

# CAPABILITY STATEMENT



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## COMPANY PROFILE

**Uncornered Market, LLC** helps destinations and tourism organizations define their identities, understand their unique selling proposition, bring immersive and sustainable tourism products to market, find market access, and position it all for effective online promotion and media campaigns. Our work, from strategy to take-to-market implementation is all proven in the field.

## CORE COMPETENCIES / KEY SERVICE AREAS

- Tourism Strategy
- Product Development
- DMO Development
- Market Access Advisory
- Destination Positioning & Branding
- Regional Destination Development
- Digital/Online Marketing
- Destination Marketing
- Sustainable & Adventure Travel Development
- Website/Content/Social Media Strategy
- Media & Blogger Campaign Advisory
- Social Enterprise, Social Impact & Tourism Integration
- Capacity Building / Customized Training
- Board & Workshop Facilitation

## DIFFERENTIATORS

Our work is strategic, yet implementation-oriented and designed to help stakeholders (government, SMEs, NGOs, DMOs) act. We achieve big agency results, yet are nimble and versatile. Our knowledge of digital marketing and leading travel consumer and industry trends makes us innovative and effective. Our work and travel experience spans 90+ countries and all continents. We speak the language of entrepreneurs and donors, of executives and community businesses.

## PAST PERFORMANCE

- **USAID BGI Project (Deloitte), Kyrgyzstan (2016-2018)** - Lead senior tourism development consultants. DMO development in five regional destinations including: destination evaluation, positioning, tourism product development (20+ new products) and promotion, training and implementation, marketing and website strategy, and capacity building at all stages. **Note:** Kyrgyzstan is currently #5 on Lonely Planet's Best Destinations 2019 list.
- **MedPAN / DestiMED: Ecotourism Methodology Assessment** - Evaluation of and recommendations on the MEET Network methodology used for developing, testing and measuring environmental footprint of new ecotourism products in Mediterranean region protected areas and parks.
- **Planetera Foundation and G Adventures: Social Enterprise Assessment** - Evaluation of new social enterprises and tourism products to ensure market readiness and positioning. Advised on storytelling angles and collateral for marketing these social enterprise partners and experiences. (Madagascar, Tanzania, Australia, Haiti).
- **Marketing projects with national tourism boards and travel brands (2010-Present)** - Digital marketing and social media campaigns with tourism boards and tour operators to promote targeted destinations, experiences and positioning.



**USAID**  
FROM THE AMERICAN PEOPLE

**Deloitte.**



**G Adventures**

**Planetera**  
Foundation

## NAICS CODES

- Primary NAICS: 541618 (Management Consulting)
- Secondary NAICS: 541611, 541613

## COMPANY ADDRESSES

### Registered Address:

3773 Howard Hughes Parkway  
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### European Headquarters:

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