



# As cross border travel increases, new EU regulations will make it more challenging than ever

## *Making mobility easy*

In just over a century, international travel has changed from a process that did not even require a passport, to a complex protocol, involving a progressively greater number of security measures and pre-travel procedures.

In an increasingly global landscape, the European Union (EU), has been an synonymous with the principle of free movement e.g the ability to live and work anywhere in the EU. For years international business travellers from over 60 countries have been accustomed to a sense of borderless travel, enjoying visa-free access to 26 Schengen states for tourism and business purposes. However this is all about to change, as the EU is one of a number of “areas” or countries planning to implement a new mandatory travel authorisation system for all third-country non-visa nationals.

The implementation of the European Travel Information and Authorisation System (ETIAS), expected in early 2021, is designed to protect the EU's external borders by allowing for advance checks on visa-exempt third-country nationals travelling to the Schengen area (a designated free travel area comprising of 20+ EU countries), and to some other countries that do not yet fully apply the Schengen regulations, namely Croatia, Cyprus, Bulgaria and Romania.

ETIAS will introduce a mandatory online application process for all visa-exempt third-country nationals, at the cost of €7 per person for a two year approval. For those who are used to travelling to the US, this will be similar in practice to the ESTA programme.



Global travel estimated to reach  
**1.8 billion** international  
arrivals by **2030**.

What does that mean  
for international  
business travellers?



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Information provided in an ETIAS application will be shared and verified across different EU information systems for borders, security and migration, marking a significant shift in travel enforcement. In the global context, this is a clear example of a key trend that is shaping the future of international travel: digitally enabled scrutiny - indeed, technologies, like blockchain and facial recognition - are currently one of the key areas of focus for the growing investment in border management. Indeed the UK is next in the growing list of countries implementing electronic checks with the ETA system expected in 2021.

Cross border travel has been growing significantly - and is forecast to continue to grow, with estimates predicting 1.8 billion international arrivals by 2030 (World Tourism Organisation) - and therefore businesses are bound to be significantly affected by this trend. Additionally new categories of internationally mobile workers, such as commuters, are growing. However, research indicates that often employers do not know the exact number of their employees travelling and working internationally, and often lack specific resources to manage short term business travellers effectively.

The birth of ETIAS and other such system signals a growing need, for companies, to closely focus their attention on the evolving dynamics of international business travel.

For more information about mobility or business travellers, please visit [www.pwc.com/globalmobility](http://www.pwc.com/globalmobility) or you can contact the author of this blog, [Claire Pepper](#)