



# eSIM TRAVEL: A NEW ERA FOR INTERNATIONAL ROAMING

In today's hyper-connected world, mobile users demand effortless and reliable connectivity wherever they go. eSIMs – virtual profiles embedded into next-generation devices – allow users to switch between mobile operators without physically replacing their SIM card. This technology is rapidly gaining popularity, particularly among corporate users, by enabling companies to activate the most cost-effective data plans for employees and end users abroad.

With [eSIM Travel](#), Sparkle introduces a cutting-edge roaming solution designed to enable international travellers to enjoy data roaming around the globe at highly competitive rates.

Leveraging its extensive mobile core network distributed across multiple countries, an advanced eSIM platform, and deep expertise in roaming services, Sparkle delivers a flexible solution available both in branded and white-label formats. eSIM Travel is tailored to meet the evolving needs of providers, distributors, mobile network operators, and enterprises.

Customers can design their own eSIM applications, build exclusive packages, promotions, and campaigns, optimizing connectivity costs while ensuring a smooth

user experience across borders. For example, companies in the travel sector – such as airlines, travel agencies, and accommodation providers – can leverage eSIM Travel to expand their business and offer a richer service to their customers.

On the other hand, mobile operators and MVNOs can increase their revenues by improving outbound roaming coverage and pricing, and intercept new revenue streams from inbound travelers in their home country.

"In today's fast-paced world, travelers expect seamless, instant connectivity wherever they go," said Maurizio Gemitto, Head of Mobile Marketing and Product Management at Sparkle. "Our new eSIM service offers exactly that: global coverage at your fingertips, without the hassle of physical SIM cards. It's a smart and flexible solution designed for modern mobility, and a clear example of how Sparkle continues to stand out with innovations that truly move with our customers".

eSIM Travel enriches Sparkle's [mobile services](#) portfolio which already includes solutions for IoT, Roaming & Connectivity, and Messaging.

With a global reach, agreements with 600 mobile operators in **190 countries**, and dedicated customer support, Sparkle is the ideal partner for enterprises and operators seeking comprehensive connectivity solutions.

## ABOUT SPARKLE

Sparkle is TIM Group's Global Operator, first international service provider in Italy and among the top worldwide, offering a full range of infrastructure and global connectivity services – capacity, IP, SD-WAN, colocation, IoT connectivity, roaming and voice – to national and international Carriers, OTTs, ISPs, Media/Content Providers, and multinational enterprises. A major player in the submarine cable industry, Sparkle owns and manages a network of more than 600,000 km of fiber spanning from Europe to Africa and the Middle East, the Americas and Asia. Its sales force is active worldwide and distributed over 32 countries.

Find out more about Sparkle following its [X](#) and [LinkedIn](#) profiles or visiting the website [tisparkle.com](https://tisparkle.com)

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