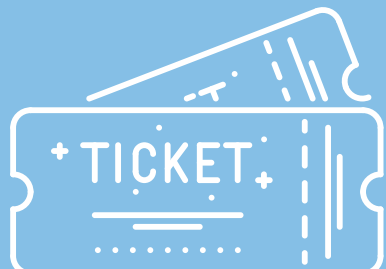


ECONOMIC IMPACT OF THE SHANIA TWAIN CONCERT ON YXE



The Saskatoon show was held on May 12th 2023 with **12,998** in attendance at the Sasktel Centre.

10.6 million in gross economic activity,
\$6.3 million to GDP,
\$3.6 million in employment income
(maintaining **967** local jobs)
\$0.27 million in municipal revenues



Spending by out-of-town concert goers accounted for **60.5 %** of the overall economic impacts



Nearly all non-local spending went towards the Accommodations, Restaurants, and non-event related Retail/Shopping sectors (**\$3.2M**).

Local industries benefitting most from concert events and related consumer spending :

