UK Government

Electronic Travel Authorisation (ETA) partner pack

10 September 2024

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

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:

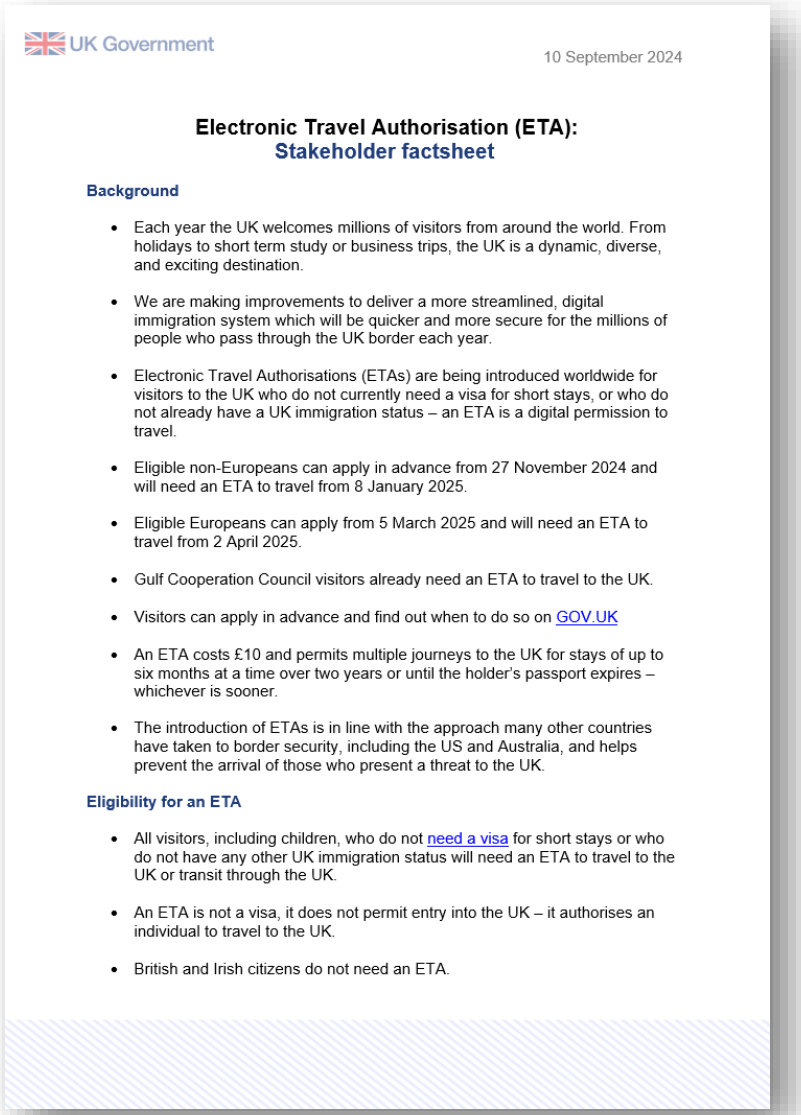
- Key messages
- Factsheets with FAQs
- Social media assets and supporting post copy
- Guidance videos
- Display assets
- ETA GOV.UK webpage

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 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 can apply in advance from 27 November 2024 and will need an ETA to travel from 8 January 2025.
- Eligible Europeans can apply from 5 March 2025 and will need an ETA to travel from 2 April 2025.
- Gulf Cooperation Council visitors already need an ETA to travel to the UK.
- Visitors can find out when they need an ETA to travel and can apply on GOV.UK
- An ETA 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

Stakeholder factsheet



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10 September 2024

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, or who do not already have a UK immigration status – an ETA is a digital permission to travel.
- Eligible non-Europeans can apply in advance from 27 November 2024 and will need an ETA to travel from 8 January 2025.
- Eligible Europeans can apply from 5 March 2025 and will need an ETA to travel from 2 April 2025.
- Gulf Cooperation Council visitors already need an ETA to travel to the UK.
- Visitors can apply in advance and find out when to do so on GOV.UK
- An ETA 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.

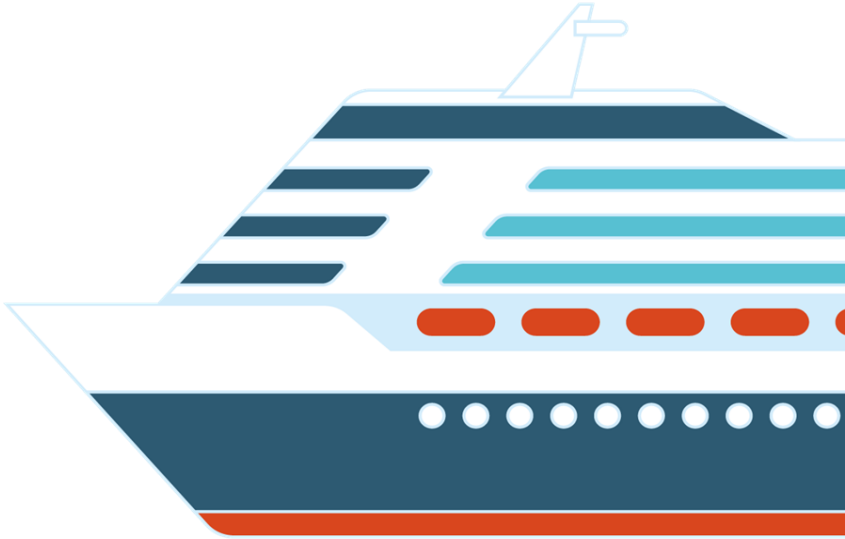
Eligibility for an ETA

- All 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 or transit through the UK.
- An ETA is not a visa, it does not permit entry into the UK – it authorises an individual to travel to the UK.
- British and Irish citizens do not need an ETA.

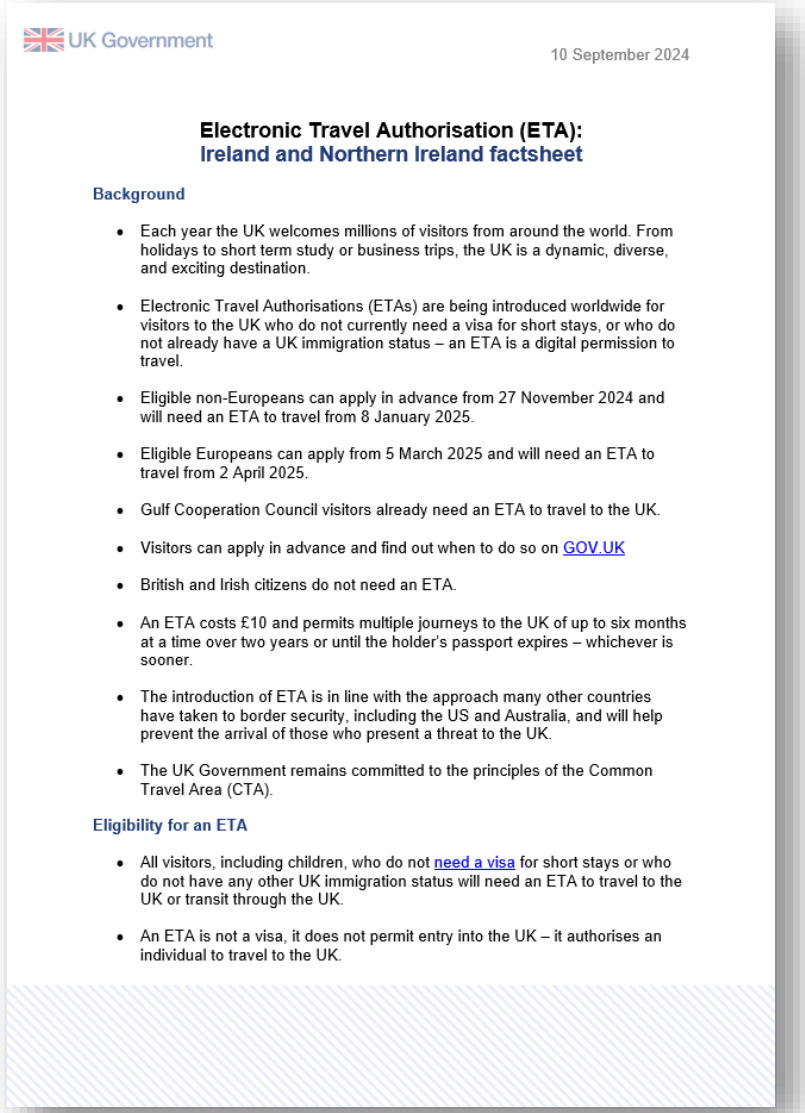
This factsheet provides a summary of key information about the ETA scheme for use in your own communications, covering:

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

You can download the factsheet here
Translated versions here



Ireland and Northern Ireland factsheet



UK Government

10 September 2024

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.
- 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 – an ETA is a digital permission to travel.
- Eligible non-Europeans can apply in advance from 27 November 2024 and will need an ETA to travel from 8 January 2025.
- Eligible Europeans can apply from 5 March 2025 and will need an ETA to travel from 2 April 2025.
- Gulf Cooperation Council visitors already need an ETA to travel to the UK.
- Visitors can apply in advance and find out when to do so on GOV.UK
- British and Irish citizens do not need an ETA.
- An ETA costs £10 and permits multiple journeys to the UK of up to six months at a time over two years or until the holder's passport expires – whichever is sooner.
- The introduction of ETA 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).

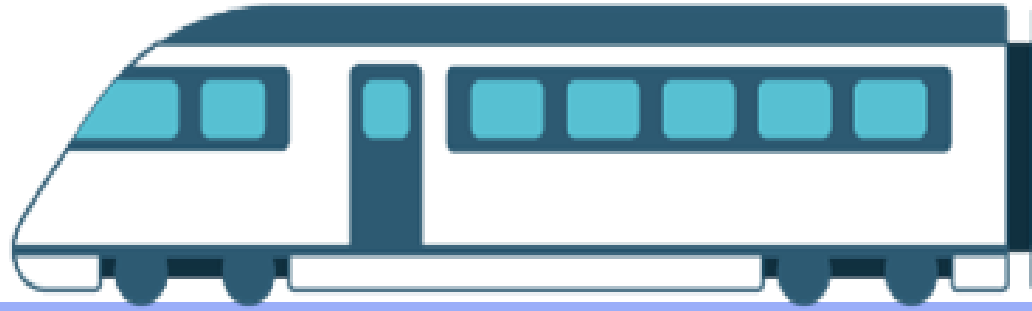
Eligibility for an ETA

- All 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 or transit through the UK.
- An ETA is not a visa, it does not permit entry into the UK – it authorises an individual to travel to the UK.

This factsheet provides a summary of key information about ETAs 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
Translated versions here

GIF
Download here

Static
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

Eligible non-Europeans visiting the UK will need an ETA from 8 January 2025. Find out more at GOV.UK

Eligible European visitors will need an ETA from 2 April 2025. Find out more on GOV.UK

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 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 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** for the latest updates on the scheme.

Many thanks,

Home Office Communications

UK Government