

# Who the heck is **ROGER BROOKS, CSP?**

Over the past 35 years, Roger Brooks and his team have assisted more than 1,500 communities and travel-industry organizations around the world with their branding, product development, and marketing efforts.

In the private sector, Roger has worked with businesses including attractions, destination resorts, lodging facilities, retailers, tour operators, and guide services.

As one of the most recognized and frequently quoted experts in the travel industry, Roger has appeared on every major television network and has been quoted in the Wall Street Journal, New York Times, and in dozens of other media outlets.

A Certified Speaking Professional, Roger's enthusiasm inspires and empowers audiences to achieve their highest aspirations. He is extraordinarily dynamic and also very funny, combining humorous video clips and fascinating real-life stories, while providing steps, rules and ingredients – bottom line solutions – that every audience member can implement today to make a positive difference tomorrow.

Roger began his career in the concert industry providing tour management services for international recording artists including The Eagles, Fleetwood Mac, Chicago, Earth Wind and Fire, and others, culminating in the famous Saturday Night Fever Tour with the Bee Gees.

His adventure working with communities and travel-related organizations began in 1981, and he spent the first ten years assisting in the development and marketing of acclaimed destination resorts including Whistler Resort in British Columbia; Harbour Town on Hilton Head Island, South Carolina; Sunriver Resort in Central Oregon, and several others, before working with local, state, and national governments and non-profit agencies. His passion is to make a difference in people's lives by helping their communities become better places for people to live, work and visit.

A former board member of the U.S. Travel Association, and author of the popular book "Your Town: An Amazing Destination - The 25 Immutable Rules of Successful Tourism," Roger has become one of the world's most popular keynote speakers and authorities in the travel industry.

It's not surprising that Roger's personal motto is Ralph Waldo Emerson's statement: "Nothing great was ever achieved without enthusiasm."

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