

From sightseeing to shared passions: Why experience-led travel is reshaping how we explore the world

Nomad eSIM says travellers are increasingly choosing destinations around sports, concerts and bucket-list experiences, making seamless connectivity essential.

LOS ANGELES, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Nomad eSIM](#) says travellers are increasingly choosing destinations based on sporting events, concerts and bucket-list experiences, making seamless connectivity more important than ever.

The days of choosing a destination simply because it's sunny or famous may be fading.

Instead, a growing number of travellers are planning trips around the things they love, whether that's following Formula 1 across Europe, travelling overseas for the FIFA World Cup, attending sold-out concerts, running international marathons or discovering the world's best food scenes.

The shift is reflected across the wider travel industry. Expedia's Unpack '26 report identified "Fan Voyage" as one of 2026's defining travel trends, revealing that 57% of travellers say they're likely to attend a local sporting event while travelling, rising to 68% among Gen Z and Millennials. Rather than simply visiting a destination, travellers are increasingly seeking immersive experiences that connect them with local culture and communities.

According to global eSIM provider Nomad eSIM, this evolution is changing not only where people travel, but what they expect once they arrive.

As travel becomes increasingly digital, from mobile tickets and navigation to instant translation, ride-hailing apps and cashless payments, seamless connectivity has become an essential part of the journey. For Nomad, it's all part of helping travellers experience more with every trip, whether that's discovering new places, pursuing lifelong passions or embracing spontaneous moments.

Industry insights highlight the rise of experience-led travel

- The shift towards experience-led travel is reflected across the wider industry, with travellers increasingly seeking meaningful and immersive experiences.

- According to American Express Travel's 2026 Global Travel Trends Report, 82% of travellers say hands-on experiences give them a greater appreciation for local culture, while 76% believe the skills they gain while travelling stay with them longer than any material souvenir.

Meanwhile, the Mastercard Travel Trendline 2026 found that international travellers are becoming "smarter, bolder and more personal" in how they plan their trips, with travel increasingly being driven by why people travel and what those journeys enable, rather than simply where they go.

Insights from Shern Ng

"We're seeing a fundamental shift in why people travel," said Shern Ng, General Manager at Nomad eSIM.

"For many people, travel is no longer about ticking destinations off a list. It's about pursuing experiences that matter, whether that's following your national team to the FIFA World Cup, seeing your favourite artist perform live, exploring a new food culture or simply connecting with communities that share your passions.

As these experiences become increasingly digital, staying connected has become an essential part of the journey. Travellers now rely on their phones for everything from accessing digital tickets and navigating unfamiliar cities to translating languages, booking transport and sharing memories in real time.

At Nomad, we believe wherever your passions take you, staying connected should be the last thing you have to think about. Today's travellers rely on their phones for everything from accessing digital tickets and navigating unfamiliar cities to translating languages, booking transport and sharing memories in real time. Connectivity has become an essential part of the journey, but it shouldn't interrupt it."

Celebrating a new era of travel

To celebrate this evolution in how people explore the world, Nomad has launched a new brand film inspired by today's experience-led traveller.

The campaign follows travellers pursuing the moments that matter most, from discovering hidden gems and embracing new cultures to chasing lifelong passions and unforgettable adventures, while showcasing how Nomad's seamless connectivity quietly powers every journey.

By removing the friction of staying connected, Nomad gives travellers the freedom to stay present, embrace the unexpected and experience more with every trip.

Watch the film [here](#):

<https://www.youtube.com/watch?v=YmyEFvQOZiA>

About Nomad

Nomad is a global eSIM provider offering affordable mobile data plans across more than 200 destinations worldwide. By enabling travellers to install an eSIM before departure and connect instantly on arrival, Nomad removes the hassle of physical SIM cards and expensive roaming charges, helping people stay connected wherever their travels take them.

Louis Sim

Nomad eSIM

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