

Roger Allen,
Group Chief Executive Officer
Resources for Leisure Assets

www.resourcesforleisureassets.com

For more than 20 years, Roger has been working on multiple levels of project development in the hospitality and leisure industries, developing a singular expertise in wellbeing asset management and the complexity of project planning through to delivery and operations.

Roger is the Founder and CEO of Resources for Leisure Assets (RLA) a recognized global advisory to owners, developers and management companies in wellbeing hospitality, specializing in hotels, resorts, residential, mixed-use, healthcare, active living communities and health tourism developments.

RLA works closely with investors, developers and project stakeholders across four continents from its offices in Sonoma, Vienna and Dubai to provide conceptual, financial analysis and asset management of wellbeing investments.

Roger and his team pioneered the concept of wellbeing hospitality and assisting investors and owners better understand how leisure, recreation, wellness, sport and healthcare within real estate can be investable and profitable.

Roger has worked with most of the leading hotel operating brands, is a former a partner at Horwath HTL for Central and Eastern Europe, Russia and CIS Countries and was a co-author contributor to the book Hotel & Resorts Valuation - An Investor's Guide. He brings a no-nonsense approach and outspoken views on how wellbeing investments can add value to a real estate development and deliver a ROI.