

JAN 21 2026

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# A BILL FOR AN ACT

RELATING TO CONSUMER PROTECTION.

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

1 SECTION 1. The legislature finds that, as the cost of  
2 living continues to increase in the State, it is necessary for  
3 the State to intervene in markets where retailers and goods and  
4 services providers are treating consumers unfairly. The ability  
5 to identify the price of a good or service is a necessity for a  
6 properly functioning economy. Consumers look for prices to  
7 comparison shop and to weigh what a good or service might be  
8 worth. Most consumers rely on price information to answer  
9 critical questions around how much they are able to spend and  
10 save, and how they will meet their basic needs and those of  
11 their families.

12 The legislature also finds that consumers increasingly face  
13 widespread and growing unfair and deceptive fee practices that  
14 make it harder to identify how much something will ultimately  
15 cost. Unfortunately, the Internet and the ability to purchase  
16 goods or services online have only exacerbated the practice of  
17 charging mandatory junk fees that are not disclosed until after



1 the transaction begins. The practice of charging junk fees and  
2 other undisclosed mandatory costs is called "drip pricing".  
3 Drip pricing is most prevalent in practices involving fees for  
4 live-event tickets and short-term lodging and other places of  
5 temporary sleeping accommodations, such as hotels, motels, inns,  
6 short-term rentals, and vacation rentals.

7 The legislature further finds that according to the Federal  
8 Trade Commission, in the last few years alone, tens of thousands  
9 of Americans have expressed displeasure upon discovering the  
10 cost of their hotel stays were significantly higher than  
11 expected due to hidden resort fees and other mandatory charges  
12 in addition to the advertised price. Consumers have also  
13 complained about purchasing tickets to a live-event online and  
14 finding out that the quoted ticket price had almost doubled by  
15 the time they reached the final checkout page. Consumers have  
16 confronted a host of mysterious, mandatory charges labeled as  
17 "convenience", "processing", or "service" fees that are  
18 nondescriptive and confusing. These practices are frustrating  
19 for consumers when they shop for travel and entertainment,  
20 especially because these purchases can represent significant  
21 expenditures to their already strained finances.



1       The legislature additionally finds that the Federal Trade  
2       Commission issued a final rule on January 10, 2025, to address  
3       certain unfair or deceptive practices involving fees or charges  
4       for live-event tickets and short-term lodging. This final rule  
5       serves as a guidance for the State to enhance its consumer  
6       protection laws and allow consumers to make better informed  
7       decisions when purchasing live-event tickets or deciding where  
8       to stay on a short-term basis by leveling the playing field for  
9       honest businesses in these industries that truthfully and  
10       transparently disclose their pricing information.

11       Accordingly, the purpose of this Act is to make it an  
12       unfair or deceptive act or practice for businesses to:

13           (1) Offer, display, or advertise the price of live-event  
14           tickets or short-term lodging without clearly and  
15           conspicuously disclosing the total price as  
16           prominently or more prominently than other pricing  
17           information, except the final amount of payment; and  
18           (2) Misrepresent any fees or charges in any offer,  
19           display, or advertisement for the sale of live-event  
20           tickets and short-term lodging.



1 SECTION 2. Chapter 481B, Hawaii Revised Statutes, is  
2 amended by adding a new section to part I to be appropriately  
3 designated and to read as follows:

4 **"§481B- Live-event tickets; short-term lodgings; total**  
5 **price; disclosure required; prohibited.** (a) It shall be an  
6 unfair or deceptive practice in violation of section 480-2 and a  
7 violation of this part for any business to offer, display, or  
8 advertise any price of a covered good or service without clearly  
9 and conspicuously disclosing the total price.

10 (b) In any offer, display, or advertisement that  
11 represents the price of a covered good or service, a business  
12 shall disclose the total price more prominently than any other  
13 pricing information; provided that when the final amount of  
14 payment for the transaction is displayed, the final amount of  
15 payment shall be disclosed more prominently than, or as  
16 prominently as, the total price.

17 (c) A business shall disclose clearly and conspicuously,  
18 before the consumer consents to pay for any covered good or  
19 service:

20 (1) The nature, purpose, and amount of any fee or charge  
21 imposed on the transaction that has been excluded from



1                   the total price and the identity of the good or  
2                   service for which the fee or charge is imposed; and  
3                   (2) The final amount of payment for the transaction.  
4                   (d) For purposes of meeting the clearly and conspicuously  
5                   requirements under subsection (c):  
6                   (1) In any communication that is solely visual or solely  
7                   audible, the disclosure shall be made through the same  
8                   means through which the communication is presented.  
9                   In any communication made through both visual and  
10                   audible means, such as a television advertisement, the  
11                   disclosure shall be presented simultaneously in both  
12                   the visual and audible portions of the communication  
13                   even if the representation requiring the disclosure is  
14                   made in only one means;  
15                   (2) A visual disclosure, by its size, contrast, location,  
16                   the length of time it appears, and other  
17                   characteristics, shall stand out from any accompanying  
18                   text or other visual elements so that the visual  
19                   disclosure is easily noticed, read, and understood;  
20                   (3) An audible disclosure, including by telephone or  
21                   streaming video, shall be delivered in a volume,



1                   speed, and cadence sufficient for ordinary consumers

2                   to easily hear and understand the audible disclosure;

3                   (4) In any communication using an interactive electronic

4                   medium, such as the Internet, a mobile application, or

5                   software, the disclosure shall be unavoidable;

6                   (5) The disclosure shall use diction and syntax

7                   understandable to ordinary consumers and shall appear

8                   in each language in which the representation that

9                   requires the disclosure appears;

10                   (6) The disclosure shall comply with these requirements in

11                   each medium through which the disclosure is received,

12                   including all electronic devices and face-to-face

13                   communications; and

14                   (7) The disclosure shall not be contradicted or mitigated

15                   by, or inconsistent with, anything else in the

16                   communication;

17                   provided that when the representation or sales practice targets

18                   a specific audience, such as children, older adults, or the

19                   terminally ill, members of that group shall be considered

20                   ordinary consumers.



1        (e) In any offer, display, or advertisement for a covered  
2        good or service, it shall be an unfair or deceptive act or  
3        practice in violation of section 480-2 and a violation of this  
4        part for any business to misrepresent any fee or charge,  
5        including but not limited to:

6        (1) The nature, purpose, amount, or refundability of any  
7        fee or charge; and  
8        (2) The identity of the good or service for which the fee  
9        or charge is imposed.

10       (f) As used in this section:

11       "Ancillary good or service" means any additional goods or  
12       services offered to a consumer as part of the same transaction.

13       "Business" means a person that offers goods or services,  
14       including but not limited to online, in mobile applications, or  
15       at physical locations.

16       "Clearly and conspicuously" means a required disclosure  
17       that is easily noticeable (i.e., difficult to miss) and easily  
18       understandable by ordinary consumers.

19       "Covered good or service" means:

20       (1) Live-event tickets; or



1                   (2) Short-term lodging, including temporary sleeping  
2                   accommodations at a hotel, motel, inn, short-term  
3                   rental, vacation rental, or other place of lodging.  
4                   "Government charges" means the fees or charges imposed on  
5                   the transaction by a federal, state, tribal, or local government  
6                   agency, department, or unit.

7                   "Pricing information" means any information relating to an  
8                   amount that a consumer may pay.

9                   "Shipping charges" means the fees or charges that  
10                  reasonably reflect the amount a business incurs to send physical  
11                  goods to a consumer, including through the United States Postal  
12                  Service, private mail and shipping services, or by freight.

13                  "Total price" means the maximum total of all fees or  
14                  charges that a consumer shall pay for any good or service and  
15                  any mandatory ancillary good or service; provided that  
16                  government charges, shipping charges, and fees or charges for  
17                  any optional ancillary good or service may be excluded."

18                  SECTION 3. This Act does not affect rights and duties that  
19                  matured, penalties that were incurred, and proceedings that were  
20                  begun before its effective date.

21                  SECTION 4. New statutory material is underscored.



1 SECTION 5. This Act shall take effect upon its approval.

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INTRODUCED BY: 



# S.B. NO. 2031

**Report Title:**

Consumer Protection; Unfair or Deceptive Acts or Practices; Live-Event Tickets; Short-Term Lodging; Disclosures; Total Price; Junk Fees

**Description:**

Makes it an unfair or deceptive act or practice for businesses to: offer, display, or advertise the price of live-ticket events or short-term lodging without clearly and conspicuously disclosing the total price; and misrepresent any fees or charges in any offer, display, or advertisement for the sale of live-event tickets or short-term lodging.

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