

WhateSIM

DATA REPORT

eSIM Adoption Benchmarks

Anonymized conversion data from WhateSIM partners across hotel, OTA, MICE, tour, and Airbnb verticals. Benchmark your performance.

12

Verticals

500+

Partners analyzed

2.4M

Activations

01

Methodology

This report analyzes anonymized data from 500+ WhateSIM partner integrations across 12 travel verticals, covering 2.4 million eSIM activations between January 2024 and September 2025.

Partners are segmented by vertical, integration model, and volume tier. All data is anonymized and aggregated.

Benchmarks are presented as median values with interquartile ranges to account for outlier performance.

02

Conversion Rates by Vertical

Hotels: Median attach rate of 9.2% (IQR: 6.8-14.1%). Top quartile achieves 16%+ through pre-arrival email campaigns and app integration.

OTAs: Median attach rate of 15.4% (IQR: 11.2-22.3%). API-integrated OTAs significantly outperform white-label implementations.

MICE/Events: Median attach rate of 31.7% (IQR: 24.5-42.1%). Bulk provisioning drives the highest conversion in any vertical.

Tour Operators: Median attach rate of 18.9%. **Airbnb/Vacation Rentals:** Median attach rate of 7.1%.

03

Revenue Per Activation

The overall median revenue per activation across all verticals is \$9.40, with significant variation by destination.

European destinations: \$7.20 median. Asia-Pacific: \$12.80 median. Americas: \$10.40 median.

Plan duration distribution: 7-day plans 41%, 15-day plans 35%, 30-day plans 24%. Longer plans generate 2.3x more revenue.

04

Growth Trends

Year-over-year activation growth across all verticals is 67%, with MICE and tour operator segments growing fastest at 89% and 74% respectively.

Seasonal patterns show peak activations in June-August and December-January, with 2.4x volume versus off-peak months.

New partner ramp time has decreased from 4.2 months to 2.1 months average.

Benchmark Summary

15.4%

OTA median attach rate

Checkout conversion for API-integrated OTAs

31.7%

MICE peak attach rate

Conference/event bulk provisioning conversion

\$9.40

Median rev/activation

Revenue per eSIM activation across all verticals

67%

YoY growth

Year-over-year activation growth across all verticals

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