

NEWS RELEASE

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Richard Boyles Appointed to Oregon Tourism Commission by Gov. Kate Brown



(Salem, OR) Richard Boyles, president of InnSight Hotel Management Group and Sycan B Corporation, has been appointed by Governor Kate Brown to the Oregon Tourism Commission. The Oregon Tourism Commission, dba Travel Oregon, is made up of nine members and sets the strategic direction for the staff at Travel Oregon. Oregon's tourism industry is valued at \$10.8 billion and employs 105,000 individuals statewide. Travel Oregon works to attract new visitors to the state and offers resources and trip planning tools to visitors. Richard will

join the nine-member panel effective immediately and will provide expertise gained during his more than twenty-year experience in the hospitality industry.

"I could not be more pleased by my appointment to the Oregon Tourism Commission," said Boyles. "I look forward to joining my fellow commissioners in supporting and guiding the award-winning work of the Travel Oregon team to promote visitation throughout our state. The vote of confidence given to the tourism industry through recent legislation will provide a new framework for allocating funds for a wider variety of tourism-related purposes. I expect this will be a particularly meaningful time to serve on the Commission and am looking forward to helping enhance Oregon's economy while also improving livability in communities throughout Oregon."

Sycan B Corporation is a Springfield based development company where Richard has served as president since 1991. In 1994, he founded InnSight Hotel Management Group which operates hotels throughout the Northwest. He established Iris Vineyards in 1995. Richard is very active in the hospitality industry, having served on Travel Lane County's board since 2003 where he is the immediate past chair. He was also recently elected to the board of the Oregon Restaurant and Lodging Association. Richard is active in Lane County's business community, serving on the board for Greater Eugene, Inc. and as an investor at the Willamette Angels Conference. In 2012, he was honored as Lodging Operator of the Year for the Oregon Restaurant and Lodging Association.

"We are pleased that Richard will bring his extensive experience in the lodging and wine industry to the Oregon Tourism Commission," said Todd Davidson, CEO of Travel Oregon. "His insight and experience will be crucial in helping guide Travel Oregon's efforts to generate more jobs in every corner of the state. The Governor has selected someone who has a broad understanding of the opportunities and positive impacts the tourism industry brings to the state."

More information on InnSight Hotel Management Group can be found at www.innsighthotels.com.

More information about the Oregon Tourism Commission can be found at industry.traveloregon.com.