



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE



**ONE FABER GROUP, SINGAPORE APPOINTS ISA TOURISM PVT LTD  
AS INDIA MARKET REPRESENTATIVE**

- *Based on latest (Jan-Jun 2019) International Visitor Arrival figures by Singapore Tourism Board (STB), India continues to be one of the top three markets to Singapore<sup>1</sup>*

**India, 13 November 2019** – ISA Tourism Pvt Ltd (ISA) has been appointed as the India Market Representatives for **One Faber Group** (IFG), Singapore with immediate effect. ISA is a boutique sales and marketing representation company for the hospitality and tourism industries, with a head office in New Delhi, while One Faber Group is one of Singapore's leading operators of a suite of leisure and lifestyle services, including attractions, guided tours, event venues, souvenir and lifestyle outlets as well as F&B operations. The Group's portfolio of products and services include the Singapore Cable Car, Wings of Time, Faber Peak Singapore, Arbora, Dusk Restaurant & Bar, Good Old Days, 100M Private Dining, Show Bites, FUN Shop, Cable Car Gift Shop and Faber Licence.

<sup>1</sup> Referenced from the STB's Monthly International Visitor Arrivals data [here](#)

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Co. Reg. No.: 197000546C



With this partnership, ISA will focus on building **One Faber Group**'s brand awareness among the potential travellers from India and driving reservations directly to **One Faber Group**'s booking counters and brand website. The objective is to reach out to new evolving travellers such as young professionals, solo travellers, female travel groups and many more.

Mr Buhdy Bok, Managing Director, One Faber Group commented, "As one of Singapore's leading operators of leisure and lifestyle services, One Faber Group continually strives to enhance the experience and create memories for its local as well as international guests. India continues to be one of our priority markets and the appointment of a market representative will allow more Indian tourists to discover our variety of memorable lifestyle experiences and embark on a delightful escapade with us."

Commenting on the partnership, Manas Sinha, Director of ISA Tourism said, "We are very proud to be associated with One Faber Group and to be given the opportunity to promote their global footprint. The fact that 1FG has appointed us as their marketing and communications representatives in India reflects their enthusiasm and interest in the Indian Market. We look forward to introducing more Indian guests to the One Faber Group brand and their amazing products and services."

In line with the Singapore Cable Car's 45<sup>th</sup> anniversary this year, 1FG launched a year-long line-up of activities, events, promotions and food and beverage creations from 30 March 2019 until April 2020. The main highlight of the activities is a multimedia night show called **Miraculous 2** at Faber Peak, screened four times daily. It is complimentary for all cable car riders and diners at Faber Peak. Additionally, **Arbora**, a family restaurant at Faber Peak perched atop the lush greenery of Mount Faber Park, has been completely redesigned, with a new indoor seating area known as Arbora Bistro and a play area for the children. Lastly, the **Singapore Cable Car Gift Shop @ Faber Peak** has also been given a complete makeover, so that guests can now purchase souvenirs in a shop that resembles a giant cable car cabin!

For more information, visit [www.onefabergroup.com](http://www.onefabergroup.com) or follow One Faber Group on [Facebook](#) and [Instagram](#).

For press visuals, please go to <https://tinyurl.com/1FGCorporateKV>.

#### Official hashtags:

@OneFaberGroup

#OneFaberGroup | #SGCableCar45 | #SingaporeCableCar | #FaberPeakSG | #MiraculousSG

#ArboraSG | #DuskSG

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## ABOUT ONE FABER GROUP

One Faber Group is one of Singapore's leading operators of a suite of leisure and lifestyle services, including attractions, guided tours, event venues, souvenir and lifestyle outlets as well as F&B operations. The company's portfolio of products and services include the Singapore Cable Car, Wings of Time, Faber Peak Singapore, Arbora, Dusk Restaurant & Bar, Good Old Days, 100M Private Dining, Show Bites, FUN Shop, Cable Car Gift Shop and Faber Licence.

Spanning across the hilltop at Mount Faber and Sentosa Island, One Faber Group's products are linked by the Singapore Cable Car Sky Network of six stations on two main lines – the Mount Faber Line that connects mainland Singapore to the resort island of Sentosa, and the Sentosa Line that connects to the island's western end at the Siloso Point.

The Group offers a memorable experience for its guests, offering a delightful escape that spans from green hilltop to blue sea and sandy beach, with sunshine and happiness radiating through the warm service of its friendly staff. Its legal name remains as Mount Faber Leisure Group Pte Ltd, which is a wholly-owned subsidiary of Sentosa Development Corporation and operates as an autonomous commercial arm. Visit [www.onefabergroup.com](http://www.onefabergroup.com) for more information.

## ABOUT ISA TOURISM PVT LTD

ISA Tourism Pvt Ltd, a boutique representation company for the travel industry in India, offers personalised Sales and Marketing consultancy and PR services to grow the Indian customer base for our partners in hospitality and tourism. With over two decades of knowledge and experience in targeting the outbound travellers, the ISA team has successfully launched and introduced upscale and luxury hotel brands in the Indian luxury travel market. We represent the best-in-class luxury and experiential hotels, resorts, attractions and other travel-related products that seek to increase their brand presence and build relationships with the Indian travel trade and partners. [www.isatourism.com](http://www.isatourism.com)

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