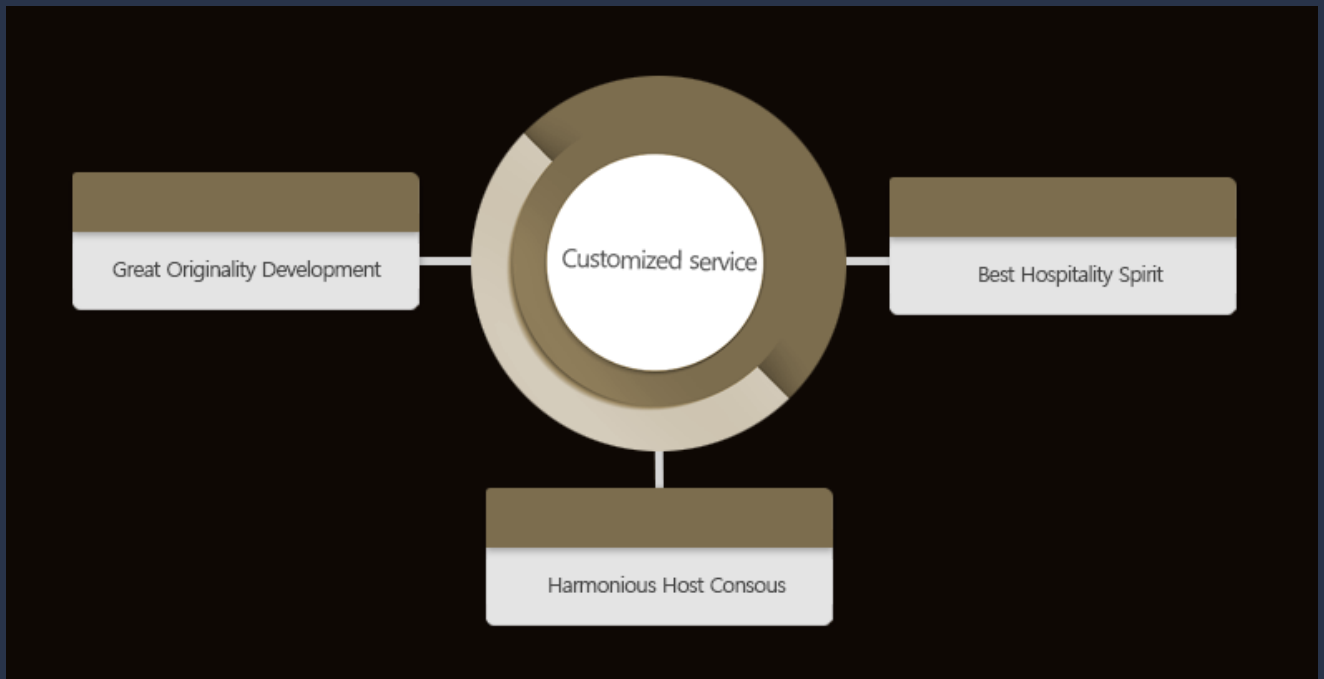
Others: Club Lounge, Business Center, SPA, GYM

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## Customized service

Develop products and services from the customer from the customer's perspective

Provide best services with priorities of cleanliness and hygiene

Satisfy the customers with quick response

Serve the customers before they request help

Make customers pleased and happy with sincere service

# History



## 2000's

- 2019. 11The Michelin Guide Seoul 2020
- 2018. 10The Michelin Guide Seoul 2019
- 2017. 11The Michelin Guide Seoul 2018
- 2016. 11The Michelin Guide Seoul 2017
- 2016. 03Renewal Open
- 2011. 04Changing CEO (Representative Director Jang Seong Cheon)
- 2010. 08Dining Department open (CLUB H)
- 2009. 10 Spa open (Spa Castle)
- 2009. 09Coffee shop renovation (VERT JARDIN)
- 2007. 10Royal wedding hall open (Royal Ballroom, Emerald Ballroom)
- 2007. 0721st floor SKY LOUNGE open
- 2004. 09Royal wedding hall open (Grand Ballroom, Jade Hall)
- 2004. 01Renovation of all rooms
- 2002. 09Renovation of the front door and canopy
- 2001. 02Renovation of the front and canopy
- 2000. 10Pub Royal Aladdin open
- 2000. 04Dining Department (Only One)

## 1990's

- 1999. 06Bar G-NOX open
- 1998. 03Footcare center open (sauna)
- 1997. 12Designated as a best tourist hotel (Seoul City)
- 1996. 05New CEO (Kim Sun-do)

## 1980's

- 1984. 05Sauna open (Royal Sauna)
- 1983. 11Nightclub open (Starland)
- 1983. 04Buffet restaurant open (Royal Star)

## 1970's

- 1971. 03Hotel open (Delux)
- 1971. 03Tour business registration
- 1970. 12Completion of hotel construction

## 1960's

- 1968. 08Commencement of construction (two stories underground, 26 stories on the ground)
- 1967. 03Approval of the 7th introduction of foreign capital for the Hotel construction
- 1966. 12Foundation of Korea Tourism Development Inc

# Awards

Michelin Guide 2020 (Very Comfortable)  
Michelin Guide 2019 (Very Comfortable)  
Michelin Guide 2018 (Very Comfortable)  
Michelin Guide 2017 (Very Comfortable)

Rakuten Travel Award 2017  
Rakuten Travel Award 2016  
Rakuten Travel Award 2014  
Rakuten Travel Award 2013(Golden Award)

HIS Award 2013(Bronze Award)  
Agoda Award 2012(Gold circle award)

Rakuten Travel Award 2012  
Rakuten Travel Award 2011(Silver Award)  
Agoda Award 2010(Gold circle award)  
Rakuten Travel Award 2009(Customer satisfaction)

CEO Kim Sun-do  
Gold Tower Order of Industrial Service Merit (2006)

Executive Director Park Chung-gyu Tin Tower Order of Industrial Service Merit (2004)

CEO Kim Sun-do  
Silver Tower Order of Industrial Service Merit (1997)

Designation as Best Tour Hotel(Seoul City) (1997)  
World Tourism Day Tourism Promotion Tower (1995)

CEO Jang Tae-sik Order of Sports Merit (1987)  
Executive Director Kim Sun-do Industrial Service Medal (1985)

CEO Jang Tae-sik  
Camellia Medal, Order of Civil Merit (1985)

CEO Jang Tae-sik  
Industrial Service Medal (1982)

World Tourism Day Presidential medal (1974)