THE SENATE
THIRTY-THIRD LEGISLATURE, 2026
STATE OF HAWAII

S.B. NO. 2577 S.D. 2

A BILL FOR AN ACT

RELATING TO SPORTS TOURISM.

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

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

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

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

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

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

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

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

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

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

(8) Determine whether partnerships with local athletes who have achieved national or international prominence would enhance efforts to promote sports tourism in the State; and

(9) Examine any other facts, data, or issues the department of business, economic development, and tourism deems relevant to assist the legislature in evaluating sports tourism policies, investments, and implementation options.

(b) The department of business, economic development, and tourism shall submit a report of its findings and recommendations, including any proposed legislation, to the legislature no later than December 31, 2027.

SECTION 2. Provided that of the general fund appropriation for the Hawaii tourism authority (program ID BED 115) contained in the final version of House Bill No. 1800, enacted by the legislature in the regular session of 2026, the sum of $ or so much thereof as may be necessary for fiscal year 2026-2027 shall be expended to study the potential benefits of sports tourism in the State.

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

SECTION 3. This Act shall take effect on July 1, 2050.

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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 certain funds appropriated to the Hawaii Tourism Authority to be used to study the potential benefits of sports tourism. Requires a report to the Legislature. Requires that an unspecified sum appropriated to the Hawaii Tourism Authority in the Supplemental Executive Budget be expended by DBEDT for the study. Effective 7/1/2050. (SD2)

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