

Electronic Travel Authorisation (ETA) partner pack

22 February 2024



Introduction

Dear partner,

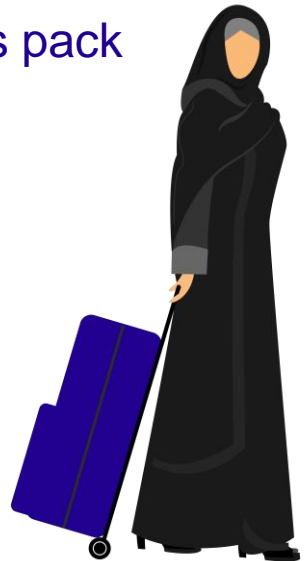
As part of the Government's plans to strengthen and digitise the UK border, we have launched an Electronic Travel Authorisation (ETA) scheme. The scheme is open to nationals of Qatar, Saudi Arabia, Oman, Bahrain, Kuwait and the United Arab Emirates and Jordan, who need an ETA to travel to the UK.

Once fully implemented, the ETA scheme will apply to visitors to the UK who do not need a visa for stays of less than six months, or who do not have a valid UK immigration status prior to travelling.

To prepare your customers and stakeholders for this change, we have developed this suite of communications materials to help you share and embed ETA messages across your channels. This pack includes:

- Key messages
- Factsheets with FAQs
- Social media assets and supporting post copy
- Guidance videos
- Display assets
- ETA GOV.UK webpage

Please use & share



Key messages



- Each year the UK welcomes millions of visitors from around the world. From holidays to short term study or business trips, the UK is a dynamic, diverse, and exciting destination.
- We are introducing an Electronic Travel Authorisation (ETA) scheme as part of our transformation and digitisation of the UK border – an ETA is a digital permission to travel.
- The introduction of the 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.
- The ETA scheme is open to Gulf and Jordanian nationals, who need an ETA to travel to the UK. Other nationalities cannot and do not need to apply yet.
- An ETA costs £10 and permits multiple journeys to the UK over two years or until the holder's passport expires – whichever is sooner.
- For more information and regular updates on ETAs, please visit our ETA information page on [GOV.UK](https://www.gov.uk)

Stakeholder factsheet

Electronic Travel Authorisation (ETA): Stakeholder factsheet

Background

- Each year the UK welcomes millions of visitors from around the world. From holidays to short term study or business trips, the UK is a dynamic, diverse, and exciting destination.
- We are introducing an Electronic Travel Authorisation (ETA) scheme as part of our transformation and digitisation of the UK border – an ETA is a digital permission to travel.
- The improvements we are making to our border system will enhance security and over time transform the experience for legitimate travellers, providing an increasingly seamless experience when crossing the UK border.
- The ETA scheme is open to Gulf and Jordanian nationals, who need an ETA to travel to the UK. Other nationalities cannot and do not need to apply yet.
- An ETA costs £10 and permits multiple journeys to the UK over two years or until the holder's passport expires – whichever is sooner.
- The ETA scheme will be introduced worldwide for visitors to the UK who do not currently need a visa for short stays, including European nationals. We will confirm the timings in due course for when remaining eligible nationalities will need an ETA, and we will ensure they have sufficient time to prepare.
- 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.
- An ETA is not a visa, it does not permit entry into the UK – it authorises an individual to travel to the UK.
- The ETA scheme is being rolled out in phases, by nationality. It has replaced the Electronic Visa Waiver (EVW) scheme, making it cheaper and longer lasting for visitors to the UK who are nationals of:
 - Qatar
 - Saudi Arabia
 - Oman
 - Bahrain

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](#)
[Arabic version [here](#)]



Ireland and Northern Ireland factsheet

Electronic Travel Authorisation (ETA): Ireland and Northern Ireland factsheet

Background

- Each year the UK welcomes millions of visitors from around the world. From holidays to short term study or business trips, the UK is a dynamic, diverse, and exciting destination.
- We are introducing an Electronic Travel Authorisation (ETA) scheme as part of our transformation and digitisation of the UK border – an ETA is a digital permission to travel.
- The ETA scheme is open to Gulf and Jordanian nationals, who need an ETA to travel to the UK. Other nationalities cannot and do not need to apply yet.
- We will confirm the timings in due course for when the remaining eligible nationalities will need an ETA, and we will ensure they have sufficient time to prepare.
- An ETA costs £10 and permits multiple journeys to the UK over two years or until the holder's passport expires – whichever is sooner.
- 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 citizens 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. 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, continue to need to enter in line with the UK's immigration framework, including the need to obtain an ETA once required.

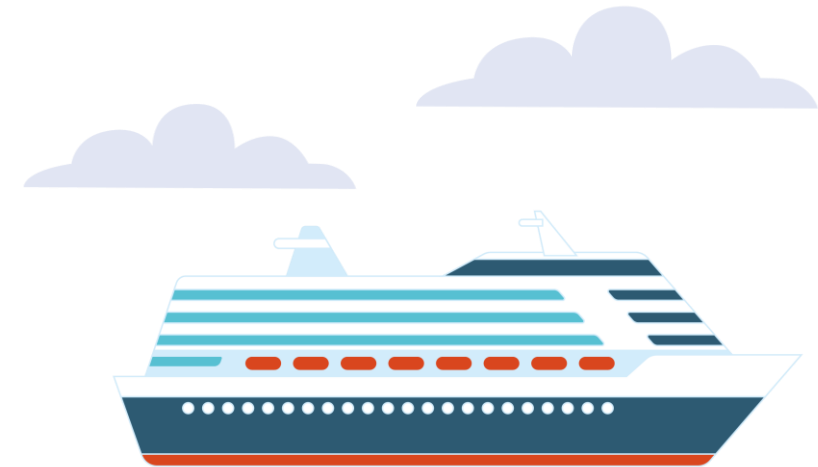
Non-Irish residents of Ireland

- People who are legally resident in Ireland and from a nationality that does not usually require a visa to visit the UK (e.g. EEA and US nationals), do not

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



Static

Download [here](#)
Arabic version [here](#)



GIF

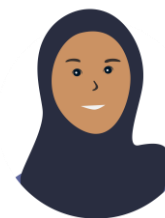
Download [here](#)



Static

Alternative version
for all nationalities
Download [here](#)

Suggested social post copy



Gulf and Jordanian nationals need an ETA to travel to the UK, it costs just £10. Find out more at [GOV.UK](#)



If you do not currently need a visa to travel to the UK, you will require an Electronic Travel Authorisation in the future. Learn more at [GOV.UK](#)

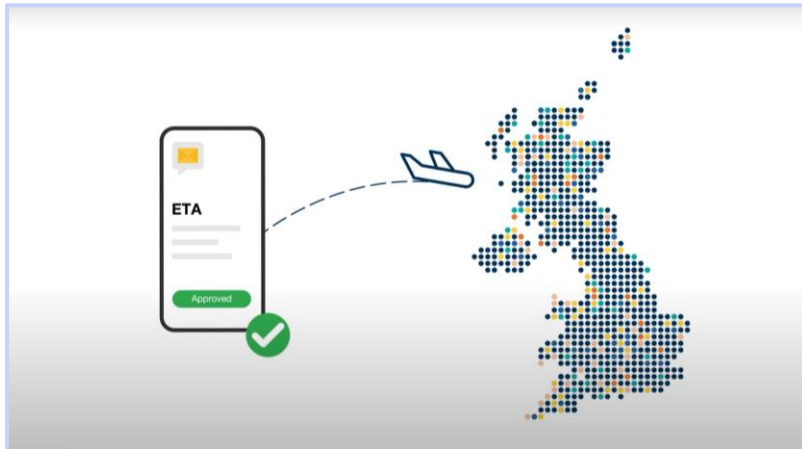
ETA guidance videos

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

The video details:

- Who needs an ETA
- ETA validity
- Proof of an ETA
- Entering the UK

Please share with this [link](#)



Our **‘Getting started: applying for an ETA’** video provides customers with a short and simple walkthrough of the ETA application process.

The video details:

- Where to apply
- When to apply
- How to apply
- What applicants receive

Please share with this [link](#)



ETA assets for all nationalities

Digital display

Intended for digital displays such as arrival halls and check-in desks. Download [here](#)



Printable poster

Intended for placing at locations with high customer footfall. Download [here](#)



ETA assets for Gulf & Jordanian nationals

Printable banner

Intended for display in customer facing locations, such as at events. Download [here](#)



Printable information card

Intended to show to customers who require an ETA. Download [here](#)



ETA GOV.UK webpage



For official updates regarding the UK ETA scheme we recommend directing your audience to our [GOV.UK guidance page](#).



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.

Your feedback is welcome

We hope this pack makes it easy 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.

Contact us at ETAcommunications@homeoffice.gov.uk

Please subscribe to our ETA information page on [GOV.UK](https://www.gov.uk) for the latest updates on the scheme.

Many thanks,

Home Office Communications



