

# Unleashing Global Travel Through the Visa Waiver Program

Powered by



*Electronic System for  
Travel Authorization*

U.S. Department of Homeland Security ®



U.S. Customs and  
Border Protection

**BTA** | BUSINESS TRAVEL  
ASSOCIATION



**Featuring**

*U.S. Customs and Border Protection's  
ESTA/EVUS Branch Chief,*

**Macharia Davis**



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# Travel Made Easy Through ESTA



The Electronic System for Travel Authorization (ESTA) is an automated system used to determine the eligibility of visitors to travel to the United States under the Visa Waiver Program (VWP) and whether such travel poses any law enforcement or security risk.

ESTA enables eligible travelers to apply online or on **the recently launched ESTA Mobile App, which is available for download in all VWP countries!**

## Important Information:

- The ESTA application cost is only **\$21.00 USD** -- *Don't be fooled by imposter websites that charge more!* [esta.cbp.dhs.gov](http://esta.cbp.dhs.gov)
- Visitors can stay up to **90 days** for business or pleasure.
- **An ESTA is valid for up to 2 years** or until the traveler's passport expires.
- CBP recommends that you apply for ESTA at the time you book your travel, **but no less than 72 hours prior to boarding.**

# The ESTA "Pin Drop"



# ESTA in the Palm of Your Hand



As the use of smartphones and tablets increased, CBP recognized the need to provide a mobile-friendly experience to applicants.

## ESTA Mobile App Launch:

- The official ESTA Mobile App launched June 1, 2023 in **41 countries & in 24 languages.**
- **The ESTA Mobile App digital campaign launched in six major countries:** United Kingdom, South Korea, Germany, Japan, Spain, and France, reaching **over 400 million consumers.**
- The new App **increases the ease of travel** by allowing users to directly apply on their mobile device.
- Scans the chip in your passport to **ensure data accuracy** and enables you to take a “live selfie” to confirm your identity.
- Available in the **App Store or on Google Play.**

# The ESTA Phone Face “The Dude”



# The U.S. is Open for Travelers!



## Return to Travel:

- Application numbers are close to post-pandemic stats with **more than one million per month**.
- ESTA is working with several major airlines and travel organizations to promote ESTA on their **digital platforms and pre-flight messaging**.
- **The ESTA App and website deployed a more user-friendly interface design, making it even easier and secure to fill out an application.**
- **New functionality** allows travelers to **start, save, and return** to an application.
- Real-time visual cues **let travelers know when errors** appear in their application.

# Official Federal Statement on Cuba

The Secretary of State designated Cuba as a State Sponsor of Terrorism (SST) on January 12, 2021, making **individuals who have been present in Cuba on or after this date ineligible for travel under the VWP.**

- A traveler who holds dual nationality with both a VWP country and Cuba is **not eligible** for travel under the VWP.
- If an ESTA has already been approved and it is later determined that the traveler has been present in Cuba or holds dual nationality with both a VWP country and Cuba, it will be revoked.
- On July 6, 2023, DHS and CBP updated Q9 on the ESTA application form to **include Cuba as an SST.** The January 12, 2021 enforcement remains in place for individuals who have visited Cuba.



The image features a dark blue background with a silhouette of a city skyline. In the center, the Statue of Liberty is depicted holding a large, dark red location pin icon. The skyline includes various buildings and bridges, such as the Golden Gate Bridge on the right and the Space Needle in the background. The text "THANK YOU" is written in white, bold, uppercase letters across the middle of the image.

**THANK YOU**