

eVisa and ETA carrier communications partner pack

27 November 2024



Context

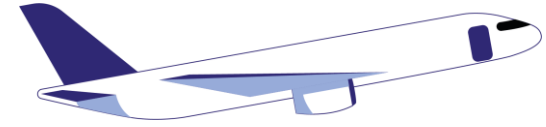
The UK border and immigration system is digitising, which will make the travel processes **smoother for passengers**. Everyone wishing to travel to the UK (except British and Irish citizens) will need **permission in advance** – through either an eVisa or Electronic Travel Authorisation (ETA).

The UK is transitioning from **physical immigration documents to eVisas**. This change impacts those who currently use physical immigration documents such as biometric residence permits (BRPs), passports containing visa vignette stickers and ink stamps, or biometric residence cards (BRCs), to prove their rights and enter the UK. Passengers are encouraged to visit www.gov.uk/eVisa to learn what steps they need to take – BRP holders should do so before most BRPs expire on **31 December 2024**.

Passengers who do not need a visa to visit the UK for short stays of up to six months will need an **Electronic Travel Authorisation (ETA)**. Passengers can check when they need an ETA to travel to the UK and apply at www.gov.uk/electronic-travel-authorisation



Key messages for passengers



Please share the following messaging on your communications channels, such as your website and emails to passengers:

- Travel requirements to the UK are changing. This includes moving from physical immigration documents to eVisas and introducing Electronic Travel Authorisation (ETA) which is a digital permission to travel.
- If you hold a UK visa and use a biometric residence permit or card to prove your immigration status, get access to your eVisa before you travel and make sure your passport details are up to date:
www.gov.uk/eVisa
- If you already have an eVisa, please tell the UK Government about the passport you intend to use for travel: www.gov.uk/update-uk-visas-immigration-account-details
- 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:
www.gov.uk/electronic-travel-authorisation

Short key message

Intended for passenger facing channels where shorter messaging is required:

If you hold a UK visa and use a biometric residence permit (BRP) or card (BRC) to prove your immigration status, access your eVisa before you travel on [GOV.UK](https://www.gov.uk). If you already have an eVisa, make sure your travel document is registered to your account.

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)



eVisa and ETA information card

People travelling to the UK without a visa will soon need an

**ELECTRONIC
TRAVEL
AUTHORISATION**



Visit: [GOV.UK/electronic-travel-authorisation](https://www.gov.uk/electronic-travel-authorisation)



The UK is moving from physical immigration documents to

eVisas

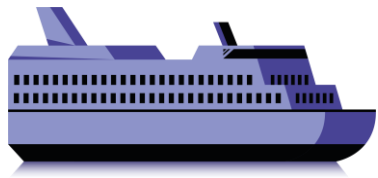


Visit: [GOV.UK/eVisa](https://www.gov.uk/eVisa)



Printable information card

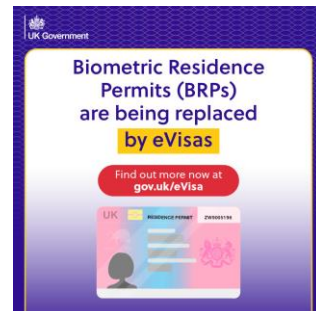
Two-sided business card with QR codes intended to show to passengers who require an eVisa or ETA. Download [here](#)



eVisa assets

The following assets can be used to communicate about eVisas in more detail with passengers:

Downloadable assets	Intended Use
eVisa immigration status social media assets	For customer and media facing social media channels.
eVisa brief overview	For websites, customer messaging and sharing with staff.
An eVisa guide for Biometric Residence Permit (BRP) customers	For websites, customer messaging and sharing with staff.
An eVisa guide for legacy document holders (visa vignette stickers, etc.)	For websites, customer messaging and sharing with staff.
An eVisa 'checker' guide	A guide to eVisas for those required to check immigration status.



ETA assets

The following assets can be used to communicate about ETAs in more detail with passengers:

Downloadable assets	Intended use
ETA stakeholder factsheet	For websites, customer messaging and sharing with staff
Translated ETA stakeholder factsheet	
ETA social assets	For customer and media facing social channels
Translated ETA social assets	
ETA digital display asset	For digital displays and signage
Printable ETA assets <ul style="list-style-type: none">ETA printable posterETA printable banner	For display in public areas and to show to customers who need an ETA



Your feedback is welcome

We hope this pack makes it easy to share essential information about eVisas and 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.

Contact us at ETAcommunications@homeoffice.gov.uk

Please subscribe to our [ETA](#) and [eVisa](#) information pages on GOV.UK for the latest updates.

Many thanks,

Home Office Communications



