

Virgin Atlantic partners with Kolet to keep passengers connected abroad



Virgin Atlantic and Kolet have partnered to offer passengers mobile data access while traveling

[Virgin Atlantic](#) has partnered with [Kolet](#), the travel eSIM provider, to give passengers a simpler way to stay connected when traveling overseas. Through the partnership, Virgin Atlantic passengers will be able to access mobile data before departure or upon arrival at their destination. As part of the launch, passengers will benefit from 1 gigabyte of complimentary data valid for 48 hours, helping them stay connected from the moment they land.

This partnership reflects Virgin Atlantic's ambition to deliver an increasingly seamless, connected and premium travel experience, from booking through to arrival, the May 19 press release stated.

Connectivity as part of the travel experience

From messaging family to opening maps, accessing bookings or ordering a taxi, mobile data has become one of the first things travelers need when they land.

The partnership comes as eSIM adoption continues to accelerate globally. According to GSMA Intelligence, the majority of smartphones sold worldwide are expected to become eSIM compatible in the coming years, while the travel eSIM market continues to grow rapidly as travellers increasingly seek simpler and more transparent alternatives to costly roaming charges.

As travel habits evolve, connectivity is becoming a core part of the passenger experience, alongside e-tickets, mobile check-in and onboard digital services, Virgin Atlantic said.

Woven into the passenger experience

Kolet's service will be integrated across key Virgin Atlantic passenger touchpoints, including the Virgin Atlantic app, booking confirmation pages and pre-departure email communications.

Travelers will be able to purchase and activate a digital eSIM directly via these channels in just a few simple steps, either before they travel or once they arrive at their destination.

Passengers will be redirected to a co-branded website where they can activate their complimentary offer in just a few steps. The eSIM can then be installed instantly via the Kolet app without needing a physical SIM card, allowing customers to get online within minutes of landing.

For Virgin Atlantic passengers, this means being able to immediately access essential travel services on arrival, including messaging apps, maps, transport bookings and travel documents.

Bethan Lynch, Vice President Customer Journeys at Virgin Atlantic, said, “We are always looking for ways to make our customers’ journeys smoother and more enjoyable, combining thoughtful innovation with the premium service our customers know and love. Partnering with Kolet is another step in reimagining the connected travel experience — complementing our investment in onboard connectivity, including the rollout of Starlink Wi-Fi, and giving customers seamless, reliable connection in the air and on the ground.”

A more connected way to travel

With Kolet, Virgin Atlantic passengers can activate mobile data in more than 190 destinations in under a minute, without changing SIM cards or facing unexpected roaming charges. Travelers keep their existing number while connecting to high-quality local networks.

For Virgin Atlantic, the partnership reflects its challenger spirit and customer-first approach: simplifying the journey and giving passengers more confidence and control when they travel.

Eduardo Ronzano, Co-founder and CEO at Kolet, said, “Connectivity is becoming a natural part of travel, just like e-tickets and mobile boarding passes. Our ambition is to make staying connected abroad effortless for international travellers. Virgin Atlantic has long been recognized for reinventing the travel experience, and we’re proud to contribute to that vision.”