

For Immediate Release



Asia Week New York Partners with Tibetan Luxury Hotel Group

New York: The Asia Week New York Association is pleased to announce that Songtsam Hotels, Resorts & Tours, the award-winning luxury boutique hotel and travel group, is Presenting Sponsor for a second year. Located in the Chinese provinces of Tibet and Yunnan, the twelve properties consist of four Linka resort hotels and eight lodges.

“We are delighted that Songtsam is continuing their partnership with Asia Week New York in 2021, which opens March 11th through the 20th,” says chairman Katherine Martin. “Their commitment to Tibetan beauty and exploration synergizes with our esteemed group of specialists in this very significant field.”

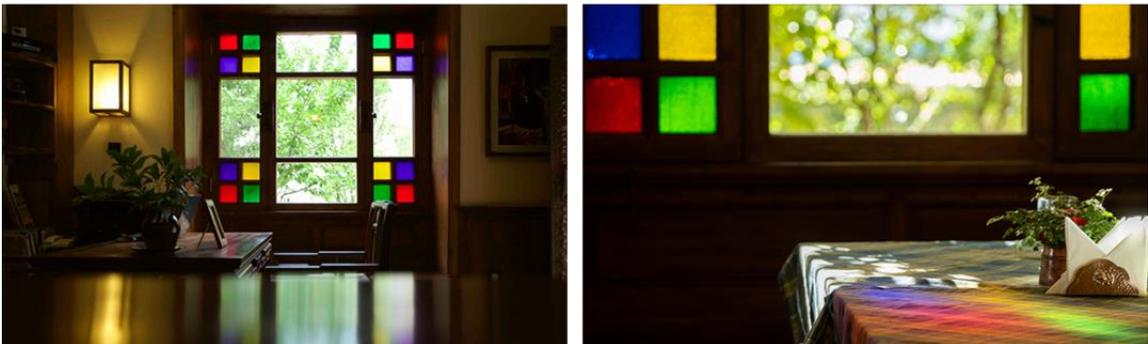
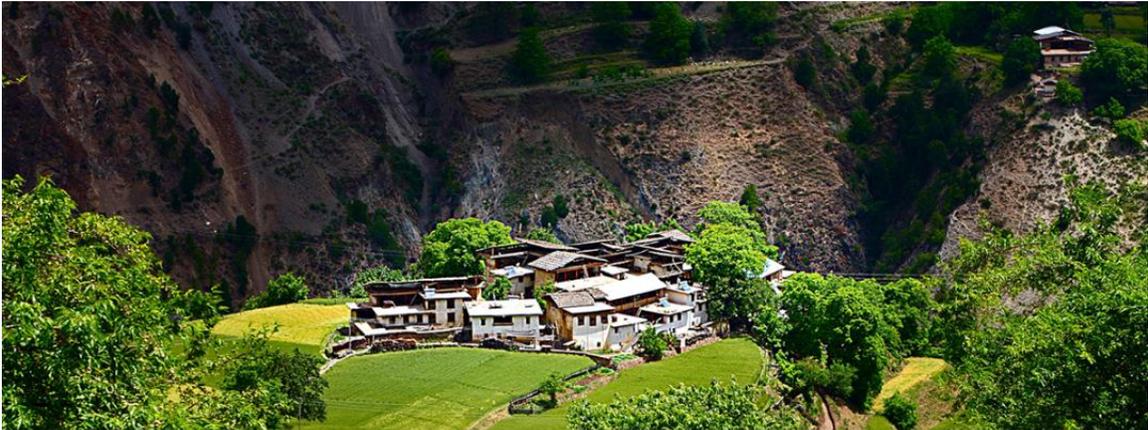


Says Florence Li, Director of International Sales and Marketing, “We are very happy to return as Presenting Sponsor of Asia Week New York. We strive to preserve and share the cultures and spirituality of the Tibetan plateau, and our association with Asia Week New York underscores our belief.”

About the Songtsam Group

Founded by Baima Duoji, in 2000, the Songtsam Group, on the Conde Nast Traveler Gold List in 2019, is the only collection of luxury Tibetan-style retreats found across the Tibetan Plateau that offers guests sophisticated elegance, refined design, modern amenities, and unobtrusive service in places of natural beauty and cultural interest. His desire is for guests to be inspired by the ethnic groups and cultures of the region, and most

importantly to understand how the local people pursue and understand happiness.



With his long-standing interest in Chinese, Himalayan, and Southeast Asian art, Mr. Baima started collecting art long before he established his first hotel, Songtsam Lodge Shangri-La, which is located next to the famous Songzanlin Monastery in Shangri-La. Many of the properties across the Tibetan plateau are decorated with Mr. Baima's personal collection, with each hotel acting as a private art museum. Songtsam aims to share the beauty of humanity's imagination and creativity with people from all over the world.

By combining stays at different hotels and lodges, Songtsam Tours are designed for intrepid travellers to discover the region's diverse culture, rich biodiversity, incredible scenic landscapes, and unique living heritage.

Currently they offer two signature routes: the Songtsam Shangri-La Circuit, which explores the "Three Parallel Rivers" area (a UNESCO World Heritage Site) of Yunnan, and the Songtsam Yunnan to Tibet Tea Horse Road Expedition leading from the center of the Three Parallel Rivers area across the Tibetan Plateau and allowing visitors to experience these magical lands in unprecedented comfort.

Songtsam has been exploring and preserving the essence of Tibetan culture, all the while maintaining a commitment to supporting economic development, local communities, environmental conservation, and sustainability within Tibet and Yunnan. For more information, visit www.songtsam.com/en

About Asia Week New York

The collaboration of top-tier international Asian art galleries, the major auction house-Bonhams, Christie's, Heritage Auctions, iGavel, and Sotheby's- and numerous museums and Asian cultural institutions, Asia Week New York is a week-long celebration filled with simultaneous gallery open houses, Asian art auctions as well as numerous museum exhibitions, lectures, and special events. Participants from the United States and countries abroad unveil an extraordinary selection of museum-quality treasures from China, India, the Himalayas, Southeast Asia, Tibet, Nepal, Japan, and Korea.

Asia Week New York Association, Inc. is a 501(c)(6) non-profit trade membership organization registered with the state of New York. For more information visit www.com @asiaweekny #asiaweekny

Captions (top to bottom)

Songzanlin Monastery in Shangri-la, Yunnan

Songtsam Retreat Lijiang

Songtsam Lodge Benzilan