

HIGHLIGHTS OF MUSEO DABAWENYO'S ACCOMPLISHMENTS

March 2018

Exhibition

Museo Dabawenyo showcased its "DAVAO THEN AND NOW" exhibition at the Bahaghari Space of the museum from March 23, 2018 to April 24, 2018. The exhibition showcased the city's images of the past and the present.

Promotional Activities

Mindanao Times newspaper in its issue dated March 2, 2018 featured the "Dabawenyo Ako" activity as part of the official events of the 81st Araw ng Davao handled by Museo Dabawenyo in partnership with the City Tourism Operations Office and GUIDE Davao.

ABS-CBN 4 Davao's TV Patrol Southern Mindanao in their March 15, 2018 episode interviewed Mr. Orly L. Escarrilla, Officer-in-Charge, about the contribution of Datu Bago in Davao's history.

Museum Flyers

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

Website

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

Outreach Activity

The Museo Dabawenyo in partnership with the Guides Union for Inbound Destinations and Ecotourism (GUIDE-DAVAO) and the City Tourism Operations Office implemented the "Dabawenyo Ako" project as part of the official events of the 81st Araw ng Davao celebration, wherein selected eleven (11) public elementary schools from the ten (10) political districts in Davao City as well as selected centers under the City Social Services and Development Office (CSSDO) were visited from March 1—15, 2018 by the team and were given information through various methods (storytelling, exhibition, games, etc.) about the rich history and culture of Davao as a supplement to classroom learnings, thereby instilling the Dabawenyo pride among the young generation and future leaders of the city.

Familiarization Tour

Ms. Winnie Rose G. Bulig, Museum Researcher II and Ms. Maria Silayan Villavicencio, Museum Guide, visited the newly refurbished D' Bone Collector Museum located at Bucana, this City with officials from the National Museum Manila on March 9, 2018.

Museum Visitors

A total of 4,664 visitors came to the museum in March to learn more about our rich historical and cultural heritage.

3,770 or 81% were walk-in visitors, 685 or 15% were school-based (institutions) visitors, and 209 or 4% were lakbay-aral visitors.

Of the 685 school-based visitors, 307 or 45% were from Davao City, while 378 or 55% came from Region X, ARMM and the NCR.

Breaking down the 3,770 walk-in visitors into three categories, the local visitors top the list at 1,862 or 49%, the domestic visitors at 1,765 or 47%, and the foreign visitors at 143 or 4 %.

Prepared and submitted by:



WINNIE ROSE G. BULIG

Museum Research II/Administrative Officer Designate
Museo Dabawenyo, CMO

Noted by:



ORLY L. ESCARRILLA

Officer-in-Charge
Museo Dabawenyo, CMO