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# 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;



1 (8) 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; and

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

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

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



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

4           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 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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