



PRESS RELEASE

Paris, 06 November 2023

What were this summer's travel trends?

Ubige's annual barometer of travellers' mobile data consumption.

Word Travel Market from 06 to 08 November 2023

What were the most popular destinations for travellers this year? Where did they come from? To coincide with the Word Travel Market 2023 trade fair, Ubige, an international mobile operator, is looking back at the major trends in summer tourism in 2023 as part of its¹ barometer devoted to studying the mobile data consumption of its users.

Ubige markets prepaid eSIM data packages in over 200 destinations. **The eSIM, also known as the virtual SIM card, fulfills the mobile internet requirements of modern-day travellers.** Since 2018, eSIM technology has been widely integrated into mobile devices, providing users with increased flexibility by freeing them from the high expenses associated with roaming fees, unsecured public Wi-Fi networks (vulnerabilities such as hacking), and the use of local SIM cards. This solution is gradually replacing traditional SIM cards, with the iPhone 14 and 15 already adopting an eSIM-only model in the United States.

Global trends

Data from July to September 2023

- **Japan is the flagship destination for summer 2023.**
- **American tourists favoured Asia over Europe while the United States was a more popular travel destination.**
- **“K-travel”:** South Korea asserts itself as a fashionable destination by entering the top 10 destinations.
- **France remains the preferred destination in Europe despite declining American attendance.** For their part, French tourists have gone further afield (Asia, Africa, Middle East).
- In Europe, interest in Portugal and the Nordic countries has increased. Indonesia is once again becoming a coveted destination.

NB: Chinese tourists are not included in the rankings because they do not have devices with an eSIM card. In addition, due to the conflict in Ukraine, Russian tourists are not represented in the rankings.

¹ Study of data consumption carried out on 100,000 Ubige users between July and September 2023, depending on their country of origin and the location of their mobile data consumption.



Key figures for the United Kingdom

Data from July to September 2023

The United Kingdom is the second largest destination in Europe after France with a large domestic and tourist market:

- **17%** of Ubigi's mobile data consumption over the period, all countries combined, was in the UK.

Ubigi data consumption in the UK between July and September 2023:

- **34%** in local use by the Brits (up compared to summer 2022);
- **18%** by US Americans (up compared to summer 2022);
- **17%** by Japanese (sharp increase compared to summer 2022);
- **10%** by Canadians (sharp increase compared to summer 2022).

Data consumption by the British from July to September 2023:

6.4GB of mobile data used on average by British users,
+88% compared to last summer.

Looking at Ubigi mobile data consumption habits, it is possible to conclude that Britons traveled abroad more this summer:

- **Top destinations for Brits:** Japan, France, USA, Italy and Spain.
- **Emerging destinations:** South Korea, Poland and Thailand.

1. New countries on the podium of travellers' favourite destinations

Japan is establishing itself as the trendy destination for summer 2023. Since its reopening to tourists at the end of 2022, Japan has experienced greater relative growth than other destinations. According to JNTO,² as of July 2023, the number of international travellers to Japan increased by 1,505% compared to the previous year.

The exorbitant roaming costs for this destination, the language barrier and the dependence on applications to geolocate, translate, convert currencies are all reasons which encourage the switch to eSIM connectivity.

South Korea is also benefiting from this trend by entering the Top 10.

In line with the expected 20% increase in tourists this summer³, the **United States** is more popular, in third place in terms of data traffic.

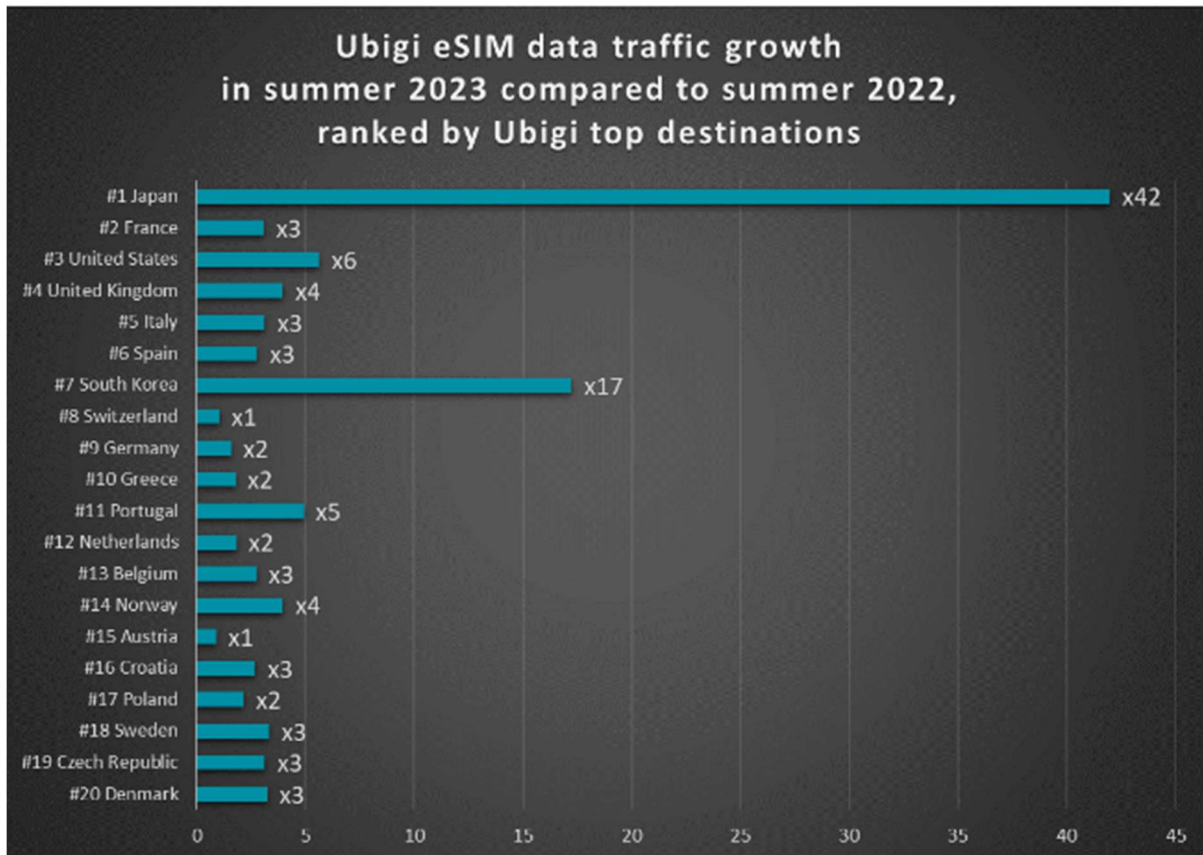
Finally, unsurprisingly, the traditional destinations of the Mediterranean and Northern Europe remain very popular with more interest in **Portugal** and **Norway**.

² Japan National Tourism Organization

³ Source: ITA's National Travel and Tourism Office (NTTO)



It is important to note that **Switzerland** has been less popular as a summer destination compared to previous years, where it was perhaps seen as a safer choice due to the Covid-19 pandemic.



2. Where do international travellers come from?

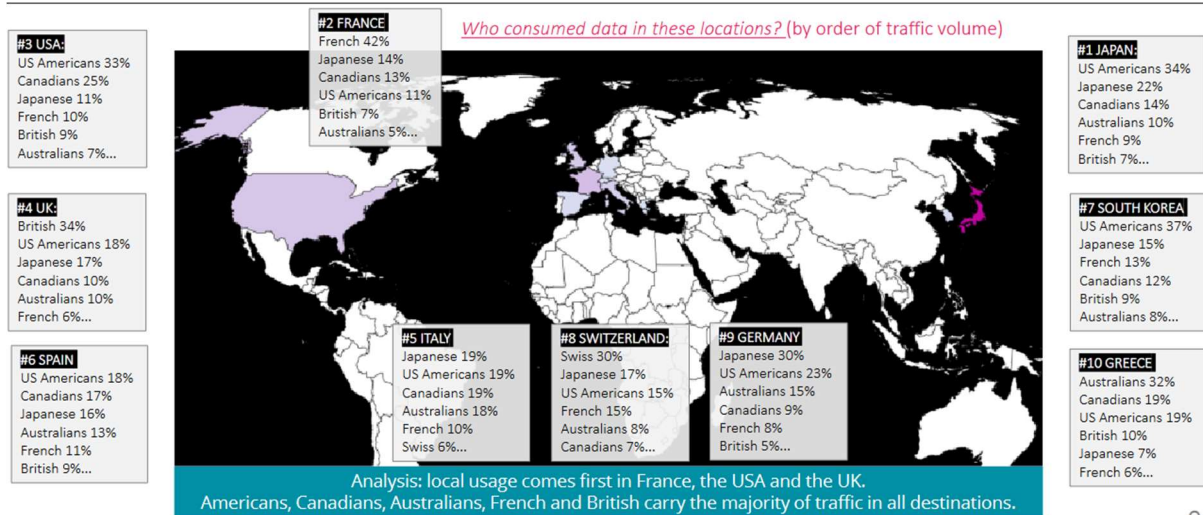
Americans, Canadians, Australians, French and British account for the majority of traffic in the most popular destinations.

Furthermore, the vast majority of **Japanese** tourists use their mobile data plans while traveling in Europe, even though the United States and South Korea were more popular destinations this summer. Thus, 79% of the total mobile data consumption by the Japanese was carried out in Europe: 22% in France, 18% in the United Kingdom, 14% in Italy.

According to Ubigi data, domestic use is still in the lead in certain countries such as France, the United States and the United Kingdom.



Who uses mobile data and in which countries?



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About Ubige

Ubige is Transatel's brand dedicated to consumers of international mobile services. Ubige offers its customers the chance to stay "always connected" thanks to prepaid mobile data packages on eSIM at near-national rates in more than 200 destinations worldwide. The service, which is eSIM compatible, fits smartphones, PCs, tablets, and cars from partner manufacturers. To find out more about Ubige, please visit ubige.com.

About Transatel

Transatel, a subsidiary of the NTT group - a world leader in technology services - is one of the leading aggregators of mobile virtual network operators in Europe, with more than 200 MVNOs launched over the last 20 years. A pioneer in machine-to-machine communications, Transatel has developed a global cellular connectivity solution dedicated to the Internet of Things (IoT) for the industry and services sectors (automotive, aeronautics, logistics, energy, agriculture, health, retail, etc.). Today, Transatel SIM and eSIM cards connect millions of objects, mobile terminals, and vehicles worldwide. To find out more about Transatel, please visit transatel.com.

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