

Nomad eSIM Launches Five-Tier Membership Programme, Rewarding Travellers With Every Trip

New Nomad eSIM Membership programme gives frequent travellers up to 15% Points Back, free global data, exclusive discounts & additional referral rewards

LOS ANGELES, CA, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- As travel becomes increasingly shaped by personal passions and repeat experiences such as following major sporting events, to returning to one's favourite destinations, loyalty and rewards are playing a growing role in how people choose the brands they travel with.

Responding to that shift, global eSIM provider [Nomad eSIM](#) has launched [Nomad Membership Tiers](#) , a new five-tier loyalty programme that rewards customers automatically for continuing to travel with Nomad.

Rather than treating connectivity as a one-off purchase, the programme is designed to extend value across a traveller's entire journey with Nomad with each eligible eSIM purchase counting toward advancing your tier status, and benefits unlocking automatically as customers move from Nomad Traveler through to Nomad Elite.

How it works

There's no application process and no manual claiming. Every customer starts at Traveler level,



Nomad Membership: Travel More. Unlock More.

Every trip moves you up tiers and unlocks rewards at every level.



Earn More

- Up to 15% Points back
- 7 Free 1GB packs

Higher tier, higher returns



Unlock Exclusive Perks

- 25% Off code on your birthdays
- 15% Off offers

Triple discounts on every trip



Refer & Earn

- Earn up to USD 210 (USD 7 x 30 referrals)

Invite more, earn more

Full terms available in the app.

Membership Tiers

5 Tiers. 5 Ways to Save.

From Traveler to Elite — see how your rewards grow at every level.

User Tiers	Nomad Traveler	Nomad Explorer	Nomad Adventurer	Nomad Voyager	Nomad Elite
Min. Annual Spend Required	USD 0	USD 21	USD 46	USD 96	USD 150
Points Back	5%	7%	9%	12%	15%
Referral Limit	5	10	15	20	30
Referral Reward Value	USD 5	USD 5	USD 7	USD 7	USD 7
Free 1GB Add-on	✗	1 voucher	3 vouchers	5 vouchers	7 vouchers
25% Off Birthday Promo (single eSIM)	✗	✓	✓	✓	✓
15% Tailored Destination Promo	✗	✗	✓	✓	✓
15% Data Add-on Promo (10GB+)	✗	✗	✓	✓	✓

and tier upgrades happen automatically the moment a customer's qualifying spend crosses each threshold with new benefits available immediately.

Membership status is based on a rolling 365-day spend window, meaning a customer's tier reflects their travel activity with Nomad over the previous year, not a one-time sign-up.

What is in it for Nomad members?

The Nomad Membership spans five tiers: Traveler, Explorer, Adventurer, Voyager and Elite, with benefits scaling at each level:

- 5% to 15% Points Back on eligible purchases, redeemable toward future connectivity, with Elite members earning the top rate capped at 15%
- Up to seven free 1GB Global Data Packs per year, depending on tier
- 25% off during a member's birthday month
- 15% off frequently visited destinations, for members who return to the same eligible destination twice within a rolling 12-month period
- A referral programme allowing higher-tier members to refer up to 30 friends annually, earning \$7 USD per successful referral, up to \$210 USD in travel credits a year

In short, the Nomad Traveler is the entry tier, covering customers with \$0–\$20 in qualifying annual spend and 5% Points Back. The top tier, Nomad Elite, includes customers with more than \$150 in qualifying annual spend. This unlocks the full 15% Points Back rate, the maximum data pack allowance, and the highest referral limits.

Shern Ng, General Manager at Nomad, said:

"Most loyalty programmes are still built around how people shopped a decade ago, not how people actually travel today. We wanted Nomad Membership to work the way frequent travellers do, automatic, fuss free without hoops to jump through, and with every trip counting toward the next one. Whether that's points back, free data, or savings on a destination someone keeps returning to, the goal is simple: give travellers more out of every journey, not just the one they're currently on."

Part of a broader shift toward rewarding connectivity

The launch reflects Nomad's wider focus on making connectivity abroad simpler and more valuable for frequent travellers. As tier progression is automatic and tied to spend customers are already making, the membership programme adds ongoing value to purchases travellers were making regardless, turning routine connectivity purchases into points, data and discounts for future trips.

It's connectivity that pays for itself, giving travellers more with every trip, any time, any where.

About Nomad

Nomad eSIM helps travellers stay connected in more than 200 destinations around the world, without the need for a physical SIM card. With reliable, high-speed data through trusted local networks and flexible plans to suit different trips, Nomad makes staying connected abroad simple.

Whether it's a weekend away, a multi-country adventure or travelling overseas for a major sporting event, Nomad gives travellers an easy way to stay online wherever their journey takes them.

Nomad eSim

Nomad eSim

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