



Queenstown sets the stage for Travel Bootcamp this spring

Queenstown, New Zealand (May, 2019) Queenstown will host travel content creators, bloggers and social media tastemakers at the first international iteration of a game-changing media conference this October.

The Queenstown Convention Bureau has worked to bring The Travel Bootcamp to Queenstown for the first time.

Run in Australia for the past three years by its founding trio, the Travel Bootcamp teaches delegates the ins and outs of travelling for a living over 4-6 October 2019.

Instagrammer Lauren Bath, travel blogger Liz Carlson and travel editor and writer Georgia Rickard founded the Travel Bootcamp event with a desire to set a high benchmark for the travel content industry.

Georgia Rickard says Queenstown's exquisite natural beauty made it a natural fit for the evolution of their event.

"We're so pleased to be able to introduce new visitors to Queenstown – and not just any kind of tourist, but professional travel creatives who will be respectful, curious and genuinely engaged with the region. The Travel Bootcamp is of course all about teaching the values of ethical travel storytelling – it's an ideal fit."

Lauren Bath adds: "We've had five incredible events in Australia but have wanted to expand our offerings and make the destination more of a star for some time. For us, it makes perfect sense to bring travellers into a fabulous destination so that our messaging can really cut through."

Queenstown Convention Bureau Business Development Director Kiran Nambiar says The Travel Bootcamp will connect like-minded travel professionals with Travel Bootcamp organisers and presenters amongst the white peaks and green valleys of Queenstown in spring.

"The Travel Bootcamp is a fabulous platform for promoting Queenstown to a global audience, both as a beautiful place in which to create inspiring travel content, but also for conference organisers looking for that stand-out destination," he says.

"It's also a unique opportunity to bring the Bootcamp organisers expertise to Queenstown residents and tourism businesses who are always looking to create fantastic content."

The programme will feature workshops with Bath, Carlson and Rickard alongside presentations from professionals across the travel and content industries. There is also an add-on 'famil day' on 7 October for delegates with the opportunity to accompany one of the three organisers on a day trip around Queenstown, an 'on-the-job' experience that will put their learnings to the test on a real life shoot.

The Travel Bootcamp also has support from Tourism New Zealand's Business Events CAP programme.

Find out more about The Travel Bootcamp in Queenstown [here](#)

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Photo: Travel Bootcamp organisers Lauren Bath, Georgia Rickard and Liz Carlson. Download [HERE](#)

More imagery and video is available on request.

For more information, or to arrange interviews with any of Travel Bootcamp organisers, contact:

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