

# q travel: CHASING DISCONNECTION WHILE STAYING CONNECTED: THE NEW PARADOX OF MODERN TRAVEL

## Always online, never present? How travelers are reclaiming digital boundaries

Digital detox retreats, silent yoga camps, and “offline holidays” may be all over Instagram, but a new trend is emerging: Travelers who want to disconnect — yet still expect to be connected everywhere.

In 2025, more people are prioritizing mental well-being and seeking escape from constant notifications, but they're doing so with their phones still in their pockets. While the concept of “unplugging” is appealing, most travelers aren't ready to be fully offline. Instead, they're redefining what being connected actually means.

“People want to be free of pressure, not from access. They're looking for tools that give them control — allowing them to work remotely if needed, navigate a new city, or call home, without needing to think about where to find Wi-Fi or how much roaming will cost,” says Vyintas Maknickas, CEO at Saily.

## From optional extra to basic need: Connectivity as the new essential

From solo travelers in Bali to digital nomads in Lisbon, modern tourists expect seamless internet access everywhere, not because they're glued to social media, but because connectivity has become as essential as water or electricity when traveling.

Whether it's accessing digital boarding passes, navigating unfamiliar cities, working remotely, or simply reassuring family back home, staying connected isn't seen as a luxury anymore — it's part of the infrastructure people expect, wherever they land.

The difference now is how travelers use that connection: Many are choosing to limit notifications, avoid constant online interaction, and focus on being present while still knowing they can connect



instantly whenever they actually need to. For this kind of traveler, connection equals security and freedom, not distraction.

## The travel connectivity paradox: Disconnecting without losing access

As a result, modern travelers aren't fully unplugging — they're simply managing their connection differently. Here's how this new, more mindful approach to connectivity is shaping travel behavior:

### - Mindful escapes, not total disconnection:

Wellness-focused travelers are limiting screen time but still using essential tools such as maps, translations, or remote work apps during their trips.

### - Seamless data = peace of mind:

Instead of having to hunt down a SIM card or search for public Wi-Fi, many are using digital solutions like eSIMs to connect instantly and securely when needed.

### - Freedom to choose when to unplug:

Modern travelers no longer see connection as an “all or nothing” state — it's about having control, not going off the grid completely.

### - Digital detox, powered by digital tools:

Ironically, technologies like eSIM apps are enabling digital detox experiences by removing the stress of figuring out connectivity.

This shift shows how the idea of “disconnecting” has changed. It's no longer about being offline — it's about being in control. Knowing you can connect whenever you choose makes it easier to disconnect when you want. In a world where connectivity once felt like a chain, it's now becoming a form of freedom.

## ABOUT SAILY:

Saily is an affordable and secure travel eSIM app that helps people to manage mobile and internet connections from anywhere in the world.

Saily offers 24/7 instant customer support, flexible plans, and coverage in 200+ destinations. Saily was created by the experts behind NordVPN - the advanced security and privacy app.

**For more information: <https://saily.com>**

A promotional banner for Saily eSIM data. The background is a bright blue pool of water with a yellow inflatable ring. A man in a light blue shirt and sunglasses is relaxing on the ring. A smartphone with a yellow 'S' logo is floating in the water. The text is white and black, with a yellow search button.

By the creators of NordVPN™

## Affordable eSIM data for international travel

**Summer deal:**

- ✓ Get 5% off 10GB+ data plans.
- ✓ Plus, up to 5% cashback in Saily credits!

Where do you need data?

Get 5% off + up to 5% in Saily credits!

Take a look at our promotion's [terms and conditions](#).