

St. Paul

PIONEER PRESS

Open for Business > Dailey Travel LLC

Owner: Qiong (Katie) Dailey

Type of business: Home-based travel service

Number of employees: 1

Location: Woodbury

Contact Information: 651-323-0101;
daileytravelservice.com

Tell us what your business does. Dailey Travel is a full-service agency specializing in China travel. We help businesses, individuals and groups plan, organize, customize and book China trips. We also educate people on Chinese culture, language, cuisine, customs and philosophy and teach travel preparation through classes and seminars.

Why are you launching it now? The World Trade Organization predicts China will be the No. 1 destination in 2020. Growing up in China and speaking Chinese, I see the need American travelers have to consult with a destination expert like me who can help them on a specific itinerary and budget. Being able to use the Chinese booking system gives me the added advantage of saving my customers time and money.

Where did you get the idea for your business? I recently was laid off from a Fortune 50 company. It was a turning point for me when I asked myself what I really like to do. Since I love travel, I like people and I am passionate about Chinese culture, it was not hard to put them together. Family and friends helped me find my passion.



PHOTOS COURTESY DAILEY TRAVEL LLC

ABOVE: Born in China, Katie Dailey formed a travel service that also offers classes on Chinese culture.

RIGHT: Visitors to Yunnan province in southern China watch an ethnic dance group perform.

How did you develop your business plan? I am a self-taught type of person. I read and study books and online resources. A friend recommended SCORE, where I could get free counseling. My counselor has been very helpful. I developed my business plan using Business Planning Center in St. Paul.



How do you see current economic conditions affecting your business? People still travel. Dailey Travel can help them achieve their requirements within their

budget. Nowadays, with many online search engines and tons of information at their fingertips, people are better informed about their options.

I hope with the economic recovery, more people will travel.

How are you financing your business? Through my own money. I have been saving since I started working. I came to the USA with only \$40 in my pocket 19 years ago. I know what poverty is like.

What makes your business unique? Our insightful knowledge, experience and expertise in China are unique.

What was the biggest obstacle and how did you overcome it? To let people know about the service we offer. I overcame it with perseverance, volunteering and networking.

I find when people get to know me and what I offer, it is easy for them to make the decision to use my service.

What will tell you the business is successful? When my customers tell me how much they appreciate my help to make their trip so memorable, I feel good about it. When I earned my first check, I knew I would be successful.

Interested in taking part in Open for Business? If your business is less than one year old, e-mail us at businessnews@pioneerpress.com.