

easyJet shines in new film Greatest Days



Featuring the hits of Take That, *Greatest Days* follows friends who reunite after winning easyJet flights to Athens, celebrating the power of travel

[easyJet](#) is marking the release of the highly anticipated film “*Greatest Days*” by launching an exciting TikTok competition. Participants have the chance to win £1000 towards an unforgettable easyJet holiday. The film, which premiered on June 15, features the iconic music of Take That and highlights the power of friendship and travel in bringing people together.

"The joy of travel is that it has the power to lift people out of the everyday and provides an amazing opportunity to reconnect with friends and loved ones, whether that's sharing new experiences together or going back to that place that holds special memories time after time, which is why being a part of the *Greatest Days* story is a perfect match for us," said Ali Gayward, easyJet's UK Country Manager, in a June 15 press release.

According to recent research conducted by easyJet, British holidaymakers now place even greater importance on travel, valuing experiences and lifelong memories over material possessions. Since the pandemic, over a third of Brits have expressed a stronger desire to enjoy life and create lasting memories. This shift in mindset has resulted in a greater emphasis on travel, with nine out of 10 Brits planning to travel more or at least as much in 2024.

easyJet is proud to offer the largest number of seats to Greece and the Greek Islands from the UK compared to any other airline. With 60 routes available, including convenient departures from London Gatwick, Bristol, Manchester, and Edinburgh, travellers have an extensive choice of destinations.

Fares for summer travel to Greece and the Greek Islands are still accessible, starting from £28.99. Travellers can book their desired flights and package holidays via [easyJet.com](#) or the user-friendly easyJet mobile app.

easyJet's TikTok competition, launched to celebrate the film "Greatest Days," encourages more friends to plan their European getaways together. By participating and sharing who they would take on a trip to Greece, contestants have the opportunity to win £1000 towards an easyJet holiday.

As the desire to travel and create lifelong memories continues to grow among British holidaymakers, easyJet remains committed to providing exceptional travel experiences and expanding their destinations to meet customer demand.

Gayward said, "And with people treasuring travel more than ever before, easyJet is here to serve our customers all across the UK with flights to over 135 destinations across Europe, North Africa and the Middle East to be enjoyed and explored, all with great value and the warm welcome our crew are famous for — and we can't wait to welcome more people on board this summer."