

JAN 23 2026

A BILL FOR AN ACT

RELATING TO SPORTS TOURISM.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. (a) The department of business, economic
2 development, and tourism shall conduct a study of the potential
3 economic benefits and costs of sports tourism in the State to
4 assist the legislature in making informed policy and investment
5 decisions related to sports tourism for the State. The study
6 shall:

7 (1) Evaluate the viability of the State's sports tourism
8 market, including examining the net economic benefit
9 to the State, including direct and indirect revenues
10 and costs;

11 (2) Identify small-scale sports events, including golf
12 tournaments, marathons, pickleball, and other emerging
13 sports events, that may attract diversified,
14 high-spending visitors and yield a high
15 return-on-investment;

16 (3) Propose strategies to mitigate infrastructure, and
17 community impacts associated with sports events,



1 including traffic management, public safety
2 coordination, and noise management;

3 (4) Determine whether the new Aloha Stadium, with its
4 planned seating capacity of 22,500, would be capable
5 of supporting sports tourism in the State, including
6 whether its facilities and amenities are, and would
7 remain viable and competitive for sports tourism
8 events during its design life;

9 (5) Determine the role the university of Hawaii at Manoa
10 department of intercollegiate athletics program may
11 play in the State's sports tourism market, including
12 contributions to visitor attraction, event hosting,
13 and related economic activities;

14 (6) Evaluate the State's capacity to support any
15 professional sports activities, including assessing
16 market demand, infrastructure, and long-term
17 operational feasibility;

18 (7) Assess the potential impacts of investment in sports
19 tourism on youth development and education in the
20 State;



14 SECTION 2. There is appropriated out of the general
15 revenues of the State of Hawaii the sum of \$ or so
16 much thereof as may be necessary for fiscal year 2026-2027 to
17 study the potential economic benefits of sports tourism in the
18 State.

19 The sum appropriated shall be expended by the department of
20 business, economic development, and tourism for the purposes of
21 this Act.



1 SECTION 3. This Act shall take effect on July 1, 2026.

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INTRODUCED BY:

Lynn Deloite



S.B. NO. 2577

Report Title:

DBEDT; Sports Tourism; University of Hawaii; Aloha Stadium; Report; Appropriation

Description:

Requires the Department of Business, Economic Development, and Tourism to conduct a study of the potential economic benefits and costs of sports tourism in the State. Requires a report to the Legislature. Appropriates funds.

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