

## Audrey Scott and Daniel Noll <sup>[1]</sup>

Founders & Editors, Uncornered Market  
Berlin, Germany

Audrey and Daniel are strategists with an eye to implementation – in the experiential, adventure and sustainable travel spaces. Their advisory reflects a deep understanding of the link between positioning, product development and marketing.

Their work helps clients and partners better understand and position their core strengths, tell their story, reach new audiences, and deliver innovative experiences focused on local culture, cuisine and environment. Their ethos is centered on travel as a force for good for communities and travelers. They insist on communicating sustainable tourism in a jargon-free, relatable way.

Together, they have cooperated with and provided strategic online marketing and product development consulting to tourism boards, DMOs, tour operators, ecolodges and organizations such as USAID and the Global Sustainable Tourism Council (GSTC). Daniel and Audrey have made speaking appearances at UNWTO Tourism and the Media, ITB Berlin, INDABA, ESTC, GSTC, ATWS, EyeforTravel, TBEX, TEDx, and university venues in the United States.

Dan and Audrey are the founders and editors of one of the world's top travel blogs, Uncornered Market, winner of Best Responsible Tourism Blog at WTM (2015). This keeps them intimately connected to consumers and digital media trends. After traveling around the world for nearly 10 years and visiting over 90 countries, they are still going...and still married.



Uncornered Market <sup>[2]</sup>

LinkedIn - Uncornered Market <sup>[3]</sup>

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**Links:**

[1] <https://www.trainingaid.org/experts/audrey-scott-and-daniel-noll>

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