



## Press Release

### Alpha Bank in Corfu: Culture is at the heart of sustainable tourism development

*Dimitris Tsitsiragos: “Culture, tourism and economic growth do not follow separate paths, but are parts of the same shared journey—one which we have the responsibility to continue, with consistency and vision”*

Focusing on the connection between culture and sustainable tourism development, Alpha Bank inaugurated in Corfu the exhibition “Greece, iconic land. Art in the GNTO posters (1929–1976)”, which highlights the role of culture as a driver of economic progress and extroversion. Alpha Bank executives, **led by the Chair of the Group’s Board of Directors, Dimitris Tsitsiragos**, visited the island on the occasion of the exhibition’s inauguration and also met with local organizations, reaffirming Alpha Bank’s strategic commitment to promoting a sustainable and quality-driven model of tourism development, which combines culture with hospitality services of a high standard.

The Exhibition, hosted at the Banknote Museum of the Ionian Bank – Alpha Bank in the center of Corfu Town, presents 46 historic posters of the Greek National Tourism Organization (GNTO), **created by leading Greek artists, among which are Tetsis, Tsarouchis, Moralis, Vassiliou, Nelly’s, Harisiadis, Carabott and Katsourakis**. These works trace the evolution of Greece’s tourist identity from 1929 to the mid-1970s, highlighting the connection between aesthetics, culture and national identity. The posters in the exhibition come from the Alpha Bank Art Collection, the National Historical Museum, and the private collection of Corfiot collector Spiros P. Gaoutsis.

Speaking during the exhibition’s inauguration ceremony, the **Chair of Alpha Bank’s Board of Directors, Dimitris Tsitsiragos**, said: *“For Alpha Bank, Corfu is not just another place where we do business; it is a location of significant strategic importance, with which we have a long-standing relationship. This exhibition precisely captures this connection: it serves as a reminder that culture, tourism and economic development do not follow separate paths, but are parts of the same shared journey—one which we have the responsibility to continue, with consistency and vision.”*

Present at the inauguration ceremony were the **Deputy Minister of Maritime Affairs and Insular Policy, Stefanos Gikas**, the **President of the Greek National Tourism Organization (GNTO), Angeliki Varela**, as well as representatives of local government and local organizations, while the **Minister of Tourism, Olga Kefalogianni**, sent an address, in which she noted that *“the GNTO posters of that period represent a special chapter in Greek graphic design and in the country’s contemporary cultural history more generally. Landscape, history, culture and human activity blend seamlessly with the verbal message, composing a visual identity imbued with a strong romanticism, which was decisive in establishing our country as a unique travel destination.”*

In his address, **Stefanos Gikas, Deputy Minister for Maritime Affairs and Insular Policy**, noted: *“Today’s exhibition comes to shed light on an important aspect of Greek identity. The posters of the GNTO were works of art of the highest aesthetic quality and powerful means of projecting and narrating this identity. They have helped promote our country abroad as a destination with a rich history and authentic cultural heritage.”*

For her part, **GNTO President Angeliki Varela** pointed out the following: *“This initiative is of particular importance to Greek tourism and to our country. Each poster tells a story in its own right, highlighting a dialogue that took place in the past but remains relevant to this day. These*



## ALPHA BANK

*works are timeless and transcend the boundaries of space and matter.”*

In his short address, **Vasileios Rapanos, Chair of the Alpha Bank Cultural Foundation**, said that *“the GNTO posters do not serve as mere evidence of advertising: they are small works of art that allow us to trace the course of tourism alongside the vicissitudes of Greece’s contemporary history.”*

**Dimitra Tsangari, Head of the Alpha Bank Art Collection**, pointed out that *“the exhibition is a journey through 20th-century Greece via the posters of the GNTO, as unique artefacts of aesthetics, history and communication, with an artistic value that transcends their promotional use.”*

### Boosting local businesses and tourism

Alpha Bank supports the Ionian Islands with initiatives that strengthen local entrepreneurship and the development of critical infrastructure, while at the same time consistently enhancing its social impact in the region, through initiatives that promote culture and education.

The Bank has a strong presence in Corfu and across the Ionian Islands as a whole. As **Mr. Tsitsiragos** mentioned, the Bank has financed the upgrades of the Corfu, Zakynthos and Kefalonia airports, was instrumental in the construction of the Ionia Odos and Olympia Odos Motorways and is currently organizing the financing for the new mega-yacht marina at the port of Corfu. It is also providing financing to 31 hotel groups active in the Ionian Islands, of which 12 are based in Corfu, and is also involved in 17 projects funded by the Recovery and Resilience Facility, of which 5 are carried out on the island. In tandem with the above, Alpha Bank is also actively supporting small and medium-sized enterprises with Euro 10.7 million of new business loans in 2025, an amount increased by 63% compared to the previous year.

### Educational initiatives with a positive impact on the local community

As part of its social initiatives, Alpha Bank is implementing a number of educational programs, such as the educational program “Journey through the world of money”, which aims to familiarize children with the history of money, from the barter economy to the Euro and the modern-day digital payment methods. In this context, the Bank’s Management Team, led by Mr. Tsitsiragos, visited the Kontokali Elementary School, one of the four schools in Corfu that were renovated in 2025 under the ‘Marietta Giannakou’ program co-funded by Alpha Bank.