

Appendix 1

THE 2026 JUNO AWARDS **HAMILTON**

ECONOMIC IMPACT ASSESSMENT

MAY 2026



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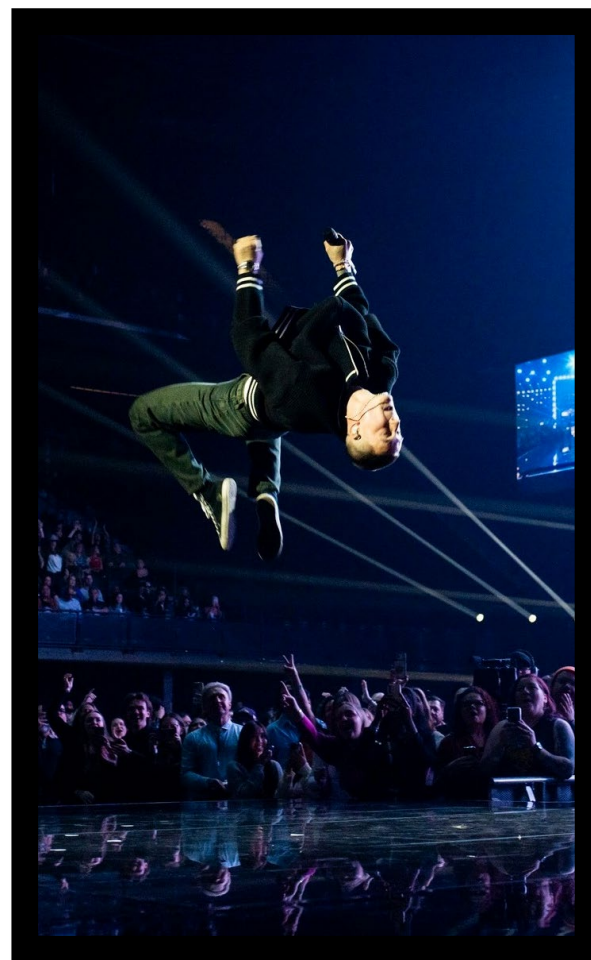
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JUNO Awards Hamilton

Summary



The JUNO Awards Week in Hamilton saw an impressive turnout, with over 28,000 people engaging in official events such as JUNOfest and the Awards Broadcast; host committee Forged in Music events; and third-party and industry events held in Hamilton directly as a result of hosting the JUNO Awards. From a tourism perspective, the JUNOs attracted 7,200 out-of-town music fans and more than 3,000 members of the music industry, whose spending, combined with the expenditures by the local host committee totaled \$13.4 million in spending for Hamilton and Ontario businesses.

The 2026 JUNOs generated significant economic impact for Ontario, supporting \$23.1 million in total economic activity across the province, with \$17.2 million concentrated directly in Hamilton. This activity translated into a net GDP boost of \$11.7 million for Ontario and \$5.4 million for Hamilton specifically.

The event also created substantial employment benefits, supporting 103 jobs throughout the province and generating \$6.9 million in wages and salaries. Of this employment impact, Hamilton captured \$3.6 million in wages and salaries supported through 62 jobs.

The 2026 JUNO Awards also contributed significantly to tax revenues, supporting a total of \$3.7 million in taxes across Canada. This includes \$1.6 million in federal tax revenue and \$1.6 million in provincial taxes for Ontario. Additionally, the JUNOs supported \$343,000 in municipal taxes within Ontario, with \$154,000 of this amount accruing to the city of Hamilton.

JUNO Awards Hamilton 2026 by the Numbers

28,000+ attendance	\$6.0 million in tourism spending attributable to 2026 JUNOs	62 Hamilton jobs supported by JUNOs	\$23.1 million in economic activity in Ontario
16,250 individual attendees	\$3.6 million in wages & salaries supported in Hamilton	\$11.8 million boost to provincial GDP	\$3.7 million in taxes supported across Canada

JUNO Awards Hamilton

Introduction

The 55th Annual JUNO Awards, held Sunday, March 29 at TD Coliseum in Hamilton and hosted by comedian Mae Martin, saw Tate McRae lead the weekend with four wins including Artist of the Year, Single of the Year ("Sports Car"), Album of the Year ("So Close To What"), and Pop Album of the Year. The Beaches made history by winning Group of the Year for a third consecutive time — the first all-women group ever to achieve a three-peat — while bbno\$ won the TikTok JUNO Fan Choice award and Cameron Whitcomb claimed Breakthrough Artist of the Year.

Joni Mitchell received the Lifetime Achievement Award, introduced by Prime Minister Mark Carney, and Nelly Furtado was inducted into the Canadian Music Hall of Fame via a video tribute from Drake. Daniel Caesar received the International Achievement Award and also won Songwriter of the Year and Contemporary R&B Recording of the Year for *Son of Spergy*. Other notable winners included Cameron Whitcomb for Country Album ("The Hard Way"), Aysanabee for Alternative Album and Contemporary Indigenous Artist, and Alex Cuba as the inaugural winner of the new Latin Music Recording of the Year category.

JUNO Week ran Thursday, March 26 to Sunday, March 29, with the JUNO Awards Gala on Saturday, March 28 at the Hamilton Convention Centre presenting the majority of the roughly 50 categories. Official events included the Junior JUNOs, JUNOfest, the JUNO Block Party, and the JUNO Comedy Show, alongside third-party events such as the Universal Music After Party.



JUNO Awards Hamilton

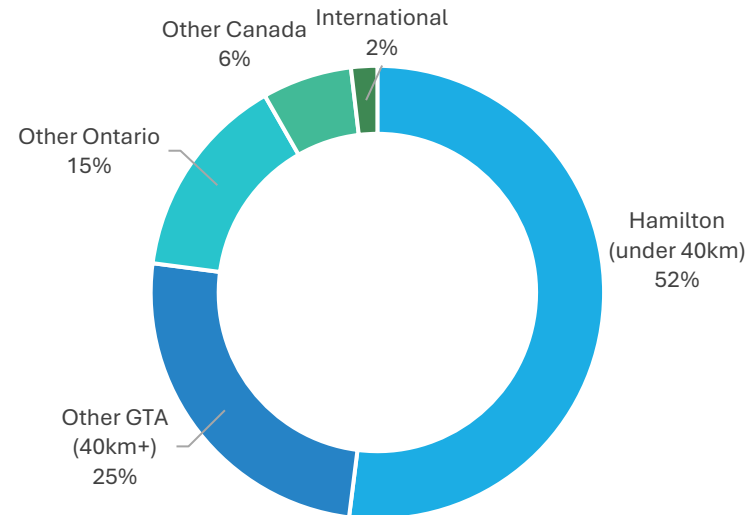
Methodology

The visitor statistics used in this study were derived from an on-site intercept survey that was given at several separate JUNO events. The survey was developed by Paradigm Consulting Group specifically for the JUNO awards and hosted on Samsung tablet computers running Survey CTO software. A total of 752 valid responses were collected through the survey.¹ The survey asked information regarding the fans attending the JUNOs along with the number of days they were in Hamilton for the event. Out of town participants were also asked about their expenditures while in Hamilton.

Attendee Origin & Volume Calculations

The origin of participants and supporters was calculated by using attendance figures provided by the organizers of the JUNO Awards, with an estimated overall attendance of 28,100 for all JUNO associated events. The first step was to allocate the total attendance by origin based on the respondent origin from the survey. The next step was to divide the attendance by origin by the average number of events attended per person to calculate the total number of unique individuals. Working through the survey results and calculations, the total number of unique music fans attending the JUNOs in Hamilton was nearly 16,250 people. A table detailing the calculations is shown on the following slide.

Attendee Origin



JUNO Awards Hamilton

Attendance Calculations

Calculation of the number and origin of individuals attending the JUNO Awards Week events was done by aggregating the total attendance across all events associated with the JUNOs. The origin of attendees and number of events per attendee was calculated from the survey results. The final calculations found that there were just over 16,250 music fans attending the JUNOs in Hamilton, of which 7,200 were out of town visitors.

Origin	Origin Share (%)	Attendance by Origin	JUNO Week Events per Person	JUNO Week Individuals	Total Individuals
Hamilton (40km and under)	52%	13,759	1.5	9,052	52%
Othe GTA 40km+	25%	6,633	1.9	3,491	25%
Other Ontario	15%	3,881	1.5	2,677	15%
Other Canada	6%	1,694	2.6	657	6%
U.S. & International	2%	494	1.3	380	2%
Total	100%	26,461	1.6	16,257	100%
Visitors	48%	12,702	1.8	7,205	48%

Notes: Attendance figures represent 'spectators' only and do not include musicians, industry representatives and other VIPs (see page 8)

JUNO Awards Hamilton

Visitor Spending

The calculation of visitor expenditure results involved merging spending data collected from on-site surveys with the total attendance figures. These findings reveal that out-of-town music enthusiasts who attended the 2026 JUNO Awards Week in Hamilton spent \$3.8 million in the local economy.

	Individuals	Party Size	Spend per party	Spend per person	Total spending
Day Trip	4,379	2.47	\$308.28	\$124.81	\$546,542
Overnight Ontario	1,816	1.95	\$2,118.86	\$1,086.59	\$1,973,256
Out of Province	1,010	2.25	\$2,658.52	\$1,181.56	\$1,193,380
Total					\$3,713,178

JUNO Awards Hamilton

Other Visitors & Operational Spending

Other Visitors

The 2026 JUNO Awards also attracted more than 3,000 out of town visitors from all aspects of the music industry: artists and performers, music industry representatives, members of the media, and VIPs. More than 2,800 room nights were booked directly through CARAS and other key partners, with numerous other industry, VIPs, and stakeholders booking directly at hotels and other accommodations throughout the city.

Operations

CARAS and the Hamilton local host committee of the 2026 JUNO Awards invested significantly in producing a high-caliber event in Hamilton, with expenditures covering the event facility, special events, volunteers, the business and marketing of staging the events, and the hosting of the artists, media members and VIPs. In addition, estimates of the expenditures made by those hosting third-party events were included based on the attendance and nature of the event. Note that this study only includes spending that took place in Ontario.

Moreover, expenditures were made by the media in televising the event as well as event sponsors as a result of their hosting and promotional activities.

Even though they are not included directly in the budget, the 2026 JUNO Awards Week was supported by hundreds of volunteers from Hamilton who donated thousands of hours of their time to run the event. Without their support, the event would not have been the success that it was.



JUNO Awards Hamilton

Economic Impact Results

The combined spending of out-of-town attendees, artists, industry members and others who attended the 2026 JUNO Awards Week events, in combination with the expenditures made by the organizers of the event totaled \$13.4 million, supporting \$23.1 million in economic activity in Ontario including \$17.2 million in economic activity in Hamilton. These expenditures supported \$6.9 million in wages and salaries in the province through the support of 103 jobs,* of which 62 jobs and \$3.6 million in wages and salaries were supported in Hamilton. The total net economic activity (GDP) generated by the 2026 JUNO Awards Week was \$12.4 million for Canada as a whole; \$11.7 million for Ontario and \$5.4 million for Hamilton.

The 2026 JUNO Awards also supported tax revenues totaling \$3.7 million across Canada. The event supported federal government tax revenues of \$1.6 million with an additional \$1.6 million in taxes accruing to the Province of Ontario. Moreover, \$343,000 in municipal taxes were supported in Ontario municipalities, of which \$154,000 was in Hamilton.

*Jobs reported in this study refer to the number of jobs and are not a full-time equivalent measure (i.e., two people working half time in a job that typically features half time employment would represent two jobs or one FTE). Additionally, the direct employment effects are generally extra shifts or overtime for existing workers rather than new employment.



	Hamilton	Ontario	Canada
Initial Expenditure	\$13,385,420	\$13,385,420	\$13,385,420
GDP	\$5,407,127	\$11,733,038	\$12,368,288
Wages & Salaries	\$3,571,937	\$6,944,461	\$7,262,171
Employment	62.3	103.4	108.3
Industry Output	\$17,218,517	\$23,085,429	\$24,421,001
Total Taxes	\$2,053,819	\$2,945,046	\$3,707,139
Federal	\$892,454	\$953,215	\$1,642,236
Provincial	\$1,006,967	\$1,649,199	\$1,705,817
Municipal	\$154,398	\$342,632	\$359,086

	Hamilton		Ontario		Canada	
Initial Expenditure		\$13,385,420		\$13,385,420		\$13,385,420
Gross Domestic Product						
Direct Impact		\$2,147,300		\$2,595,996		\$2,595,996
Indirect Impact		\$2,392,257		\$6,771,450		\$7,144,764
Induced Impact		\$867,570		\$2,365,592		\$2,627,527
Total Impact		\$5,407,127		\$11,733,038		\$12,368,288
Industry Output						
Direct & Indirect		\$15,756,393		\$19,098,729		\$19,937,489
Induced Impact		\$1,462,125		\$3,986,700		\$4,483,511
Total Impact		\$17,218,517		\$23,085,429		\$24,421,001
Wages & Salaries						
Direct Impact		\$1,652,634		\$1,912,570		\$1,912,570
Indirect Impact		\$1,457,602		\$3,897,328		\$4,085,629
Induced Impact		\$461,701		\$1,134,563		\$1,263,972
Total Impact		\$3,571,937		\$6,944,461		\$7,262,171
Employment (Full-year jobs)						
Direct Impact		32.9		35.9		36.1
Indirect Impact		21.4		52.0		54.9
Induced Impact		7.9		15.5		17.3
Total Impact		62.3		103.4		108.3
Taxes (Total)						
Federal		\$892,454		\$953,215		\$1,642,236
Provincial		\$1,006,967		\$1,649,199		\$1,705,817
Municipal		\$154,398		\$342,632		\$359,086
Total Taxes		\$2,053,819		\$2,945,046		\$3,707,139

JUNO Awards Hamilton

Economic Impact Results – Historical Comparison

This table shows the host city economic impact results from previous JUNO Awards week studies sponsored by CARAS.
Note that no adjustments for inflation have been made.

	2026 Hamilton	2025 Vancouver	2024 Halifax	2023 Edmonton	2022 Toronto	2019 London	2018 Hamilton	2017 Ottawa
Initial Expenditure	\$13,385,420	\$10,971,496	\$6,185,081	\$8,204,101	\$9,179,609	\$6,975,118	\$6,779,532	\$6,149,267
GDP	\$5,407,127	\$7,331,806	\$2,932,562	\$5,153,876	\$4,145,171	\$3,136,809	\$4,780,567	\$3,313,473
Wages & Salaries	\$3,571,937	\$4,506,719	\$1,795,930	\$3,035,022	\$2,462,775	\$2,156,136	\$3,006,801	\$2,373,940
Jobs	62.3	80.7	33.6	50.7	37.6	40.2	53.0	41.9
Economic Activity	\$17,218,517	\$15,699,211	\$7,933,811	\$11,661,702	\$12,266,680	\$9,063,076	\$9,918,946	\$8,164,328
Taxes	\$2,053,819	\$2,198,978	\$1,171,967	\$1,385,150	\$1,318,547	\$1,152,297	\$1,375,527	\$1,064,257
Federal	\$892,454	\$1,008,402	\$427,255	\$769,297	\$580,114	\$500,875	\$635,179	\$483,094
Provincial	\$1,006,967	\$940,004	\$637,713	\$470,486	\$595,005	\$558,335	\$596,324	\$506,735
Municipal	\$154,398	\$250,573	\$106,999	\$145,368	\$143,428	\$93,087	\$144,024	\$74,428