



Press Release

Alpha Bank, consistently at the side of small businesses, finances the investment plan of “Santorini Day Tours” with support from the Recovery and Resilience Facility – Greece 2.0

Totaling Euro 3.13 million, the investment falls under the pillars “Extroversion”, “Green Transition” and “Digital Transformation” of “Greece 2.0”

Remaining true to its dedication to practically support small businesses, Alpha Bank consistently aids them in executing investment plans for growth and modernization. This commitment is evident in the recent agreement to provide **a €2.5 million loan to finance the “Santorini Day Tours Single-Member Private Company,”** with the involvement of the **Recovery and Resilience Facility (RRF).**

As a leader in bolstering the country's tourism businesses, the Bank has provided over Euro 2.5 billion in financing tourism over the last four years. These funds aim to **enhance the hospitality experience in Greece and contribute to the sustainability of the country's tourism product.**

The funding will be used **for constructing two tourist accommodation units** in Santorini by “Santorini Day Tours Single-Member PC”, with a **total capacity of 16 apartments (38 beds)**, as well as **for constructing new tourist agency office facilities to which the company's current activity will be relocated.** With a total value of Euro 3.13 million, the investment is financed at **50% (Euro 1.56 million) by the RRF and at 30% (Euro 937,500) by Alpha Bank,** while **20% (Euro 625,000) will be contributed from the company's own funds.**

“Santorini Day Tours Single Member PC” offers a strong and diversified tourism product with high quality features that upgrades the visitor's overall experience, making the most of the elements of diversity that are typical of the island of Santorini (local gastronomy, wine tourism, tours, luxury cruises, chartering of private helicopters, etc.). Addressing high-income visitors seeking luxury holidays from the USA, Australia, Britain, Canada, Switzerland, France and the Arab countries, “Santorini Day Tours Single-Member PC” **has garnered important distinctions**, such as 5th place worldwide for 2022 for wine tourism experiences (viator.com) and the Travelers' Choice 2023 distinction (Trip Advisor).

The signing ceremony of the financing agreement took place on Monday, November 6, at the headquarters of Alpha Bank, where the agreement was signed by the **partner, administrator and representative of “Santorini Day Tours Single-Member PC”, Mr. Dimitris Papadopoulos,** in the presence of the **Governor of the Recovery and Resilience Facility Coordination Agency (RRFA), Mr. Orestis Kavalakis.**

The event's hosts were **the General Manager of Retail Banking, Mr. Isidoros Passas, the Manager of the Small Business Banking Division, Mr. Spyridon Rentetakis,** and Executives from the Small Business Banking Division, the Greek Branch Network Division and the Branch involved in the loan evaluation process.



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The **Governor of the Greek Recovery and Resilience Facility Agency, Mr. Orestis Kavalakis**, made the following statement:

*“Today's signing ceremony proves in practice, once again, that **the loan program of the Recovery and Resilience Facility also concerns small businesses** that wish to invest and grow. We are particularly pleased, as with the support of the Recovery and Resilience Facility the tourist company ‘Santorini Day Tours’ will expand its activity by launching the provision of hospitality services, while at the same time also investing in green practices and digital technologies.”*

Alpha Bank's General Manager of Retail Banking, Mr. Isidoros Passas, said about the investment:

*“Tourism is a key pillar of the Greek economy and a model of extroversion. Its constant upgrades over the recent years, with the implementation of investments that improve the level of the services provided, is particularly important for our national wealth and the country's ‘brand name’. **For Alpha Bank, supporting the tourism industry is consistently at the very top of its priorities, while at the same time the Bank is actively present at the side of small and medium-sized businesses**, providing them with **advisory services delivered by experienced Executives** and **helping them carry out their investment plans**, which include upgrades to their facilities and activities or the development of new ones, as in the case of ‘Santorini Day Tours’.”*

The Manager of the Small Business Banking Division, Mr. Spyridon Rentetakis, pointed out the following:

*“The financing of the investment plan of ‘Santorini Day Tours’ forms part of the strategic goal that Alpha Bank has set itself, which is to be a **supporter of small and medium-sized businesses**, assisting in the implementation of investment plans that create added value, both for the businesses themselves and for the national economy. In line with this goal, we have developed a strategic program providing training and **banking advisory services to small and medium-sized businesses**, by holding **workshops throughout Greece, in what is an innovative approach to the inclusion of their investment plans in the Recovery and Resilience Facility**. Our main concern is to leverage to the maximum extent the potential for synergies between the available development financing tools, for implementing investment plans that promote the modernization and growth of small and medium-sized businesses and help create new jobs.”*

For his part, **the partner, administrator and representative of “Santorini Day Tours Single-Member PC”, Mr. Dimitris Papadopoulos**, said:

*“In a period of high interest rates, the Recovery and Resilience Facility provides small and medium-sized businesses with the possibility to obtain financing at a particularly low cost, creating the right conditions for them to effectively manage the increased challenges of the business environment. **With the help of the RRF and Alpha Bank, ‘Santorini Day Tours Single-Member PC’ invests in further enhancing its competitiveness and in providing authentic experiences, with a strong green and digital footprint**. I would like to thank Alpha Bank's partners and its people for their decisive contribution to the implementation of our investment plan.”*

The investment is implemented in the framework of the National Recovery and Resilience Plan “Greece 2.0” and is funded by the European Union – NextGenerationEU.