

Seoul, off the tourist map — and you're invited.

Trend Seoul connects creators with Korea's spaces and brands — cafés, bars and tables locals keep to themselves, plus K-beauty, skin clinics, saunas and wellness. The host treats you free; your best takes get featured on our editorial.

WHY BECOME AN INSIDER

What you get

Get invited

Spots and brands tourists never find. You're on the list; they're not.

The host's treat

Free from the venue or brand. Some add point rewards. No catch.

Get featured

Best takes run on our editorial and reels — seen by future visitors.

HOW IT WORKS

Three steps in

1 Apply

Sign in with Google or Kakao, tell us who you are and where you'd love to go. We read every application before we invite.

2 Get matched

Browse campaigns, apply to what fits. Owners decide and always reply — auto-translated both ways.

3 Experience & share

Visit the venue (or receive the product), enjoy it, post your honest review by the deadline.

CAMPAIGNS

What a campaign looks like

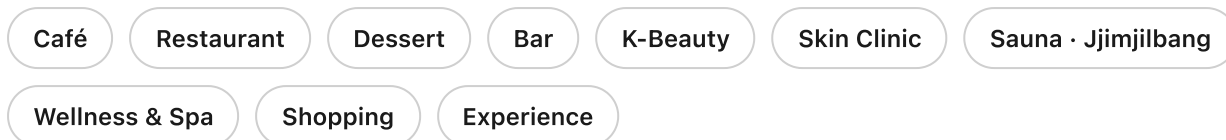
Every page spells out what's provided, the mission, and the deadline. Two types:

Type	How it goes
Visit	Selected → visit within available hours → shoot → post by deadline.
Delivery	Selected → receive product → try & shoot → post by deadline.

Missions spell out minimum photos, text length, and required keywords/hashtags. Video campaigns (Reels, Shorts, TikTok, YouTube) are **premium** — more work, often with point rewards attached.

WHAT YOU'LL EXPERIENCE

Not just food and drinks



One platform, Korea's spaces and brands — pick what fits how you create.

WHERE YOU CREATE

Your platforms, your language



English, Japanese, Chinese, Thai or Vietnamese. We look at your eye for the city, not follower count — nano (500+) and up welcome.

THE LADDER

From Visitor to Seoul Insider

Visitor Just applied. Connect Instagram to get on the radar.

Local Explorer A few takes in. More campaigns, more neighborhoods.

Seoul Insider Trusted. First access to new spots and signature campaigns.

The line we don't cross: our grades aren't for sale.

Venues can invite you — they can't buy a rating or badge. That's why an invite means something.

GOOD TO KNOW

A few ground rules

Honest reviews only. Free experience, your own opinion.

Post by the deadline. That's how you climb the ladder.

You'll always hear back — selected or not, in your language.

Track everything in My Page — applications, messages, saves.

Applications are read one by one. Good ones hear back fast — show us how you see the city.

Ready to see the other Seoul?

Sign in with Google or Kakao, apply in two minutes.

trendseoul.kr/insiders

Questions? Reach us via the 1:1 inquiry on trendseoul.kr