

Visa Facilitation: Rhetoric vs. Reality

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Expert Panellists

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www.etoa.org/operating-in-europe/visas-and-borders/

ETOA Membership and Purpose

- Operators in source markets
- Inbound operators, suppliers and destinations in Europe
- Partnerships, projects and alliances from data to policy
- Commercial network and opportunity, e.g. OTM Mumbai
- Provide information and insight
- Advocacy and lobbying: EU to local



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External Context

- Growth in long-haul tourism an EU priority
- EU Sustainable Tourism Strategy: year-round business
- EU-India trade deal: potential impact on travel
- New EU Visa Strategy
 - Digitalisation, longer validity/more MEVs, harmonisation
 - Fast-track and simplify business travel, attract talent
- Opportunity from economic growth, but:
 - Competitive pressure: cost, complexity and service
 - Visa facilitation: rhetoric vs. reality

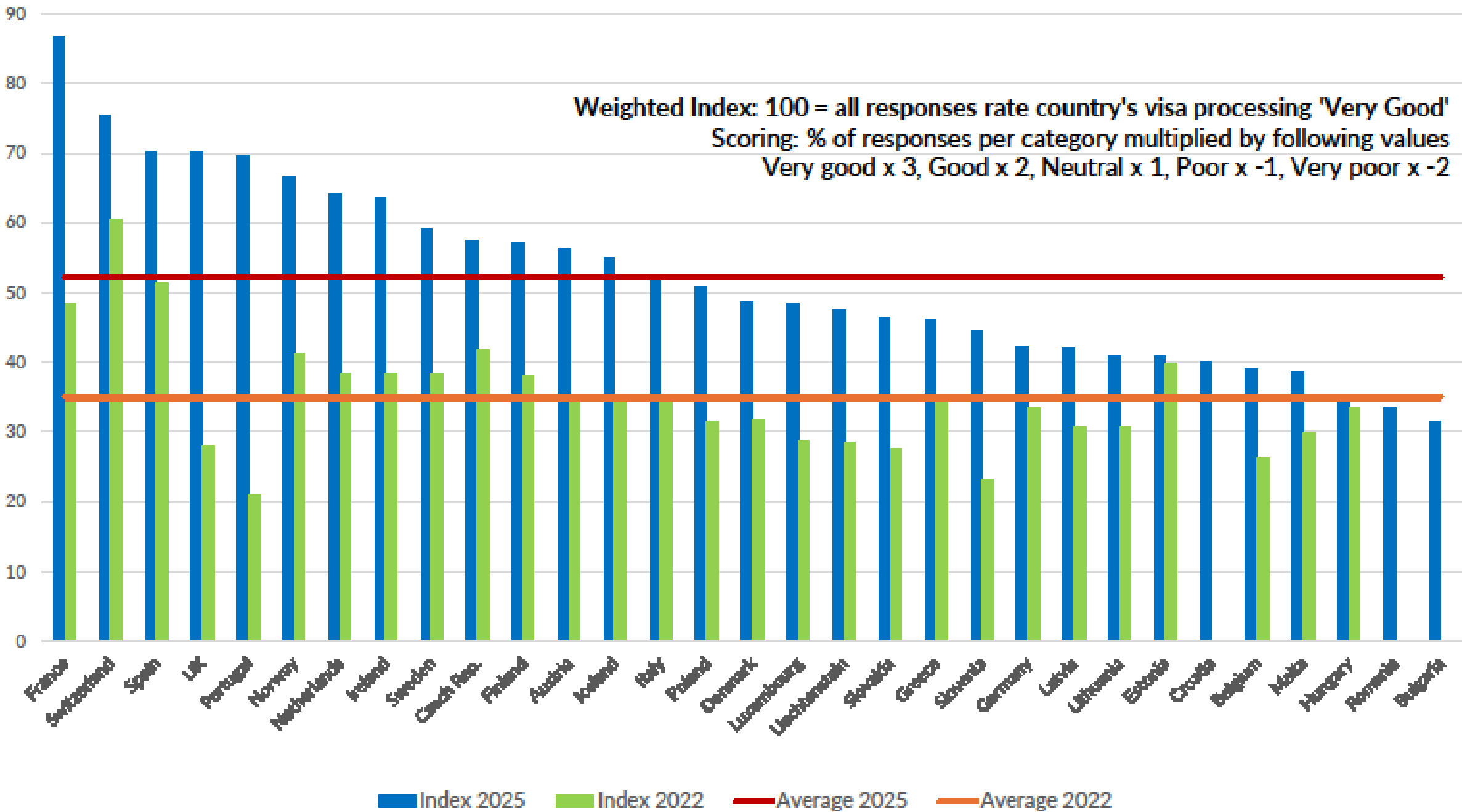


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Showcase: Outbound India 2026

Visa Facilitation: Rhetoric vs. Reality

European Visa Facilitation – Overall Satisfaction 2022 vs. 2025



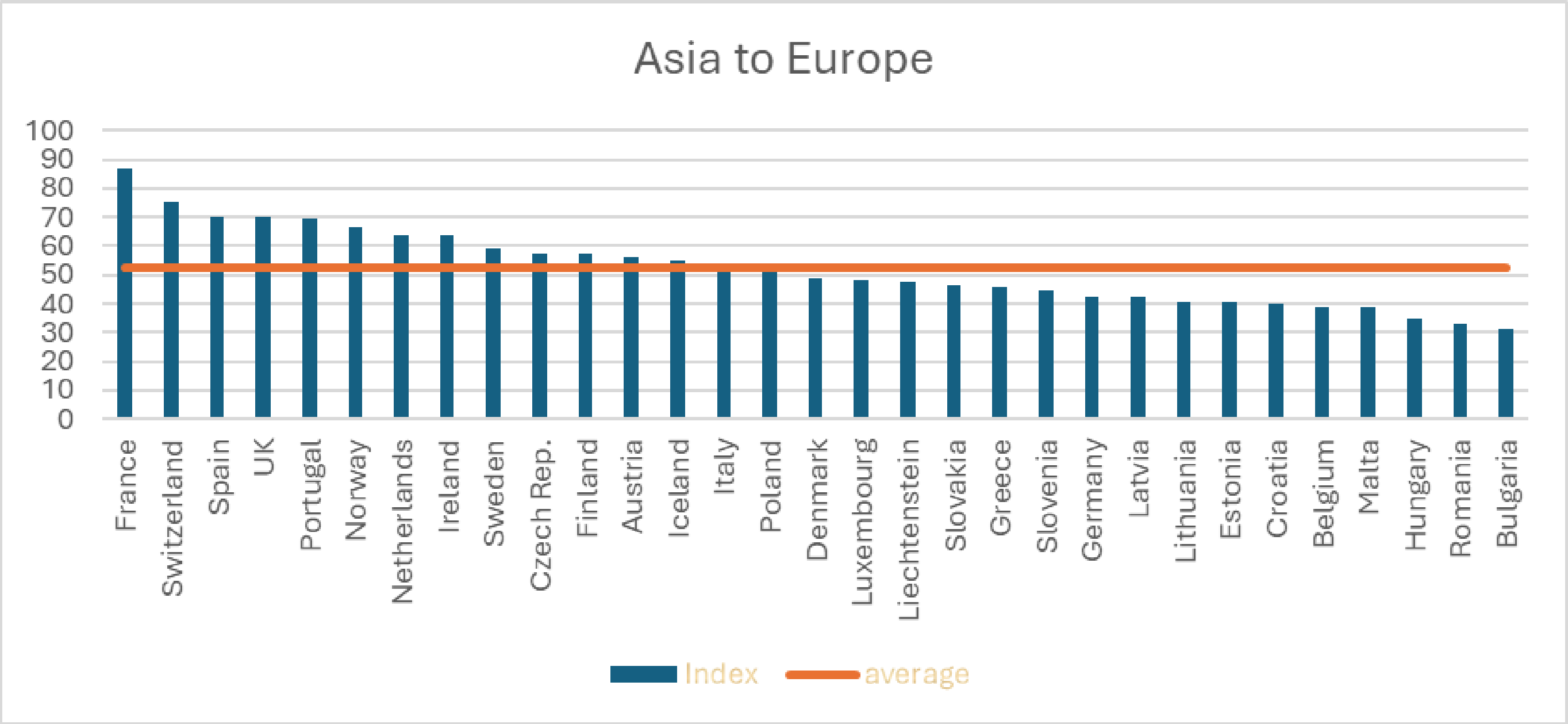
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ETOA Impact Survey: European visa facilitation in Asia, 2025

Overall perception of the efficiency and service of visa application processing by European countries



Response base: operators working with China, India, Indonesia, Philippines outbound



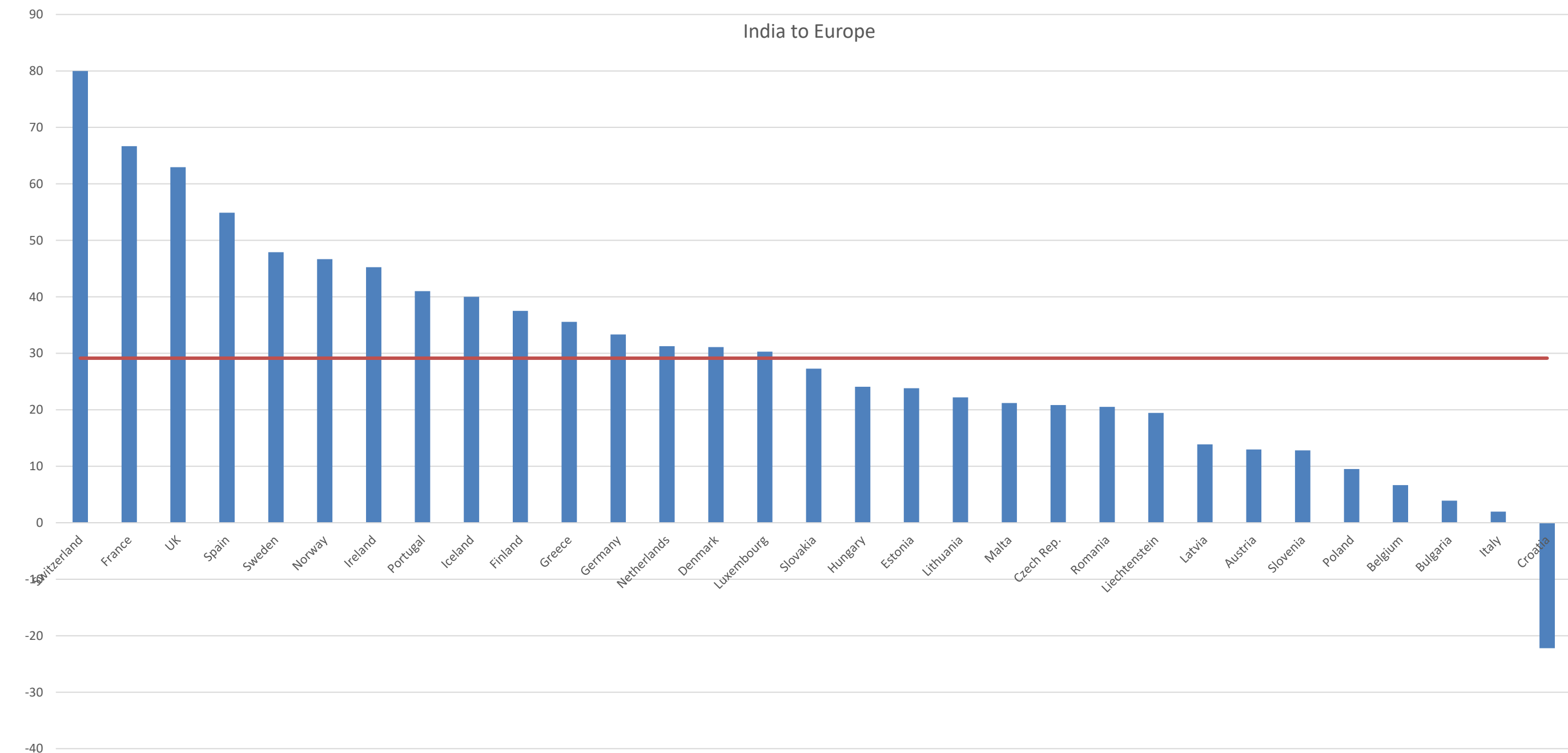
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Showcase: Outbound India 2026

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ETOA Impact Survey: European visa facilitation in India, 2025-2026: Interim Results

What is your overall perception of the efficiency and service of visa application processing in India by European countries?



Response base: operators working with India outbound



Have your say ↑

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ETOA Impact Survey: European visa facilitation in India, 2025-2026: Interim Results

Top 5 factors having a Deterrent Effect

1. Application window (start/finish of period during which applications can be made)
2. The type of supporting documentation and evidence required
3. If applicable, the requirement to present in person (to provide biometric data or other reason)
4. Reports of high rejection rates
5. Cost of travel and time to obtain a visa

Problematic Documentation

1. Proof of financial status
2. Proof of accommodation booking(s) in destination
3. Evidence of intention to return (e.g. due to job, business, property or dependent family members)

What would improve process or service

1. More appointment slots
2. More digitalisation, e.g. online application process and electronic visa
3. Make multiple entry visas (MEVs) easier to obtain
4. Longer duration of visa validity
5. Make it easier to provide biometric data (more locations and/or easier process)

Plan B if application abandoned

1. Go on a long-haul holiday to a destination with easier or no visa requirements
2. Go on holiday domestically
3. Go on holiday within the region



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Have your say! Survey will close at the end of February



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