

Songtsam Luxury Boutique Hotel Group Continues as Presenting Sponsor for Asia Week New York 2022

New York: The Asia Week New York Association is pleased to announce that the Songtsam Group, the luxury boutique hotel group located in the Chinese provinces of Tibet and Yunnan, continues as the Presenting Sponsor of Asia Week New York, which opens March 16th through the 25th in 2022.

“We are delighted that Songtsam is once again partnering with Asia Week New York,” says chairman Dessa Goddard. “Their appreciation for the many facets of Asian art and culture underscores our synergy and we are grateful for their enthusiastic support.”

“We are very proud to be the Presenting Sponsor of Asia Week New York for a third year,” said Florence Li, Songtsam’s Director of International Sales & Marketing. “Baima Duoji, the Founder and Chairman of Songtsam Group, has always had a long-standing interest in Chinese, Himalayan, and Southeast Asian art.”



About Songtsam Group

With thirteen properties (twelve hotels and one glamping site), Songtsam was founded by Baima Duoji, a former Tibetan documentary filmmaker, in 2000. It 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.

Songtsam Tours is a Virtuoso Asia Pacific Preferred Supplier and 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 unveil—both virtually and by-appointment only— 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)
Songzanlin Monastery in Shangri-la, Yunnan
Songtsam Linka Lhasa
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