



How to Hire & Keep Great Employees

By **Judy Koutsky**



Laura Davidson, founder and president of [LDPR](#), has been running her company, a leading New York-based public relations firm serving lifestyle clients, is known not only for getting results for clients but also for her reputation (rare in the travel PR world). Her reputation is such that she's never had a colleague and clients have referred business to her (and 80% refer business to her). I am lucky to work with the best brands in the industry, including Abercrombie & Kent and Resort at Paws Up in Montana. I

How has social media changed the travel industry? The travel industry is in a revolution. Every year something disrupts the way we do business. We have to be creative, and think more like marketers. I think we are a more effective team. We work harder for less—a common theme in many industries!

The biggest change has been social media and working with influencers. It makes everything more immediate.



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respect, developing them professionally (including junior staff) and allowing them to flourish personally my team so they are able to grow to their fullest potential. I empower them to find the next great thing , avenues. I also let them know it's okay to fail—it's important to take risks. I try and create an environment extended family. It makes coming to work a pleasure.

Do you focus more on new business or existing clients? I focus on my core customers and fill in with business factories and both the internal staff and existing clients suffer. The more you can develop and business grow organically. And they become your best references. Of course, it doesn't hurt business with amazing accolades: 10 Best named us one of the top three travel PR firms in the world and the NY Observer very proud.

What's the best way to grow a company? I have grown the company slowly over the years and I think We value our existing clients, many of whom grow their business organically with us. And we turn away referrals give me a lot of friends in the business). We go after the clients that we think are the right fit, the good values and integrity, and I have to say, places I want to visit!

What inspires you about travel? When I was a little girl I had a great aunt who traveled around the world visited. I remember having the growing collection on shelves in my room and telling my mom that when Aunt Anna visited. The fact that I have a job that allows me to do that is the best gift I could ask for. I absolutely love the travel industry. Let's face it, you have to love what you do to show a genuine passion Tourism Summit and it was more of a reunion of friends from inspiring places than a typical convention



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