

Peer Review

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

Lara Corona<sup>1</sup>

1. Universitat Internacional de Catalunya, Spain

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

This paper provides a concise yet informative analysis of the relationship between regional tourism figures and museum visitor numbers across selected provinces in the Philippines. It introduces the concept of "visitor capture," defined as the proportion of provincial tourists who also visit local museums. This concept, while not entirely novel in the museology arena, is deployed in the study with contextual specificity and policy relevance that provides a meaningful contribution to museum performance evaluation in Southeast Asia.

The study addresses a significant gap in the Philippine museum field by providing a mechanism to relate broader tourism data to museum attendance trends. Its regional focus and empirical grounding lend originality to a topic often dominated by studies in Western or urban contexts. The concept of visitor capture, while resonating in other domains, takes on a new meaning when it is put into a quantitative framework and could be used for institutional comparison.

The paper clearly articulates its aim to investigate the statistical relationship between tourism and museum visitation and to propose a metric that may support internal target-setting. The narrative is coherent and logically structured.

The paper appropriately acknowledges the small sample size and the correlational nature of the findings; however, it would benefit from a more rigorous evaluation of the quality and consistency of the data

sources employed, particularly regarding provincial tourism statistics and museum visitor recording methods.

The paper introduces a promising metric in “visitor capture,” but the literature review does not sufficiently anchor this concept within existing scholarship on museum attendance analysis or tourism-related visitor behavior. Incorporating prior studies that address how cultural institutions measure outreach or how regional museums respond to tourist flows would provide a more robust theoretical context and clarify the paper’s contribution to ongoing discourse in museum studies and cultural policy.

The findings are distinctly articulated and reveal a persuasive trend of robust positive connections between provincial tourism statistics and museum attendance in several locations, notably in Ilocos Sur, Ifugao, Benguet, Angono, and Butuan. This consistency provides preliminary validation for the suggested “visitor capture” statistic. Nevertheless, the analysis would be more compelling if it thoroughly examined the heterogeneity in areas exhibiting weaker correlation; thereby, investigating the reasons for regional divergence could provide significant insights into contextual factors impacting museum attendance beyond mere tourism volume. Furthermore, descriptive statistics (means, medians, standard deviations) could further enhance the dataset’s variability and reinforce interpretive claims. It would be better to reduce the number of words in the title and make it more appealing.

## **Declarations**

**Potential competing interests:** No potential competing interests to declare.