

# The Visa Waiver Program

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## Mobile App Marketing Toolkit



## STAKEHOLDER AND TRAVELER INSIGHTS:

Travelers can ensure their privacy and convenience by applying for visa-free travel to the United States using the new Electronic System for Travel Authorization (ESTA) mobile app. The app enables travelers to submit ESTA applications easily from their smartphones or tablets. Now available in 41 countries and 24 languages, the ESTA mobile app is the most secure way for individual travelers--or third parties--to submit an application.

With the ESTA mobile app, travelers will have the Visa Waiver Program in the palm of their hands so they can:

- 📍 Have their passport read and confirmed;
- 📍 Upload a live video selfie to confirm their identity;
- 📍 Add personal and travel details to their application;
- 📍 Answer eligibility questions;
- 📍 Review and submit their application;
- 📍 Make changes or updates to their application or profile;
- 📍 Receive notifications and application status updates; and
- 📍 Save time by storing their preferences and profile details within the app.

Citizens are permitted to travel to the U.S. for business or tourism and stay up to 90 days without a visa. The ESTA application is valid for two years or until the traveler's passport expires and is \$21.00.



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## OFFICIAL GOVERNMENT MESSAGING:

U.S. Customs and Border Protection (CBP) launched the new ESTA mobile application, which enables eligible travelers to apply for an ESTA by submitting an application securely and easily from their smartphone, mobile device, or tablet.

Administered by CBP on behalf of the Department of Homeland Security (DHS), the Electronic System for Travel Authorization (ESTA) was established under the Visa Waiver Program to strengthen the security of travel to the United States. ESTA is an automated system that determines the eligibility of visitors traveling to the United States and whether such travel poses any law enforcement or security risk.”

With the ESTA mobile app, travelers will have the Visa Waiver Program in the palm of their hands and be able to:

- 📍 Scan an image of their passport;
- 📍 Have their passport read and confirmed;
- 📍 Upload a live video selfie to confirm their identity;
- 📍 Add personal and travel details to their application;
- 📍 Answer eligibility questions;
- 📍 Review and submit their application;
- 📍 Make changes or updates to their application or profile;
- 📍 Receive notifications and application status updates; and
- 📍 Save time by storing their preferences and profile details within the app.

The ESTA mobile app is available in 24 languages and serves travelers in all 41 VWP countries. These citizens are permitted to travel to the U.S. for business or tourism and stay up to 90 days without a visa. The ESTA application is valid for two years or until the traveler’s passport expires.



Download the free ESTA mobile app from the [App Store \(Apple\)](#) or the [Google Play Store \(Android\)](#).



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**App Store**












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## ESTA IS NOW IN THE PALM OF YOUR HANDS:

Now it's easy to ensure your privacy when you apply for visa-free travel to the United States. Simply apply using the new ESTA mobile app, which enables travelers to submit an application from a smartphone or tablet.

With the ESTA mobile app, travelers will have the Visa Waiver Program in the palm of their hands so they can:

-  Scan an image of their passport;
-  Have their passport read and confirmed;
-  Upload a live video selfie to confirm their identity;
-  Add personal and travel details to their application;
-  Answer eligibility questions;
-  Review and submit their application;
-  Make changes or updates to their application or profile;
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The ESTA mobile app is available in 24 languages and serves travelers in all 41 VWP countries. These citizens are permitted to travel to the U.S. for business or tourism and stay up to 90 days without a visa. The ESTA application is valid for two years or until the traveler's passport expires.

Before enjoying all that the U.S. has to offer, download the free ESTA mobile app and apply for your travel documentation when you begin planning your trip. Safe travels!



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# ESTA MOBILE APP HOW-TO GUIDES

The ESTA mobile app how-to guides walk you step-by-step through the application process. These can be distributed to travel agents, tour operators, or consumers.

If other languages are requested, please let our team know.



Click on the flag for your language of choice.



Download the free ESTA mobile app from the App Store (Apple) or the Google Play Store (Android).



Download on the App Store



GET IT ON Google Play



## DIGITAL ASSETS

To further promote the ESTA mobile application, we've put together a variety of digital assets.

As we work together to spread the news about the most secure way for Visa Waiver Program travelers to apply for an ESTA, please share these on your social media channels and in your marketing efforts.

If other languages are requested, please let our team know.

### Videos

Phone Face Resort



Phone Face Dude



Pin Drop Version One



Pin Drop Version Two



*Click on the flag for your language of choice.*



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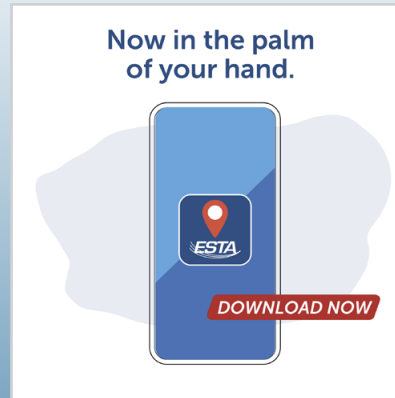
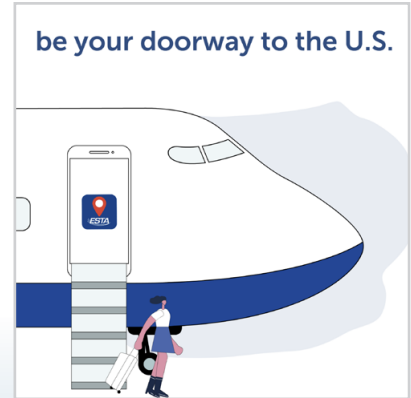
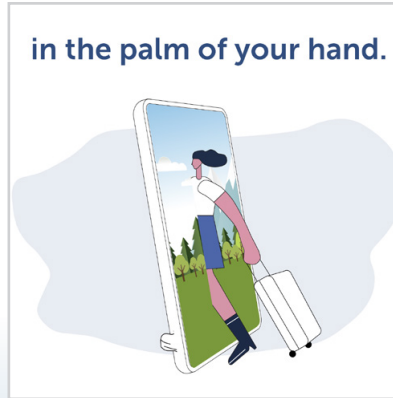
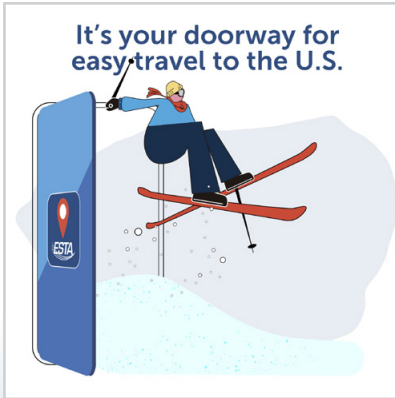


## DIGITAL ASSETS CONTINUED

Please note: These assets are web banners and META social ads. Each download contains five language-specific MP4 ads in different dimensions to suit various placements.

If your digital teams have any questions, please let our team know.

### Social Media Promotional Assets



Click on the flag for your language of choice.



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