

Roya Elison

DetourGuide.com



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With a lifelong love of stories and exploring new places, it's no wonder that Roya Elison set up her own business helping people discover and explore some of the most overlooked places in the world.

Her early interest in storytelling spurred Roya, who is originally from Hawaii, to enrol in journalism at college in Colorado. But her love of technology and design led her to a career in software engineering in Seattle, Manchester, Liverpool and Dublin. Meeting new people in different cities, and her experience working within the travel industry at Ryanair would plant the seed for Detour Guide: a travel platform that makes it easy to book unique experiences with locals off the beaten path.

Based in Ferns, Co. Wexford, Roya works closely with adventurers, artists and passionate locals all over the world to become hosts on Detour Guide and share their knowledge and interests with visitors.

Setting up a business and working from home can be isolating at times which is why Roya found ACORNS such a great experience. Engaging with other participants on the programme allowed her to talk about her challenges and feed her own ideas.

She found it inspiring to see other women overcome struggles with their own business which has empowered her to set goals for herself and keep motivated towards the future.

Roya celebrated the launch of DetourGuide.com in the Irish market in 2018 and plans to hire a sales and marketing person to help grow the business internationally.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine