



MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

**HEARING BEFORE THE HOUSE COMMITTEE ON FINANCE
HAWAII STATE CAPITOL, HOUSE CONFERENCE ROOM 308
TUESDAY, APRIL 7, 2026 AT 2:00 P.M.**

To The Honorable Representative Chris Todd, Chair
The Honorable Representative Jenna Takenouchi, Vice Chair
Members of the Committee on Finance

SUPPORT SB2577 SD2 HD1 RELATING TO SPORTS TOURISM

As an organization dedicated to advancing Hawaii's economic growth and diversification, we recognize the importance of exploring new opportunities that can strengthen our state's economy and provide long-term benefits for residents. SB2577 SD2 HD1, which directs the Department of Business, Economic Development, and Tourism (DBEDT) to study the potential economic benefits and costs of sports tourism, directly aligns with our priority to support sustainable economic development and resilience.

Sports tourism represents a promising avenue for economic diversification, offering the potential to attract new visitor segments, stimulate local business activity, and create jobs across a range of sectors. By rigorously assessing both the benefits and costs, the proposed study can help ensure that any future investments in sports tourism are grounded in sound economic analysis and tailored to maximize positive outcomes for local residents and businesses.

We respectfully recommend that the scope of the study explicitly address the viability and capacity of sports tourism across the state, including neighbor islands.

Mahalo for the opportunity to share our support of SB2577 SD2 HD1.

Sincerely,

Pamela Tumpap
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.



TESTIMONY OF
CAROLINE ANDERSON
Interim President & CEO
Hawai'i Tourism Authority
before the
HOUSE COMMITTEE ON FINANCE

Tuesday, April 7, 2026
2:00 p.m.
State Capitol, Room 308 and Videoconference

In consideration of
SB 2577 SD2 HD1
RELATING TO SPORTS TOURISM

Aloha Chair Todd, Vice Chair Takenouchi, and Members of the Committee:

The Hawai'i Tourism Authority (HTA) supports SB 2577 SD2 HD1, which directs the Department of Business, Economic Development, and Tourism (DBEDT) to conduct a study on the potential benefits and costs of sports tourism in Hawai'i.

Sports tourism can bring visitors during shoulder seasons, support local jobs, and strengthen our visitor economy. To guide future decisions, the State benefits from clear, consistent information about outcomes, costs, and community impacts.

HTA supports this measure because the study can provide timely data that strengthens planning and helps maximize return on investment (ROI) for sports tourism-related efforts. HTA would use the findings on event types, infrastructure impacts, and visitor spending to guide future prioritization and performance measurement. Specifically, HTA would use the data to do the following:

- Target the right opportunities. Identify sports events and markets that are more likely to attract higher-spending visitors, longer stays, and strong alignment with Hawai'i's capacity and community priorities.
- Measure net benefit. Compare the full costs of hosting events—such as infrastructure, public safety, staffing, and operations—alongside visitor spending and other measurable benefits.
- Strengthen coordination. Support alignment with DBEDT, counties, venues, and partners to focus resources on shared goals and reduce duplication.
- Enhance accountability. Apply consistent performance measures—such as visitor spending, occupancy impacts, and related outcomes—to track results from sports-related efforts.
- Support balanced decision-making. Pair economic findings with community impact considerations so that future actions support quality of life and visitor experience.

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HTA believes that having this complete picture will help the State prioritize opportunities that are strategic, measurable, and responsible.

Mahalo for the opportunity to testify in support of SB 2577 SD2 HD1.



TESTIMONY OF DAVE ERDMAN
INTERIM PRESIDENT & CEO
RETAIL MERCHANTS OF HAWAI'I

IN SUPPORT OF SB 2577, SD2, HD1 – RELATING TO SPORTS TOURISM

COMMITTEE ON FINANCE
Rep. Chris Todd, Chair
Rep. Jenna Takenouchi, Vice Chair

Tuesday, April 7, 2026
2:00 p.m.
Conference Room 308 & Videoconference

Aloha Chair Todd, Vice Chair Takenouchi, and Members of the Committee:

My name is Dave Erdman, and I am the Interim President and CEO of Retail Merchants of Hawai'i, a statewide nonprofit trade association representing retailers, shopping centers, restaurants in retail environments, and allied businesses across the islands. **Retail Merchants of Hawai'i supports SB 2577, SD2, HD1.**

The HD1 amendments strengthen the measure by broadening the study to identify sporting events that attract diversified, high-spending visitors, evaluating additional large-scale facilities beyond the new Aloha Stadium, and examining challenges such as time zone considerations and opportunities for Hawai'i to serve as a training ground for major international events. These additions improve the value of the study and help ensure the Legislature receives actionable, real-world data.

For retailers and the broader business community, sports tourism represents purpose-driven travel. Visitors who come to Hawai'i to participate in tournaments, competitions, and sporting exhibitions tend to stay longer, travel in groups, and spend across multiple sectors. This includes retail stores, restaurants, shopping centers, transportation providers, and other businesses that support visitor activity.

The measure appropriately directs the Department of Business, Economic Development, and Tourism to evaluate infrastructure capacity, the role of University of Hawai'i athletics, and the potential use of major venues such as Aloha Stadium. These considerations are important to ensure future investments align with events that deliver measurable economic benefits while minimizing community impacts.

Sports tourism can also support shoulder-season travel, strengthen international relationships, and create opportunities for event-related expos and merchandise sales that promote Hawai'i-made products. A comprehensive study will help identify which events generate the highest return and how Hawai'i can compete effectively in the Asia-Pacific sports tourism market.

Retail Merchants of Hawai'i supports SB 2577, SD2, HD1 because it provides a thoughtful, data-driven approach to evaluating sports tourism opportunities before major policy and investment decisions are made.

Mahalo for the opportunity to provide testimony.



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HOUSE COMMITTEE ON FINANCE
Tuesday, April 7, 2026 – 2:00 PM

**Hawai'i Bicycling League SUPPORTS SB 2577, SD2, HD1,
Relating to Sports Tourism, With Comments**

Aloha Chair Todd, Vice Chair Takenouchi, and Members of the Committee,

My name is Eduardo Hernandez, and I am the Advocacy Director for the Hawai'i Bicycling League (HBL). We are a non-profit organization founded in 1975 with the mission of enabling more people to ride bicycles for health, recreation, and transportation. We strive to create communities across our islands that have safe, accessible, and inclusive environments for people to bike, walk, and roll.

HBL supports SB2577, SD2, which directs the Department of Business, Economic Development, and Tourism to conduct a study on the potential benefits and costs of sports tourism in Hawai'i.

For decades, HBL has worked to present the largest bicycling events in Hawai'i. We also work with national and international partners, including producers of prestigious annual events like the Five Boro Bike Tour in New York City, and the Shimanami Kaido, which connects the prefectures of Ehime and Hiroshima in Japan. The infrastructure for these events are the existing highways and bridges, which are re-purposed for a few hours on the event days to be exclusively for bicycle participants.

In New York, 32,000 riders cycle a forty-mile route around the City, including along the East River, past the United Nations and across the entrance to New York Harbor, high atop the Verrazano Bridge. The Shimanami Kaido is one of Japan's most famous and visually stunning bike routes through the islands of the Seto Inland Sea, with a 70K distance that riders can do in one or more days.

We bring these details to your attention as you consider funding a sports tourism study for Hawai'i, because it is vital that DBEDT work collaboratively with other state agencies like HDOT, HTA, HCDA, DOH, DOE and community organizations like HBL to illuminate the role of the bicycle and bicycle networks in a sports tourism study. This will improve global competitiveness for visitors, and also improve the quality of life for residents.

We urge you to pass this bill and ensure that the planned sports tourism study considers the natural and existing infrastructure Hawai'i has to be a world-class bicycling destination.

Eduardo Hernandez, Advocacy Director
Hawai'i Bicycling League

SB-2577-HD-1

Submitted on: 4/5/2026 7:37:05 PM

Testimony for FIN on 4/7/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

STRONG SUPPORT!!! MAHALO!