

HIGHLIGHTS OF MUSEO DABAWENYO'S ACCOMPLISHMENTS

July 2016

Exhibition

Museo Dabawenyo showcased its "DAVAO THEN AND NOW" exhibition at the Bahaghari Space of the museum from July 12 to August 6, 2016. The exhibition showcased the city's images of the past and the present. Also featured was our then Mayor and now President Rodrigo Duterte and some of his activities which contributed to what Davao City is now.

Promotional Activity

PTV 4 station Manila through its host Ms. Sweeden Velado did a shoot in the museum on July 4, 2016 and interviewed Ms. Winnie Rose G. Bulig, then a Museum Guide, and was aired on TV on July 5, 2016 promoting not only the museum but other destinations in the "Duterte Tour" package imitated by the Department of Tourism XI.

Museum Flyers

200 copies of Museo Dabawenyo flyers were handed out to selected museum guests.

Website

The official website of Museo Dabawenyo, the www.davaocity.gov.ph/museo/Default.aspx under the web portal of the City Government of Davao has been updated regularly, to include announcements of current and upcoming exhibitions.

Museum Guests

A total of 4,239 guests came to the museum in July to learn more about our rich historical and cultural heritage.

3,264 or 77% were walk-in tourists, 789 or 19% were school-based (institutions) visitors, and 186 or 4% were lakbay-aral delegates.

Of the 789 school-based visitors, 727 or 92% were from Davao City, while 8% or 62 students came from ARMM.

Breaking down the 3,264 walk-in visitors into three categories, the domestic visitors top the list at 2,064 or 63%, the local visitors at 986 or 30%, and the foreign visitors at 214 or 7%.

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