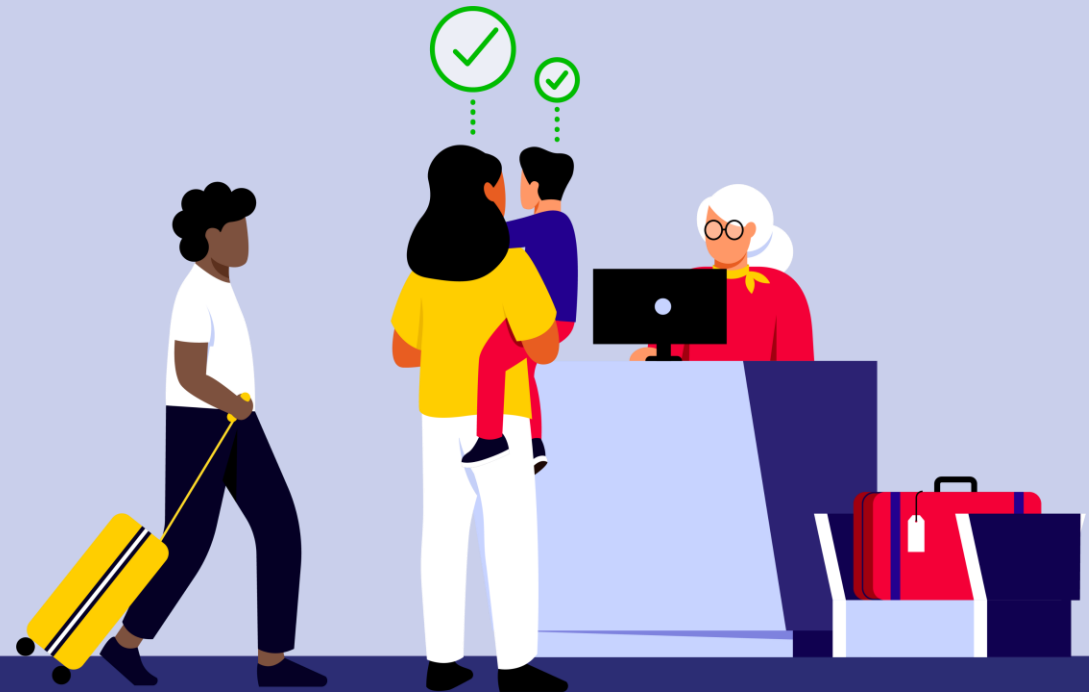


Electronic Travel Authorisation (ETA) partner pack

16 January 2025



Introduction

Dear partner,

We are making improvements to deliver a more streamlined, digital immigration system which will be quicker and more secure for the millions of people who pass through the UK border each year.

Electronic Travel Authorisations (ETAs) are being introduced worldwide for visitors to the UK who do not currently need a visa for short stays, or who do not already have a UK immigration status prior to travelling. Visitors can find out when they need an ETA to travel and can apply on [GOV.UK](https://www.gov.uk)

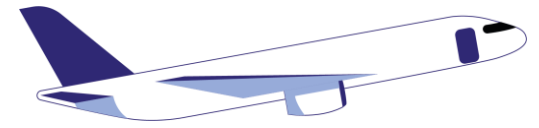
To prepare your customers and stakeholders for this change, we have developed this suite of communications materials to help you share and embed ETA messages across your channels. This pack includes:

- 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 making improvements to deliver a more streamlined, digital immigration system which will be quicker and more secure for the millions of people who pass through the UK border each year.
- The introduction of Electronic Travel Authorisations (ETAs) is in line with the approach many other countries have taken to border security and helps prevent the arrival of those who present a threat to the UK.
- Eligible non-Europeans need an ETA to travel to the UK.
- Eligible Europeans can apply from 5 March 2025 and will need an ETA to travel from 2 April 2025.
- Applying for an ETA is quick and simple. Visitors should apply in advance and find out when to do so on [GOV.UK](https://www.gov.uk)
- An ETA currently costs £10 and permits multiple journeys to the UK for stays of up to six months at a time over two years or until the holder's passport expires – whichever is sooner.
- For more information and regular updates on ETAs, please visit [GOV.UK](https://www.gov.uk)

Short key message

Intended for customer facing channels where shorter messaging is required:

If you do not need a visa to visit the UK for short stays of up to six months, you will need an Electronic Travel Authorisation (ETA). Check when you need an ETA to travel to the UK and apply 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 making improvements to deliver a more streamlined, digital immigration system which will be quicker and more secure for the millions of people who pass through the UK border each year.
- Electronic Travel Authorisations (ETAs) are being introduced worldwide for visitors to the UK who do not currently need a visa for short stays of up to six months, or who do not already have a UK immigration status.
- An ETA is a digital permission to travel – it is not a visa and does not permit entry to the UK – it authorises a person to travel to the UK.
- Eligible non-Europeans need an ETA to travel to the UK.
- Eligible European visitors can apply from 5 March 2025 and will need an ETA to travel from 2 April 2025.
- Applying for an ETA is quick and simple. Most applicants get an automatic decision in minutes when applying through the UK ETA app, which means spontaneous trips to the UK are still possible.
- Visitors are advised to allow three working days for a decision on their application, this is to take account of the small number of cases which may need further review. Visitors should apply in advance and find out when to do so on [GOV.UK](#).
- An ETA currently costs £10 and permits multiple journeys to the UK for stays of up to six months at a time over two years or until the holder's passport expires – whichever is sooner.
- The introduction of ETAs is in line with the approach many other countries have taken to border security, including the US and Australia, and helps prevent the arrival of those who present a threat to the UK.

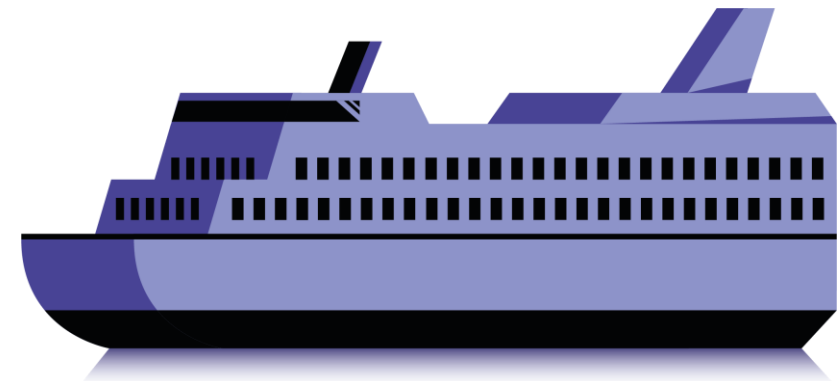
Eligibility for an ETA

- Eligible visitors, including children, who do not [need a visa](#) for short stays or who do not have any other UK immigration status will need an ETA to travel to the UK, including to transit through the UK (pass through the border).

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](#)



Social media assets

Statics

Download [here](#)



GIF

Download [here](#)



Suggested social post copy



If you do not currently need a visa to travel to the UK, you will need an Electronic Travel Authorisation. Find out more at [GOV.UK](https://www.gov.uk)



Eligible non-Europeans visiting the UK need an Electronic Travel Authorisation. Find out more at [GOV.UK](https://www.gov.uk)



Eligible European visitors will need an ETA from 2 April 2025. Find out more on [GOV.UK](https://www.gov.uk)

ETA online videos

Online video – 30 seconds

Intended for digital use on social media and websites. Download [here](#)



Online video – 15 seconds

Intended for digital use on social media and websites. Download [here](#)



ETA display assets

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](#)



Printable ETA assets

Printable banner

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



Printable information card

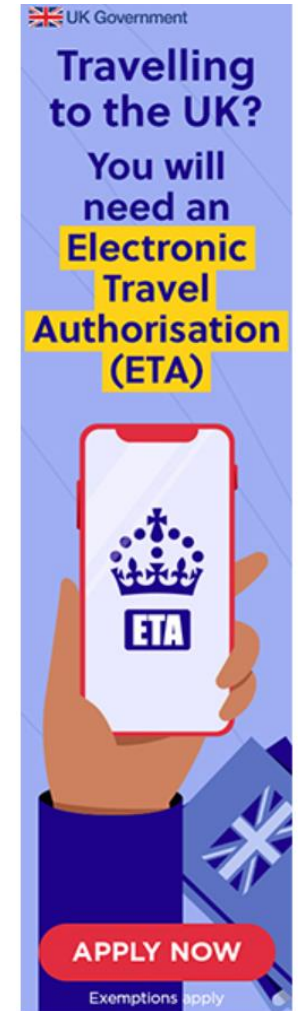
Intended to show to customers who require an ETA. Download [here](#)



ETA banner assets

Static web banners

Intended for websites. Download [here](#)



Translated assets

We have translated a selection of our assets into other languages including Arabic, French, Italian, German, Polish, Dutch, Spanish and Welsh.

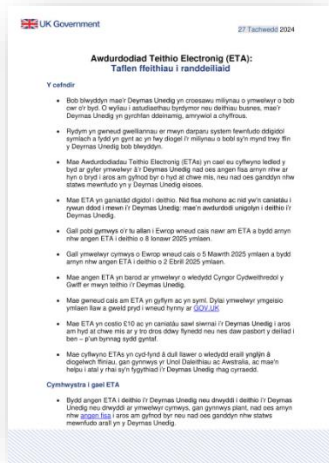
We will provide more translated assets in due course, including for when ETA opens for applications from eligible Europeans on 5 March 2025.

Stakeholder factsheet

A summary of key information about ETA.

Welsh version [here](#)

Other key languages [here](#)



Printable ETA assets

Intended for placing at locations with high customer footfall and sharing with customers.

Welsh version [here](#)



Digital display

Intended for digital displays such as arrival halls and check-in desks.

Welsh version [here](#)



Social media statics

For use in social media posts as well as stories.

Welsh version and GIF [here](#)

Other key languages [here](#)



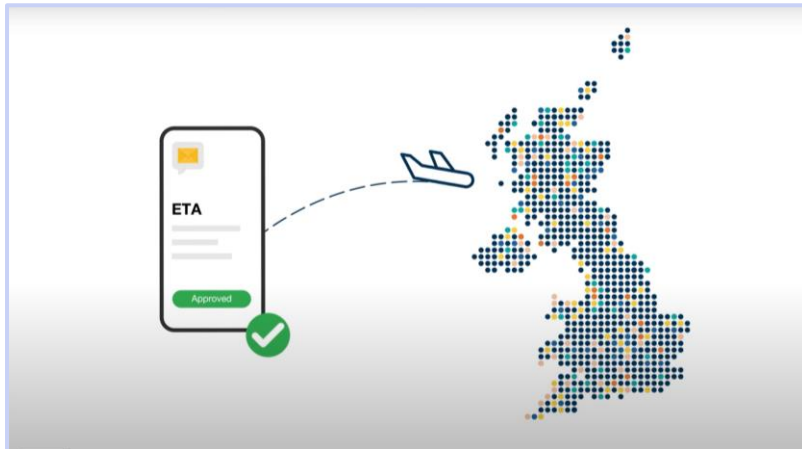
ETA guidance videos

Our **‘What is an Electronic Travel Authorisation?’** video provides 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 GOV.UK webpage



For official updates regarding ETAs 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 ETAs 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 ETAs.

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



