

SEP 10 2015



**U.S. Customs and
Border Protection**

MEMORANDUM FOR: Directors, Field Operations
Director, Preclearance Operations
Office of Field Operations

FROM: Todd A. Hoffman
Executive Director
Admissibility and Passenger Programs
Office of Field Operations

(b) (6), (b) (7)(C)

SUBJECT: Redesigned ESTA Website for Visa Waiver Program Visitors

As part of an ongoing effort to promote travel and tourism to the U.S. and improving the international arrivals experience, U.S. Customs and Border Protection (CBP) has redesigned the website for Visa Waiver Program (VWP) visitors to apply for an Electronic System for Travel Authorization (ESTA). The new website makes the process of applying for an ESTA more user-friendly and will improve and better facilitate the experience for VWP travelers wishing to visit the United States.

The redesigned website will launch on September 10, 2015, and has new and improved functionality and navigation capabilities in addition to its new look displaying U.S. landmarks. Some of the new and updated features include:

- Access to frequently asked questions at any time during the application process.
- Mobile-friendly design allows VWP visitors to apply and check the status of their ESTA using their smartphones.
- Users will be able to translate the page into a different language at any point in the application by choosing one of the 23 languages in the language selector.
- The Group feature has been moved to the beginning of the application process making it easier for families and groups to submit their applications at once.

The redesigned website is a change to the front end design and user experience only. No changes have been made to ESTA Vetting or ESTA policy. VWP visitors who have already applied for an ESTA using the old site will be able to access their ESTA on the new site.

Please ensure that the attached memorandum and muster are disseminated to all ports of entry within your jurisdiction that process VWP travelers. Should you have any questions, please contact (b) (6), (b) (7)(C) Management and Program Analyst, Electronic System for Travel Authorization at (b) (6), (b) (7)(C).

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Date: September 3, 2015

Topic: Redesigned ESTA Website for Visa Waiver Program Visitors

Headquarters POC: [REDACTED]

Office: Admissibility and Passenger Programs
Electronic System for Travel Authorization

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- A screenshot of the new homepage is below.

Official Website of the Department of Homeland Security

U.S. Customs and Border Protection

EST[®]A Electronic System for Travel Authorization
U.S. Department of Homeland Security

CHANGE LANGUAGE ENGLISH (U.S./J.K.)

HOME APPLY CHECK ESTA STATUS HELP

NEED HELP?

OFFICIAL ESTA APPLICATION

Welcome to the Electronic System for Travel Authorization

[NEW APPLICATION](#)

[CHECK EXISTING APPLICATION](#)

Need help getting started?

OVERVIEW OF APPLICATION PROCESS

ENTER APPLICANT INFORMATION → REVIEW APPLICATION → PAY AND COMPLETE

NEW APPLICANTS

Apply for a New ESTA

All eligible international travelers who wish to travel to the United States under the **Visa Waiver Program** must apply for authorization.

Who You Are:

- You are a citizen or eligible national of a **Visa Waiver Program** country.
- You are currently not in possession of a visitor's visa.
- Your travel is for 90 days or less.
- You plan to travel to the United States for business or pleasure.
- You want to apply for a new authorization for one person or a group of applications for two or more persons.

What You Need:

- Valid passport from a **Visa Waiver Program** country.
- Valid credit card (MasterCard, VISA, American Express, and Discover (JCB, Diners Club)) to pay US \$14 per application.
- Your contact information.
- Your most recent employment information, if applicable.

[INDIVIDUAL APPLICATION](#)

[GROUP OF APPLICATIONS](#)

Pay for multiple applications with one transaction.

RETURNING APPLICANTS

Check ESTA Status

If you have already submitted an application for one or more individuals, you can perform one of the following tasks:

- Check ESTA Status.
- Review completed application.
- Update unpaid or approved application.
- Submit payment (within 7 days of applying).
- View payment receipt.

[CHECK INDIVIDUAL STATUS](#)

[CHECK GROUP STATUS](#)

NEED HELP?

Related Topics:

Getting Started

- What is the Electronic System for Travel Authorization (ESTA)?
- What is the difference between an ESTA and a visa?
- Why do I need to fill out an ESTA application?
- How long does the ESTA application process take?

Privacy and Security

- Is my information secure?
- How long is my application data stored?

Have additional questions? [VIEW ALL TOPICS](#)

PRIVACY STATEMENT ACCESSIBILITY CBP Info Center www.cbp.gov/travel

Paperwork Reduction Act: An agency may not conduct or sponsor an information collection and a person is not required to respond to this information unless it displays a current valid OMB control number and an expiration date. The control number for this collection is 1601-0111. The estimated average time to complete this application is 20 minutes. If you have any comments regarding this burden estimate you can write to U.S. Customs and Border Protection, Office of Regulations and Rulings, 90 K Street, NE., 10th Floor, Washington DC 20229. Expiration Jul 31, 2015.

The ESTA logo is a registered trademark of the U.S. Department of Homeland Security. Its use, without permission, is unauthorized and in violation of trademark law. For more information, or to request the use of the logo, please go to help.cbp.gov and submit a request by clicking on "Ask a Question." When selecting the Product (under "Additional Information") use "ESTA" and the sub-product "Logo Assistance" to expedite handling of your request.

