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South African Tourism: Internships 2026/27 Latest Hiring

Description

We are seeking enthusiastic and driven individuals to join our internship program at South African Tourism. This program offers hands-on experience in various facets of tourism marketing, promotion, and administration. As an intern, you will have the opportunity to work alongside seasoned professionals, gain practical skills, and contribute to impactful projects that promote South Africa as a top travel destination.

Responsibilities

- Assisting in the development and implementation of marketing campaigns to promote South African tourism.
- Conducting research and analysis on market trends, competitor strategies, and consumer behavior.
- Supporting the coordination of events, trade shows, and promotional activities.
- Creating engaging content for social media platforms, website, and marketing materials.
- Assisting with administrative tasks such as data entry, filing, and correspondence.
- Collaborating with cross-functional teams to execute integrated marketing initiatives.
- Providing support in the planning and execution of familiarization trips for travel industry partners and media.

Qualifications

- Currently enrolled in a relevant undergraduate or graduate program, preferably in Marketing, Tourism, Business Administration, or a related field.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite and social media platforms.
- Ability to multitask, prioritize, and meet deadlines in a fast-paced environment.
- Strong attention to detail and analytical skills.
- Passion for travel and a desire to promote South Africa as a tourist destination.
- Previous experience in marketing, tourism, or event planning is a plus but not required.

Job Benefits

- **Stipend:** Interns will receive a competitive stipend to cover expenses incurred during the internship period. This stipend aims to ease financial burdens and allow interns to focus on their learning and growth.
- **Training and Development:** Interns will have access to training sessions, workshops, and seminars conducted by industry experts. These opportunities will enhance your skills in areas such as marketing, tourism

Hiring organization
South African Tourism

Employment Type
Intern

Duration of employment
3 Months

Industry
Travel Arrangements

Job Location
Sandton, Gauteng, South Africa,
2196, Sandton, Gauteng, South Africa

Working Hours
09

Date posted
April 19, 2026

Valid through
09.03.2029

promotion, and professional communication.

- **Networking Opportunities:** Throughout the internship, you will have the chance to network with professionals in the tourism industry, including colleagues at South African Tourism, travel industry partners, and media representatives. Building these connections can open doors to future career opportunities.
- **Mentorship Program:** Interns will be paired with experienced professionals who will serve as mentors throughout the internship period. Mentors will provide guidance, feedback, and support to help interns succeed in their roles and achieve their career goals.
- **Travel Perks:** As an intern at South African Tourism, you may have the opportunity to participate in familiarization trips to explore different regions of South Africa. These trips provide firsthand experience of the country's attractions and enhance your knowledge of the tourism offerings.

Contacts

Interested candidates should submit a resume and cover letter outlining their qualifications, relevant experience, and why they are passionate about promoting South African tourism. Applications should be sent with the subject line "Internship Application - [Your Name]".

Join us in showcasing the beauty and diversity of South Africa to the world! Apply now and be part of a dynamic team dedicated to promoting tourism excellence.