



Drawing Korea by Riding

The Route 777 & DMZ National Circuit is a long-distance riding journey that stretches along the coastline of the Korean Peninsula along National Routes 7 and 77, covering an impressive distance of about 3,000 km



Route & Find

KMA is a premium bike tour operator that uses bike riding not just as a means of transportation but as a 'tool for designing experiences,' based on Korea's unique mobility culture.

Lane by Lane

KMA comes from the Korean word 'gossak,' embodying the philosophy of discovering Korea's true face in small paths. We design these streets, infused with local life and emotions, as Lane by Lane, transforming travelers into 'experiencers.'

Create a journey.

- Corporate-Based Operation
- Full-Stack In/Outbound Tour Infrastructure
- Lane by Lane Travel Philosophy

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Drawing Korea by Riding



ROUTE 777 GRAND TOUR

The Route 777 National Circuit is a long-distance riding journey that stretches along the coastline of the Korean Peninsula along National Routes 7 and 77, covering an overwhelming distance of about 3,000 km.

Starting from the blue coast of the East Sea, stretching from the vast tidal flats of the West Sea to the winding ria coastline of the South Sea, you will deeply traverse Korea's diverse landscapes along the path that connects these three seas.

While riding along coastal roads, riders traverse all the roads along the peninsula's terrain, which goes beyond simple travel and leads to a grand journey that follows the contours of a country.

This journey, where cities and fishing villages, ports and the sea constantly intersect, is the most immersive and iconic riding experience that directly depicts Korea on two wheels.



Tour Overview



Day1~2 서울 만리포 Seoul - Mallipo

Starting from Imjingak, it passes through Gimpo and Ganghwa Island, then descends along the northwestern border of the Korean Peninsula.

Following the flow of the West Sea,

Day3 만리포 변산반도 Mallipo - Byeonsanbando

The West Coast ride along Manlipo is a section that follows the gentle coastline and vast mudflats unique to the Chimgang coast. Passing through Daechon Beach and continuing to Byeonsan Peninsula, you can deeply experience the soft texture of the West Sea.

Day4 변산반도 진도 Byeonsanbando - Jindo

It moves along the grain created by the world's rare tidal flat terrain, naturally experiencing the changes in coastal flow from the West Sea to the South Sea.



Tour Overview



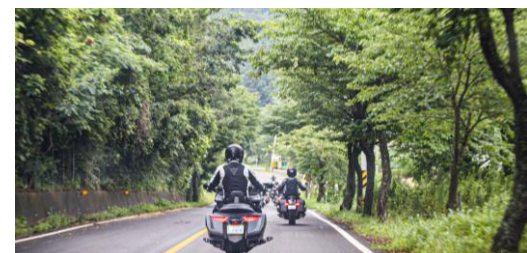
진도 완도&여수 Day5 Jindo - Wando&Yeosu

The southern coast of the Korean Peninsula, stretching from Mokpo to Busan, features a treasure island landscape scattered across the archipelago.



완도&여수 부산 Day6 Wando&Yeosu - Busan

The southern coast ride, which passes through Wando and Yeosu and all the way to Busan, is a stretch where islands, ports, and the sea constantly intersect in the archipelago.



부산 삼척 Day7 Busan - Samcheok

Starting from Busan, it follows the East Sea National Road all the way to Samcheok. It is the starting point of the Eurasia tour and the junction of Asian Highway 6 and National Highway 7



Tour Overview



Day8 삼척 Samcheok - 속초 Sokcho

The East Sea coast ride from Samcheok to Sokcho follows the flow of waters connecting the blue sea and the Korea Strait.



Day9 속초 Sokcho - 철원 Cheorwon

Leaving Sokcho, you head inland to Cheorwon, entering the section adjacent to the DMZ. Passing through the Kumgangsan Dam, you can feel the coexistence of tension and calm with North Korea, vividly reflecting the reality of division.



Day10 철원 Cheorwon - 서울 Seoul

Returning from Cheorwon to Seoul, we conclude the journey along the Korean Peninsula. The road connecting the three seas is completed by a single line, leaving a deep sense of accomplishment

Tour Highlight

1. Along the Three Seas

2. Where Landscapes Transform

3. Drawing the Peninsula

Following Korea's Coastline

This journey is a coastal ride of about 3,000 km connecting the East Sea, West Sea, and South Sea, and is a grand journey that passes through every province in South Korea except Chungcheongbuk-do.

The vast beaches of the West Sea, starting from Malipo, descend into the South Sea, transform into the winding shores of the archipelago, and upon reaching the East Sea, a straight, expansive sea landscape unfolds.

The sea constantly changes its face, creating the rhythm of riding, and within its flow, the outline of the Korean Peninsula becomes vividly



Riding along the East, West, and South Seas, the route follows Korea's coastline. As the sea constantly changes, the journey reveals the natural flow and shape of the peninsula.



Tour Highlight

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2. Where Landscapes Transform
3. Drawing the Peninsula

From Mudflats to Cliffs

The scenery that begins with the vast mudflats and gentle shores created by the West Sea's subsiding coast transforms into the complex and deep coastal structure of the archipelago as it descends into the South Sea.

Numerous islands, ports, and winding coastlines form layers, and by the East Sea, the cliffs unique to the uplifted coast and the straight-lined shores create a striking contrast.

The three coasts, each with their own distinct terrain, reveal completely different landscapes as you move, allowing you to physically experience the multidimensional changes of



From tidal flats to island-dotted coasts and steep cliffs, each shoreline offers a distinct landscape. The ride unfolds through continuous transitions, revealing Korea's diverse terrain.



Tour Highlight

1. Along the Three Seas
2. Where Landscapes Transform
3. Drawing the Peninsula

A Ride That Shapes the Map

This journey is not just a simple nationwide tour, but a process of tracing the outline of the Korean Peninsula. The roads along the coastline gradually connect into a single line, which completes the shape of a country as if completing a map.

The moment you return to Seoul, that line is not just a record of movement but a result completed by yourself.

This tour is not about 'seeing' Korea, but about 'drawing' it yourself on two wheels.



Following the coastline, the route forms a continuous line around the peninsula. By the end, the journey becomes more than a ride—it completes the shape of Korea itself.





Local Immersion

Food Culture

Along the journey along the three seas, Korea's food culture unfolds in different patterns across different regions. From the rustic seafood of the West Sea to the deep flavors of the South Sea, and the light dining of the East Sea, the changing flavors naturally continue.

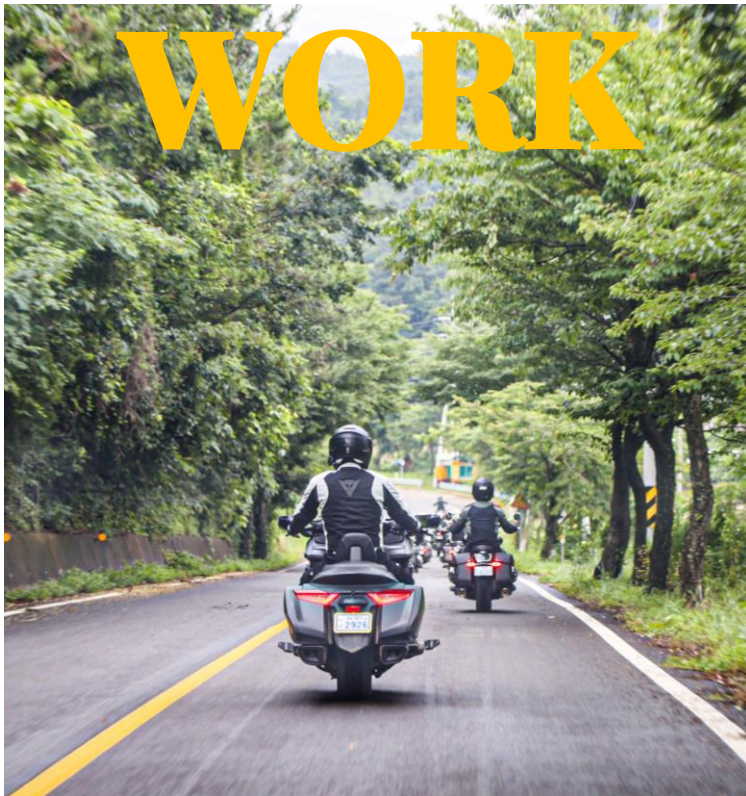
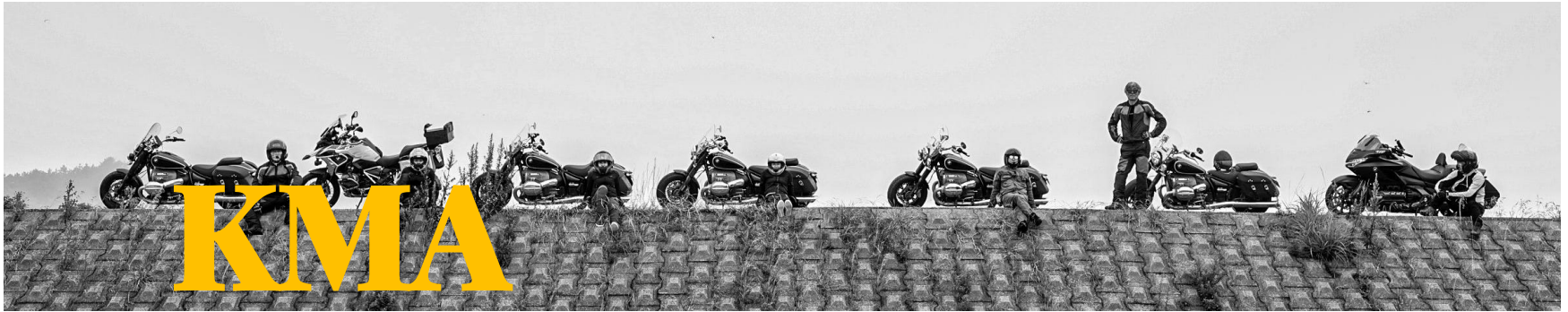
Accommodation

A lodging is a space that embraces the local atmosphere amid the flow connecting the coast and the city. Spending time at a hub close to the sea helps organize the day's journey and sets the rhythm for the next segment.



Cultural touchpoint

Along the roads along the coastline, Korea's diverse cultures naturally emerge. The scenes of port towns, fishing villages, markets, and daily life continue to convey, conveying the authentic life of the region. Travelers don't consume these items but encounter them directly on the move, experiencing the texture of Korean life and culture firsthand.



Ride with Confidence

KMA's core value is 'operations that show trust.' Loadmaster Kyungsoo Park, who has extensive field experience, has personally planned, toured, and operated the site, along with in-house equipment and mechanical systems, making every journey more sophisticated and building trust and professionalism.

- **Experienced Roadmaster**
Roadmaster Park Kyung-soo leads the tour.
Based on experience, we guide you to a safe riding pace.
- **Route Verification**
We do not rely solely on prior surveys.
We respond safely according to local conditions.
- **Reliable Operation**
Accommodation, meals, and transportation are all planned in advance.
Participants can focus solely on riding.



Road Master

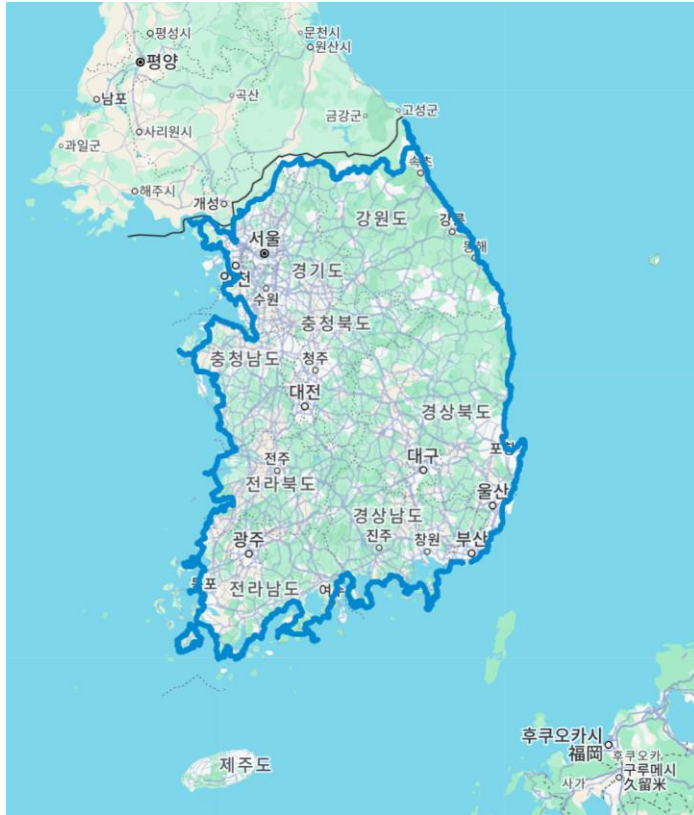
Kyoung Su Park

2026.04 ~	GOSAT Roadmaster
2024.03.~	KMA CEO
2023.12.~2024.02.	CNR CEO
2008.09.~2023.11.	BMW Motorrad Busan Head of Headquarters
2002.06.~2007	Adjunct Professor, Busan College of Information Technology

Roadmaster Park Kyung-soo was the first person in Korea to plan and operate overseas motorcycle tours, and for over 20 years, he has personally designed domestic and international tour programs and has been conducting them on-site as a veteran tour leader.



Map and Schedules



March

- 03.02 (Date) ~ 03.11 (Date)

April

- 04.05 (Date) ~ 04.14 (Date)

May

- 05.06 (Date) ~ 05.15 (Date)

June

- 06.01 (Date) ~ 06.10 (Date)

September

- 09.01 (Date) ~ 09.10 (Date)

October

- 10.12 (Date) ~ 10.21 (Date)

- All schedules and courses are subject to change depending on local conditions.
- For detailed schedules, please contact us through the contact point.
- When inquiring about group tours, we can arrange a customized itinerary based on this itinerary.

KMA

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