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Songtsam Luxury Boutique Hotel Group Re-ups as Presenting Sponsor for Asia Week New York 2023

New York: The Asia Week New York Association is pleased to announce that Songtsam Group, the award-winning luxury boutique hotel collection, and Destination Management Company, located in the Chinese provinces of Tibet and Yunnan, will continue its sponsorship of Asia Week New York, which runs from March 16th- 24th in 2023.



“We are honored that Songtsam is the Presenting Sponsor of Asia Week New York,” says chairman Dessa Goddard. “We appreciate their commitment to Asian art and culture and are grateful for their continued support.”



“Songtsam is delighted to sponsor Asia Week New York for its fourth year,” said Florence Li, Songtsam’s Director of International Sales & Marketing. “As a devoted enthusiast and collector of Chinese, Himalayan and Southeast Asian art, Baima Duoji, the Founder and Chairman of Songtsam Group, is committed to maintaining the synergy between our luxury brand and Asia Week New York.”

About Songtsam Group

Songtsam (“Paradise”) is an award-winning luxury collection of fifteen hotels, resorts, and tours located in Tibet and Yunnan Provinces, China. Founded in 2000 by Mr. Baima Duoji, a former Tibetan documentary filmmaker, Songtsam is the only collection of luxury Tibetan-style retreats within the wellness space focusing on the concept of Tibetan meditation by combining physical and spiritual healing together. The unique and sustainable properties offer guests authenticity, within the context of refined design, modern amenities, and unobtrusive service in places of untouched natural beauty and cultural interest. One of the Songtsam Properties is a Virtuoso Preferred Partner and four of the Songtsam Properties are Serandipians Hotel Partners. Songtsam welcomes all travelers including families with children, travelers with disabilities and is LGBTQ+ friendly.

About Songtsam Tours

Songtsam Tours provides guests an opportunity to curate their own experiences by combining stays at its different hotels and lodges designed to discover the region's diverse culture, rich biodiversity, incredible scenic landscapes, and unique living heritage.

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. Songtsam was on the 2018 and 2019 Condé Nast Traveler Gold List China Edition, and the 2022 Condé Nast Traveler Gold List USA Edition. For more information, visit 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. This year, participants from the United States and abroad will reveal 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 @asiaweekny #asiaweekny

Captions (top to bottom):

At the starting point of the Ancient Tea Horse Road—part of the historic Silk Road—the Padma Pu'er is a new sub-brand created by Songtsam, which provides tourists with a more affordable option to have

immersive experiences and connections with local people to celebrate the culture and biodiversity of Yunnan and Tibet as a whole.

Songtsam Glamping Palpa at night