Electronic Travel Authorisation (ETA) communications partner pack
9 March 2023

UK Government

Introduction

Dear partner,

As part of the government's plans to strengthen the UK border through digitisation, we are launching an Electronic Travel Authorisation (ETA) scheme.

The ETA scheme will apply to most visitors to the UK who do not need a visa for stays of less than six months, and who do not have any other immigration status prior to travelling.

To support you in providing essential guidance to your customers about the ETA scheme, we have developed a suite of communications materials. This pack includes:

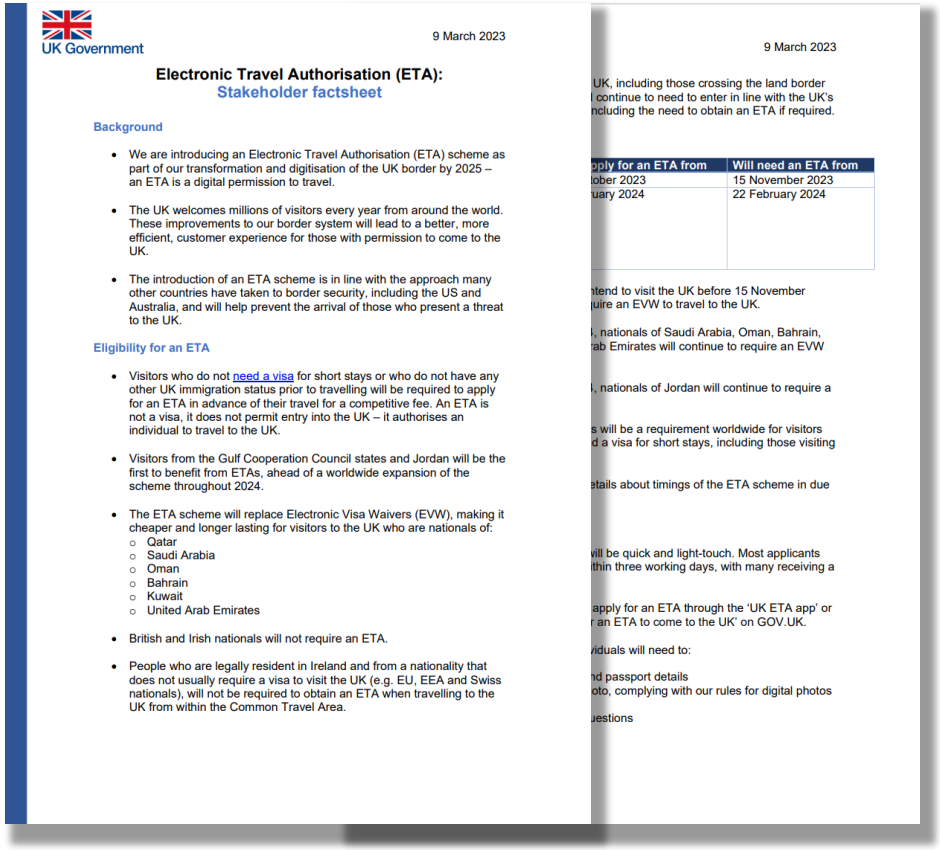
- Key messages
- Factsheets with FAQs
- Social media assets and supporting post copy
- 'What is an ETA?' guidance video
- ETA GOV.UK webpage

We would be grateful for your support in cascading messaging about the ETA scheme via your channels and networks.

Key messages

- We are introducing an Electronic Travel Authorisation (ETA) scheme as part of our transformation and digitisation of the UK border by 2025 – an ETA is a digital permission to travel.
- The UK welcomes millions of visitors every year from around the world. These improvements to our border system will lead to a better customer experience for those with permission to come to the UK.
- The introduction of an ETA scheme is in line with the approach many other countries have taken to border security and will help prevent the arrival of those who present a threat to the UK.
- Visitors from the Gulf Cooperation Council states and Jordan will be the first to benefit from the UK's new ETA scheme, ahead of a worldwide expansion of the scheme throughout 2024.
- The cost will be competitive and comparable with similar schemes such as the US and Australia. We will confirm the exact cost of an ETA in due course.
- For more information and regular updates on ETAs, please visit our ETA information page on GOV.UK

Stakeholder factsheet



UK Government

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Electronic Travel Authorisation (ETA):
Stakeholder factsheet

Background

- We are introducing an Electronic Travel Authorisation (ETA) scheme as part of our transformation and digitisation of the UK border by 2025 – an ETA is a digital permission to travel.
- The UK welcomes millions of visitors every year from around the world. These improvements to our border system will lead to a better, more efficient, customer experience for those with permission to come to the UK.
- The introduction of an ETA scheme is in line with the approach many other countries have taken to border security, including the US and Australia, and will help prevent the arrival of those who present a threat to the UK.

Eligibility for an ETA

- Visitors who do not need a visa for short stays or who do not have any other UK immigration status prior to travelling will be required to apply for an ETA in advance of their travel for a competitive fee. An ETA is not a visa, it does not permit entry into the UK – it authorises an individual to travel to the UK.
- Visitors from the Gulf Cooperation Council states and Jordan will be the first to benefit from ETAs, ahead of a worldwide expansion of the scheme throughout 2024.
- The ETA scheme will replace Electronic Visa Waivers (EVW), making it cheaper and longer lasting for visitors to the UK who are nationals of:
  - Qatar
  - Saudi Arabia
  - Oman
  - Bahrain
  - Kuwait
  - United Arab Emirates
- British and Irish nationals will not require an ETA.
- People who are legally resident in Ireland and from a nationality that does not usually require a visa to visit the UK (e.g. EU, EEA and Swiss nationals), will not be required to obtain an ETA when travelling to the UK from within the Common Travel Area.

9 March 2023

UK, including those crossing the land border
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tober 2023	15 November 2023
uary 2024	22 February 2024

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, nationals of Saudi Arabia, Oman, Bahrain,
ab Emirates will continue to require an EVW

, nationals of Jordan will continue to require a

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apply for an ETA through the 'UK ETA app' or
an ETA to come to the UK' on GOV.UK.

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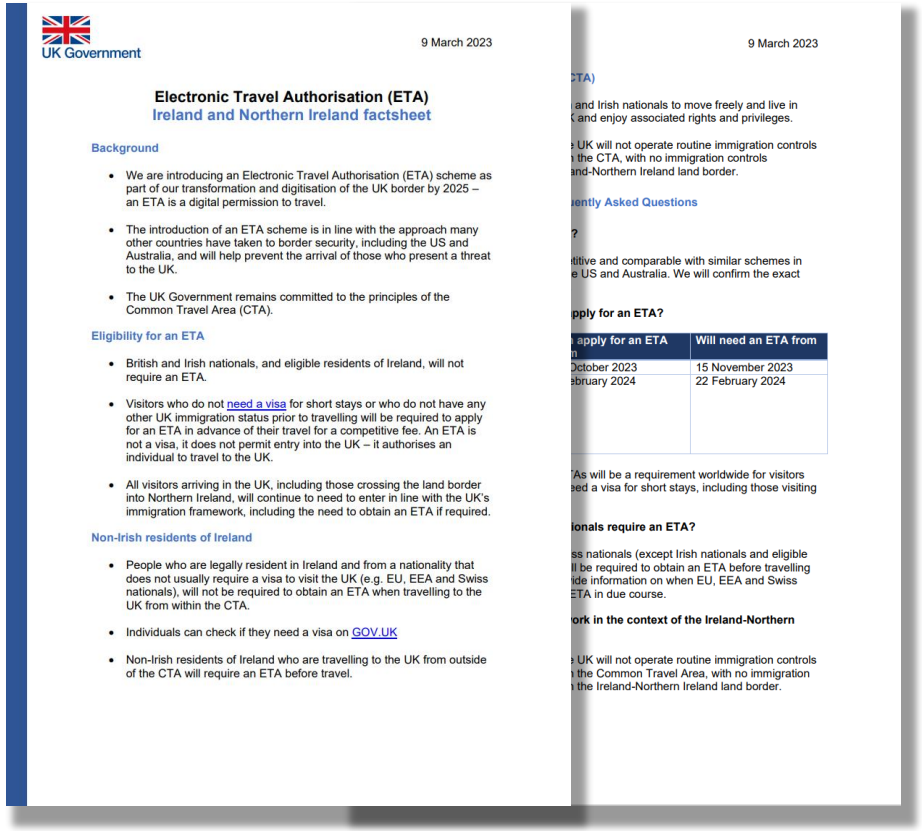
uestions

This factsheet provides a summary of key information about the ETA scheme for use in your own communications, covering:

- Background
- Eligibility
- Timings
- How to apply
- FAQs

You can download the factsheet **here**.

Stakeholder factsheet – Ireland and Northern Ireland



UK Government

9 March 2023

Electronic Travel Authorisation (ETA)
Ireland and Northern Ireland factsheet

Background

- We are introducing an Electronic Travel Authorisation (ETA) scheme as part of our transformation and digitisation of the UK border by 2025 – an ETA is a digital permission to travel.
- The introduction of an ETA scheme is in line with the approach many other countries have taken to border security, including the US and Australia, and will help prevent the arrival of those who present a threat to the UK.
- The UK Government remains committed to the principles of the Common Travel Area (CTA).

Eligibility for an ETA

- British and Irish nationals, and eligible residents of Ireland, will not require an ETA.
- Visitors who do not need a visa for short stays or who do not have any other UK immigration status prior to travelling will be required to apply for an ETA in advance of their travel for a competitive fee. An ETA is not a visa, it does not permit entry into the UK – it authorises an individual to travel to the UK.
- All visitors arriving in the UK, including those crossing the land border into Northern Ireland, will continue to need to enter in line with the UK's immigration framework, including the need to obtain an ETA if required.

Non-Irish residents of Ireland

- People who are legally resident in Ireland and from a nationality that does not usually require a visa to visit the UK (e.g. EU, EEA and Swiss nationals), will not be required to obtain an ETA when travelling to the UK from within the CTA.
- Individuals can check if they need a visa on GOV.UK
- Non-Irish residents of Ireland who are travelling to the UK from outside of the CTA will require an ETA before travel.

9 March 2023

CTA)

and Irish nationals to move freely and live in
and enjoy associated rights and privileges.

UK will not operate routine immigration controls
the CTA, with no immigration controls
and-Northern Ireland land border.

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apply for an ETA	Will need an ETA from
October 2023	15 November 2023
ebruary 2024	22 February 2024

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ETA in due course.

ork in the context of the Ireland-Northern

UK will not operate routine immigration controls
the Common Travel Area, with no immigration
the Ireland-Northern Ireland land border.

This factsheet provides a summary of key information about the ETA scheme specific to Ireland and Northern Ireland for use in your own communications, covering:

- Background
- Eligibility
- Do non-Irish residents of Ireland need an ETA?
- The Common Travel Area
- FAQs

You can download the factsheet **here**.

Social media assets

Social media assets and accompanying post copy have been provided to support you in communicating about the ETA scheme via your social channels.

The social media assets can be downloaded here: **Version A**; **Version B**.

Suggested social posts:

1. Visiting the UK? In the future you may require an Electronic Travel Authorisation. Find out more at GOV.UK
2. If you do not currently need a visa to travel to the UK, you may require an Electronic Travel Authorisation in the future. Learn more at GOV.UK
3. Are you a national of [insert country]? From [insert date] you will require an Electronic Travel Authorisation to visit the UK. Learn more at GOV.UK

Version A

Version B

ETA guidance video

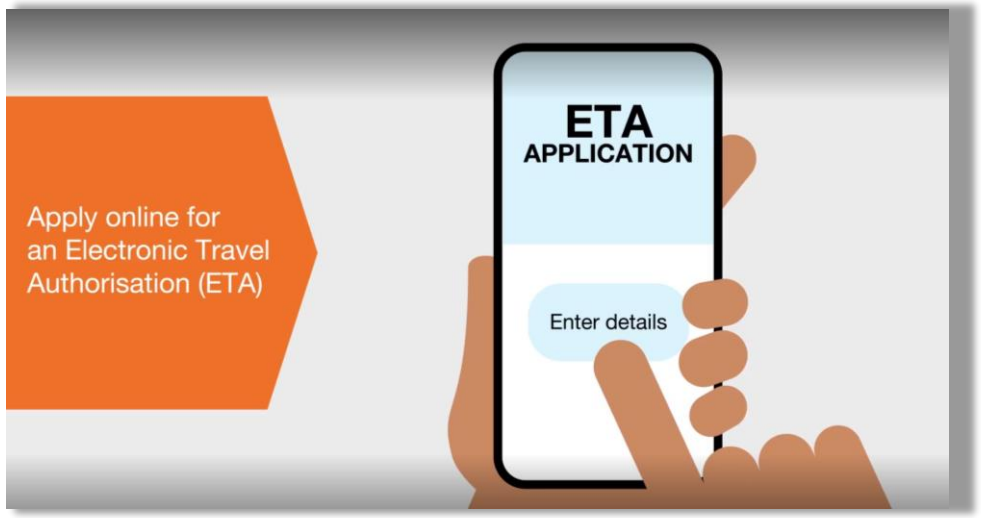
Our **'What is an Electronic Travel Authorisation?'** video will provide your audience with a quick overview of the ETA and who will need one.

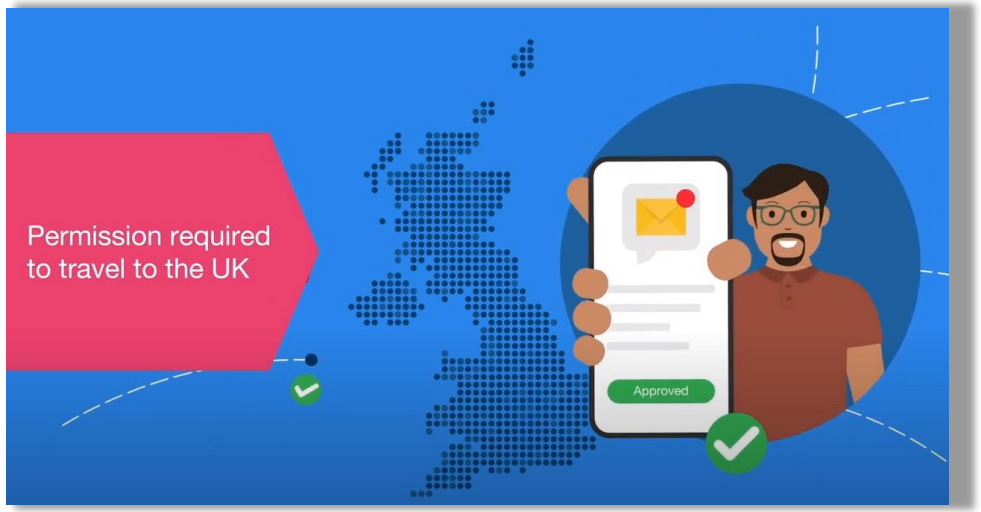
This can be shared with your audiences before the ETA scheme opens and should help customers to prepare for their future travel.

The video details:

- Who needs an ETA
- Alternate travel permissions
- ETA validity
- Proof of an ETA
- Entering the UK

The video can be shared through this **link**.





ETA GOV.UK webpage

GOV.UK

For official updates regarding the UK ETA scheme we recommend directing your audience to our GOV.UK guidance page here:

GOV.UK/electronic-travel-authorisation

This webpage contains the latest timings, terms and conditions regarding our ETA scheme alongside customer guidance.

Additionally, visitors can subscribe to this page for notifications of the latest updates, allowing you to stay informed.

Thank you and feedback

We hope this pack makes it as easy as possible to share essential information about the ETA scheme with your customers. We will share further communications with you in due course.

We would be grateful for any feedback you have about our partner pack and information regarding communications you deliver about the ETA scheme. Please contact our team by emailing ETAcommunications@homeoffice.gov.uk

We are keen to ensure our materials meet your communications needs and your feedback will help directly inform our future activity.

Please subscribe to our ETA information page on GOV.UK for the latest updates on the scheme.

Many thanks,

Home Office Communications