

## Sport Events in a City – The Residents’ Choice

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### Abstract

City marketing focuses on the use of marketing tools with a customer-orientated philosophy for creating, communicating, delivering and exchanging urban offerings that have value for its citizens. City marketing can be described as a long term plan which includes various related activities that are aimed at the attraction and retention of specific target groups of people for a city. Sport has become an identity for many nations in the world. There are three benefits of branding a city through sports events. Firstly, sports are the easiest events to market and promote as the audience is large. Secondly, sports epitomise the human spirit of survival and competitiveness and as a result, spectators cannot help but be engrossed in the match or event. Thirdly, sports events enable a city's image to be displayed to audiences watching the event, whether it is live or through a secondary medium. Media coverage is predominantly free and the benefits can generate a visibility that attracts residents, tourism and investment to the city. The objective of this study was to determine which sport events the residents of Nelson Mandela Bay (NMB), South Africa would support. This exploratory study used an on-line questionnaire and convenience and snowball sampling methods. There were 952 responses from the population of NMB, including Port Elizabeth in South Africa. The results indicated that sporting events create job opportunities and that sporting events such as cricket and rugby are supported by all residents and sporting events such as Ironman can be leveraged to increase tourism.

**Keywords:** Sports events, residents support, city image, city brand, city marketing.

### Introduction

City branding has become a tool for competitive advantage employed by cities around the world to varying degrees of success (Herstein, Berger, & Jaffe, 2013; Westerbeek & Linley, 2012). This can be attributed to globalisation and the ease of access to all corners of the globe with the improvements in technology and transport. This increased competition for resources, skills, talent and revenue has made cities not only compete with other cities in close proximity to one another, but also with cities across the world (Edizel, 2013; Kavaratzis & Ashworth, 2008). A city needs to adopt the right strategies to brand itself successfully. Successful city branding depends greatly on the identification of distinctive and defining characteristics possessed by a city as well as the value created for residents (Liu, 2015).

City branding is a long term solution for cities wanting to build a favourable image (Dolles & Wang, 2008; Getz, Svensson, & Gunnervall; 2012; Westerbeek & Linley, 2012). Corporations were used as models to build a brand since manufacturers of similar products

are in constant competition to gain market share and revenues from their competitors. The similarities between corporations and cities are undeniable and efforts were made to incorporate successful branding strategies from corporations into city branding efforts (Anholt, 2002; Kavaratzis, 2009). Cities, similar to corporations, must be effective in developing and incorporating social, economic and political aspects of their culture into a successful city brand image (Kavaratzis, 2009; Zenker, 2011). The major difference between cities and corporations stems from the fact that it takes considerably longer to leverage a comprehensive brand of a city, when compared to the brand of a product since their lifespans are completely different (Karadakis, Kaplanidou, & Karlis, 2010; Kavaratzis, 2009; Zenker, 2011). Ashworth and Kavaratzis (2007) explained city branding as a new and emerging discipline which envisions a city as a brand using mature marketing methods as well as traditional commerce and services. The hosting of events has been seen as a guaranteed way for a city to improve its brand image (Lee, 2013). However, the hosting of events has been found to either improve a city brand or tarnish it (Miller, 2005; Rein & Shields, 2007).

Value is created for residents and potential residents when cities are marketed to boost their attractiveness by flaunting their appealing characteristics (Anholt, 2008; Kavaratzis, 2008). Sports events have been deemed as the best way to improve a city brand because sports appeal to a wide audience and are relatively inexpensive to host in comparison to the benefit and improvements they bring (Herstein & Berger, 2013).

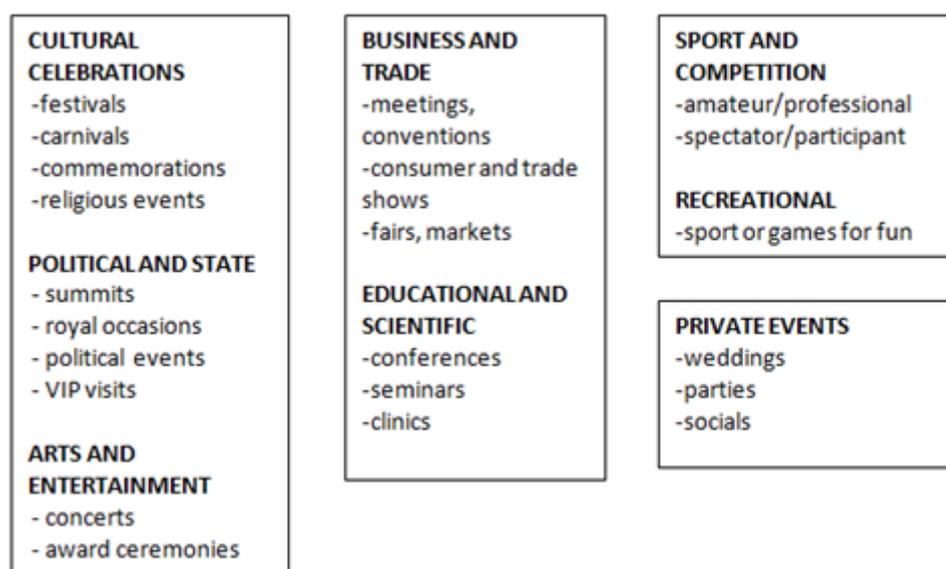


Figure 1: The Getz Event Characterisation (2008:404)

The structure of this paper entails the following section exploring the background of city marketing and branding through the implementation of sports events. Subsequently, the context of this study is discussed with regard to the location of where the data were collected. Thereafter, the research methodology is described which is followed by a discussion of the analysis of the data collected. A portfolio of the sporting events Nelson Mandela Bay (NMB), South Africa must consider is finally recommended in order to successfully market the city and is followed by several conclusions of the study. Getz (2008) contends, that there is a need to develop theory and explore the significances of events and suggests that with the development of any study of events there will be an increased awareness of what events are and what connotation they have for a society on the whole.

## **City branding through sports events**

### ***City marketing***

City Marketing has become an increasingly important discipline since the advent of socio-economic globalisation (Martinez, 2012). Globalisation has succeeded in essentially demolishing the borders that exist between countries, allowing the ease of flow of goods, skills and people between countries and continents (Anholt, 2007, 2009; Martinez, 2012). The most important resource has become people and their skills. Every region, country and city is now competing with one another irrespective of geographic location, Gross Domestic Product for the world's consumers, tourists, investors, students, entrepreneurs and highly skilled individuals (Anholt, 2007). City marketing is a method that can be used to communicate the competitiveness of a city and includes a variety of related activities that are aimed at the attraction and retention of human capital for a city (Hospers, 2010). It is defined as the integration of marketing tools which focus on a customer-orientated philosophy for creating, communicating, delivering and exchanging urban offerings that have value for the city's residents (Braun, 2008). City marketing succeeds when residents, visitors and businesses are pleased with this specific 'place' and when the expectations of visitors and investors are met (Rauhut & Rauhut, 2016).

There are seven building blocks that have been identified by Ashworth and Kavaratzis (2007) that marketing campaign organisers should consider for a successful city marketing campaign. The first point to consider is that the marketing domain should be understood and the value within that market should be identified before any marketing efforts commence. Secondly, all team members taking part in the marketing process must co-operate and be co-ordinated to ensure organisation and cohesion. The third building block concerns the sequence within which activities must occur due to the lengthy process of city marketing. The fourth building block relates to the focus of the marketing knowledge which should not be on tourism development but should be expanded to encompass all city marketing areas. The fifth point to consider is that all city residents must be included in the marketing process and thus their needs should be addressed within the marketing plan. The sixth point involves the scrutinisation of inter-city competition. Opportunities should be identified so that the weaknesses of the competition can be used to the advantage of the city. Lastly, appropriate milestones should be put in place and progress should be monitored to ensure that the city marketing goals are met.

The overarching importance of a city's global competitiveness has overshadowed the regular activities which were deemed as valuable for cities in recent years, which are: city politics, governance and public service management. As a result, the term 'entrepreneurial city' has been coined, thus implying that cities must be operated as businesses focusing on investment and profit creation (Edizel, 2013, Kavaratzis, 2004). On the other hand, since cities have adopted a business approach, focusing on the upside potential of investment and profit, there is also the aspect of business risks which a city must consider (Kavaratzis, 2004). The highlighting of the business-like behaviour of cities has resulted in two approaches when marketing a city. The first approach focuses solely on the marketing of a city while the second assumes that the city is a product and focuses on its brand, image and values (Hankinson, 2004). The second approach rose to prominence as there was a dissatisfaction with the utility generated from city marketing techniques which have become stale as the principles of the 'marketing mix' are overused. The focus has shifted from city marketing to creating a brand for cities and securing a preference and loyalty to that brand (Kavaratzis & Ashworth, 2008; Zenker, 2011). Competition between places has become more fierce as barriers have been removed by globalisation and so cities compete not just with their neighbours, but with cities in other countries and on other continents (Richards, 2016).

### City branding

The new discipline created is known as *city branding* with roots in city marketing, corporate branding, tourism marketing and destination branding (Anholt, 2005; Hanna & Rowley, 2011; Zenker, 2011). City branding focuses on fostering a brand as a network of associations in the consumers' mind based on visual, verbal and behavioural expressions of a city which is embodied through the aims, communication, values and the general culture of the residents as well as the overall place design (Braun, Kavaratzis, & Zenker, 2013; Zenker, 2011). An integrated framework was proposed by Kavaratzis (2009). It encompasses eight attributes that lead to successful city branding (Table 1). The first attribute entails a city having a clear vision and strategy (Hankinson, 2007; Rainisto, 2003). Secondly, the city must have an inherent culture established that could easily be adopted by several stakeholders (Anholt, 2006; Kavaratzis, 2004). The third attribute concerns the prioritisation of the needs of the city by stakeholders instead of furthering their own agendas by corrupt means (Hankinson, 2004; Trueman & Cornelius, 2006). The fourth attribute involves synergy which must be evident in the completion of tasks amongst all stakeholders in the city branding initiative, according to Anholt (2006), Hankinson (2004, 2007), Rainisto (2003) and Trueman and Cornelius (2006). The fifth attribute involves the infrastructure that should be in place to provide a foundation for the improvements of the city branding experience. The sixth attribute entails the natural environment supporting and improving the plans for the city branding. The seventh attribute concerns the existence of opportunities for the brand of the city to aim for the skills, investment and people it requires to support this venture (Anholt, 2006; Hankinson, 2004). Finally, according to Hankinson (2007) and Kavaratzis (2004), constant two-way communication must exist between all relevant stakeholders.

**Table 1.** Successful city branding framework (Kavaratzis, 2009)

Factors	Sources					
	Hankinson (2007)	Rainisto (2003)	Anholt (2006)	Kavaratzis (2004)	Hankinson (2004)	Trueman and Cornelius (2006)
Vision and Strategy	•	•				
Culture			•	•		
City Focus					•	•
Synergy Among Stakeholders	•	•	•		•	•
Infrastructure		•		•	•	
Natural Assets			•	•		•
Opportunities			•		•	
Communication	•			•		

Gelders and van Zuilen (2013) argue that events are the key to the success of the city branding process. Malfas, Houlihan and Theodoraki (2004) state that all events enhance the brand of a city. Herstein and Berger (2014) claim that the significance of events in the city branding process is often overlooked. The best method for a city to showcase or encompass its essence is through the hosting of events (Gelders & van Zuilen, 2013; Kotler & Gertner, 2002).

### City events

Events are defined as temporary occurrences that are either planned or unplanned with benefits that surpass the benefit of any other form of communication a city can employ (Crowther, 2010; Thomas, Hermes, & Loos, 2008). Events benefit the attendees of the event as well as the city hosting the given event. The attendees experience positive feelings at an event that cannot be replicated elsewhere. The host city benefits as strategic goals can be met and the city brand can be enhanced (Getz, 2008). Events are classified according to the target groups the city wishes to attract (Thomas, et al., 2008). According to the event characterisation model proposed by Getz (2008), all events can be placed in one of the

following groups: cultural celebrations; political and state; arts and entertainment; business and trade; educational and scientific; private events and sports events.

**Table 2.** Effects of IRB Rugby Sevens in NMB (Du Pisani, 2014)

Event Criteria	2013	2012	2011
<b>Number of Spectators</b>	58 569 over two days	35 000 over two days	42 000 over two days
<b>Direct, Indirect and Induced Economic Impact for NMB</b>	R217,8 million	R154,5 million	R148,3 million
<b>Estimated impact to low income households</b>	R24,3 million	R17,3 million	R32 million
<b>Foreign tourist expenditure related to tournament</b>	R46 million	R30 million	R40 million
<b>Domestic tourist expenditure related to tournament</b>	R37 million	R29 million	R47 million
<b>Government tax collections</b>	R13,9 million	R10 million	R30 million
<b>Advertising value</b>	R11,1 million	R13, 354 million	R15,8 million
<b>Jobs created</b>	704	497	686
<b>Income derived by employees</b>	R46, 35 million	R32, 8 million	R53, 4 million

Mega events create a worldwide appeal and hold international significance (Lee, 2013; Marin-Aguilar & Vila-López, 2014). Roche (2003) agrees that mega events, whether recreational, commercial, sport or cultural, are dramatic in character and gather extensive appeal. The benefits associated with mega events are therefore significant. Mega events are described as events that only occur once in a city's lifetime, for example hosting the Olympic Games (Getz, et al., 2012). Gelders and van Zuilen (2013) revealed that mega events have a positive effect on the awareness and knowledge of a city. Events can provide national and international exposure which is helpful to improve the image of the city as a tourist city (Liu, 2015). City branding through sports events has been said to be the most cost-effective method to brand a city (Herstein & Berger, 2013). The best form of event to use in the branding process is sports events.

### ***Sports events for cities***

Tourism is the largest industry in the world and the fastest growing segment is the sports tourism sector (Biddiscomb, 2004; The World Tourism Organization, 2016). The sports tourism sector includes: sport camps, sport conferences, sport cruises, sport tours, attendance at live events and participation in the sport event itself (Kurtzman & Zauhar, 2005). In 2008, sports tourism was valued at \$600 billion which equates to approximately 10 percent of the worldwide tourism market in the world (Roche, Spake, & Joseph, 2013).

Sport has become an identity for many nations in the world (Rein & Shields, 2007). Rome is synonymous with Olympia, Sydney with the 2000 Olympic Games (Westerbeek & Linley, 2012), the All Blacks with New Zealand (Rein & Shields, 2007), Manchester with Manchester United (Lucarelli & Berg, 2011) and the 2002 Commonwealth Games (Gratton, Shibli, & Coleman, 2005). Cities who use sports events in branding efforts realise many advantages, which include the fact that sports are the easiest events to market and promote as the audience is substantial in size. Secondly, sports epitomise the human spirit of survival and competitiveness, as a result, spectators cannot help but be engrossed in the event, which is advantageous. Rein and Shields (2007) added that sports create an energy and emotional bond amongst athletes and supporters that cannot be replicated at a museum or at cultural events. Sports events enable a city's image to be displayed to audiences watching the event, whether it is live or on a secondary medium. Media coverage is free but the benefits can generate a visibility that attracts residents, tourism and investment to the city (Herstein &

Berger, 2013). Sports events are classified into one of the following categories: mega events, international events, medium events and minor events according to Herstein and Berger (2013). Examples of mega events include the FIFA Football World Cup, the Summer Olympic Games, the Winter Olympic Games and the International Rugby Board (IRB) Rugby World Cup. International events are international and continual in nature. Examples of international events include events on the Association of Tennis Professionals (ATP) Tour or football seasons in England, France or Spain. Medium events are classified as local and continuous. Examples of medium events include marathons, collegiate sports, or in season sporting competitions such as ice hockey, basketball, soccer and rugby leagues. Minor events are classified as local and once off. Examples of minor events include school tournaments or city fun runs. It can be argued that smaller events such as minor events can also have an equally valued impact as mega events on the city brand (Rein & Shields, 2007). By differentiating minor events in terms of experiences offered which differ to those of larger events in bigger cities, the image of smaller cities can be improved (Bertella, 2014).

### **Nelson Mandela Bay**

Coastal destinations, such as the city of NMB, are said to be well suited to sporting events due to their inherent characteristics in the natural assets possessed (Carneiro, Breda, & Cordeiro, 2016). NMB successfully hosted the IRB Rugby Sevens event and numerous international rugby test matches. The economic impact of this event on NMB has increase from 2011 to 2013. According to Du Pisani (2014), the economic benefit of the IRB Sevens event to NMB was R154 million in 2012 and R217 million in 2013. The successful hosting of the IRB Rugby Sevens has increased the number of spectators from 2011 to 2013 resulting in the direct impact of the event reaching R217.8 million. The statistics show that tourism has increased as the revenue generated by domestic and foreign tourist reached equalled R83 million in 2013 whereas R59 million was obtained in 2012.

The revenue generated from these three events equalled R406.5 million showing an economic benefit of sports for NMB (Table 3). The spectators over the three events totalled 131 793, the expenditure by tourists equalled R238.4 million and there were a total of 1906 jobs created (Du Pisani, 2014).

**Table 3.** Effects of hosting international rugby matches in NMB (Du Pisani, 2014)

<b>Event Criteria</b>	<b>South Africa vs Scotland 2014</b>	<b>South Africa vs England 2012</b>	<b>South Africa vs New Zealand 2011</b>
<b>Number of Spectators</b>	40 793	46 000	45 000
<b>Direct, Indirect and Induced Impact for NMB</b>	R83 million	R167 million	R156,5 million
<b>Impact to Low Income Households</b>	R17 million	R35 million	R33 million
<b>Foreign Tourist Expenditure Related to Event</b>	R33 million	R65 million	R26,8 million
<b>Domestic Tourist Expenditure Related to Event</b>	R12 million	R39 million	R62,6 million
<b>Government Tax Collections</b>	R9,8 million	R34 million	R31 million
<b>Jobs Created</b>	447	734	725
<b>Income Derived by Employees</b>	R33 million	R61,3 million	R56,4 million

## **Research methodology**

The objective of this study is to identify the choices and support of NMB residents related to sports events. An in-depth literature review of city marketing and branding as well as events and specifically, sports events was undertaken. This study evaluates NMB based on principles of the Kavartzis Framework (2009) along with the insights gained regarding the feelings and thoughts of the NMB residents. The sample who responded to the questionnaire will be used to generalise the views of the residents of NMB which are used to make recommendations to NMB sports event coordinators and city management.

The research study are composed in the positivistic paradigm. Positivistic research uses deduced logic coupled with empirical observations of behaviour resulting in a generalised framework that can be used in forecasting general outcomes of future behaviours of subjects which studied (Leedy & Ormrod, 2010). The mixed method research approach was employed as both qualitative and quantitative variables were collected and analysed. The questionnaire was used as the sole instrument to gather responses from the sample respondents. Prior to deployment of the questionnaire, a pilot study was conducted to validate the research instrument.

## **Research materials**

This research, an exploratory study, formed part of a larger destination marketing study for NMB. The scope of the respondents was limited to residents of NMB. The questionnaire was made available on-line on the Nelson Mandela Metropolitan University survey portal. The link to the questionnaire was sent to various bodies including the Business Woman Association of NMB and the NMB Business Chamber. The Nelson Mandela Business Chamber agreed to distribute the link to members in their database which includes concerned businesses and residents of NMB for their views and opinions. As a result, non-probability sampling was chosen for the purposes of this study in the form of convenience sampling and snowball sampling. Convenience sampling refers to the activity of gathering responses from members of the population who are available and able to participate in the study (Saunders, et al., 2009). Snowball sampling involves asking respondents of the instrument of measurement to identify further respondents to be asked to participate (Collis & Hussey, 2014). The questionnaire was completed by a total of 952 respondents. The questionnaire was divided into six sections. Section One was concerned with capturing biographical data and used a nominal scale to do so. It is seen as the weakest form of data to analyse because it contains no numerical properties, and can therefore only be counted (Wegner, 2012). Section Two to Section Five aimed to capture the respondents' perceptions regarding:

- Media;
- Events;
- Branding; and
- Communication.

Section Two to Section Five measured items using five-point Likert scale questions where respondents were asked to indicate the most suitable answer based on the extent to which they agreed or disagreed with statements provided. Likert-type questions are used to measure the attitude of respondents based on the assumption that these attitudes can be measured (Wegner, 2012). The scale weighting ranged from strongly disagree to strongly agree as follows:

Strongly Disagree = 1; Disagree = 2; Neutral/Do not Agree or Disagree = 3; Agree = 4 and Strongly Agree = 5.

Section Six asked respondents if they would like to receive feedback from the survey regarding the results obtained. For the purposes of this study, the results to be reported on focus on the items related mainly to respondent perceptions of sports events in NMB.

### Profile

A variety of demographical information was collected from respondents (Table 4). Of the 952 respondents, 50% (n=480) were female and 50% (n=472) were male. The proportion of female respondents in relation to male respondents is representative of the NMB population according to Census 2011 by Statistics South Africa (2011) which is 51% female and 49% male. With regard to age, the highest percentage of respondents was between the ages of 41 and 50 (29%) whilst 26% fell within the 31 to 40 year age category. Some of the respondents were between the ages of 51 and 60 (18%) and 12% fell within the 26 to 30 age group. The majority of respondents (57%) spoke English with Afrikaans being spoken by 22% of respondents. Of the 952 respondents, 17% spoke isiXhosa and 37 respondents' converse in a language that is not English, Afrikaans nor isiXhosa. The data indicates that communication with the residents of NMB should be conducted in English.

With regard to income per household, 35% of the respondents earn either between R20 000 and R39 000 or over R40 000 (n=331). A total of 145 respondents (15%) have a household income between R10 000 and R19 000. Seven percent of the responses were in the income group between R5 000 and R9 999. The smallest portion of respondents (8%) had a household income less than R5 000 per month. From the biographical results, it can be deduced that respondents are in the middle to upper-class income bracket in NMB and therefore have a larger disposal income. It can be assumed that due to a higher amount of disposable income per month, that respondents' are more likely to support sports events. With regard to respondents who were born in NMB, 57% (n=543) were not born in NMB and 43% (n=409) were born in NMB.

**Table 4.** Biographical information (n=925)

Biographical Information		Frequency (n)	Percentage (%)
Gender	Male	472	50
	Female	480	50
	<b>Total</b>	<b>952</b>	<b>100%</b>
Age	18-25	42	4
	26-30	116	12
	31-40	250	26
	41-50	275	29
	51-60	174	18
	61+	95	11
	<b>Total</b>	<b>952</b>	<b>100%</b>
Home Language	Afrikaans	213	22
	English	543	57
	isiXhosa	159	17
	Other	37	4
	<b>Total</b>	<b>952</b>	<b>100%</b>
Income per Household (per month)	<R5000	78	8
	R5000-R9999	67	7
	R10 000-R19 000	145	15
	R20 000-R40 000	331	35
	R40 000+	331	35
	<b>Total</b>	<b>952</b>	<b>100%</b>

<b>Native to NMB</b>	Yes	409	43
	No	543	57
	<b>Total</b>	<b>952</b>	<b>100%</b>

## Results and discussion

Respondents were presented with statements regarding events and specifically sporting events. The respondents were asked to indicate for each event whether they would support or not support a given event (Table 5). Statements regarding the communication of events were further presented. The overall mean and standard deviation of responses were calculated for all of the statements (Table 6). The figures for Strongly Agree/Agree and Strongly Disagree/Disagree were combined for ease of interpretation.

The event characterisation model proposed by Getz (2008) included events such as cultural celebrations; political and state; arts and entertainment; business and trade; educational and scientific; private events and sports events. When asked which types of events respondents will support, 80% (n=765) stated that they will support music events, 69% (n=657) will support sports events, 67% (n=638) will support business events and 63% (n=603) of the respondents will support a performing arts events (

Table 5). The majority (65%, n=623) of respondents stated that they would not support religious events, 56% (n=532) would not support educational events and 54% (n=510) are not interested in attending cultural events. This is contradictory with the literature as Malfas, et al. (2004) state that all events enhance the brand of a city and should be supported by residents.

**Table 5.** Frequency distribution for events supported by respondents

<b>Event</b>	<b>Yes</b>	<b>No</b>
	n (%)	n (%)
<b>Business</b>	638 (67%)	314 (33%)
<b>Cultural</b>	442 (46%)	510 (54%)
<b>Educational</b>	420 (44%)	532 (56%)
<b>Music</b>	765 (80%)	187 (20%)
<b>Performing Arts</b>	603 (63%)	349 (37%)
<b>Religious</b>	329 (35%)	623 (65%)
<b>Sports</b>	657 (69%)	295 (31%)

The majority (90%, n=856,  $\mu=4.50$ ,  $\sigma = 0.85$ ) of respondents indicate that hosting a mega event will help to improve the image of NMB (Table 6). This result is aligned with the literature that states that a mega event, when tailored to the unique needs of smaller cities, can reap many benefits for the city's brand image (Bertella, 2014). 71% (n=674,  $\mu=3.98$ ,  $\sigma = 1.04$ ) of the respondents indicated that they would support international events. However only 41% (n=383,  $\mu=3.27$ ,  $\sigma = 1.03$ ) indicated that they attend events regularly and 19% (n=185) indicated that they do not attend events regularly.

The results indicate that NMB management and event organisers should encourage residents to attend city events (87%, n=818,  $\mu=4.35$ ,  $\sigma =0.79$ ). The overall mean ratings

show that respondents rated the statement *'The location of an event is important'* the highest (93%, n=884,  $\mu=4.56$ ,  $\sigma =0.72$ ). NMB should be thorough when investigating possible venues for events as they are important for prospective spectators and can influence attendance. Residents were not in agreement regarding the fact that NMB has a wide range of leisure activities (31% Agree, 34% Neutral and 35% Disagree). The most desirable development of the future of NMB is the respondents indicating that the city become a place of adventure (73%, n=681,  $\mu=3.98$ ,  $\sigma =0.98$ ). Respondents were in strong agreement with regard to the importance of food and facilities at events and 88% (n=833,  $\mu=4.34$ ,  $\sigma =0.82$ ) of respondents agree with the statement.

This study specifically focused on sport events, as Herstein and Berger (2013) indicated that sports events are the best way to improve a city brand. Sports appeal to a wide audience and are relatively inexpensive to host in comparison to the benefit and improvements they bring (Herstein & Berger, 2013). The study found that NMB has a strong portfolio of sporting events (76%, n=711,  $\mu=4.07$ ,  $\sigma = 0.97$ ) and a good range of sporting activities (76%, n=711,  $\mu=4.07$ ,  $\sigma = 0.97$ ).

NMB residents were not in agreement on their support for provincial teams. Only 33% (n=313,  $\mu=3.07$ ,  $\sigma = 1.10$ ) of the respondents indicated that they were proud of the provincial teams and 29% (n=271) were not. This could be due to the poor performance of the provincial rugby team, the Kings during the International Super rugby season and the lack of a provincial soccer team. 80% (n=758,  $\mu=4.16$ ,  $\sigma = 0.95$ ) indicated that NMB has the infrastructure to host sporting events. This positive result could be influenced due to the new stadium that was built before the Soccer World Cup in 2010. When respondents were asked if they considered the entrance fees before attending a sporting event, the results showed that 63% (n=601,  $\mu=3.77$ ,  $\sigma =1.25$ ) of respondents rate the price of sporting events as important. NMB residents are price sensitive and would forego the opportunity to see an international sport team perform due to the premium pricing that these events often charge. Moreover, Du Pisani (2014) showed that the hosting of international rugby matches (131 793 spectators) and Rugby 7's (135569 spectators) in NMB was well supported (Tables 2 & 3). The economic impact and revenue generated from international rugby sporting events equalled R406.5 million in NMB, showing the economic benefit of sport events (Table 3). The expenditure by tourists equalled R238.4 million and there were 1906 jobs created (Du Pisani, 2014). 77% (n=728,  $\mu=4.09$ ,  $\sigma =0.79$ ) of the respondents in this study indicated that sporting events create job opportunities in NMB.

The majority of the respondents that participated in this study had Internet access (n=939, 99%) and 80% (n=759) had an active Facebook account. Communication with residents regarding events are important. The extent to which respondents agree that NMB should use radio communication to inform the public of upcoming events showed a positive response with 86% of respondents (n=817) agreeing with the statement ( $\mu=4.35$ ,  $\sigma = 0.85$ ). The majority of respondents (76%, n=711,  $\mu=4.07$ ,  $\sigma = 0.97$ ) indicated that the NMB should use social media more often to communicate upcoming events. Only 43% (n=395) indicated that they attend events they read about on Facebook, however 88% (n=831,  $\mu=4.35$ ,  $\sigma = 0.76$ ) indicated that they will tell their peers about an upcoming event that they are aware of.

**Table 6.** Results of survey items related to events

Statement	Mean $\mu$	Std Dev $\sigma$	Strongly Agree/Agree	Neutral	Disagree/Strongly Disagree
			n (%)	n (%)	n (%)
Hosting a mega event will improve the image of NMB.	4.50	0.85	856 (90%)	67 (7%)	29 (3%)
I support international events.	3.96	1.04	674 (71%)	197 (21%)	76 (8%)
I attend events regularly.	3.27	1.03	383 (41%)	374 (40%)	185 (19%)

<b>NMB should encourage residents to attend city events.</b>	4.35	0.79	818 (87%)	105 (11%)	20 (2%)
<b>The location of an event is important.</b>	4.56	0.72	884 (93%)	48 (5%)	20 (2%)
<b>NMB has a wide range of leisure activities.</b>	2.93	1.12	293 (31%)	320 (34%)	328 (35%)
<b>The most desirable development of the future of NMB is the city becoming a place of adventure.</b>	3.98	0.98	681 (73%)	189 (20%)	69 (7%)
<b>Food and other facilities are important at events.</b>	4.34	0.82	833 (88%)	90 (9%)	28 (3%)
<b>NMB has a strong portfolio of sporting events.</b>	3.28	1.10	411 (44%)	318 (33%)	221 (23%)
<b>NMB has a good range of sporting activities.</b>	3.29	1.00	415 (44%)	342 (36%)	184 (20%)
<b>I'm proud of our provincial teams.</b>	3.07	1.10	313 (33%)	362 (38%)	271 (29%)
<b>NMB has the infrastructure to host sporting events.</b>	4.16	0.95	758 (80%)	130 (14%)	58 (6%)
<b>Entrance fees influence my decision to attend sporting events.</b>	3.77	1.25	601 (63%)	193 (20%)	154 (16%)
<b>Sporting events create job opportunities.</b>	4.09	0.97	728 (77%)	154 (16%)	69 (7%)
<b>The NMB should use social media more often to communicate upcoming events.</b>	4.07	0.97	711 (76%)	168 (18%)	59 (6%)
<b>The NMB should use local radio stations to communicate upcoming events.</b>	4.35	0.85	817 (86%)	97 (11%)	32 (3%)
<b>I attend events I read about on Facebook.</b>	3.17	1.31	395 (43%)	266 (29%)	260 (28%)
<b>I will tell my peers about an upcoming event that I am aware of.</b>	4.35	0.76	831 (88%)	98 (10%)	17 (2%)

Herstein and Berger (2013) argue that the most cost effective way to improve a brand of a city is through hosting sports events. The research therefore proposes that NMB must use sports events to brand the city since residents will support sports events according to the results (

Table 5). In addition, Biddiscomb (2004) found that the fastest growing segment in tourism is travelling for sports events and activities. The types of sports the respondents of NMB would support are shown in Table 7 and respondents were encouraged to select more than one option. The sport supported according to respondents is rugby (70%), followed by cricket (63%) and then Ironman (56%). A shared result of 89% is obtained for sailing and netball as sports that respondents are unwilling to support.

**Table 7.** Frequency distribution of sports events supported by respondents

Event	Yes	No
	n (%)	n (%)
<b>Athletics</b>	317 (33%)	635 (67%)
<b>Cricket</b>	603 (63%)	349 (37%)
<b>Cycle</b>	166 (17%)	786 (83%)
<b>Ironman</b>	529 (56%)	423 (44%)
<b>Motor racing</b>	223 (23%)	729 (77%)
<b>Ocean series</b>	314 (33%)	638 (67%)

<b>Rugby</b>	667 (70%)	285 (30%)
<b>Rugby 7's</b>	503 (53%)	449 (47%)
<b>Sail</b>	108 (11%)	844 (89%)
<b>Soccer</b>	345 (36%)	607 (64%)
<b>Tennis</b>	160 (17%)	792 (83%)
<b>Triathlon</b>	298 (31%)	654 (69%)
<b>Water sports</b>	262 (28%)	690 (72%)
<b>Netball</b>	105 (11%)	847 (89%)
<b>Other</b>	117 (12%)	835 (88%)

## Conclusion and Recommendations

This study aimed to investigate and report on the needs of NMB residents related to sports events. In order to achieve the objectives of this study, a literature review was conducted to contextualise the study and to obtain an understanding of the domain, to which the empirical research could be related. The literature suggested that the concept of branding a city evolved from the practice of city marketing. The literature investigated formed the foundation for city branding frameworks and models. Based on the outcomes of the literature review, it was determined that NMB is a suitable candidate to be branded through sports events as part of a destination marketing campaign. The Kavartzis (2009) framework was identified and used to measure the strength of the attributes that characterise NMB. The framework developed by Kavartzis (2009) is composed of key elements from various branding frameworks.

The results revealed that the two most likely types of events that respondents were willing to support were music (80%) and sports events (69%). It is therefore recommended to NMB that city branding focus on the events that residents are likely to attend, but to also consider the price sensitivity of residents and the high prices of entrance tickets. The research therefore proposes that NMB use sports events to brand the city since residents will support sports events. The two main reasons are that the response rate for sports events was high and the admission prices for sports events are generally lower than those for music events. City branding organisers of NMB need to carefully consider the location of sporting events as it was proven to be an important factor in event attendance for respondents.

According to the results, the residents of NMB would support cricket and rugby sporting events. Events such as Ironman can be leveraged to attract tourism to the city. Sporting events that residents are unwilling to support are sailing and netball and it is therefore in the best interest of the city branding campaign to limit any resource allocation to these sports. NMB can host sports events without the large investments required for new stadiums. The benefits of hosting sports events outweigh the initial investments required when compared to hosting large music or cultural concerts. Sports events also do not require large-scale advertising campaigns as the sports event and sports stars already draw spectators who would like to see the athletes apply their craft in a live medium.

Ashworth and Kavartzis (2007) indicated that all city residents must be included in the marketing process. The limitations of the study are that the sample does not clearly represent the demographics of the population (only 17% Black Xhosa speaking respondents) and that respondents with Internet access were utilised in this study. Future research will require that a more representative sample be obtained and that responses must be obtained from people whom do not have access to the Internet.

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