

EVENT CENTRES IN LAGOS STATE: ANALYSIS OF THEIR GROWTH TRENDS AND SERVICE CHARACTERISTICS

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Abstract

This paper analyses selected attributes of event centres in Lagos in the context of their increasing relevance as socio-economic utilities in the state. Based on rural-urban and income-level differentials, the study purposively focuses on three local government areas of Lagos. Data collection involved direct and rigorous fieldwork to obtain specific physical cum service attributes of the individual centres. Employing appropriate descriptive and inferential statistics, the paper analyses and compares the numerical growth and spatial descriptive summary of event centres in the selected study domains. Next, it analyses the basic-service capacities of individual centres, in terms of the relative pressure which the local population theoretically impinges on available seating capacities. Furthermore, it computes and compares supplementary utilities' serviceability index for individual centres to reflect their relative competitiveness. It then examined the strength of correlation between some selected attributes of event centres to further describe inter-centre competitiveness: firstly, whether rental charges correlate strongly with the centre's supplementary utilities' status; secondly, whether observed correlation between centres' age profile and their supplementary utilities status reflects their locus in the innovation-adoption curve, given that individual investment in event centres is perceived as an innovation adoption. Major findings indicate that Ikeja centres exhibit the highest degree of concentration and the least numerical growth rate. Centres in Ikorodu manifest the least level of service capacity and competitiveness. Overall, however, there is no statistical significance for the impression that the differences in the centres' competitiveness and their respective ages reflect their locus in the innovation-adoption curve.

Keywords: Event Centres, Growth, Lagos State, Service capacities, Competitiveness

Introduction

The desire to be a tourism-relevant nation has been clearly made known by the Nigerian government at various levels (Nigeria Tourism Development Master Plan Report, 2006). Successive governments in Lagos State, for example, have at various times expressed the desire to advance tourism to a highly competitive level. The intentions and targets of these governments, as captured in different reports (for example, the Lagos State Ministry of Tourism and Inter-governmental Relations 2013 – 2015 Medium-term Sector Strategy (2010) and the Lagos State Government Development Plan 2012-2025 (2013)), are testimonies of landmark commitments. In specific terms, they express the determination to, among others, improve on the relevance of Lagos in terms of its visitor-attraction, employment-generation capability as well as in the value-added capability of tourism to the Gross Domestic Product.

A preponderance of government's activities aimed at achieving their goals consisted in renewal and upgrading of tourism destinations as well as events/festival promotion and marketing. Achieving a more holistic result which can impact meaningfully on the worth of

tourism in the state clearly requires a multi-frontal approach that goes beyond merely encouraging good management of existing tourist destinations and or planning the development of newer ones. It also includes having a clear understanding of the beneficial impact of other ancillary leisure-related themes, such as events (Perna and Custódio, 2006; n Šušić and Đorđević, 2011) and events centres or venues (Zemīte, 2008, Jegere, 2011) on the aggregate achievable goals of the entire tourism subsector in the economy.

In other words, a partial concentration of interest on the core tourism activity, which neglects other leisure- and entertainment-reinforcing themes such as events (Getz, 1997), event facilities or centres (Toole, Harris, and McDonnell, 2011) and supermalls ([Courtemanche](#) and [Carden](#), 2011) may hinder the attainment of the economic goals set by the entire tourism sector. Such a possibility suggests that planners and policy makers must appreciate the mutually reinforcing relationship existing among the various economic activities that jointly subtend the tourism sector in any economy, and therefore approach the development of the sector accordingly.

The increasing plurality of themes in tourism development in the leading tourism countries of the world reflects the consciousness of this inherent symbiotic relationship among the various subthemes of tourism. Indeed, the quantum of research on event-related themes has increased tremendously since Getz's (1997, 2000) formalised definition of that concept, however, the degree of research attention paid to the analysis of issues of events centres appears rather marginal.

If attention on event centres has been marginal at the global level, it is even much more so in Nigeria. It is baffling for example, that despite the growing number of event centres in many of Nigeria's metropolises particularly Lagos and its environs, scholarly interest in events-related tourism remains low. Documentation and analysis of changes in the emergence and usage of events facilities to date have been approached with cold passivity by both the physical planning and monitoring agency and the research community. Two fundamental reasons suggest the need for a more proactive analytical response towards the escalating trends of events centres in Lagos State.

First, it is reasonable to expect that the patterns, including the growth rate of event centres in Lagos and its environs are not likely to be uniform. Second, it is also logical to expect that the capacity and the quality of services offered by these event facilities across the state are not likely to be homogeneous as well. Specifically, the primary motivation of research with respect to the first premise would be to determine the extent to which different identifiable regions within the state differ in their access to the existing centres, while the second motivation hinges on the need to identify the extent to which the definable regions in the state differ in their relative access to the quality-differentiated utilities and or services offered by the emerging centres.

It is very evident that both of these premises constitute sufficient grounds for research in facility location cum allocation analysis. To date, neither the Lagos State Tourism Ministry nor the state's Metropolitan Physical Planning department, which statutorily share the oversight responsibility on tourism and physical planning in the state, has any handy information on these and many other aspects of event centres whether for the metropolis or the entire state. This perhaps explains the dearth of research on event centres to date, despite

the unique niche it occupies in the context of the spatio-economic development of the leisure industry in Nigeria.

The need to fill part of the existing gap therefore motivated the present research, which examines the growth trends and service characteristics of event centres in Lagos, focusing on three of its Local Government Areas.

Statement of the Problem

Besides the question of differential access raised above, there are yet other premises that justify the need for scholarly research on event-centres in Lagos. One, although event centres have always existed in Nigeria and elsewhere in various forms such as town halls, community centres, conference halls, stadiums, convention centres, planetariums, coliseums, to mention a few, in terms of ownership and construction motivation, these traditional event centres contrast with the modern ones. The traditional ones in Nigeria, particularly the stadiums, the town halls and others in that category, were built primarily by the government or the community for the purpose of mobilising for social development in contrast to the modern ones built as economic investments. The modern event centres have diverse ownership varying from private individuals to organisations and agencies. Likewise, while some are stand-alone independent utilities, others are appendages of hospitality establishments. The observed identity differences would no doubt impinge upon their corporate goal and targets, especially in terms of whether they emphasise economic or social service to the community served.

Two, the increasing popularity of the modern approach to marking notable demographic and calendar events, which emphasises publicity and grandeur, points to an increasing relevance of event centres in Nigeria, particularly in the urban and peri-urban domains. The implication is that any observed differences in the pattern of spatial spread of this facility over time constitute sufficient ground for research inquiries by scholars in facility development and planning. Notable research issues in this regard may focus on the relationship between the spatial pattern of the sprouting centres and the population they serve; assessing the worth of the services of the existing centres in light of the subsisting competition among them; ascertaining the environmental consequence of their operations to their immediate neighbourhoods, and the extent to which their spatial attributes conform to laws which regulate physical planning and development in the state.

Furthermore, given that the increasing popularity of event centres is associated with an evolving behavioural change in events celebration by the larger society suggests the likelihood for other equally relevant dimensions through which research may conceptualise and analyse issues on event centres and their services. One of such appealing geographical perspectives, particularly in the context of innovation adoption, is the question of whether time or location attributes exert a greater differential influence on the service capacity and the competitiveness of services provided by a set of competing event centres. In other words, to what extent are the differences respectively in the service-capacity profile and the relative competitiveness of the service-quality offered by the centres reflective of the differences in their rural urban setting, or, of differences in the establishing (adoption) time of the studied event centres.

It is in the context of these highlighted gaps in research that this paper analyses the question of growth and service characteristics of event centres in Lagos State. The basic objectives of the paper are: (i) to characterise existing event centres in Lagos in terms of their physical

attributes, including their numerical growth across the selected regions of Lagos State, especially for their database relevance; (ii) to compare the basic-capacity and competitive ratings of supplementary facilities offered by the studied event centres; (iii) to examine the extent to which rental charges reflect the 'quality of supplementary services, and (iv) to examine the extent to which differences in the competitiveness of their supplementary utilities can be interpreted from the perspective of the time-lag phenomenon inherent in the innovation adoption analysis.

The Study Area

Lagos State is located in the equatorial climate belt of Nigeria and it is situated in the South-western part of Nigeria on the narrow coastal plain of the Bight of Benin. It lies approximately between longitudes 2^o45'E and 4^o20' E and latitudes 6^o22'N and 6^o42'N (Figure 1). It is bounded in the North and East by Ogun State of Nigeria, in the West by the Republic of Benin, and stretches over 180 kilometres along the Guinea Coast of the Bight of Benin on the Atlantic Ocean. Lagos State encompasses an area of 358,861 hectares or 3,577km² (Lagos State Government, 2002). The results of the 2006 census show that Lagos State now has 9,013,534 inhabitants out of a national total of 140,003,542. Lagos State is arguably the most economically important state in the country. Its metropolis represents the most populous and the foremost melting pot in Nigeria. Its majority Yoruba population is progressively experiencing the phenomenon of dilution. Lagos has the highest rate of population growth in Nigeria (Federal Office of Statistics, 2006). The implication of a high increasing population and a wide ethnographic base is that leisure practice, management and preference in Lagos is becoming more eclectic than homogeneous. Furthermore, the pressure of population on housing demand appears to be achieving population redistribution in such a way that is surreptitiously reducing the previously sharp ethnic differences among the discrete metropolitan regions and settlements across the state.

Three Local Government Areas (LGAs) of Lagos have been purposively selected for this analysis, corresponding to the low-income (rural), the peri-urban (high income) and the urban (moderate income) subregions within the metropolis. Ikorodu is the selected rural LGA and is comprised by Ikorodu town and its rural appendages. Located along the Lagos Lagoon, it shares a boundary with Ogun State. The 2006 census puts its population at 535,619 with a population density of 390 persons/km². Filani (2011) categorised Ikorodu among the low-income areas of Lagos. The council area is administered through 6 Local Council Development Areas (LCDA) namely Ikorodu, Ikorodu North, Ikorodu West, Imota, Igbogbo-Bayeiku and Ijede.

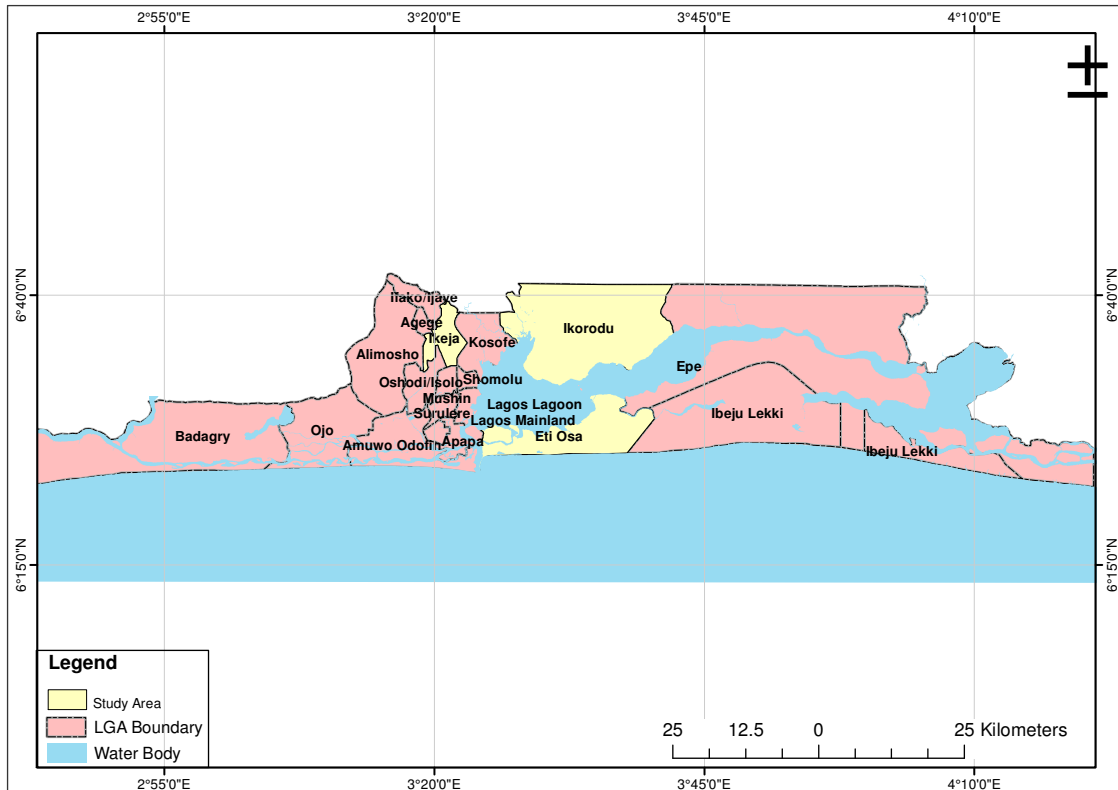


Fig.1: Study Area (Source: Laboratory for Remote Sensing and Geographic Information system, 2014)

Ikeja, the second LGA selected is a suburb of the city of Lagos and the capital of Lagos State. In 2006, it had an enumerated population of 313,196 inhabitants. Its total land area of 45.5km² gives it a population density of 6883.4 persons/kms². It is administered through three (3) LCDAs: Ikeja, Onigbongbo and Ojodu. Filani (2011) classified Ikeja as a medium income city.

Eti-Osa is the third selected LGA. Its total land area is 192.7 per square km. Its population as at the 2006 census is 287,785, giving it a population density of 1493.4 persons/km². Administratively, it is divided into (4) four LCDAs: Eti-Osa East, Eti-Osa West, Iru and Victoria Island. Eti-Osa which encompasses the highbrow areas of Victoria Island and Lekki is considered a high income area by Filani (2011).

In essence, the selected local governments provide appropriate settings to compare the extent to which differential metropolitan attributes may have influenced or are influencing the relative concentration of service capacities and competitiveness of the services offered by existing event centres in Lagos State, among others.

Literature Review and Conceptual Framework

Research in the general area of events has been observed to be rather skewed. Mair and Whitford (2013) undertook an exploratory analysis of events research, that is, event topics, themes and emerging trends. Their exhaustive review, which analysed over 400 published works, observed that significant attention had been paid to issues of definition, types of events, as well as events logistics and staging. Analysis of event centres had the least

attention. A perusal of the diverse perspectives from which researchers such as Anderson and Solberg (1999), Anderson and Getz (2009), Arcodia and Whitford (2006), Backman, Backman, Uysal and Sunshine (1995), Bojanic and Warnick (2012), as well as Boo, Wang and Yu (2011), examined their event-related research would reveal the depth of attraction of researchers to the analysis of events. Perhaps next to this is the popularity of strategic planning theme in events analysis as reflected by the diversity of the research work in that domain. Papers by Bramwell (1997), Briedenhann (2011), Burbank, Andranovich, and Heying (2001), Cela, Kowlski, and Lankford (2006), Collins and Flynn (2008), Burgan and Mules (1992, 2000), Burns (1987), Burns and Mules (1986) as well as Carlsen and Taylor (2003), among others, attest to this fact.

The apparent low level of interest in the analysis of event utilities may arise from the close connection between the objectives of such an analysis and a parallel analysis in the area of tourism destination. The implication is that research perspectives on events utility or facility analysis can obtain useful insight from the various analyses on tourism destinations. In this context the studies by Caigwell (2007), Crouch and Ritchie (1999, 2003), d'Hautesserrd (2000), Dwyer and Kim (2003), Dwyer, Livaic and Mellor (2003), Dwer, Mellor, Livaic, Edwards, and Kim (2004), Enright and Newton (2005), Fareed (2003, 2007), Faulkner, Oppermann and Fredline (1999), as well as a host of others provide relevant literature for assessing themes relating to the fortunes of event utilities as a subset of global leisure analysis. Therefore applying the knowledge gained from the parallel area of tourism development analysis to examining issues on event centres would provide some insight on what should constitute the issues of major interest. A major issue of interest in this regard is the ability of event centres to offer competitive services to their clients. Key to this interest is whether obsolete or modern facilities are offered to the patronising community, considering particularly the rents that are charged for the use of such facilities and their utilities.

The present analysis examines the numerical growth of event centres in Lagos State, especially how they differ in terms of seating capacity and 'quality' of supplementary services. The analysis done here examines the increasing appeal and usage of event centres from the point of view of innovation adoption (Rogers, 1983.) To be specific, it is noted that the shift from the traditional approach to marking important demographic and calendar events to the modern variant which de-emphasises domestic management and embraces more of contractual procedure in the management of events and festivities, would lead to greater demand for the services of event centres in Nigeria.

The implication of this is that successive entrants into the business of event centres may widen either the latitude of their services or improve on the quality of the standard rendered by the early entrants into the industry. Such a scenario suggests that the analysis of changes in the competitive attributes of event centres may be interpreted based on the period the different centres were established in the continuum of the adoption process. The foregoing provides the conceptual outline for this paper and underscores the need for the present research.

Methodology

This study employed both primary and secondary data to achieve its goal. The secondary data consist of population records for each selected LGA and also for the entire state, as obtained from the official records of Lagos State. However, data on event centres were obtained through the primary method of data collection.

Various efforts made at obtaining the list of existing event centres in Lagos State proved abortive, as the different agencies and government departments approached for data acquisition claimed not to be in possession of the needed data, including records on the identity and locations of existing centres. This lack of the most basic information needed from the relevant department, informed the decision to employ the primary method of data acquisition despite its enormous challenges. The first step taken was to select the local government in which the fieldwork was to be carried out. The basis of selection was carving out a study area that would capture the spatial essence of Lagos and which will offer insight concerning the probable variables underpinning the development of event centres in Lagos. Ultimately the decision was made to select 3 LGA in the state.

The three selected LGA satisfied the overriding criterion of the study, which is to reflect the picture of the mainland cum island segmentation of Lagos. They are Eti-Osa with a population of 287,958, Ikeja with a human population of 313,333 and Ikorodu, with 535,811 inhabitants. Eti-Osa is nested within the island portion of the state, besides, considerable physical development is ongoing in the area. Ikeja was chosen since it is the state capital and because it accommodates a great number of hospitality and related establishments. On the other hand, was selected because it is the largest of the separate individual settlements that do not form part of the metropolis. In addition, although the town is growing fast, through its role as a dormitory town to Lagos, the fact of its rural nature is not in doubt. It is the largest of the extra-metropolitan settlements in Lagos, where there is a sizeable number of events centres needed to facilitate a comparative analysis between an urban and a rural setting. Its selection therefore is to fulfill part of the study objectives, that is, to inquire whether or not rural-urban differentials impact on the service and utility attributes of event centres in Lagos State.

Sampling Procedure

Given the enormity of the challenge involved in covering each of selected LGA, the researcher uses the service Local Community association as a basis for data acquisition. To make the work easier, the maps of the 3 LGAs were obtained in order to identify the Local Council Development Area (LCDA) where the fieldwork would be undertaken as well as to plan the logistics. The first exercise after identifying the Local Council Development Area was to carry out a reconnaissance survey to facilitate the real fieldwork, given the lack of reliable secondary data that could guide the decisions on the sampling exercise. The second step was to select the number of LCDAs in each LGA in such a way that would guarantee that 50% or more of event centres in each of the three LGAs are captured for study. Doing this was to ensure that the population covered would truly represent event centres in each of the three LGAs. At Eti-Osa, three of the four LCDAs were covered. In Ikeja two out of the existing LCDAs were covered, while in Ikorodu, the survey covered four of the six LCDAs. At the end of the entire exercise adjustments were made that ensured 15 event centres were covered in Ikorodu, 23 in Eti-Osa and 44 in Ikeja.

Data Acquisition

A questionnaire was prepared to enlist the various attributes of each centre used in the data analysis. Obtained data on each centre fall into two categories. The first set of information relates to the geographical location attributes. This involved the use of GPS to take the X and Y coordinate readings of each of the event centres. The readings were employed in the analysis of the nearest-neighbour pattern of event centres. Other attributes of event centres recorded include year of establishment, ownership attribute, whether or not an event centre is

a core or an integral business, the price charged for the use of the event centre and the available seating capacity offered to clients. The second set has eight (8) variables. They are, the availability status of any of the following utilities, a Public Address System (PAS), an audio-visual equipment (AV), a well-suited restroom (RR), Close Circuit Telecommunication equipment (CCTV), a Changing Room (CR) and an onsite Catering Facility (CF). For each of the variables, availability is scored '1' and non-availability scored '0'. Assessment for the variables, car-park space (CPS) and power-generating capacity (PGC), employs an ordinal-scale scoring varying between 1 and 3 to reflect their capacities.

Analytical Procedures

The first analysis is the nearest neighbor-analysis, which examines whether the process that generated the spatial pattern of existing event centres is either random or systematic. The paper then compares the levels of the basic service, that is, the seating capacity of individual centres. This is expressed in terms of the seater-space capacity of each event centre as a denominator of its LGA population. The obtained index in essence expresses the theoretical demand pressure exerted on each event centre by its immediate local government population. The smaller the value of the index, the lesser the degree of pressure; that is, the degree of unmet seater-space requirement at the LGA level.

The next level of analysis compares the quality of supplementary services offered by individual centres, focusing on the selected supplementary facilities provided by each centre beyond the question of seater-space provision for ants. The computed indices were employed in subsequent analyses.

Statistical Analysis

The analysis of the basic service of seater-space provision employs the population figure of a given LGA and the number of seats offered by each event centre to compute their respective demand pressure indices. The index score for each centre is compared with the aggregate mean pressure index obtained for each of the three LGAs. On this basis, event centres that are characterised by demand pressure indices lower than the mean for their local government are considered better off in terms of basic space provision.

Analysis of supplementary services summed up the graded scores for each of the selected services to generate both cumulative and average scores for each of the selected utilities. The obtained means supplementary service scores were compared to identify centres that are better off at the local government level. The final analysis, which examines the relationship between the generational-membership status of the different centres and the quality attributes of the utilities provided by them, employed correlation analysis. Indirectly, it examines the extent to which the variable 'age' offers significant explanation for the differences in the quality status of the available facilities at the centres. The analysis went further to correlate the price charged by individual centres with their service status variables in order to determine the extent to which present charges significantly reflect the differentials in the supplementary services offered clients.

Results and Discussion

Tables 1(a-c) below show the pattern of variations of the selected attributes among the event centres in the selected LGAs. Private ownership dominates the three LGAs with the exception of one event centre in Eti-Osa, two in Ikeja and one in Ikorodu. The primary purpose of the centres is to host events. Only a few of them, such as Lagos Oriental Hotel,

Four Points by Sheraton as well as Eko Convention Centre in Eti-Osa, have hosting of events as a secondary function. At Ikeja, two events centres - the Skyview Hall and Etal Hotels & Halls - perform events hosting as secondary functions. At Ikorodu, three centres, that is, Samelot Hotels and Halls, the Fun Factory Centre as well a Oriwu Club perform event hosting as a secondary activity..

Table 1a: Physical and business operational attributes of event centres in Eti-Osa LGA

Centre	Ownership	Core business	Year established	Location		Calculated NNI	Remark
				X-cord	Y-cord		
Eti-Osa							
The Ark Events Centre	Joint venture	Event centre	2014	3.4624944	6.4248056	Nearest Neighbour Ratio: 0.921939 z-score: -0.650941 p-value: 0.515084	Given the z-score of 0.04, the pattern does not appear to be significantly different than random. This implies that event centres in Eti-osa LGA are fairly evenly distributed. In relation to the size of the LGA study, the result showed that there is 1 event centre per every 12.85km ²
Ponti Events Centre	Private	Event centre	2014	3.4626806	6.4239861		
The Red Carpet Hall	Private	Event centre	2013	3.4447056	6.4286306		
Harbour Point	Private	Event centre	2002	3.4093361	6.42165		
Havilah Event Centre	Private	Event centre	2012	3.4435556	6.4286694		
Lagos Oriental Hotel	Private	Event centre	2008	3.4447611	6.4360472		
Four Points by Sheraton	Private	Event centre		3.4434194	6.4336389		
The Civic Centre	Private	Event centre	2006	3.4309278	6.440075		
The Incubator	Private	Event centre	2010	3.4445028	6.4289167		
EKO Convention Centre	Private	Event centre		3.4307806	6.4270861		
KFA Events Place	Private	Event centre	1994	3.5002889	6.4341806		
The Bespoke Centre	Private	Event centre	2007	3.4933833	6.4351222		
La Maison Event Centre	Private	Event centre	2013	3.5204306	6.4380472		
Lekki Astoria Event Centre	Private	Event centre	2007	3.5166778	6.439075		
Land Mark Centre	Private	Event centre	2004	3.4447556	6.4232889		
Princess Stella Marquess	Private	Event center	2009	3.453953	6.448387		
Lekki Event Centre	Private	Event center	2013	3.467944	6.427335		
Federal Palace Hotel	Secondary	Event center		3.407863	6.430111		
Dorchester Events Centre	Primary	Event center	2014	3.454627	6.423391		
Lighthouse Event Center	Private	Event center	2014	3.37018	6.593042		
Ruby Gardens	Private	Event center	2013	3.49218	6.433249		
Queens Park Event Center	Private	Event center	2015	3.443905	6.424322		

Pelican Events Pointe	Private	Event center	2015	3.575917	6.485042
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Table 1b: Physical and business operational attributes of event centres in Ikeja LGAs

Centre	Ownersh ip	Core business	Year established	Location	Calculated NNI	Remark
Balmoral Events Centre	Private	Event centre	2005	3.3712528	6.5930028	Given the z-score of -2.09, there is a less than 5% likelihood that this clustered pattern could be the result of a random choice. This implies that event centres in Ikeja LGA are not evenly distributed. In relation to the size of the LGA study, the result showed that there is 1 event centre per 3.03km ² .
Lagos NUT Pavilion	Public	Event centre	2005	3.355825	6.6211806	
Memorable Gathering	Private	Event centre	2004	3.3569306	6.620875	
The Summit	Private	Event centre	2014	3.3568972	6.6229333	
Skyview hall	Private	Event centre	2009	3.369475	6.5951028	
The Events Centre	Private	Event centre	2005	3.3559556	6.622675	
Etal Hotels and Halls	Private	Event centre		3.3683694	6.5966333	
The Golden Heart Place	Charitable trust	Event centre	2014	3.3745056	6.5909528	
Yard 158 Event Arena	Private	Event centre	2006	3.371264	6.595067	
K&G Events Centre	Private	Event centre	2009	3.3592833	6.6065667	
De Hall Event Centre	Private	Event centre	2007	3.3526833	6.6106167	
10 Degrees Event Centre	Private	Event centre	2009	3.3686	6.6026222	
Euphoria Event Centre	Private	Event centre	2012	3.338939	6.5891389	
The Grandeur Event Centre	Private	Event centre	2010	3.3674667	6.6034111	
The Haven Event Centre	Private	Event centre	2011	3.3449861	6.5854528	
Classique Events Place	Private	Event center	2015	3.359615	6.607817	
Ampak Hall	Private	Event center	2006	3.361938	6.625569	
Ostra Hall And Hotels	Private	Hotel	2003	3.362372	6.627261	
Mayfair Hall	Private	Event centre	2015	3.362372	6.626987	
Regency Events And Hall Services	Private	Event centre	1998	3.362501	6.626037	
Imperial Hall And Event Services	Private		2007	3.362461	6.626878	
Blue Roof And Combo Hall	Public	Television House	2005	3.355092	6.615401	
Banquet Chamber Nig. Ltd	Private	Event centre	2013	3.352747	6.617942	
Adeyemi Bero Hall	Public	Event centre	1992	3.359288	6.615541	

Sentinel Events Centre	Private	Event centre	2012	3.369689	6.575662
Deborah Lawson's Event Centre	Private	Event centre	2011	3.355032	6.637146
Timesquare Event	Private	Event centre		3.340808	6.602009
Tobol Events Centre	Private	Event centre	2009	3.349661	6.596880
Welcome Centre And Hotels	Private	Hotel	2008	3.327870	6.553787
Association Of Friends Club	Joint venture	Club	1978	3.369689	6.575662
Martininos	Private	Event centre		3.361924	6.624997
Mimaya Event Centre	Private	Event centre	2015	3.375972	6.590550
Sheba Event Centre	Private	Event centre	2012	3.360862	6.581162
Anchor Events Place	Private	Event centre	2011	3.355276	6.618694
7star Events &Planning	Private	Event centre	2012	3.336676	6.617893
Edify City	Private	Event centre	2014	3.349237	6.635361
Praise House Oladunni Multipurpose Hall	Private	Event centre	2006	3.347601	6.631192
FM Event Center	Private	Event centre	1995	3.369454	6.641547
Star Diamond	Private	Event centre	2016	3.35164	6.585397
Open Arcade	Private	Event centre	2010	3.36972	6.644717
The Boat Halls Ashton Gardens Event Center	Private	Event centre	2009	3.347058	6.635012
The Vantage Point	Private	Event centre	2005	3.34831	6.63551
	Private	Event centre	2009	3.335655	6.626594
	Private	Event centre	2016	3.349061	6.62693

Table 1c: Physical and business operational attributes of event centres in Ikorodu LGAs

Centre	Ownership	Core business	Year established	Location	Calculated NNI	Remark
1:30 Event Hall	Private	Event centre	2010	3.5010389	6.5965	Nearest Neighbour Ratio: 1.197668 z-score: 1.464758 p-value: 0.143036 Given the z-score of 1.46, the pattern does not appear to be significantly different than random. . This implies that the event centres in Ikorodu LGA are fairly evenly
Samelot Hotels & Halls	Private	Event centre	2006	3.5224972	6.6324944	
Ikorodu Town Hall	Public	Event centre	1994	3.5030139	6.614	
Rainbow Events Hall	Private	Event centre	2011	3.5211028	6.6310944	
King's Court Events Centre	Private	Event centre	2014	3.5201028	6.630075	

Caritas Event Centre	Private	Event centre	2014	3.4922111	6.5844722	distributed. In relation to the size of the LGA study, the result showed that there is 1 event centre per 26.06 km ² .
Prestige Events Centre	Private	Event centre	2009	3.4745275	6.5620806	
The Fun Factory Centre	Private	Event centre	2011	3.5360833	6.6333528	
De Kings Classic Hall & Events Centre	Private	Event centre	2007	3.5214361	6.6302333	
A3 Multipurpose Hall	Private	Event centre	2013	3.5329722	6.6318222	
Elite Event Centre	Private	Event centre	2014	3.4974833	6.6226333	
Esteem Suites	Private	Event centre	2011	3.4771972	6.5504528	
Open Heavens Event Centre	Private	Event centre	2011	3.5224972	6.6017139	
Oriwu Club	Private	Event centre	1974	3.5091722	6.6317528	
Ikorodu Musical Village	Private	Event centre	2010	3.5217444	6.6248278	

The age pattern shows that centres in Ikeja are relatively older than those established in the two other LGAs, even though the 7.3 years mean age of centers in Ikeja is slightly lower than the 7.8 years for Ikorodu. The median age of 6 years for Ikeja is greater than the 5 years the median age for Ikorodu and Eti Osa. The inclusion of Oriwu Club (40 years old) and Ikorodu Town hall (20 years old) which were originally constructed for community functions that are generally different from those performed by the modern events centres, accounts for the statistical exaggeration of the mean age of the Ikorodu centres.

Specifically, more than 55% Eti-Osa's centres were established in the last 5 years, while about 17.3% were established over 10 years prior to the study. Comparatively, the proportion of event centres which exceeded 10 years in Ikeja (27.4%) is far higher than Eti-Osa. Ikorodu has the least percentage (13.4%) of centres that were established over 10 years ago. The age of the existing centres shows that slower and recent numerical growth is occurring in Ikeja and Eti-Osa compared to Ikorodu, where land is much cheaper. The locational pattern of event centres, which is illustrated in Map 2, shows that for Ikeja LGA the pattern is more concentrated than even, while in Eti-Osa and Ikorodu, the distribution achieves a better spread.

Spatial Distribution Profile of Selected Event Centres

Figure 2 shows the spatial distribution of the sampled event centres in the three (3) LGAs, employing the nearest-neighbour analytical technique.

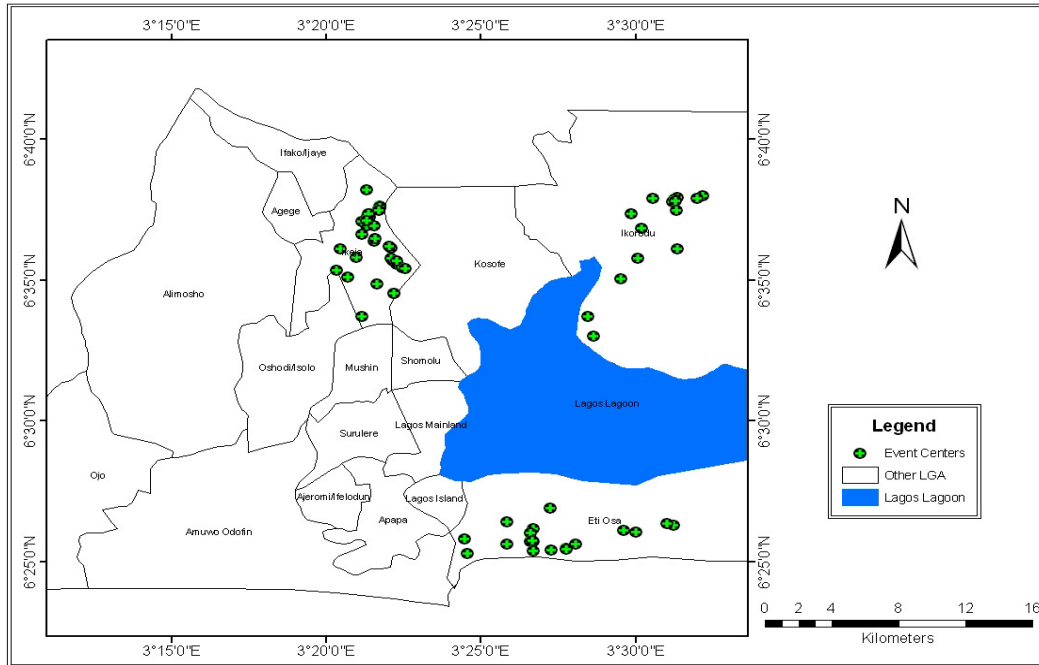


Fig.2. Spatial distribution of event centres within the three study areas

Seating demand-pressure pattern

Tables 2(a-c) below show respectively the mean of the seating capacities of the selected centres as well as the pattern of their seating demand pressure, based on the population size of each of the three LGAs involved. The average seating capacity was highest in Eti-Osa, with 1019 seats per facility. The difference between Ikorodu (976.7 seats/facility) and Ikeja (969.4 seats/facility) is rather marginal. The seating-pressure index, which reflects the maximum population size a seat in a facility is expected to serve, given the population size of that local government, shows Ikorodu as exhibiting the maximum seat-demand pressure of 872.4 persons per seat. Ikeja’s 465 persons/seat facility ranks second, while Eti-Osa shows the least demand pressure index.

As expected, the third column, which reckons the index of demand in terms of the entire Lagos State population, conforms with the pattern observed at the local government level. Here, Ikorodu exhibited the highest pressure trait, followed by Ikeja and Eti-Osa.

Table 2a: Event Centres In Eti-Osa And Their Seating-Capacity Characteristics

S/N	Name of Centre	Seat demand pressure (DPI) LGA Level	Seat demand pressure (DPI) State level
1	PRINCES STELLA MARQUESS	319.76	10015.04
2	LEKKI EVENT CENTER	575.57	18027.07
3	FEDERAL PALACE HOTEL	469.47	14703.97
4	DORCHESTER EVENTS CENTER	143.89	4506.77
5	THE ARK EVENTS CENTER	191.86	6009.02
6	PONTI EVENTS CENTER	287.79	9013.53
7	THE RED CARPET HALL	575.57	18027.07
8	HARBOUR POINT	287.79	9013.53
9	HAVILAH EVENT CENTRE	287.79	9013.53
10	LAGOS ORIENTAL HOTEL	166.35	5210.14

11	FOUR POINTS BY SHERATON	726.73	22761.45
12	CIVIC CENTER	287.79	9013.53
13	THE INCUBATOR	239.82	7511.28
14	EKO HOTELS AND SUITES	69.01	2161.52
15	KFA EVENTS PLACE	239.82	7511.28
16	THE BESPOKE CENTER	359.73	11266.92
17	LA MAISON	383.71	12018.05
18	LEKKI ASTORIA	359.73	11266.92
19	LIGHTHOUSE EVENT CENTER	479.64	15022.56
20	RUBY GARDENS	221.37	6933.49
21	QUEENS PARK EVENT CENTER	179.87	5633.46
22	PELICAN EVENTS POINTE	411.12	12876.48
23	LAND MARK CENTRE	287.79	9013.53
	Mean seating Capacity/facility	1141.7	
	Mean Pressure Index	328.75	10283.92

Table 2b Event Centres in Ikeja and their seating-capacity Characteristics

S/N	Name of Centre	Seat demand pressure (DPI) LGA Level	Seat demand pressure (DPI) State level
1	BALMORAL	313.20	9013.53
2	Lagos NUT Pavilion	447.42	12876.48
3	MEMORABLE GATHERING	447.42	12876.48
4	THE SUMMIT	417.59	12018.05
5	SKYVIEW HALL	313.20	9013.53
6	EVENTS CENTER LIMITED	184.23	5302.08
7	ETAL HOTELS AND HALLS	666.37	19177.73
8	THE GOLDEN HEART PLACE	208.80	6009.02
9	YARD 158 EVENT ARENA	116.00	3338.35
10	K&G EVENTS CENTER	125.28	3605.41
11	DE HALL EVENT CENTRE	240.92	6933.49
12	10 DEGREES EVENT CENTER	208.80	6009.02
13	EUPHORIA EVENT CENTER	313.20	9013.53
14	THE GRANDEUR EVENT CENTER	313.20	9013.53
15	CLASSIQUE EVENTS PLACE	313.20	9013.53
16	AMPAK HALL	782.99	22533.84
17	OSTRA HALL AND HOTELS	497.14	14307.20
18	MAYFAIR HALL	782.99	22533.84
19	REGENCY EVENTS AND HALL SERVICES	355.90	10242.65
20	IMPERIAL HALL AND EVENT SERVICES	695.99	20030.08
21	BLUE ROOF AND COMBO HALL	120.46	3466.74
22	BANQUET CHAMBER NIG. LTD	329.68	9487.93
23	ADEYEMI BERO HALL	782.99	22533.84
24	ANCHOR EVENTS PLACE	391.50	11266.92
25	SENTINEL EVENTS CENTER	1010.31	29075.92
26	DEBORAH LAWSON'S EVENT CENTER	894.85	25752.95
27	TIMESQUARE EVENT	313.20	9013.53
28	TOBOL EVENTS CENTER	626.39	18027.07
29	WELCOME CENTER AND HOTELS	240.92	6933.49
30	ASSOCIATION OF FRIENDS CLUB	894.85	25752.95
31	MARTINOS	240.92	6933.49
32	MIMAYA EVENT CENTER	147.04	4231.71
33	SHEBA EVENT CENTER	284.72	8194.12

34	THE HAVEN EVENT CENTER	156.60	4506.77
35	7STAR EVENTS&PLANNING LIMITED	292.71	8423.86
36	EDIFY CITY	719.99	20720.77
37	PRAISE HOUSE	1043.99	30045.11
38	OLADUNNI MULTIPURPOSE HALL	626.39	18027.07
39	FM EVENT CENTER	614.11	17673.60
40	STAR DIAMOND	355.90	10242.65
41	OPEN ARCADE	782.99	22533.84
42	THE BOAT HALLS	728.36	20961.71
43	ASHTON GARDENS EVENT CENTER	869.99	25037.59
44	THE VANTAGE POINT	284.72	8194.12
	Mean seating Capacity/facility	969.4	
	Mean Pressure Index	486.85	13406.80

Table 2c Event Centres in Ikorodu and their Seating-capacity Characteristics

S/N	Name of Centre	Seat demand pressure (DPI) LGA Level	Seat demand pressure (DPI) State level
1	11:30 EVENT HALL	267.81	4506.77
2	SAMELOT HOTELS & HALLS	535.62	9013.53
3	IKORODU TOWN HALL	324.62	5462.75
4	RAINBOW EVENTS HALL	669.52	11266.92
5	KING'S COURT EVENTS CENTE	535.62	9013.53
6	CARITAS EVENT CENTER	535.62	9013.53
7	PRESTIGE EVENTS CENTRE LI	535.62	9013.53
8	THE FUN FACTORY CENTER	357.08	6009.02
9	DE KINGS CLASSIC HALL & EVENTS CENTRE	1071.24	18027.07
10	A3 MULTIPURPOS HALL	486.93	8194.12
11	ELITE EVENT CENTER	535.62	9013.53
12	EXTEEM SUITES	2142.48	36054.14
13	OPEN HEAVENS EVENT CENTER	1071.24	18027.07
14	ORIWU CLUB	3570.79	60090.23
15	IKORODU MUSICAL VILLAGE	446.35	7511.28
	Mean seating Capacity/facility	976.7	
	Mean Pressure index	872.4	14681.13

(Pop) Eti-Osa (LGA) = 983,515, (Pop) Ikeja(LGA) = 648,720, (Pop) Ikorodu (LGA) = 689,045, Pop Lagos state - 17,552,940

At the level of individual LGA, specifically at Eti-Osa, 9 of the 23 (16.9%) event centres were characterised by demand-pressure values exceeding the LGA's mean pressure index. The centres and their DPI values are Lekki Event Centre (575.57), Federal Palace (469.47), The Red Carpet (575.57), Four Points by Sheraton (726.73), The Bespoke centre (359.73), the Lekki Astonia (359.73), La Maison (383.41) and Pelican (411.12). In Ikeja, 16 of the 44 (36.4%) event centres were worse off than the rest. In Ikorodu, 4 of the 15 (26.7%) centres, namely the Oriwu Club (3570), Esteem Suites (2142.5), Open Heavens (1071.25) and De Kings Classic Hall, both of which share the same pressure index value of 1378 were worse off. Differences in the percentages of the worse-off centres in the three LGAs reflect the extent to which the centres exhibit homogeneity with reference to their seating capacity.

To confirm whether the observed differences in the apparent demand-pressure index of the two metropolis-based LGAs and that of Ikorodu is significant, a T-test analysis was carried out and the results are illustrated in Table 3 below. The first result compares Eti Osa and Ikorodu, while the second compares Ikeja and Ikorodu. Between Eti-Osa and Ikorodu, the

mean value difference of -1.467 is somehow lower compared the difference (-347.46) between Ikeja and Ikorodu.

Table 3: T Test results comparing demand pressure on seating capacities

Compared Pairs	No of centres	Mean difference	Df	Std. Error	Computed T value	Sig. level
A						
Eti-Osa	23	-544.06	36	186.61	-2.915	.008
Vs. Ikorodu	15					
B						
Ikeja versus Ikorodu	44	-406.56	57	147.72	-2.782	.006
	15					

In both cases the mean difference values show that a greater burden of demand pressure weighs on Ikorodu event centres than on Eti-Osa and Ikeja. Both results were also statistically significant. Having examined differences in the pattern of the basic service product of the studied event centres, the next section proceeds to analyse observed differences on selected supplementary attributes which other things being equal, should affect the competitive strength of each centre and, by implication, their respective LGA.

Patterns of supplementary facilities among event centres.

Table 4 summarises the information on supplementary facilities at event centres in the three LGAs. It comprises information on the price charged and the computed score on supplementary utilities. The last column shows the age of individual centres, which is employed in the analysis that examines whether or not differences in supplementary attributes could be a reflection of time of their establishment.

Table 4: Supplementary competitive attributes of event centres

Local Govt.	Event Centre	Price	STD. Price	Sup. Faci. Grade	Av. Faci. Grade	Age
Eti-Osa	The Ark Events Centre	3500000	3500	15	1.88	1
	Ponti Events Centre	1000000	1000	12	1.50	1
	The Red Carpet Hall	1280000	1280	11	1.38	2
	Harbour Point	2820000	2820	14	1.75	13
	Havilah Event Centre	1650000	1650	13	1.63	3
	Lagos Oriental Hotel	1500000	1500	14	1.75	7
	Four Points by Sheraton	350000	350	14	1.75	5
	The Civic Centre	3707500	3707.5	15	1.88	9
	The Incubator	1400000	1400	15	1.88	5
	EKO Convention Centre	9000000	900	13	1.63	7
	KFA Events Place	1500000	1500	13	1.63	21
	The Bespoke Centre	800000	800	13	1.63	8

	La Maison Event Centre	800000	800	13	1.63	2
	Lekki Astoria Event Centre	900000	900	13	1.63	8
	Land Mark Centre	2000000	2000	15	1.88	10
	Princes Stella Marquess	1700000	1700	11	1.38	6
	Lekki Event Centre	750000	750	9	1.13	2
	Federal Palace Hotel	900000	900	15	1.88	7
	Dorchester Events Centre	2760000	2760	12	1.71	1
	Ruby Gardns	2,800000	2,800	10	1.47	2
	Queens Park Events	2,500000	2,500	11	1.57	1
	Pelican Events	420000	420	9	1.29	1
	Land Mark Events	2000000	2000	11	1.57	11
Ikeja	Balmoral Events Cent	1500000	1500	14	1.75	10
	Lagos NUT Pavilion	400000	400	11	1.38	11
	Memorable Gathering	500000	500	13	1.63	1
	The Summit	950000	950	11	1.38	6
	Skyview hall	750000	750	12	1.5	10
	The Events Centre	2300000	2300	14	1.75	10
	Etal Hotels and Halls	450000	450	13	1.63	11
	The Golden Heart Place	1200000	1200	12	1.5	9
	Yard 158 Event Arena	1850000	1850	13	1.63	6
	K&G Events Centre	2500000	2500	13	1.63	8
	De Hall Event Centre	945000	945	12	1.5	6
	10 Degrees Event Cent	2500000	2500	14	1.75	3
	Euphoria Event Centre	1200000	1200	13	1.63	5
	The Grandeur Eve Cent	1200000	1200	13	1.63	4
	The Haven Event Cent	2500000	2500	16	2	11
	Classique Events Place	1400000	1400	10	1.25	0
	Ampak Hall	250000	250	16	2	9
	Ostra Hall And Hotels	820000	820	9	1.13	12
	Mayfair Hall	250000	250	13	1.63	1
	Regency Events And Hall Services	720000	720	10	1.25	17
	Imperial Hall And Event Services	300000	300	13	1.63	8
	Blue Roof And Combo Hall	1114000	1114	12	1.5	10
	Banquet Chamber Nig. Ltd	950000	950	11	1.38	2
	Adeyemi Bero Hall	471250	471.25	14	1.75	23
	Sentinel Events Centre	370000	370	13	1.63	3
	Deborah Lawson	250000	250	9	1.13	4
	Timesquare Event	1000000	1000	10	1.25	5
	Tobol Events Centre	500000	500	9	1.13	6

	Welcome Centre & Hotels	1275000	1275	13	1.86	7
	Association of Friends Club	400000	400	11	1.38	37
	Martinos	1,350000	1350	16	2	7
	Mimaya Event Centre	1920000	1920	11	1.38	1
	Sheba Event Centre	1200000	1200	12	1.71	3
	Anchor Events	1500000	1500	9	1.29	4
	7-Star Events	1400000	1400	8	1.14	3
	Edify City	464000	464	7	1.0	1
	Praise House	250000	250	10	1.43	9
	Oladunni Multipurpose	170000	170	5	.71	20
	FM Events	870000	870	5	.71	1
	Star diamond	310000	310	7	1.0	5
	Open Arcade	350000	350	8	1.14	6
	The Boats hall	240000	240	6	.86	10
	Ashton Gardens	250000	250	5	.71	6
	The Vantage Point	1200000	1200	6	.86	1
Ikorodu	11:30 Event Hall	270000	270	8	1	5
	Samelot Hotels & Halls	500000	500	9	1.13	9
	Ikorodu Town Hall	176000	176	10	1.25	21
	Rainbow Events Hall	250000	250	9	1.13	4
	King's Court Events Centre	350000	350	11	1.38	1
	Caritas Event Centre	600000	600	10	1.25	1
	Prestige Events Centre	450000	450	12	1.5	6
	The Fun Factory Centre	450000	450	13	1.63	4
	De Kings Hall & Events	200000	200	8	1	8
	A3 Multipurpose Hall	350000	350	13	1.63	2
	Elite Event Centre	500000	500	8	1	1
	Exteem Suites	150000	150	8	1	4
	Open Heavens Event Centre	100000	100	9	1.13	4
	Oriwu Club	150000	150	8	1	41
	Ikorodu Musical Village	880000	880	14	1.75	5

The supplementary utility scores were computed across eight (8) variables, and this reckons either their availability status or the differentiated 'quality' grade of their availability, as clarified in the section on the analytical procedure of this paper. The total computed score for each event centre in column 5 is expressed in terms of its mean value across the 8 variables in column 9. The range of the computed scores on the quality of supplementary utilities varies between 7 and 14 grade points in Eti-Osa, where the average score is 9.8. In Ikeja the scores vary between 7 and 12 quality level scores, while the mean score is 10.85. Variations among event centres in Ikorodu lie between 3 and 12 points, while the mean stands at 6.36.

The range of values, especially as they characterise event centres in Ikorodu and the two other metropolis-based LGAs prompted the analysis in Table 4, which shows whether or not the observed difference between Ikorodu and each of the other two urban LGAs exhibits a statistical significance.

The result confirms the impression that the observed pattern of differences in the quality attributes of supplementary utilities between Eti-Osa and Ikorodu or between Ikeja and Ikorodu is highly significant. Given the strong likelihood that the price charged on utilities such as event centres would likely reflect differences in the degree of extra-convenience utilities provided, the same T-test analysis was conducted on the price charged by these centres. The result of the test, which is also contained in the same table, shows that observed differences in the level of price charged per centre is highly significant between Eti-Osa and Ikorodu or between Ikeja and Ikorodu. In either case, the level of significance is less than .001.

The results so far reveal differences in the levels of demand pressure on the individual centres between Ikorodu and the other two LGAs. Similarly, the results of the comparison between price charged and the quality of supplementary utilities show a statistically significant difference between Ikorodu and the two other LGAs.

The above results prompted further inquiry as to whether the observed differences in the quality of supplementary utilities can be ascribed to differences in the age categorisation or generational differences of the studied centres, as examined in the next section.

Relationship between selected parameters and age of events centres

Table 5 is a correlation analysis of the extent to which variations in the observed scores on supplementary utilities are a reflection of the influence of each of the variables in the list. The results of the correlation analysis show that the series of ascribed scores on supplementary utilities correlate negatively with facility’s age (facilage) (-.147), an indication that the older the age of an event centre, the lower its rating on the quality status of its supplementary facilities. This seems to show that the availability of, or the number of the supplementary facilities provided by a centre is a reflection of its generation membership, that is, the period when such a given event centre was constructed. The result is however not statistically significant.

Table 5: Correlation c-oefficients between destinations’ competitiveness variables¹

		Total Grade	Rental Price	Hall capacity	Aggregate Supplementary facilities	facilage
Total Grade	Pearson Correl	1	.680**	.602	.840**	-.098
	Sig. (2-tailed)		.000	.789	.322	.383
	N	82	82	82	82	82
Rental Price	Pearson Correl	.680**	1	.736**	.457**	-.054
	Sig. (2-tailed)	.000		.000	.000	.632
	N	82	82	82	82	82
Hall capacity	Pearson Correl	.602**	.736**	1	.293**	-.127
	Sig. (2-tailed)	.000	.000		.008	.254

	N	82	82	82	82	82
Aggregate	Pearson Correl	.840**	.457**	.293**	1	-.147
	Sig. (2-tailed)	.322	.000	.008		.186
Supplementary	N	82	82	82	82	82
	Pearson Correl	-.098	-.054	-.127	-.147	1
Facilities	Sig. (2-tailed)	.383	.632	.254	.186	
	N	82	82	82	82	82

** . Correlation is significant at the 0.01 level (2-tailed).

Likewise, the correlation value between rental price and age of centre turns up a negative value (-.054), an indication that older events centres tend to attract lower charges, although the result is not statistically significant. On the other hand, the correlation between supplementary utility grade and rental price is highly positive (.457**) and significant. This shows that the number of supplementary facilities provided for use by event centres tends to positively influence their rental charges.

Summary and Conclusion

Given the critical impact of event centres as an appendage of the tourism sector and the apparent dearth of research on event centres, this paper analysed event centres in selected local government areas of Lagos. Specifically, it compares the pattern of their spatial spread and the state of facility provision as well as the ‘quality’ of their supplementary services against the background of the suspected forces that may be influencing these attributes of event centres in Lagos State.

Among other observations, the distribution patterns of event centres in the three LGAs contrast to some extent. There is a concentrated pattern in Ikeja, where availability of undeveloped land is lowest compared to Eti-Osa and Ikorodu where availability of undeveloped land is much higher. This explains the higher number of new event centres in Ikorodu than Ikeja and Eti-Osa. Analysis of seating capacity shows wide variations both within and among the study local governments. This paper essentially analysed seating capacity in terms of the quantum of the unmet demand that would result from the limited seating space offered by each centre vis-à-vis the total population of its local government; this shortfall is expressed as the demand pressure index (DPI) of each centre.

The pattern of demand pressure is higher in Ikorodu than in the two metropolitan LGAs, and the results are statistically significant. Analysis of the provision, as well as the quality status of supplementary utilities also shows that event centres in Ikorodu are far behind those in the other two metropolitan LGAs. This suggests that event centres in the relatively more rural Ikorodu are lacking in the required extra sophistication as found in Eti-Osa and Ikeja. The observed differences are reflected in the average values of rental prices charged by centres across the three local governments.

The inquiry which examines the extent to which age seems to exert influence on the supplementary utility differentials generally in the metropolis shows there is a relationship. The observed relationship tends to suggest that older centres are not as adequately equipped with modern supplementary utilities as the more recent ones. A major inference from this finding is that the older event centres, which were built at the early phase of the adoption of event centres, were not furnished with up-to-date facilities, given that competition level at

that time was not keen. It should be noted however that the relationship lacks statistical significance.

Two major conclusions and related recommendations from the analyses so far are now discussed. One, the burden of demand pressure, which is higher in Ikorodu, is an indication that more investments in this regard may thrive better in that LGA. The prospects appear bright, given the increasing rate at which the values of landed property in Lagos are chasing people out of the metropolis to the suburban regions among which Ikorodu is a notable destination. The increasing rate of such population out-migration is increasing the land-use service-relevance of destinations around Lagos, particularly Ikorodu. The population gains of these towns indicate that investment in the provision of better-equipped centres would be a strategic one, although such investments must still be subjected to an appropriate feasibility study procedure.

Two, the average price charged by event centres differ significantly between the rural areas (Ikorodu) and metropolis Lagos, as revealed by the result on price charged. The statistically significant relationship between supplementary facility status of centres and the price charged by them is an indication that a high level of competitiveness is characterising the market. However, the ensuing competitiveness shows that the price charged in Ikorodu is on the average lower than what is charged in the other more highly urbanized LGAs. This may affect the likelihood of intending investors deciding to build new centers in Ikorodu, except if the government employs favorable taxation conditions as a bait. Finally, this study has focused mainly on the supply side of event centres in Lagos, Nigeria. Consequently, there is still considerable room for further research. And it might perhaps be more significant to investigate the correlates of patronage of events centres at a time when the practice and management of notable events in the larger society appear to be transforming.

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