

## **Assessment Of Amenities And Service Categories In Event Centers In Calabar Municipality, Cross River State, Nigeria**

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### **Abstract**

This study assessed amenities and service categories in event centres in Calabar, with emphasis on physical comfort, hygiene and sanitation, technological infrastructure, safety and security, accessibility and parking, and food and beverage services. The study adopted a descriptive cross-sectional convergent mixed-methods design involving quantitative questionnaires and qualitative key informant interviews. A sample size of 400 respondents was selected using multi-stage sampling techniques comprising stratified random sampling and purposive sampling. Data were analysed using descriptive statistics and Pearson Product Moment Correlation analysis. Findings revealed that weddings and religious events constituted the highest categories of events attended in Calabar Municipality, while hotel halls and convention centres were the most frequently utilised event venues. The results further showed that all amenity dimensions had positive and significant relationships with overall attendee satisfaction. Safety and security exhibited the strongest relationship with satisfaction ( $r = .642, p < 0.01$ ), followed by hygiene and sanitation ( $r = .623, p < 0.01$ ) and physical comfort amenities ( $r = .537, p < 0.01$ ). The study concluded that the quality and adequacy of event centre amenities significantly influence customer satisfaction, behavioural intentions, and repeat patronage. The study therefore recommends continuous investment in facility maintenance, improved technological infrastructure, enhanced sanitation practices, and better accessibility management to improve customer experiences and strengthen the competitiveness of event centres in Calabar Municipality.

**Keywords:** Event centres, customer satisfaction, amenities, hospitality management, Calabar Municipality

## Introduction

Event centres such as convention halls, hotel ballrooms, municipal auditoria, and purpose-built banquet facilities have become essential infrastructures supporting contemporary social, cultural, and economic activities. They offer organised spaces for gatherings such as conferences, exhibitions, weddings, religious services, concerts, thanksgiving, summits and cultural celebrations. Besides being physical manifestation sites, event centers also serve as service facilities where the quality of services and amenities provided to customer shape their experience. As a result, event centres are playing an increasingly important role in tourism development, urban competitiveness, and hospitality economies around the world (Kumar, Sharma, & Gupta, 2026). The effectiveness of event centres is largely dependent on the availability and quality of amenities. Amenity provision encompasses functional, technological, service-related, safety, hygiene, and accessibility features, which are all crucial to their overall function.

Amenities are important components of service delivery in event management because they shape customer perceptions regarding service quality and venue attractiveness. Amenities in event centres include physical comfort facilities such as seating arrangements, ventilation systems, lighting, and interior decoration; hygiene and sanitation facilities such as clean restrooms and waste disposal systems; technological infrastructure including internet connectivity and audio-visual equipment; safety and security systems; accessibility and parking facilities; and food and beverage services (Allen et al., 2019). These amenities influence customer patronage decisions, satisfaction, and loyalty. According to Bowdin et al. (2018), the success of event venues largely depends on the quality and adequacy of physical facilities, technological support systems, sanitation conditions, security arrangements, and supporting hospitality services. Consequently, event centre operators continuously invest in infrastructure and service improvement to remain competitive within the hospitality industry.

Nigeria's event centre sector, in recent years, as part of the tourism industry, has experienced a steady increase, contributing to urban expansion, job creation, and destination marketing. Large cities such as Lagos, Abuja, Port Harcourt, and Calabar host thousands of social and corporate events annually. Despite making it seem natural and human, research and industry observations reveal recurring quality deficiencies in Nigerian event centers, including erratic power supply, substandard hygiene standards, subpar signage, traffic congestion, limited parking, and unreliable internet services (Osunkoya, 2021). These issues frequently compromise attendee experiences and weaken the competitiveness of event venues. Notwithstanding efforts to enhance Nigeria's event tourism status, functional and service-related challenges persist in Calabar, the capital of Cross River State, which is a recognized

tourist destination and hosts various event centers, including large convention venues and privately run halls, with public and private investments.

The event industry in Calabar, Nigeria, has seen experiencing significant growth, leading to a proliferation of event centres. These centres often vary widely in the quality and range of amenities they offer. While many operators believe that providing a diverse array of amenities naturally leads to higher customer satisfaction and repeat business, there is a noticeable gap in empirical understanding regarding the specific amenities that most influence customer satisfaction within the Calabar context. Currently, event centre owners and managers in Calabar largely rely on anecdotal evidence or general industry trends to make decisions about amenity investments and upgrades. The city hosts numerous events annually, including conferences, festivals, religious programmes, weddings, and entertainment shows. Events such as the Calabar Carnival have increased demand for quality event facilities and hospitality services within the municipality (Eja, Otu, & Yaro, 2018).

Despite the increasing number of event venues within Calabar Municipality, concerns remain regarding the adequacy and quality of amenities provided in these facilities. Customers often complain about poor ventilation, inadequate parking facilities, insufficient sanitation systems, weak technological support, and inconsistent food services. These deficiencies may negatively affect customer satisfaction and reduce the competitiveness of event centres within the hospitality industry. Previous studies have focused largely on hotel service quality, tourism development, and customer satisfaction, with limited empirical attention given specifically to the categorisation and assessment of amenities in event centres within Calabar Municipality. Therefore, there is a need to identify and categorise the major amenities available in event centres within the study area in order to understand their adequacy and influence on customer experiences.

### **Objectives of the study**

The aim of the study is to assess amenities and service categories in event centres in Calabar Municipality. While the specific objectives are to:

1. Identify the major amenities available in selected event centres in Calabar Municipality.
2. Categorise amenities in event centres based on physical comfort, hygiene and sanitation, technological infrastructure, safety and security, accessibility and parking, and food and beverage services.
3. Examine the adequacy of amenities provided in selected event centres in Calabar Municipality.

## Literature review

There is growing global interest to assess physical and service amenity fields in event and hospitality environments in an effort to chart what facilities are present, how they are demarcated, and how they function. Research conducted by Frontiers (2025), found that amenities such as properly controlled temperature, fresh air, adequate lighting, and low levels of noise are consistently available and well-organized, though with some degree of fluctuation, particularly in older hotels. The authors recommended that hotel managers engage in routine maintenance, invest in better acoustic control, lighting design, and monitor IEQ regularly to maintain consistency. Kidido, Alhassan, and Frimpong Nyarko (2025) examined end-users' perceptions of facilities management (FM) practices and sustainability in event facilities within higher education institutions in Ghana, with the aim of assessing whether existing management approaches meet user expectations. Using a descriptive survey design, data were collected from 384 users of event facilities at Kwame Nkrumah University of Science and Technology and analysed using descriptive and inferential statistics in SPSS. The findings revealed that users perceived customer care, security and safety, and service quality practices to be below acceptable standards at both composite and individual levels, while sustainability practices were also rated poorly. Their findings are directly relevant in assessing the current study, as they highlight the need to empirically assess how event centre amenities are perceived by users in developing contexts such as Calabar Municipality.

Study by Abdul Gapor et al. (2024) investigated how tangible and intangible dimensions of service quality influence visitor satisfaction and destination loyalty at the Borneo Cultural Festival, with the aim of extending understanding of event-driven tourism outcomes. Adopting a quantitative approach, the study analysed survey data from 427 domestic and international visitors using the cognitive–affective–conative framework. The results demonstrated that both hard (physical infrastructure, facilities) and soft (staff behaviour, atmosphere) service quality measures significantly enhanced visitor satisfaction, which in turn positively influenced destination loyalty, although legibility showed no significant effect. The study concludes that well-managed event amenities contribute not only to satisfaction but also to long-term destination competitiveness. Also, Park (2026) analysed the impact of service quality on visitor satisfaction, behavioural intentions, and host city image in the context of an urban festival, aiming to clarify causal relationships among these constructs. Using survey data from 334 customer of the Seoul Lantern Festival, the study employed structural equation modelling after establishing reliability and validity of the measurement scales. The findings indicated that program quality and exhibition environment quality significantly influenced overall satisfaction, which subsequently affected behavioural intention and perceptions of the host city's image. The study concludes that service quality

dimensions linked to the physical and experiential environment are central to maximising festival outcomes. This supports the current study's focus on event centre amenities as critical predictors of attendee satisfaction and behavioural intentions within urban event settings.

Moazzami and Tafreshi (2026) explored the spatial structures of event places to better understand how physical layouts influence event experiences, addressing a conceptual gap in event-place formation. Through comparative qualitative analysis of six large-scale global events with varying spatial typologies, the study categorised event spaces as planned or unplanned and examined how spatial decisions shaped event functionality. The findings revealed that event size, purpose, and level of planning significantly determine spatial configuration, accessibility, and user movement patterns. The study concludes that spatial design is a fundamental determinant of event effectiveness and attendee experience. Similarly, Çevik et al. (2025) examined how esports venue characteristics influence spectator experience, satisfaction, and re-attendance intentions, with the aim of identifying venue-specific attributes relevant to live esports events. Using a mixed-methods approach, qualitative insights informed the development of a measurement scale that was validated quantitatively with survey data from 564 customer across two esports events, analysed using structural equation modelling. The findings identified five critical venue attributes stage lighting, internet infrastructure, screen visibility, concourse layout, and seating comfort which significantly influenced spectator experience and satisfaction but not re-attendance intention. The study concludes that functional and technological amenities are essential to enhancing immediate satisfaction. These findings reinforce the relevance of examining technological infrastructure, seating comfort, and layout in the current study of event centre amenities.

Oluwatayo and Adele (2024), showed that acoustic design significantly affects the satisfaction of users; recommendations are skin design of materials, insulation, use of absorption material etc. Their study shows how some amenity areas can be quantified. In Abuja, too, Singgalen (2024), found that visitors appreciate ambiance, aesthetic design, amenities highly; recommendations: maintain high standard of facility assets and visual design and upkeep. In a Smith et al. (2023) study involving a mixed-methods design with the use of questionnaires and site visits, facilities in developed countries tended to outdo their developing-country counterparts, particularly with respect to hygiene conditions and technological facilities. Implying standardization of amenity measures for the enhancement of international event experiences. Similarly, Johnson and Lee (2022) examined the impacts of technological infrastructure through a quantitative investigation involving audience surveys and venue checks, and they created a link between new technological facilities and

general satisfaction. Suggesting that investment in current technology could significantly improve customer' experiences.

## **Materials methods**

### **Research design**

A descriptive cross, sectional convergent mixed, methods approach was employed in this study. This involved the collection, analysis and merging of quantitative and qualitative data for a comprehensive understanding of amenities and service categories in event centers in Calabar Municipality, Cross River State, Nigeria

### **Study Area**

Calabar Municipality as shown in figure 1, is located in the southern Cross River State Nigeria between the geographic co, ordinates of 4 o 57' 5 o 08' N and 8 o 17' 8 o 20' E. It is bounded by Calabar south Local Government Area to the south, Akpabuyo to the east and Odukpani to the north. Calabar municipality is one of the two Local Government Areas found in the Calabar metropolis the other Local Government being Calabar south. Being the State capital and the major entry point to southeastern Nigeria, Calabar Municipality has become the central point for hospitality, events and tourism activities. According to the National Population Commission projections 2023, the population of the Environs/ Municipality is over 280,000 people comprising of residents from various ethno, cultural groups like Effik, Efut, Qua and migrants from all over Nigeria. The high demographic composition creates a high demand for event centers for holding wedding parties, conferences and social events.

### **Population and sample size of the Study**

The population of the study covers all the event centres and the visitors of the events held in registered event centers in Calabar Municipality, Cross River State. The sample size of 400 respondents for this study was determined using Taro Yamane's (1967) formula, based on the estimated population of 280,000 residents in Calabar Municipality. Given that event customer constitutes a subset of this population, this estimate provides a sufficiently broad and conservative base for reliable analysis. The sample technique used in this study was a multi, stage sampling method including stratified random sampling and purposive sampling in order to be representative of the population. In the first step, Calabar Municipality, where the study is to be focused on, will be divided into stratum according to political wards and important neighborhoods, i.e. Atakpa, Henshaw Town, Big Qua Town, Ikot Ansa, and Ikot Omin.

### **Method of data collection and analysis**

Both primary and secondary data sources were employed for thorough coverage and corroboration in the study. This study adopted a mixed-methods approach, employing quantitative questionnaire and qualitative Key Informant Interviews (KIIs) to generate a comprehensive understanding of amenities and service categories in event centers in Calabar Municipality, Cross River State, Nigeria. Data were collected, coded and analysed using appropriate statistical tools. The data analysis was done in two broad stages: Descriptive statistics, frequencies, percentages, means and standard deviations, were used in representing the demographic characteristics of the respondents, their perceptions of the amenities provided by their event centres and the overall level of attendee satisfaction. While the hypothesis was tested using Pearson moment correlation coefficient.

### **Results**

Table 1 illustrates the types of events attended by respondents within Calabar metropolis, providing insight into event participation patterns and preferences. The data reveal that weddings were the most frequently attended events, accounting for 23.25 per cent of respondents, highlighting their cultural and social significance in the community. Religious events followed closely at 19.75 per cent, reflecting the central role of faith-based gatherings in the social lives of customer. Conferences and seminars represented 17.75 per cent, indicating notable engagement in professional or educational events, while party or ceremony events accounted for 15.75 per cent, suggesting continued interest in social celebrations. Entertainment or concert events made up 11.25 per cent, and political events comprised 7.25 per cent, reflecting more specialized or issue-driven attendance. Sit-out or relaxation events recorded the lowest participation at 5.00 per cent, suggesting limited engagement in purely leisure-focused gatherings.

**Table 1:** Type of Event Attended

<b>Type of Event Attended</b>	<b>Frequency</b>	<b>Percentage</b>
Wedding	93	23.25
Conference/Seminar	71	17.75
Religious event	79	19.75
Party/Ceremony	63	15.75

Political event	29	7.25
Entertainment/Concert	45	11.25
Sit-out/Relaxation	20	5.00
Total	400	100.00

Source: Researchers’ fieldwork, 2026

Data in Table 2 outlines the categories of event centres utilized by respondents, providing insight into preferred venue types for different events. The distribution indicates that hotel halls were the most commonly used event centres, accounting for 34.75 per cent of responses, suggesting a strong preference for venues that combine event facilities with hospitality services. Convention centres followed with 27.75 per cent, reflecting their suitability for large-scale or formal gatherings, while community halls accounted for 22.75 per cent, indicating their continued relevance for local and social events. Outdoor or open venues were the least utilized, representing 14.75 per cent of respondents, which may be associated with concerns related to weather conditions, comfort, or logistical challenges.

**Table 2:** Category of Event Centre Used

Category of Event Centre Used	Frequency	Percentage
Hotel hall	139	34.75
Convention centre	111	27.75
Community hall	91	22.75
Outdoor/Open venue	59	14.75
Total	400	100.00

Source: Researchers’ fieldwork, 2026

Table 3 presents the Pearson Product–Moment correlation coefficients examining the relationships between event centre amenity dimensions and overall attendee satisfaction. The results reveal that all amenity dimensions are positively and significantly correlated with overall satisfaction at the 0.01 level (2-tailed), indicating strong statistical evidence of association. Specifically, safety and security exhibited the strongest relationship with overall

satisfaction ( $r = .642, p < .01$ ), suggesting that improvements in security provisions substantially enhance attendee satisfaction. This was closely followed by hygiene and sanitation ( $r = .623, p < .01$ ), highlighting the critical role of cleanliness and sanitary conditions in shaping positive event experiences. Physical comfort also demonstrated a strong positive association with satisfaction ( $r = .537, p < .01$ ), indicating that seating arrangements, ventilation, and lighting significantly influence customer' overall evaluations. Technological infrastructure showed a moderate positive relationship ( $r = .458, p < .01$ ), reflecting the importance of reliable audio-visual systems and power supply. Food and beverage services ( $r = .432, p < .01$ ) and accessibility and parking ( $r = .394, p < .01$ ) also exhibited significant positive correlations, although with comparatively weaker strength. Furthermore, intercorrelations among the amenity dimensions were positive and statistically significant, suggesting that improvements in one amenity area tend to be associated with enhancements in others. Based on these results, it was accepted, confirming that event centre amenities significantly influence customer satisfaction in Calabar Municipality.

**Table 3:** Correlations

	Physical	Hygiene	Technology	Safety	Accessibility	Food	Satisfaction
Physical	1	.524**	.481**	.503**	.392**	.421**	.537**
Hygiene	.524**	1	.462**	.612**	.401**	.447**	.623**
Technology	.481**	.462**	1	.491**	.371**	.412**	.458**
Safety	.503**	.612**	.491**	1	.442**	.468**	.642**
Accessibility	.392**	.401**	.371**	.442**	1	.381**	.394**
Food	.421**	.447**	.412**	.468**	.381**	1	.432**
Satisfaction	.537**	.623**	.458**	.642**	.394**	.432**	1

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

Table 4 which displays the correlation results between physical amenities and overall satisfaction with event centre shows a correlation coefficient of 0.621. The Pearson correlation coefficient of 0.621 is considered a high positive correlation. The significance value of this coefficient is 0.000, which is below the 0.05 level of significance, meaning that

this correlation is statistically significant. The impact of this correlation is that event centre customer who rated the physical amenities higher, also on average rated overall satisfaction higher. Therefore, physical amenities in the event centres should be improved in seating comfort, lighting, acoustics, and physical layout to enhance overall satisfaction ratings. Therefore, from the above result of the correlation analysis, the null hypothesis implying that there is no significant relationship between physical amenities and overall attendee satisfaction is rejected and the alternate hypothesis is hereby accepted. The research findings show that physical amenities have a significant positive relationship with overall attendee satisfaction in event centers in Calabar Municipality. This indicates that in the assessment of overall satisfaction, physical comfort and environmental factors in the event centers are important factors.

**Table 4:** Correlations

	Physical Amenities	Overall Satisfaction
Physical Amenities	1	.621**
Overall Satisfaction	.621**	1

Sig. 2-tailed = .000

**Discussion**

Results regarding physical comfort amenities points to a range of generally positive impressions by participants. Over a third of respondents (37.25 per cent) said that physical amenities at the event venues were better than other venues experienced previously in Calabar Municipality while a further quarter (26.00 per cent) said they were much better than previously experienced venues. This underscores the good work many event venues have done in relation to physical features such as comfort, ventilation and lighting, and space. 21.75 percent of respondents said that the physical amenities at the venues were the same as previously experienced venues, indicating a reasonable level of standardisation among the event venue centres. The rest (15.00 percent) rated the physical amenities worse or much worse, indicating that, despite advances in the quality of infrastructure among the different venues, disparities still exist. These results support Bitner’s (1992) servicescape theory that cues in the physical environment shape perceptions, attitudes and response of users.

Hygiene and sanitation were one of the best performing amenity categories. Over 70 per cent of respondents indicated that hygiene and sanitation services at the venue rated better (38.25 per cent) or much better (28.00per cent) than other venues, while only 14.00 per cent indicated

that hygiene was worse or much worse. This overwhelmingly positive result underscores the importance of perceived cleanliness as a key driver of customer confidence and comfort in the event environment. Further, the relatively low percentage of neutral responses implies that hygiene and sanitation services are a highly conspicuous service attribute to consumers, corresponding with Wakefield and Blodgett's (1996) and Ryu and Jang's (2007) assertion that it is an essential hygiene service attribute that directly impacts service quality perception. The results for these two questions on comparability paint a more countervailing picture of inter, centre general performance. Slightly more respondents thought centres provided better (33.25% of respondents) or much better (24.50%) of access and parking facilities than other facilities, compared to those who thought centres provided worse (13.75%) or much worse (7.75%). Those who thought centres provided no different access and parking from other venues comprised 20.75% of the respondents, indicating wide prevalence of access issues from venues across the city. The finding, that many centres tend to perform well, but access road/pathways, parking capacity and traffic management are structural issues within the city council, confirms other research from urban venues that accessibility and parking are frequently causes of dissatisfaction in urban venues, in our case when development opportunities are limited, transport planning and land use are restricted (Getz, 2012; Shone & Parry, 2013).

## **Conclusion**

The study establish that event centre amenities are major factors that influence guest satisfaction and behavior at Calabar Municipality Cross River State. The findings from both quantitative and qualitative researches proved that the various categories of amenities at event centres have interactive effect on way guests evaluate their total event experiences and willingness to revisit or refer the event to others. It is not just the different categories of amenities that influence guest satisfaction but interactive effects of the different amenities through various categories. The results and analysis confirm that these physical comfort facilities such as seats and sound quality, lighting, ventilation, and ambience are the base or basic factors for satisfaction of participants.

## **Recommendations**

1. Event centre managers in Calabar should prioritise regular maintenance and upgrading of physical comfort amenities such as seating arrangements, ventilation systems, lighting, acoustics, and interior aesthetics in order to enhance attendee comfort and overall satisfaction.
2. Event centre operators should strengthen hygiene, sanitation, safety, and technological infrastructure through regular cleaning schedules, provision of modern

restroom facilities, installation of reliable security systems, stable internet connectivity, and uninterrupted power supply to improve service quality and customer confidence.

3. Government agencies and private event centre owners should collaborate to improve accessibility and parking facilities through better road networks, traffic management systems, adequate parking spaces, and proper directional signage in order to reduce congestion and enhance convenience for event attendees.

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