

Communication Update

To: Mayor and Members of City Council

Committee Date: July 21, 2026

Subject/Report No.: Economic Impact of 2026 JUNO Awards

Ward(s) Affected: City Wide

Submitted By: Lisa Abbott
Director, Culture and Tourism
Planning and Economic Development

Signature: 

The purpose of this Communication Update is to advise Council.

Summary

This Communication Update provides Council with an update on the economic impact of the 2026 JUNO Awards.

Hamilton successfully hosted the 55th Annual JUNO Awards from March 26-29, 2026, welcoming more than 28,000 attendees to 40 JUNO-related events and activities across the city. The event generated \$17.2 million in economic activity within Hamilton. This is the highest measured economic impact recorded for a JUNO Awards host city. The event attracted more than 7,200 visitors from outside the region, and provided significant national exposure through television, radio, streaming, digital media, and social media platforms.

The JUNO Awards delivered substantial economic, tourism, cultural, and community benefits while reinforcing Hamilton's reputation as a premier destination for major events and music tourism.

Background

The City of Hamilton contributed \$836,675 to this event in total; \$500,000 was used from the City's Conventions/Sports/Events Reserve and \$336,675 was used from the Hamilton Tourism Development Corporation's Municipal Accommodation Tax Reserve. The Province contributed \$1.5 million to the event; Regional Tourism Organization (Hamilton, Halton, Brant) contributed \$25,000 and the Hamilton Tourism Development Investment Group contributed \$150,000.

JUNO Awards Impact within Hamilton

Metric	Result
Total attendees	28,000+
Unique attendees	16,250
Out-of-town visitors	7,200+
Music industry delegates, artists and media	3,000+
Hotel room nights booked through CARAS	2,835
Direct visitor spending	\$3.7 million
Total economic activity generated	\$17.2 million
Gross Domestic Product (GDP) generated	\$5.4 million
Wages and salaries generated	\$3.6 million
Jobs supported	62
Paid musician performances	170
Municipal tax revenues generated	\$154,000
Hamilton volunteers	209
Volunteer hours contributed	1,958

The JUNO Awards provided Hamilton with significant national and international exposure through television, radio, streaming, digital media, and social media channels.

Broadcast and streaming results included:

- 2.6 million television viewers on CBC;
- 1.8 million streams through CBC Gem, YouTube, and digital platforms; and
- 482,000 CBC Radio listeners.

This exposure showcased Hamilton's venues, hospitality sector, downtown revitalization, music industry, and capacity to host large-scale national events.

Subject: Economic Impact of 2026 JUNO Awards

The success of the event was supported by 209 Hamilton volunteers who contributed nearly 2,000 hours assisting with visitor services, event operations, hospitality, and venue management. The JUNO Awards also created opportunities for local artists, musicians, businesses, suppliers, and community organizations to participate in a nationally recognized cultural celebration.

Appendices Attached

Appendix 1 Economic Impact Assessment