

## Revisiting > Dailey Travel LLC



PHOTO COURTESY OF DAILEY TRAVEL LLC

**Katie (Qiong) Dailey** is the owner of Dailey Travel, an agency that specializes in China travel and educates people about Chinese culture, language, cuisine and customs. The photo, taken in a studio in China in typical 1930's China style, shows Dailey playing a traditional Chinese musical instrument, the Er Hu.

**Business:** Dailey Travel LLC

**Contact information:** 651-323-0101;  
Katie@daileytravelservice.com;  
daileytravelservice.com

**Location:** Woodbury

**Owner:** Katie Dailey

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**What does your business do?** My businesses focus on three areas of services: China vacation and visa, China education and China business consultation. My customers come to me because they have specific requirements that they can't find assistance for anywhere on the Internet. They find me online via my web site and they know I am a China native. I enjoy helping individual people with leisure travel as well as corporate clients with business travel. Education is the core of my business. I find my customers really appreciate my knowledge and expertise in teaching them Chinese culture, customs, language and the best practices for doing business in China.

**How's business?** My second year of business picked up a little and it was better than the first year. I am thankful for all my customers who gave me the opportunity to serve them and their referrals helped, too. I love what I do and feel good about my business. I believe it will do even better in future years.

**What have been the biggest changes?** Growing the business by offering more value-added services to our customers is definitely the biggest change. Since the business started, I have added an online booking engine so that my customers can book vacations to anywhere else in the world, such as Europe, Hawaii, the Caribbean, Mexico, United States, Canada and Latin America. In the past, the No. 1 question I got from people was: Do you offer travel to other places than China? Now, I am able to say yes.

It is very important to me that my customers have a wonderful experience in China and they receive good services while there. Therefore, I seek out better suppliers in China and thrive to build better relationships with them. I am also constantly improving my efficiency in the way I do business so that my customers get the benefit of saving money with better services.

**Do you have any advice for others launching a business?** I would encourage them to go full speed ahead with their business without fear of failure. The rewards of having satisfied customers and seeing personal and business growth are tremendous if they can overcome the challenges and learn from their failures. I highly recommend Og Mandino's book "The Greatest Salesman in the World." The book has inspired me in my daily life.