



Sales & Marketing internship – Food Tours Balearics

At [Food Tours Balearics](#), we create memorable self-guided food experiences that connect people with Mallorca and Ibiza's culture, flavours, and stories. As a growing experiential travel brand, we work closely with hotels, travel professionals, and online platforms to reach travellers from all over the world.

We're looking for a **Sales & Marketing Intern** who is eager to gain hands-on experience in partnerships, sales, and digital marketing within the tourism and hospitality industry. This internship is ideal for a student studying **Marketing, Business, Tourism, International Business, or a related field**, who wants real-world exposure and responsibility.

Internship Responsibilities

Partnership & Business Development

- Establish and maintain **offline and online partnerships** with hotels, concierge teams, cruise operators, travel agents, tour operators, villa rental agencies, and tourist offices.
- Conduct **in-person sales visits** to hotels, cruise ships, and tourism partners across Mallorca (& potentially Ibiza).
- Source and onboard **new partners**, both locally and online.
- Support relationship management with existing partners to ensure long-term collaboration.

Sales & Distribution Channels

- Manage and support sales through **online activity platforms** (e.g. Viator and similar resellers).
- Assist with pricing, availability, product listings, and partner communication.
- Identify opportunities to increase visibility and conversions across sales channels.

Email & Direct Marketing

- Support **email marketing campaigns** targeting partners, affiliates, and potential collaborators.
- Help build and maintain contact lists and track campaign performance.

Digital Marketing Support

- Assist with **SEO, affiliate marketing, PR outreach**, and basic performance tracking.
- Support digital campaigns aimed at increasing brand awareness and bookings.
- Research competitors, trends, and opportunities within food tourism and experiential travel.



Ideal Candidate

- Currently studying **Marketing, Sales, Business, Tourism, Hospitality, or a related field.**
- Confident communicator with strong interpersonal skills.
- Comfortable speaking with professionals in person and online.
- Highly organised, proactive, and self-motivated.
- Interested in tourism, food, travel, and experiential brands.
- Strong written and spoken **English** (Spanish is a big plus).
- Basic knowledge of digital marketing and online sales platforms is an advantage, but not required.

What You'll Gain

- Hands-on experience in **sales, partnerships, and marketing** within the tourism industry.
- Real exposure to B2B sales, distribution platforms, and hospitality partnerships.
- Insight into how a small, growing travel brand operates day-to-day.
- Opportunities to take ownership of projects and contribute ideas.
- Mentorship and practical learning that aligns with university internship requirements.



Start time & Duration

- Ideally a minimum of 20 weeks from February – June 2025

Does this sound like you? Please send your CV and cover letter to info@foodtoursbalearics.com. We would love to speak to you and find out if there's a match!