
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;



(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. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ or so much thereof as may be necessary for fiscal year 2026-2027 to study the potential economic 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.



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



S.B. NO. 2577 S.D. 1

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. Effective 7/1/2050.
(SD1)

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