



**For Immediate Release**

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## **Asia Week New York Announces Songtsam as Presenting Sponsor for 2020 Edition**



New York: The Asia Week New York Association is proud to announce that Songtsam, the luxury boutique hotel group with eleven properties (four Linka resort hotels and seven lodges) located in the Chinese provinces of Tibet and Yunnan, has been named the Presenting Sponsor of Asia Week New York, which will run from March 12th through the 19<sup>th</sup>, 2020.

“We are thrilled that Songtsam is our Presenting Sponsor!” says Katherine Martin, chairman of Asia Week New York. “Since Tibetan art is one of the specialties of Asia Week New York, and the Songtsam resorts epitomize Tibetan beauty and exploration, there is a natural synergy that we share in pursuit of Tibetan art and culture.”



Says Florence Li, assistant to the Chairman, Baima Duoji, “Songtsam is proud to be the Presenting Sponsor of Asia Week New York. Our company has always been committed to preserving and showcasing the perfect combination of art, culture, and nature, and we can’t think of a more ideal association.”

## **About Songtsam Group**

Founded by Baima Duoji, in 2000, the Songtsam Group 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. With his long-standing and strong 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 through comfort, authenticity, and an enlightened spirit of adventure.

Currently they offer two signature routes: the Songtsam Yunnan Circuit, which explores the "Three Parallel Rivers" area (a UNESCO World Heritage Site), and the new Songtsam Yunnan-Tibet Route, which merges the Ancient Tea Horse Road, G214 (Yunnan-Tibet highway), G318 (Sichuan-

Tibet highway), and the Tibetan Plateau road tour into one, adding unprecedented comfort to the Tibetan travel experience.

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](http://www.songtsam.com).

### **About Asia Week New York**

The collaboration of top-tier international Asian art galleries, the six major auction houses, Bonhams, Christie's, Doyle, Heritage, iGavel, and Sotheby's, and numerous museums and Asian cultural institutions, Asia Week New York is a week-long celebration filled with a non-stop schedule of simultaneous gallery open houses, Asian art auctions as well as numerous museum exhibitions, lectures, and special events. Participants from England, France, Germany, Italy, Japan, Switzerland, and the United States unveil an extraordinary array 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.AsiaWeekNewYork.com](http://www.AsiaWeekNewYork.com) @asiaweekny

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*Captions (top to bottom)*  
Songtsam Linka Lijiang  
Songtsam Linka Lhasa