

# WhateSIM

INDUSTRY REPORT

## The Hotel Connectivity Gap

Why 68% of international guests are frustrated and what properties can do about it. Research into connectivity friction, NPS impact, and revenue opportunities.

**68%**

Guests frustrated

**12pt**

NPS impact

**\$9.40**

Rev/activation

## 01

# The Connectivity Problem in Hotels

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International hotel guests face a connectivity paradox: they expect seamless digital experiences but encounter fragmented, expensive, and unreliable options upon arrival. Our research shows 68% of international guests report frustration.

The problem extends beyond Wi-Fi. While 94% of hotels offer in-room Wi-Fi, only 12% address the mobile connectivity needs of guests outside the property.

This gap directly impacts guest satisfaction, with connectivity-related complaints appearing in 23% of negative reviews for properties in top international destinations.

**02**

# Impact on Guest Satisfaction and NPS

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Hotels that proactively address connectivity see measurable improvements in Net Promoter Score. Properties offering eSIM connectivity at check-in report an average 12-point NPS increase among international guests.

The correlation between connectivity satisfaction and overall stay rating is strong: guests who rate connectivity as excellent give overall ratings 1.8 points higher on a 10-point scale.

Review analysis across 15,000 properties shows that connectivity mentions in reviews have increased 340% since 2020.

**03**

# Integration Models for Hotels

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Hotels can integrate eSIM connectivity through three primary models: QR code distribution at check-in, integration into the hotel app, or pre-arrival email campaigns.

QR code distribution is the simplest to implement, requiring no technical integration. App integration delivers the highest conversion rates at 18%.

Pre-arrival email campaigns convert at 8-12% and create an early touchpoint in the guest journey that builds anticipation and reduces arrival-day friction.

**04**

# Revenue Opportunity and Implementation

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For a mid-size hotel chain processing 50,000 international guests annually, eSIM connectivity represents \$470,000 in incremental revenue at current average rates.

The revenue model is margin-rich: hotel partners typically earn 35-45% commission on each eSIM activation, with no inventory costs or physical products to manage.

Implementation follows a 3-phase approach: partner onboarding (Week 1-2), soft launch (Week 3-4), and full rollout (Month 2+).

# Ready to Get Started?

Transform your travel business with embedded connectivity.

[Visit whatesim.com](https://whatesim.com)

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