

Peer Review

Review of: "Visitor Capture Metrics: Research Note on a Six-year Correlation Analysis of Provincial Tourists and Museum Visitors"

Salman Saleem¹

1. University of Ontario Institute of Technology, Canada

This research note presents an important and well-executed exploration of the correlation between provincial tourist arrivals and museum visitor numbers across the Philippines from 2018 to 2023. By introducing the concept of *visitor capture* — the proportion of provincial tourists who actually visit local museums — the paper lays valuable groundwork for quantitative visitor benchmarking within the museum sector.

The research is clearly structured, beginning with a strong introduction that situates the role of the National Museum of the Philippines and outlines the study's broader significance. The methodology is appropriate: the use of Kendall's Tau as the primary non-parametric correlation coefficient, supplemented by Spearman's Rho for comparative purposes, is well-justified given the small sample size and data characteristics.

The inclusion of full statistical reporting is a major strength. Table 1 clearly presents Kendall's Tau coefficients, p-values, statistical significance levels, and confidence intervals where available. This transparency enhances the credibility of the results. Particularly noteworthy is the exceptionally strong correlation observed for Ifugao (Kendall's Tau = 1.00) and the consistently strong correlations across other provinces such as Ilocos Sur, Benguet, Angono, and Butuan. The reporting of both 0.01 and 0.05 significance levels allows for nuanced interpretation.

The visualizations were clearly mentioned in the manuscript and are described as supporting the findings effectively. Line graphs showing trends and fluctuations — particularly the "saddle" effect due to the COVID-19 pandemic — add an important layer of context to the statistical results.

The conceptual contribution of *visitor capture* is particularly valuable. Introducing this ratio provides a practical and measurable way to evaluate museum outreach relative to broader tourism trends. This has real potential for museum management and policy application.

There are still small areas for improvement. While the correlations are very strong, a deeper discussion of potential external influencing factors (such as festivals, museum renovations, or marketing efforts) would strengthen the discussion and guard against over-relying on tourism figures alone. Additionally, the writing could benefit from minor polishing; a few sentences are slightly informal ("note the saddle caused by COVID-19") and could be refined for a more consistent academic tone. Introducing the concept of *visitor capture* earlier — ideally in the abstract — would also help frame the study more cohesively for readers.

The paper's limitations are well acknowledged, especially concerning generalizability due to the ten-museum sample size. The suggested future directions, including larger datasets and the potential use of multivariate methods like Principal Component Analysis (PCA), are appropriate and forward-looking.

Overall, this research note makes a significant and well-considered contribution to museum studies and tourism management in the Philippines. It demonstrates thoughtful analysis, careful statistical handling, and offers a promising framework for future studies. Congratulations to **Michael Armand P. Canilao** for this meaningful and practically useful work.

Declarations

Potential competing interests: No potential competing interests to declare.