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Mereté Hotel Management, previously InnSight Hotel Management Group, Celebrates 25 Years of Excellence in the Hospitality Industry

Highlights include re-branding Oregon's premier hotel management company, an annual conference with 125 leaders from across the Northwest, and a local service project.



Mereté Associates Attend the Company's Annual Leadership Conference in Springfield, OR

(Springfield, OR) After 25 years in business, InnSight Hotel Management Group has changed its name to Mereté Hotel Management. Pronounced *mahr-a-tay*, the new name and logo were announced by President Richard Boyles at the annual company meeting held at the Holiday Inn Springfield. "The change to Mereté is a reflection of the company's growth over the last 25 years and our future as we continue to open new hotel properties throughout the Pacific Northwest and beyond," Boyles told the 125 conference attendees. "Mereté reflects our core values as hotel operators and our culture within the organization."

The name Mereté comes from the blending of two Greek words: *Meraki* (*may-rah-kee*) and *Areté* (*ahr-i-tey*). *Meraki* means to do something with passion, love, creativity – to put something of yourself into what you are creating. *Areté* describes the pursuit of excellence and has always been the cornerstone of the company. Combining these two concepts into the word Mereté is a statement about who the company is and what it aspires to be. "We are passionate about what we do at Mereté," remarked Liz Dahlager, Vice President of Sales. "We also strive for excellence in the way we serve our guests, manage our associates, and demonstrate results for our owners. The name Mereté reflects our passion for the work we do and our ongoing commitment to the pursuit of excellence."



Mereté Associates Attend a Workshop led by Morgan Munro

Over 25 years ago the company was established as Exeter Hospitality Associates by founders Richard Boyles and Patrick McShane. At the time, the company had two hotels under management. The company has since grown to 17 hotels and was re-branded as InnSight Hotel Management Group in 2004. The current change from InnSight to Mereté aligns the company name with its mission and values in a way that InnSight did not fully capture.

Every January, the company brings together the management teams from all properties and the corporate staff from its Springfield, OR headquarters, for an annual leadership conference. This year's conference included a celebration of the company's 25-year history and was used as an opportunity to reveal the new name and logo to company associates. The theme of this year's conference was "Evolve" and speakers included Morgan Munro, CEO of [Hathaway Munro](#) in Eugene, OR, and Randy Harrington, PhD and CEO of [Strategic Arts and Sciences](#) in Eugene, who covered topics including Emotional Intelligence for Leaders, Effective Management through Change, and Time Management. An annual awards dinner was also held to celebrate top performers in the company.



Mereté Associates Volunteer with Friends of Trees in Eugene, OR

Conference attendees participated in a community service project with [Friends of Trees](#) in Eugene. Mereté associates pulled weeds and laid mulch around native tree pods previously planted by Friends of Trees on the east embankment of Interstate 105 in Eugene's Whiteaker neighborhood. Over sixty volunteer hours were logged, supporting Mereté's commitment to the community where it does business.

Mereté Hotel Management, previously InnSight Hotel Management Group, is an award-winning hotel management company

based in the Northwest, with hotels located throughout Oregon and Washington. Mereté operates hotels under licensing agreements with Marriott International, Hilton Worldwide, Hyatt Hotels Corporation, InterContinental Hotels Group, and Choice Hotels International. For additional information, please contact Liz Dahlager, Vice President of Sales and Marketing at (541) 746-8444.



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