
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 and examine its net economic benefit to the
9 State, including direct and indirect revenues and
10 costs;

11 (2) Identify all sporting events that may attract
12 diversified, high-spending visitors and yield a high
13 return on investment;

14 (3) Propose strategies to mitigate infrastructure and
15 community impacts associated with sports events,
16 including traffic management, public safety
17 coordination, and noise management;



- 1 (4) Determine whether the new Aloha Stadium, with its
2 planned seating capacity of 22,500, or any other
3 existing large-scale sporting facility would be
4 capable of supporting sports tourism in the State,
5 including whether its facilities and amenities are,
6 and would remain, viable and competitive for sports
7 tourism events during its design life;
- 8 (5) Determine the role the university of Hawaii at Manoa
9 department of intercollegiate athletics may play in
10 the State's sports tourism market, including
11 contributions to visitor attraction, event hosting,
12 and related economic activities;
- 13 (6) Evaluate the State's capacity to support any
14 professional sports activities, including assessing
15 market demand, infrastructure, and long-term
16 operational feasibility;
- 17 (7) Assess the potential impacts of investment in sports
18 tourism on youth development and education in the
19 State;
- 20 (8) Identify potential drawbacks, such as time zones, and
21 ways to mitigate them;



1 (9) Determine whether partnerships with local athletes who
2 have achieved national or international prominence
3 would enhance efforts to promote sports tourism in the
4 State;

5 (10) Identify potential pathways for Hawaii to play a role
6 as a training ground for large-scale out-of-state
7 sporting events, such as the Olympics; and

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

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

17 SECTION 2. Provided that of the general fund appropriation
18 for the Hawaii tourism authority (BED 115) contained in House
19 Bill No. 1800, in any form passed by the legislature during the
20 regular session of 2026, the sum of \$ or so much
21 thereof as may be necessary for fiscal year 2026-2027 shall be



1 expended to study the potential benefits of sports tourism in
2 the State.

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

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



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. Requires funds appropriated to the Hawaii Tourism Authority in the Supplemental Executive Budget to be expended by DBEDT for the study. Effective 7/1/2050. (HD1)

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