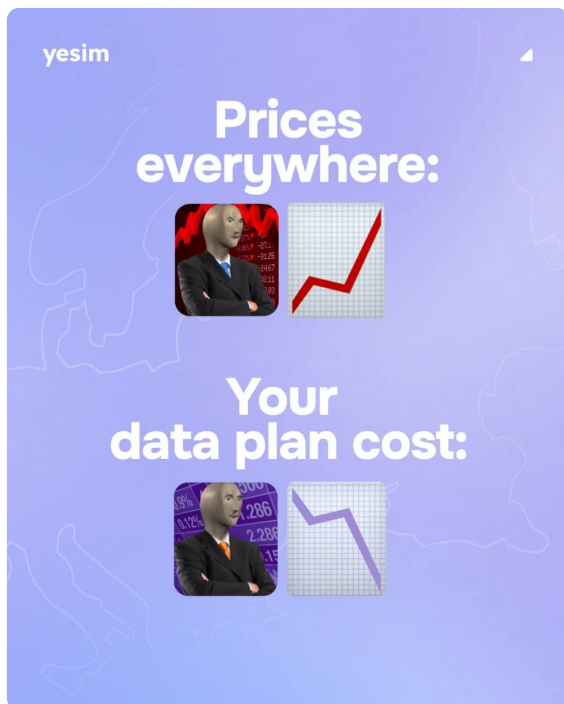


# Yesim reduces prices on travel eSIM plans across major destinations

**Lower pricing now available for Europe, the United States, Turkey, and other popular travel destinations ahead of the summer travel season**

ZUG, Switzerland (May 13, 2026) – , global travel eSIM provider announced a broad reduction in prices across a range of its travel data plans ahead of the summer season.

The updated pricing affects multiple popular destinations and regions, including Europe, the United States, Turkey, Egypt, Japan, Switzerland, the United Kingdom, Italy, Spain, Australia, and others. Depending on the destination and plan type, some tariffs were reduced by up to 57%.



In addition to lowering prices, Yesim also expanded the number of available day-based options for Turkey, giving travelers more flexibility when selecting plans for shorter or longer trips.

The updated pricing applies across both standard data packages and offering, which allows travelers to use unlimited mobile internet only on the days they actually need it.

“Travelers today are becoming much more price-conscious. Flights, hotels, and everyday travel expenses continue to increase, especially during peak seasons,” said , Founder and CEO of Yesim. “Reliable and straightforward internet access abroad has become a basic necessity. We believe staying connected while traveling should become simpler and more affordable, not more complicated.”

The largest reductions were introduced on selected Europe plans, while additional pricing updates were rolled out across destinations in Asia, the Middle East, and North America. Yesim also reduced prices for United States plans by up to 20% ahead of the busy summer travel period.

Unlike traditional roaming or many fixed travel packages, Yesim offers flexible country and regional eSIM plans with transparent pricing and activation within minutes through the app. The platform also supports Multiple eSIMs, allowing users to manage connectivity for family members, friends, or colleagues from a single account, as well as a tool that helps travelers estimate how much mobile data they may need for a trip.

The updated pricing is already available through the Yesim app and .

## About Yesim

Founded in 2019 and headquartered in Zug, Switzerland, Yesim is a pioneering provider of global eSIM connectivity and travel-tech innovations. With coverage in more than 200 destinations, Yesim empowers individuals and businesses to stay connected without physical SIM cards, offering wireless mobile internet with flexible data plans, virtual numbers and a secure self-service platform. The company's mission is to make secure, seamless connectivity accessible to everyone, whether at home or abroad. Yesim serves millions of users globally, helping them stay connected to enjoy life's meaningful moments.

For more information, visit <https://yesim.app/>

For media inquiries, please contact the Yesim press office at [marketing@yesim.app](mailto:marketing@yesim.app)

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