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Testimony of the Department of Commerce and Consumer Affairs

**Before the
Senate Committee on Commerce & Consumer Protection
Wednesday, March 4, 2026
9:30 a.m.
Via Videoconference
Conference Room 229**

**On the following measure:
S.B. 3019, S.D. 1, RELATING TO CONSUMER PROTECTION**

Chair Keohokalole and Members of the Committee:

My name is Emma Olsen, and I am an Enforcement Attorney for the Department of Commerce and Consumer Affairs' (Department) Office of Consumer Protection (OCP). While the Department appreciates the intent of this bill, we respectfully oppose the bill.

The purpose of this bill is to address the impact of ticket scalpers on Hawai'i residents by prohibiting tickets from being sold at a price higher than \$3 more than the original price charged by the primary venue ticket provider.

We recognize that Hawai'i consumers often pay higher prices to ticket resellers than the original ticket price set by the primary venue when demand for the tickets exceeds supply. The restricted supply of tickets from primary ticket issuers is not unique to Hawai'i. Without policy interventions, a similar phenomenon exists wherever demand for a commodity or service outstrips supply: consumers pay a higher price. With live

event tickets, supply from the primary ticket sellers is limited by the venue's seating capacity.

We agree that access to live events should be fair and that consumers should not be financially exploited. However, strict caps on resale prices may unintentionally push ticket sales into less transparent and less secure channels. When resale activity moves away from established platforms that provide transaction records, refund policies, and payment protections, consumers face greater risks of fraud, non-delivery, and scams. Informal peer-to-peer exchanges, social media transactions, and cash-based sales outside venues are significantly more difficult to regulate and enforce.

A February 2026 report from the Progressive Policy Institute raises concerns about resale price caps from a competition and consumer-welfare perspective.¹ The report suggests that resale caps may significantly shrink the legitimate resale market, reducing consumer choice and weakening competitive pressure on primary ticket sellers. The report cautions that state-level price controls may also complicate broader antitrust efforts addressing the market concentration in the live-event ticketing industry.

While the current measure's \$3 price cap is modeled after Rhode Island's resale law, RI Gen L § 5-22-26, it is important to note that the law was enacted over 30 years ago and reported enforcement actions appear to be sparse or nonexistent. In addition, Rhode Island's law permits the resale price restrictions to be waived with written permission by the vendor. Although the statute contains a resale price cap on its face, its practical impact appears limited.

Policies such as requiring all-in fee transparency, prohibiting speculative ticket sales, and strengthening bans on bot usage directly address unfair or deceptive acts or practices. These alternative policy approaches could improve the consumer experience in the ticket re-sale market without driving consumers toward riskier, unregulated channels. We strongly support S.B. 2031, S.D. 1, which requires all-in fee transparency, and provides clear authority for enforcing fee transparency standards in Hawaii courts.

¹ Diana Moss, State Regulation of the Resale Ticket Market (Feb. 23, 2026), Progressive Policy Institute, <https://www.progressivepolicy.org/state-regulation-of-the-resale-ticket-market/>.

The Department would welcome the opportunity to work with the Legislature in the interim on policy measures that improve the consumer experience.

While we appreciate the intent of this measure, we respectfully request that this bill be held in Committee.

Thank you for the opportunity to testify on this bill.

**OFFICE OF THE MAYOR
KE KE'ENA O KA MEIA
CITY AND COUNTY OF HONOLULU**

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KRISHNA F. JAYARAM
DEPUTY MANAGING DIRECTOR
HOPE PO'O HO'OKELE

March 2, 2026

The Honorable Jarrett Keohokalole, Chair
The Honorable Carol Fukunaga, Vice-Chair
and Members of the Committee on Commerce and Consumer Protection
Hawaii State Senate
415 S. Beretania St., Room 229
Honolulu, Hawaii 96813

Aloha Chair Keohokalole, Vice-Chair Fukunaga, and Members of the Committee:

On behalf of the City and County of Honolulu, which owns and operates multiple live entertainment venues, we appreciate the opportunity to testify in **support** of SB3019, which would establish a cap on the resale price of live event tickets.

Our city operates publicly owned venues that host concerts, family shows, sporting events, and community gatherings. These facilities are financed and maintained with public dollars, and our mission is clear: to provide broad, equitable access to cultural, artistic and civic experiences for our residents while supporting local economic activity.

Unrestricted ticket resale at excessive markups directly undermines our mission.

When tickets to events at our venues are purchased in bulk and immediately relisted at two, three, or even ten times face value, local families are priced out of experiences that were intended to be accessible. Artists and promoters set ticket prices with an understanding of their audience and community. When resellers inflate those prices, the public often blames the venue or the city, eroding trust in our institutions and damaging our reputation.

Importantly, this bill does not eliminate ticket resale. It simply sets reasonable guardrails to prevent predatory pricing and speculative hoarding. A capped resale model balances flexibility for consumers who can no longer attend an event with protections against price gouging.

The Honorable Jarrett Keohokalole, Chair
The Honorable Carol Fukunaga, Vice-Chair
and Members of the Committee on Commerce and Consumer Protection
March 2, 2026
Page 2

Mahalo for the opportunity to provide testimony. Should there be any questions, please contact me, at 808-768-6608 or via email at anthony.miranda@honolulu.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Anthony Miranda". The signature is fluid and cursive, with a prominent initial "A" and a long, sweeping tail.

Anthony Miranda
Legislative Liaison, Office of the Mayor

28 February 2026

Testimony in Support of SB3019 – Relating to Consumer Protection

Dear Chair Keohokalole, Vice Chair Fukunaga, and Members of the CPN Committee:

I am writing in SUPPORT for SB3019, which aims to prohibit ticket scalping.

As an organization dedicated to advancing music education and youth development, Hawai'i Youth Symphony believes strongly in the importance of equitable access to arts and cultural experiences for all members of our community. The affordability and availability of event tickets are critical factors that directly impact our ability to connect youth and families with live performances, which are essential for fostering appreciation of music and the arts. This aligns with our vision of a Hawai'i where music is a right (not a privilege); where people of all backgrounds can access, enjoy, and appreciate the arts.

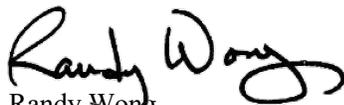
By prohibiting the resale of event tickets at prices significantly above the original cost, this measure addresses a persistent barrier that often prevents young people and families from attending concerts, theatre, and other arts & cultural events. Excessive markups by ticket scalpers can make participation in the arts unattainable for many, undermining efforts to ensure that music and cultural experiences are accessible to all, regardless of socioeconomic background. It also creates untoward confusion among ticket buyers, sometimes harming the reputations and relationships that arts organizations work diligently to create and uphold.

Additionally, we encourage ongoing dialogue with music and arts organizations, local presenters, and local artists, to ensure that enforcement mechanisms do not inadvertently create administrative burdens or harm the very stakeholders this measure is aiming to protect.

We respectfully recommend that implementation be accompanied by clear public education efforts, so that both event organizers and consumers understand their rights and responsibilities under the new law. The exemption to charitable organizations (and their employees/volunteers) from these provisions when selling or reselling tickets through auctions or similar fundraising activities for charitable purposes is vitally important to this bill.

Thank you for considering this important step toward greater arts access for Hawai'i's youth and families.

Sincerely,



Randy Wong
President & CEO, Hawai'i Youth Symphony



March 2, 2026

The Honorable Jarrett Keohokalole
Chair
Senate Committee on Commerce and
Consumer Protection
Hawai'i State Capitol, Room 205
415 South Beretania St.
Honolulu, HI 96813

The Honorable Carol Fukunaga
Vice Chair
Senate Committee on Commerce and
Consumer Protection
Hawai'i State Capitol, Room 216
415 South Beretania St.
Honolulu, HI 96813

RE: SB 3019, S.D. 1, Relating to Consumer Protection

Dear Chair Keohokalole and Vice Chair Fukunaga,

On behalf of the National Consumers League (NCL),¹ I am writing regarding Senate Bill 3019, S.D. 1 (SB 3019).² NCL urges the Committee carefully consider the potentially unintended consumer protection implications of the initially proposed resale pricing provisions in the bill.

The debate over ticketing reform is frequently cast as a contest between supposed champions of fans and industry wrongdoers. In reality, there are no white knights in this marketplace. Primary ticket issuers, vertically integrated ticketing platforms, artists, promoters, venues, brokers, and secondary exchanges all operate according to rational economic incentives. Monopoly firms in the primary market like Live Nation-Ticketmaster raise legitimate competition concerns. Secondary marketplaces benefit from scarcity and high-demand pricing. Brokers seek arbitrage opportunities. Venues, artists, and promoters seek to limit transferability not solely to protect fans, but also to preserve revenue streams tied to concessions, merchandise, data collection, or exclusive arrangements. Policy proposals are frequently advanced in ways that advantage one segment of the industry over another.

¹ Founded in 1899, NCL is the nation's oldest consumer advocacy organization. Our non-profit mission is to advocate for consumers and workers in the United States and beyond. For more information, visit www.nclnet.org.

² M Hawaii Senate Bill 3019, SD1, 33rd Leg., Reg. Sess. (Haw. 2026). *Relating to consumer protection*. Retrieved from https://www.capitol.hawaii.gov/sessions/session2026/bills/SB3019_SD1.pdf

SB 3019 proposes to cap the price of tickets resold on secondary markets to three dollars more than the original price as charged by the primary venue ticket provider. The bill also, somewhat inexplicably, eliminates the requirement that ticket brokers refund consumers for all service fees when an event is cancelled. NCL has concerns with both provisions.

Regarding the resale price cap, NCL does not approach this issue ideologically. Our analysis focuses on how specific design choices affect real-world consumer outcomes. Well-intentioned resale caps are often advanced to prevent excessive markups and promote affordability. However, experience and market data suggest that rigid caps can produce unintended consequences if not carefully calibrated and paired with strong enforcement mechanisms.

Demand for high-profile events does not disappear when resale prices are capped. Instead, transactions may migrate away from regulated, buyer-protected platforms and into informal or unregulated channels, including social media platforms, peer-to-peer payment apps, and offshore resale sites. These channels frequently lack meaningful buyer guarantees, identity verification, or refund protections. In those environments, fraud risks rise sharply. Consumers may encounter counterfeit tickets, duplicate barcodes, or sellers who disappear after receiving payment. When that occurs, the loss is not a disputed markup; it is the full purchase price.

A poorly structured resale cap can have the effect of protecting consumers from paying too much while exposing them to losing everything to fraud. That is not a theoretical concern. It is a predictable response to constraining price signals in a high-demand market without simultaneously constraining off-platform transactions.

This does not mean that resale caps are categorically inappropriate. It does mean that lawmakers should carefully consider threshold levels, enforcement capacity, and the interaction between caps and unregulated resale channels. Any resale pricing framework should be evaluated not only on whether it lowers nominal prices in the regulated market, but also on whether it reduces—or inadvertently increases—overall consumer harm. For example, were Hawai'i to adopt the proposed price cap, it is likely that arbitrage revenue currently captured by ticket brokers and regulated resale exchanges would instead go to Ticketmaster via mechanisms such as dynamic pricing, increased volume on its own resale exchange and fees on so-called "fan-to-fan" marketplaces. The goal of this committee should be to protect consumers, not to entrench or advantage a monopolistic business model.

Regarding the elimination of ticket brokers' refund obligations, we see no consumer benefit in this provision. When a consumer is unable to attend a live event due to cancellation of that event, she should be made whole by the entity that sold her that ticket. Such a refund should cover both the purchase price of the ticket and any associated fees charged by the ticket seller, whether the seller was the primary seller or a reseller. We urge you to reinstate this protection.

The live event marketplace is a complex industry where there are no simple solutions to the long-standing frustrations that consumer experience daily: limited ticket availability, high prices, confusing fees, monopolistic behavior, and unethical and illegal reseller practices. A good starting place for this Committee would be to pass S.B. 2031, S.D. 1,³ codifying the federal Junk Fee Rule to ensure that consumers in Hawai'i benefit from "all-in" ticket price transparency.

Thank you for considering the views of the National Consumers League on this important consumer protection bill.

Sincerely,



John D. Breyault
Vice President, Public Policy, Telecommunications, and Fraud
National Consumers League
E-mail: johnb@nclnet.org

cc: The Honorable Chris Lee, Assistant Majority Whip

³ Hawaii Senate Bill 2031, S.D. 1, 33rd Leg., Reg. Sess. (Haw. 2026). *Relating to consumer protection*. Retrieved from https://www.capitol.hawaii.gov/sessions/session2026/bills/SB2031_SD1.pdf

RICK BARTALINI PRESENTS

March 2, 2026

Chair Jarrett Keohokalole
Vice Chair Carol Fukunaga
Senate Committee on Commerce and Consumer Protection
Hawai'i State Capitol
415 South Beretania Street
Honolulu, Hawai'i 96813

Re: S.B. 3019 - Relating to Consumer Protection (Support)

Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

My name is Rick Bartalini, and I am the founder of Rick Bartalini Presents, a concert promotion company dedicated to bringing world-class entertainment to Hawai'i. For 16 years, I have promoted concerts in Hawai'i and brought iconic global artists to the Blaisdell Arena. Over the years, we have had the privilege of bringing artists such as Mariah Carey, Journey, Diana Ross, Janet Jackson, Earth, Wind & Fire, Carrie Underwood, and most recently Josh Groban to our state, providing Hawai'i residents access to the same level of live entertainment enjoyed in major cities across the country. My company works directly with artists, venues, ticketing providers, and Hawai'i audiences to ensure that residents have access to that same level of live entertainment.

I respectfully submit this testimony in strong support of SB3019.

To ensure the Committee has the precise record I am referencing throughout this testimony, I am attaching two sets of exhibits:

1. Opposition Record (Exhibits 1–4): The written opposing testimony submitted for the February 18, 2026, hearing, including filings from the Department of Commerce and Consumer Affairs (Exhibit 1), SeatGeek (Exhibit 2), Ticket Policy Forum (Exhibit 3), and StubHub/SanHi Government Strategies (Exhibit 4).
2. Evidence of Consumer Harm (Exhibits A–C): My documented evidence of search engine diversion (Exhibit A), predatory resale pricing (Exhibit B), and social media deception (Exhibit C).

The Impact of Unregulated Resale on Hawai'i Consumers

Automated purchasing systems—increasingly supercharged by generative AI—can strip a venue's ticket inventory within seconds of a public on-sale. These tickets are not being bought by fans; they are being harvested for profit.

Resale does not create more tickets or increase venue capacity. There are still the same number of seats in the venue. Therefore, resale cannot increase consumer choice—it can only increase the price of the choice that already exists. What resale does is forcefully redistribute inventory away from the local primary ticket provider and re-list those same seats at markups reaching as high as 1,400% on mainland platforms, without adding any additional value.

The Committee should not be misled by claims that price regulation interferes with ticket transferability. SB3019 does not ban the transfer of tickets; it bans profiteering from those transfers. Platforms already have the technology to facilitate face-value-only exchanges, but they choose to disable these existing safety features because their commission-based profit model depends on the higher service fees generated by inflated resale prices.

When inventory is pulled into resale marketplaces at these fourteen-fold markups, local families are not just priced out, they are entirely shut out of the only opportunity they have to see these artists. Hawai‘i’s geographic isolation makes this harm more severe. Residents cannot simply drive to another city to attend the same event. When national platforms siphon off local inventory, they are not just raising prices; they are exploiting a captive market.

Not surprisingly, the companies that profit most from this extractive system are the same ones formally opposing these consumer protections.

Who Is Opposing This Bill

Organized opposition includes the Ticket Policy Forum, whose members include StubHub, SeatGeek, Vivid Seats, TickPick, Gametime, and Events Ticket Center. These platforms, whose business models depend entirely on allowing resale above the legal limit proposed in SB3019, argue that this bill will reduce consumer choice. Respectfully, their financial incentives are in direct conflict with price certainty for Hawai‘i residents.

These platforms argue that SB3019 is problematic because they claim it:

1. Reduces consumer choice
2. Creates artificial shortages
3. Interferes with market demand
4. Is difficult to enforce
5. Will push activity into unregulated markets (the "dark web" and “street corner” claim)

The attached exhibits demonstrate that the current resale environment—governed by these very platforms—already produces significant and documented consumer harm.

Industry estimates indicate that a small number of large national platforms—primarily StubHub (which now controls roughly 30–40% of the market), Ticketmaster Resale, SeatGeek, and Vivid Seats—account for approximately 75–85% of the visible secondary ticket market. This dominance is reinforced by these "Big Four" acting as the primary liquidity hubs where most professional brokers list their inventory.

The Committee should note that Ticketmaster occupies a unique position in this market, often acting as the primary ticket provider while simultaneously operating its own secondary resale platform. This dual role creates a system where tickets can be purchased on the primary market and immediately relisted on

the same platform at predatory markups. While Ticketmaster is often the 'front door' for an event, the other dominant marketplaces—StubHub, SeatGeek, and Vivid Seats—still aggressively compete for consumer attention through the search engine and social media diversion documented in Exhibits A and C. Regardless of which platform 'intercepts' the fan first, the result for the Hawai'i consumer is the same: a fourteen-fold markup on a ticket that has seen no increase in value.

The remaining 15–25% of the market is fragmented across other secondary players like TickPick and Eventbrite, as well as smaller, specialized resale sites such as Gametime, GoTickets, and niche platforms like Tix, JamBase, and TicketBud. This high level of concentration among just four national "gatekeepers" underscores that state-level regulation in Hawai'i targeting these dominant platforms would effectively address the vast majority of resale activity affecting local residents.

Search Engine Diversion and Documented Resale Pricing

Resale simply pulls tickets out of the primary venue ticket provider and relists them at higher prices. Respectfully, the claim that this expands consumer choice collapses on basic facts. When Hawai'i residents search online for an artist and "Honolulu tickets," sponsored resale advertisements frequently appear above the authorized primary ticket provider in search results. A reasonable consumer could easily assume these sponsored listings are the official ticket source.

This advertising structure diverts consumers before they ever reach the authorized ticket provider. Exhibits B1 through B4 further demonstrate that this diversion is not harmless. These platforms list tickets at substantial markups once consumers arrive. By contrast, as shown in Exhibit B5, the authorized primary venue ticket provider listed face value pricing ranging from \$43.50 to \$137.50.

The highest documented resale listing therefore approached approximately 15 times the highest face value price. These resale listings represent secondary resale pricing layered onto tickets that were already sold once. The harm is not just in the price, but in the process. As shown in Exhibits A and C, these platforms use sophisticated search engine and social media diversion to intercept Hawai'i consumers. While StubHub and Vivid Seats argue that SB3019 is unnecessary, these exhibits provide a real-time audit of these platforms in action, documenting markups in Exhibit B that exceed 1,400% of the original price.

Social Media Advertising by the 'Big Four' National Marketplaces

Search engine diversion is only one part of the current resale environment. As reflected in Exhibits C1 through C4, major resale platforms deploy sponsored social media advertising using prominent artist branding and "tickets on sale" messaging.

These advertisements are designed to mimic official artist announcements and frequently omit any prominent "Resale Marketplace" disclosure in the primary visual frame, leading a reasonable consumer to believe they are accessing a primary on-sale at face-value prices. This advertising is the "hook" that leads to the documented markups in my exhibits. It is a coordinated funnel designed to capture Hawai'i residents before they ever see the \$43.50 face-value price.

By the time a consumer realizes they are on a secondary site, they have already been subjected to the "urgency messaging" and "limited inventory" tactics documented in Exhibit B, often resulting in the purchase of a ticket at a 1,400% markup under the false impression that no other options exist.

Response to Enforceability and Verification Claims

Opponents argue that marketplaces cannot reliably verify the original purchase price of a ticket. This claim is technically disingenuous. The "Big Four" platforms are among the most sophisticated data-aggregators in the world; they already scrape and track ticket data in real-time to set their own speculative prices.

The reality of the modern marketplace is simple:

1. If a platform can verify a seat's exact location to facilitate a 1,400% markup, it can verify its face value to comply with Hawai'i law.
2. Complexity is not a valid excuse for non-compliance. Platforms already have the technology to implement "Face Value Exchange" features; they simply choose to disable them to protect their commission-based profit models.
3. National scale requires local compliance. Businesses that choose to extract profit from events held in Hawai'i must comply with Hawai'i consumer protection laws, regardless of where the company is headquartered.

Response to “Street Corners” and “Dark Web” Claims

Respectfully, the “street corners” and "dark web" argument is a scare tactic intended to protect the status quo. Modern consumers do not buy digital tickets on “street corners” or “dark web” forums; they buy them on the first three links of a Google search. As established earlier, a handful of national "Big Four" platforms control up to 85% of the visible resale market. By regulating these dominant gatekeepers, the State effectively secures the environment where nearly all Hawai'i resident's shop. A speculative "street corner" market simply cannot scale to the size of a Blaisdell Arena sell-out; only these national platforms have the technology and advertising reach to facilitate mass extraction of local inventory.

Response to Buyer Guarantees and Anti-Bot Claims

To protect our local community, my company already implements a “Hawai'i-First” gatekeeping strategy, including week-long pre-sales geofenced to Hawai'i credit card zip codes. However, even these robust local protections are being targeted by professional mainland actors using VPNs and "proxy" credit card services to bypass our filters.

They are effectively “harvesting” seats meant for Hawai'i families to flip them on national platforms for 1,400% markups. This demonstrates that private industry efforts alone are not enough; we need the pricing boundaries of SB3019 to collapse the financial incentive for these actors to target our local pre-sales in the first place.

Response to DCCA and Transparency Arguments

The Department has acknowledged that Hawai'i consumers often pay higher prices through resale platforms than the original price. During the February 18, 2026, hearing on SB3019, the Department emphasized support for price transparency.

Transparency is important, but there is a clear distinction:

1. Transparency without a pricing boundary is merely a front-row seat to one's own exploitation.
2. Disclosure does not prevent overpayment; it only documents it.
3. Acknowledging the harm while delaying the solution via SB3019 is a policy inconsistency that leaves Hawai'i families vulnerable to continued extraction.

Economic Impact on Hawai'i

Excessive resale markups drain the limited entertainment budgets of Hawai'i families, providing a windfall to out-of-state platforms while providing zero support for the local production.

The reality of this "Extractive Tax" is clear:

- **Direct Wealth Transfer:** Every dollar of a 14-fold markup is extracted from a Hawai'i household's bank account and sent to a mainland tech platform. These millions of dollars leave our islands forever.
- **The "Free-Rider" Problem:** As the promoter, I take the full financial risk to pay for performer fees, venue rentals, advertising, and production equipment—including sound, lighting, video, ushers, security, union stagehands, and production staff. While these local production costs often fluctuate and must be managed, the secondary market takes zero risk. These platforms extract millions in additional profit from the event without contributing a single cent toward these local production expenses or the risk of a loss.
- **Damaged Local Ecosystem:** When a fan is forced to pay \$2,000 for a \$137.50 ticket, they have significantly less disposable income to spend at Hawai'i restaurants or on artist merchandise, further harming the local economy.

The secondary market is "free-riding" on the financial risk of local promoters and the pockets of Hawai'i families, extracting millions from our economy without contributing a single cent to the production of the event.

Conclusion

SB3019 provides a clear and straightforward consumer protection: it shall be unlawful to sell event tickets for any event held in the State at a price greater than three dollars more than the original price.

The question before this Committee is a matter of fundamental policy:

- Should Hawai'i prioritize the 'right' of a mainland middleman to extract a 1,400% markup from our economy, or should it prioritize the right of our local families to access live entertainment at a fair price?"
- Or should it prioritize the right of our local families to access live entertainment at a fair price?

As the person responsible for the financial risk and local production of these events, I can confirm that the current resale environment is unsustainable for our community. I respectfully urge the Committee to choose our residents over these predatory markups and pass SB3019.

Mahalo for the opportunity to submit testimony.

Rick Bartalini
Rick Bartalini Presents
Honolulu, Hawai'i

SB3019 Opposition Testimony Exhibits

Numbered exhibits from the February 18, 2026 hearing packet.

Exhibit 1: Department of Commerce and Consumer Affairs (DCCA) written testimony (Feb. 18, 2026)



JOSH GREEN, M.D.
GOVERNOR | KE KIA'ĀINA

SYLVIA LUKE
LIEUTENANT GOVERNOR | KA HOPE KIA'ĀINA

STATE OF HAWAII | KA MOKU'ĀINA 'O HAWAI'I
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NADINE Y. ANDO
DIRECTOR | KA LUNA HO'OKELE

DEAN I. HAZAMA
DEPUTY DIRECTOR | KA HOPE LUNA HO'OKELE

Testimony of the Department of Commerce and Consumer Affairs

Before the
Senate Committee on Water, Land, Culture and the Arts
Wednesday, February 18, 2026
1:01 p.m.
Via Videoconference
Conference Room 224

On the following measure:
S.B. 3019, RELATING TO CONSUMER PROTECTION

Chair Lee and Members of the Committee:

My name is Emma Olsen, and I am an Enforcement Attorney for the Department of Commerce and Consumer Affairs' (Department) Office of Consumer Protection (OCP). The Department respectfully opposes this bill.

The purpose of this bill is to address the impact of ticket scalpers on Hawai'i residents by prohibiting tickets from being sold at a higher price than the original price charged by the primary venue ticket provider.

We are aware that Hawai'i consumers often pay higher prices to ticket resellers than the original ticket price set by the primary venue. The issue is not unique to Hawai'i, and similar challenges in the live-event ticketing market persist nationwide. We have studied recent legislative efforts to curb predatory pricing and the use of bots to buy tickets from primary sellers, including the FTC's Rule on Unfair or Deceptive Fees 16 CFR Part 464.

The Rule requires business selling live-event tickets to clearly and conspicuously disclose the total price, including all fees and charges, before a consumer consents to pay for the ticket. Hidden or misleading fees in violation of the Rule constitute an unfair or deceptive practice.

Enacting a state analogue of the Rule, such as S.B. 2031, S.D. 1, will promote price transparency, without unduly limiting the secondary market for live-event ticket sales. S.B. 2031, S.D. 1, empowers civil enforcers, including our office, to bring civil actions against live-event ticket sellers that fail to include most fees in their upfront pricing. It would extend the same authority to civil enforcers against short-term lodging sellers, such as hotels, that fail to include fees in their upfront pricing. Unlike S.B. 3019, however, S.B. 2031, S.D. 1, would not undermine the existence of a secondary market; instead, it would simply ensure price transparency in that market.

We support S.B. 2031, S.D. 1, and we respectfully request that this bill be held in Committee.

Thank you for the opportunity to testify on this bill.



February 17, 2026

Hon. Chris Lee, Chair
Hon. Lorraine R. Inouye, Vice Chair
Senate Committee on Water, Land, Culture and the Arts
Hawaii State Capitol
415 South Beretania St.
Honolulu, HI 96813

RE: Senate Bill 3019 (Resale Price Caps) - OPPOSE

Dear Senator Lee, Senator Inouye, & Honorable Members of the Committee:

SeatGeek is proud to be the Official Ticket Marketplace of University of Hawaii Rainbow Warriors athletics. We are a high-growth technology platform transforming the live event experience for fans, teams, and venues. Our enterprise ticketing technology allows teams and venues to efficiently grow their businesses while delivering a superior live experience that all fans deserve; we also provide a leading online resale platform that makes it easy and secure for fans to buy tickets and attend events, such as Rainbow Warrior games, with features such as Deal Score, our proprietary technology that helps fans find the best ticket prices for the best seats using our best-in-class mapping capabilities.

SeatGeek is somewhat unique in that we also compete directly for enterprise-level ticketing contracts against leading primary ticketing service providers (such as Ticketmaster). Our primary ticketing clients include the NFL Dallas Cowboys, NHL Stanley Cup Champion Florida Panthers, NBA Cleveland Cavaliers, and multiple leading professional soccer clubs across the U.S. as well as the UK Premier League.

We recognize that the intent of SB 3019 is to protect local fans and keep live entertainment events affordable, and therefore write with genuine appreciation for your efforts to advance crucial consumer protections for fans purchasing tickets to live concerts and sporting events in Hawaii. However, we respectfully submit that the proposed imposition of resale price caps is in fact harmful to consumers. This has been widely recognized across the United States since the advent of the Internet era. Indeed, as recently as November 2024, the Commonwealth of Massachusetts moved in the



opposite direction than SB 3019 proposes, rescinding from the books an over 100-year old resale price cap law that has not been enforced for decades.

When buyers and sellers have the option of a reliable marketplace (like SeatGeek) that allows for live event tickets to be sold at fair market value, fans can trust they are getting a fair price and that there will be consequences for any broken orders. We at SeatGeek are therefore proud of the [Buyer Guarantee](#)¹ that we stand behind for purchases made on our ticketing platform. When such secure marketplaces do not exist, consumers seek alternative black markets which provide none of these protections and often leave buyers with no recourse when a seller fails to deliver as advertised. We strongly recommend a thoughtful piece published in 2024 by the Josiah Bartlett Center for Public Policy in New Hampshire when the New Hampshire State Legislature was considering legislation that would have imposed resale price caps on live event tickets: [Banning 'scalping' won't fix the ticket resale market](#).² In the Bartlett Center piece, the author stresses that imposing price controls on ticketing marketplaces would "create shortages in legitimate secondary ticket markets and stimulate a separate black market for event tickets." Similarly, an analyst from the R Street Institute (a Washington D.C. think tank "committed to classical liberalism, principled pluralism, and a more civil civic culture") has recently opined that [Price Caps on Secondary Ticket Sales Are Just Bad Policy](#).³

Of course, the opposite is also true: where a transparent and secure market is allowed to operate, live event ticket prices very often plummet in the days leading up to an event. See [The Thrill of the Chase for a \\$9 Cyndi Lauper Ticket: Bargain hunters and even devotees wait it out for the right price to see concerts](#), Wall Street Journal, January 4, 2025;⁴ see also [Beyoncé Cowboy Carter Tickets Hit \\$20 on SeatGeek as Tour Kicks Off In Los Angeles](#), Digital Music News, April 28, 2025;⁵ [Tickets to Paul McCartney's Minneapolis concert are surprisingly cheap](#), Minneapolis Star Tribune, September 26, 2025 (resale sites listing tickets for U.S. Bank Stadium October 17, 2025 concert date "starting around \$35").⁶

The recent high-profile Taylor Swift Eras Tour provides multiple real-life examples proving this exact point. In country after country, where the supply of market-priced resale tickets for high-demand events was suppressed by resale price caps or other

¹ <https://seatgeek.com/buyer-guarantee>

² <https://jbartlett.org/2024/03/banning-scalping-wont-fix-the-ticket-resale-market/>, March 2024

³ <https://www.rstreet.org/commentary/price-caps-on-secondary-ticket-sales-are-just-bad-policy/>, R Street Institute, August 7, 2025

⁴ https://www.wsj.com/lifestyle/concert-tickets-cyndi-lauper-taylor-swift-springsteen-cheap-c45eba35?st=y79gm4&reflink=desktopwebshare_permalink

⁵ <https://www.digitalmusicnews.com/2025/04/28/beyonce-cowboy-carter-tickets-low-prices/>

⁶ <https://www.startribune.com/tickets-to-paul-mccartneys-minneapolis-concert-are-surprisingly-cheap/601480890>



restrictions, there inevitably was an ensuing spike in ticket scams and proliferation of consumers being ripped off. For example:

- **Canada:** Prior to Ms. Swift's November 2024 Toronto concerts, some 400 fans were ripped off to the tune of approximately \$300,000 after believing they were purchasing Taylor Swift tickets on Facebook but never receiving them. See [Apparent Taylor Swift ticket scam targets hundreds who claim to be out \\$300K](#), CTV News, November 17, 2024.⁷
- **Ireland:** Prior to Ms. Swift's three July 2024 Dublin concerts, the Bank of Ireland warned fans that "scammers [...] will be using whatever channels are open to them to try to steal money from desperate Swifties" and that "[c]riminals have been using hacked social media accounts and online ads to try to con people out of hundreds of euro – and possibly even more." See [Taylor Swift fans warned of ticket scams ahead of Dublin concerts: Bank of Ireland warns fans seeking tickets for Dublin gigs to be alert to criminals' efforts to con them](#), Irish Times, June 24, 2024.⁸
- **United Kingdom:** As of April 2024, months before Ms. Swift's eight London concert dates in June and August, Lloyds Bank was already estimating that thousands of UK fans had lost over £1 million in ticket scams, and that "90% of the reported concert ticket scams started on Facebook." See April 17, 2024 Lloyds Bank Press Release, ["Avoid a Cruel Summer: Lloyds Bank issues urgent warning over Taylor Swift ticket scams;"](#)⁹ see also [One in four Britons victim of ticket scams for in-demand events, says Nationwide](#), *The Guardian (UK)* ("Building society makes warning to fans desperate not to miss out as resale for Glastonbury festival approaches").¹⁰
- **Australia:** Provincial police in early 2024 reported over 250 consumers complained of ticketing scams related to the Eras Tour. See [Victorian fans lose](#)

⁷<https://www.ctvnews.ca/canada/article/apparent-taylor-swift-ticket-scam-targets-hundreds-who-claim-to-be-out-300k/>

⁸<https://www.irishtimes.com/culture/music/2024/06/24/taylor-swift-fans-warned-to-be-aware-of-ticket-scams-ahead-of-dublin-concerts/>

⁹<https://www.lloydsbankinggroup.com/assets/pdfs/media/press-releases/2024-press-releases/lloyds-bank/2024.04.17-lloyds-bank-urgent-warning-over-taylor-swift-ticket-scams.pdf>

¹⁰<https://www.theguardian.com/money/2025/apr/07/one-in-four-britons-victim-of-ticket-scams-for-in-demand-events-says-nationwide>



[almost \\$300,000 in scams ahead of Taylor Swift Eras Tour as MCG issues warning for ticketless fans](https://www.skynews.com.au/australia-news/crime/victorian-fans-lose-almost-300000-in-scams-ahead-of-taylor-swift-eras-tour-as-mcg-issues-warning-for-ticketless-fans/news-story/455223459481ef816a49f9382281bb81), Sky News Australia, February 7, 2024.⁹

Respectfully, SB 3019 will not lower live event ticket prices or protect Hawaiians, but instead risks driving legitimate resale activity back onto the street corner or the dark corners of the web. Price caps drive legitimate consumer demand and online commerce to places where fraud and the abuse of fans continue to proliferate.

We welcome efforts intended to improve the ticket buying experience for consumers in Hawaii, and in particular are supportive of the requirement to show the total or "all-in" price to consumers when displaying live event tickets for purchase, as called for under pending bill S.B. 3018. We greatly appreciate any consideration you may choose to give this correspondence and welcome any additional questions or inquiries you may have.

Sincerely,

A handwritten signature in black ink that reads "Joe Freeman".

Joe Freeman
Vice President, Government Relations
jfreeman@seatgeek.com

⁹<https://www.skynews.com.au/australia-news/crime/victorian-fans-lose-almost-300000-in-scams-ahead-of-taylor-swift-eras-tour-as-mcg-issues-warning-for-ticketless-fans/news-story/455223459481ef816a49f9382281bb81>

Exhibit 3: Ticket Policy Forum written testimony (Brian Berry) (Feb. 17, 2026)



February 17, 2026

Testimony of Brian Berry

Executive Director, Ticket Policy Forum

Before the Hawaii State Senate

Committee on Water, Land, Culture and the Arts - Hawaii State Legislature

Re: S.B. 3019 - Relating to Ticket Resale Price Caps

Position: Opposed

Chair, Vice Chair, and Members of the Committee:

My name is Brian Berry, and I serve as Executive Director of the [Ticket Policy Forum](https://www.ticketpolicyforum.org) (TPF). Thank you for the opportunity to submit testimony on S.B. 3019.

The Ticket Policy Forum represents America's leading and most trusted online ticket marketplaces, including StubHub, SeatGeek, Vivid Seats, TickPick, Gametime, and Events Ticket Center. Our member companies serve tens of millions of fans every year by providing secure, guaranteed transactions, fraud prevention, and customer support that protect buyers and sellers.

We appreciate the spirit behind S.B. 3019. Ticket prices for very popular events can be high, and policymakers understandably want to ensure that local fans are treated fairly. Where we respectfully part ways with this bill is not its intent, but its design and likely impact.

As written, S.B. 3019 would create serious compliance problems, would be extremely difficult to enforce in practice, and would produce harmful unintended consequences for Hawaii consumers. In short: demand cannot be legislatively regulated. When government attempts to cap resale prices, buyers and sellers do not stop transacting, they simply move to less safe alternatives where scams and fraud are far more common.



I. WHY PRICE CAPS SOUND SIMPLE BUT FAIL IN PRACTICE

Resale price caps are often proposed as a consumer protection measure. In practice, they function as price controls. Price controls do not eliminate demand for high-demand events. They distort markets, reduce transparency, and push transactions into unregulated channels.

Legitimate marketplaces have spent more than two decades moving ticket resale off street corners and out of risky online forums and into regulated e-commerce platforms with guarantees, identity verification, secure payments, and refund protections. There is simply no reason for Hawaii fans to be pushed back toward cash meetups and shadow markets, yet that is the predictable outcome when safe resale is restricted.

II. COMPLIANCE PROBLEM: MARKETPLACES CANNOT VERIFY “ORIGINAL PURCHASE PRICE”

S.B. 3019’s price cap structure assumes that a resale marketplace can reliably determine the original purchase price of each ticket. In reality, our marketplaces generally cannot verify the original purchase price at the time a ticket is listed. The dominant primary ticketing platform for popular concerts, Live Nation’s Ticketmaster, does not provide meaningful interoperability for digital tickets. In many cases, the only way a ticket can be transferred is through proprietary technology systems that do not disclose the original purchase price or the underlying fee structure to third parties.

This creates a major compliance dilemma:

- Resale marketplaces do not have access to the true original ticket price.
- Marketplaces cannot independently verify the original “face value” or original all-in purchase price.
- The marketplace is forced to rely on seller-provided information.
- Without cooperation from the dominant primary ticketing platform, which it has no incentive to provide, compliance becomes guesswork.



When legislation imposes a price cap without requiring primary ticketing interoperability, it effectively places secondary marketplaces in an impossible position: comply with a rule that cannot be reliably measured, audited, or enforced.

III. CONSEQUENCE PROBLEM: THE BILL WILL PUSH RESALE INTO LESS SAFE CHANNELS

Because demand cannot be legislatively regulated, the predictable consequence of price caps is displacement. If a fan in Hawaii wants to buy a ticket to a sold-out event and cannot find it on a safe, guaranteed marketplace due to the bill's restrictions, they will not simply stop trying. They will turn to other channels, including:

- Social media meetups and Facebook groups
- Informal online marketplaces
- Unregulated peer-to-peer transactions
- Cash-based exchanges outside venues
- Encrypted chats and private group message boards

These are precisely the environments where scams, counterfeit tickets, and consumer harm thrive.

In markets that have implemented resale price controls, such as Ireland and certain Australian jurisdictions, research shows reports of ticket-related fraud increased significantly, scam-related consumer losses rose sharply, and authorities identified hundreds of fraudulent ticket resale websites. These outcomes illustrate that when legitimate platforms are restricted, buyers and sellers don't disappear. Instead, fraud rises and consumer protections vanish.

Unlike legitimate marketplaces, these channels typically offer:

- No identity verification
- No secure payment processing
- No fraud detection systems
- No guarantees
- No customer support
- No meaningful recourse for victims



Price caps therefore risk making the resale ecosystem less safe, not more safe.

It is also important to recognize the broader momentum in state policymaking on this issue. While resale price caps have been batted around and introduced in recent years, many legislatures walk away from them once they examine the compliance realities and consumer consequences. In recent years, a growing number of states have chosen instead to protect ticket transfer rights and strengthen targeted consumer protections. Today, six states explicitly protect a ticketholder's right to use, transfer, give away, or resell a lawfully purchased ticket, reflecting the widely held consumer view that once a ticket is purchased, it belongs to the buyer. Massachusetts, for example, recently repealed its resale price cap after concluding it was unworkable. Michigan declined to adopt price controls and instead strengthened its bots law. Colorado vetoed a restrictive approach as lawmakers raised the idea of price caps and instead enacted consumer protection and transparency reforms without a cap. Maryland removed proposed price and fee caps from the legislation it ultimately passed two years ago. These are just several examples. This year, Washington State and Wisconsin abandoned a resale cap proposal after further review, and Oklahoma lawmakers are actively removing price cap provisions from pending legislation. That is the real momentum: states moving toward enforceable consumer protection and away from price controls that are difficult to administer and often backfire.

IV. THE BILL CREATES AN UNEVEN AND UNFAIR STANDARD

Another major flaw with resale price caps is that they apply to secondary market participants while the primary market increasingly uses dynamic pricing to raise ticket prices based on demand.



In other words, the box office can legally raise prices in real time, but a ticket holder who already purchased a ticket is prohibited from setting a price based on that same demand.

This approach is inequitable and does not address the root causes of high ticket prices. It also risks entrenching the dominant primary ticketing platform by limiting consumer choice and suppressing legitimate competition in resale. Maintaining the ability for consumers to comparison shop across multiple ticket sellers is important as it provides an important competitive check to box offices.

V. A BETTER PATH FORWARD

TPF supports strong, meaningful protections for fans, including upfront pricing transparency, enforcement against fraud and bots, refund protections, bans on deceptive speculative ticket listings, and improved ticket portability and interoperability.

These approaches protect fans without pushing transactions underground and without creating compliance standards that are impossible to meet.

CONCLUSION

We respectfully oppose S.B. 3019.

While we appreciate the intent of the bill, resale price caps are not enforceable in a modern digital ticketing environment where original purchase prices cannot be verified by independent marketplaces. More importantly, the bill will push buyers and sellers into less safe alternatives, increasing fraud and consumer harm.

The Ticket Policy Forum stands ready to work with the Committee and the Legislature on more effective consumer protection solutions that preserve safe, transparent ticket resale and promote real competition in ticketing.



Respectfully submitted,

A handwritten signature in black ink, appearing to read "Brian T. Berry", is displayed on a light gray rectangular background.

Brian Berry

Executive Director

Ticket Policy Forum

www.TicketPolicyForum.org

Exhibit 4: StubHub written testimony submitted via SanHi Government Strategies (Feb. 18, 2026)



DATE: February 18, 2026

TO: Senator Chris Lee
Chair, Committee on Water, Land, Culture and the Arts

FROM: Tiffany Yajima / Chris Delaunay

RE: **S.B. 3019, Relating to Consumer Protection**
Hearing Date: Wednesday, February 18, 2026, at 1:01 PM
Conference Room 224

Aloha Chair Lee, Vice Chair Inouye and Members of the Committee:

On behalf of StubHub, we write in respectful **opposition** to S.B. 3019, which would make it unlawful to sell a ticket at a price greater than that charged by a primary venue ticket provider.

StubHub was founded in 2000 to provide a secure, transparent marketplace for ticket resale. Every order on the platform is backed by our FanProtect Guarantee, ensuring that fans either gain entry to the event or receive their money back. StubHub does not set ticket prices. It operates as a marketplace in which sellers determine the price of the ticket and buyers decide what fits their budget.

Although framed as a consumer protection measure, resale price caps produce the opposite effect. They reduce transparency, increase fraud risk, and harm the consumers they aim to protect. Price caps do not eliminate demand, they drive it underground. When lawful resale on regulated marketplaces is restricted, high-demand transactions migrate to unverified channels such as social media platforms, private message boards, and offshore websites. In those environments, there are no money-back guarantees, no customer service representatives, and no recourse. This pattern has been observed internationally. For example, during the Taylor Swift Eras Tour in Australia, fans reportedly lost more than \$260,000 to ticket fraud after high-demand sales shifted to unregulated platforms.¹

A 2018 report by the U.S. Government Accountability Office reinforces these concerns by concluding that “price caps are difficult to enforce and offer no clear evidence of lowering resale prices or increasing access.”² In digital markets where transactions easily cross platforms and jurisdictions, price caps can be easily circumvented by bad actors. Rather than eliminating resale, a price cap pushes activity away from transparent marketplaces that provide payment security and consumer protections and towards underground markets.

¹ Sky News, “[Victorian Fans Lose almost \\$300,000 in Scams Ahead of Taylor Swift Eras Tour as MCG Issues Warning for Ticketless Fans](#),” February, 7, 2024.

² US General Accountability Office, “[Event Ticket Sales – Market Characteristics and Consumer Protection Issues](#),” April 2018.

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Honolulu, HI 96813

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Regulated resale markets also provide important flexibility. Plans can change. Travel can be disrupted. Family obligations can arise. A regulated resale market allows consumers to recover value from tickets they cannot use and enables others to purchase tickets at the last minute.

If the Legislature's objective is to protect Hawai'i consumers, more targeted tools are available, including vigorous enforcement of anti-bot laws, action against deceptive websites, and enhanced transparency in primary ticket allocation and pricing. These measures address the root causes of consumer harm without driving lawful transactions into opaque and higher-risk environments without consumer protections. For the reasons above we respectfully urge the Committee to defer this bill.

Thank you for the opportunity to provide this testimony.

Joe Hisaishi – March 4, 2026, Performance

Neal S. Blaisdell Concert Hall, Honolulu, Hawai‘i

Exhibit A1 – Google Search Results (Resale Diversion Evidence)

Joe hisaishi conducting Studio ghibli music tickets - Google Search

2/27/26, 4:31 PM

Joe hisaishi conducting Studio ghibli music tickets

All Videos News Images Shopping Forums More Tools

Sponsored results

Vivid Seats
https://www.vividseats.com

Joe Hisaishi 2026 | Show Starts Wednesday at 7 PM

Joe Hisaishi Tickets on Sale. Buy Tickets With Vivid Seats Today. Buy Tickets to Joe Hisaishi Live at Neal S Blaisdell...



March 4 - Honolulu HI
Neal S Blaisdell Concert Hall Buy Tickets Now

Joe Hisaishi
Buy Joe Hisaishi Tickets Tickets On Sale

People also search for

- joe hisaishi concert 2026 joe hisaishi concert 2026 usa
- joe hisaishi world dream tour studio ghibli orchestra concert 2026
- hisaishi conducts hisaishi joe hisaishi concert 2025
- joe hisaishi ghibli concert studio ghibli concert 2026

StubHub
https://www.stubhub.com

Joe Hisaishi | 2026 Classical Music Tickets

Tickets On Sale Today And Selling Fast, Secure Your Seats Now. USA Tickets 2026. Compare Prices on the Worlds Largest Ticket Marketplace. Many People...



People also search for

- joe hisaishi concert 2026 joe hisaishi concert 2026 usa
- joe hisaishi world dream tour studio ghibli orchestra concert 2026
- hisaishi conducts hisaishi joe hisaishi concert 2025
- joe hisaishi ghibli concert studio ghibli concert 2026

TicketSales.com
https://www.ticketsales.com

Joe Hisaishi Tour - 2026 Tickets (On Sale) - Honolulu, HI

2026 Joe Hisaishi Tour Resale Tickets at Neal S Blaisdell Concert Hall On Sale. Buy Concert...

GoTickets
https://www.gotickets.com

Joe Hisaishi Honolulu 2026 - Tickets Available Now

2026 Joe Hisaishi Honolulu Tickets & Schedule. Buy Joe Hisaishi Honolulu Tickets. 2026 Tour at...

Hide sponsored results

Joe Hisaishi Official Website

Joe Hisaishi – March 4, 2026, Performance

Neal S. Blaisdell Concert Hall, Honolulu, Hawai‘i

Exhibit B1 – B5 – Resale Pricing Exhibits & Primary Venue Ticket Provider Face Value Pricing

Exhibit Index

1. Exhibit B1 – StubHub Resale Listings (Formally Opposing SB3019)
2. Exhibit B2 – Vivid Seats Resale Listings (Formally Opposing SB3019)
3. Exhibit B3 – TicketSales.com Resale Listings (Independent Secondary Marketplace)
4. Exhibit B4 – GoTickets Resale Listings (Independent Secondary Marketplace)
5. Exhibit B5 – Primary Venue Ticket Provider Face Value Pricing

Exhibit B1 – StubHub Resale Listings (Formally Opposing SB3019)

The screenshot shows a StubHub listing for Joe Hisaishi's concert on March 04, 2026, at the Neal S. Blaisdell Center. The listing includes a seating chart diagram and a list of six resale listings. The seating chart shows the orchestra divided into 'ORCHESTRA LEFT' and 'ORCHESTRA RIGHT' sections, with 'BALCONY OVERHANG' areas above and below. The resale listings are as follows:

Listing	Price	Availability
ORCR Row U Seats 10 - 12	\$403 (Previously \$640)	Only 2 left
ORCL Row Y Seats 47 - 53	\$441	7.0 Great
ORCL Row D	\$591	8.2 Great
ORCR Row H Seats 38 - 40	\$784	7.3 Great
ORCL Row C	\$1,155 (Previously \$1,595)	Only 2 left
ORCR Row A	\$1,681	Best view

Documented resale pricing:

- \$1,681 (Row A)
- \$1,155 (Row C, previously \$1,595)
- \$784 (Row H, Seats 38–40)
- \$591 (Row D)
- \$441 (Row Y, Seats 47–53)
- \$403 (Row U, Seats 10–12, previously \$640)

Exhibit B2 – Vivid Seats Resale Listings (Formally Opposing SB3019)

vividseats Search by artist, team, or venue

Explore Trending Sports Concerts Theater & Comedy USD

Joe Hisaishi
Neal S Blaisdell Concert Hall in Honolulu, HI
Wed, Mar 4 at 7:30pm

\$520 - \$1,548 Any Quantity Perks

Don't miss out! Only 32 tickets left

12 listings Lowest Price

Listing	Price
Row H 1-2 tickets Last Ticket in Section	Fees Incl. \$720
ORCL Row L 2 tickets Section Selling Fast	6.8 Good Fees Incl. \$805
ORCL Row L 1 ticket Section Selling Fast	6.3 Good Fees Incl. \$865
ORCR Row L 1-6 tickets	Fees Incl. \$983
ORCL Row E 1-5 tickets Section Selling Fast	Fees Incl. \$1,310
ORCL Row C 2 tickets Section Selling Fast	Fees Incl. \$1,400
ORCR Row A 1-4 tickets	Fees Incl. \$1,548

Filter by Zone

- Orchestra
- Balcony

STAGE

ORCHESTRA LEFT ORCHESTRA RIGHT

BALCONY LEFT BALCONY RIGHT

STANDING ROOM ONLY

©2024 Vivid Seats LLC. All Rights Reserved.

Documented resale pricing:

- \$1,548 (Row A)
- \$1,400 (Row C)
- \$1,310 (Row E)
- \$983 (Row L)
- \$865 (Row I)
- \$805 (Row L, 2 tickets)
- \$720 (Row H)

Exhibit B3 – TicketSales.com Resale Listings (Independent Secondary Marketplace)

The screenshot displays the TicketSales.com interface for a concert by Joe Hisaishi. On the left, a list of 11 resale listings is shown, sorted by price from low to high. Each listing includes a section name, row information, and a price. On the right, a seating chart illustrates the concert hall layout, with sections and rows color-coded and labeled. Price callouts are placed on the chart to indicate the resale price for specific seats.

Section	Row	Tickets	Price
ORCL	Row Y - 2-4	4 tickets	\$620
BALCONY LEFT	Row K - 1	1 ticket	\$764
ORCL	Row D - 1-3	3 tickets	\$912
ORCL	Row D - 2	2 tickets	\$951
ORCL	Row L - 2	2 tickets	\$1,072
ORCHESTRA RIGHT	Row H - 1-2	2 tickets	\$1,123
ORCL	Row L - 1	1 ticket	\$1,151
ORCR	Row L - 1-6	6 tickets	\$1,310
ORCL	Row E - 1-5	5 tickets	\$1,745
ORCL	Row C - 2	2 tickets	\$1,859
ORCR	Row A - 1-4	4 tickets	\$2,061

Documented resale pricing:

- \$2,061 (Row A – Front of Section)
- \$1,859 (Row C)
- \$1,745 (Row E)
- \$1,310 (Row L)
- \$1,151 (Row L)
- \$1,123 (Orchestra Right, Row H)
- \$1,072 (Row L)
- \$951 (Row D)
- \$912 (Row D)
- \$764 (Balcony Left)
- \$620 (Row Y)

Exhibit B4 – GoTickets Resale Listings (Independent Secondary Marketplace)

Joe Hisaishi
Wed, Mar 04 · 7:30pm · Neal S. Blaisdell Concert Hall · Honolulu, HI

Price: High to Low

Find Tickets 07:46

Tickets are selling fast! Secure yours now.

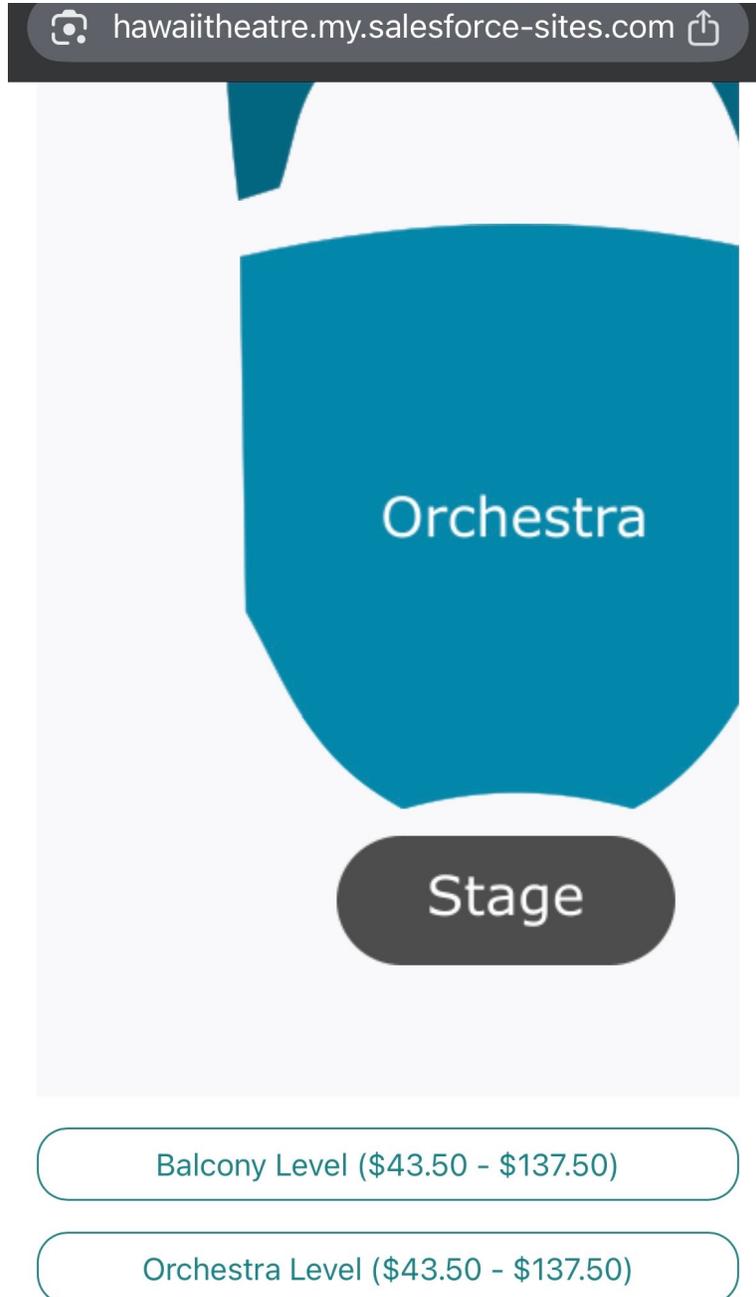
Section	Row	Tickets	Price	View
Orchestra Right	Row A	2 Tickets	\$1,702	Clear view. You will be seated together.
Orchestra Left	Row E	2 Tickets	\$1,441	Clear view. You will be seated together.
Orchestra Right	Row L	2 Tickets	\$1,082	Clear view. You will be seated together.
Orchestra Right	Row H	2 Tickets	\$771	Clear view. You will be seated together.
Orchestra Right	Row U	2 Tickets	\$618	Clear view. You will be seated together. LOWEST PRICE IN SECTION
Orchestra Left	Row D	2 Tickets	\$588	Clear view. You will be seated together.

Seating Chart Labels: BALCONY RIGHT, BALCONY LEFT, ORCHESTRA RIGHT, ORCHESTRA LEFT, STAGE

Documented resale pricing:

- \$1,702 (Row A)
- \$1,441 (Row E)
- \$1,082 (Row L)
- \$771 (Row H)
- \$618 (Row U – Lowest Price in Section)
- \$588 (Row D)

Exhibit B5 – Primary Venue Ticket Provider Face Value Pricing
Authorized face value pricing for March 4, 2026 performance.



Documented resale pricing:

- \$43.50 – \$137.50

Exhibit C1 – C4: Social Media Advertising by Resale Platforms

Note: The following examples are provided to illustrate resale platform advertising structure. These are not Hawai'i performances.

These examples demonstrate how resale platforms position themselves within consumers' digital purchasing pathways.

The advertisements use official tour artwork, artist imagery, and approved branding elements commonly associated with authorized primary ticket sellers.

The advertisements are labeled as paid promotions but do not prominently identify in the primary visual frame that the platform is a resale marketplace.

Exhibit C1 – SeatGeek Social Media Advertisement (Post Malone)

Platform: SeatGeek (Company formally opposing SB3019; member of the Ticket Policy Forum)

- Labeled as sponsored advertisement (“Ad”)
- Prominent Post Malone branding and “tickets on sale” messaging
- Direct purchase call to action
- No prominent disclosure in the primary visual frame that the platform is a resale marketplace

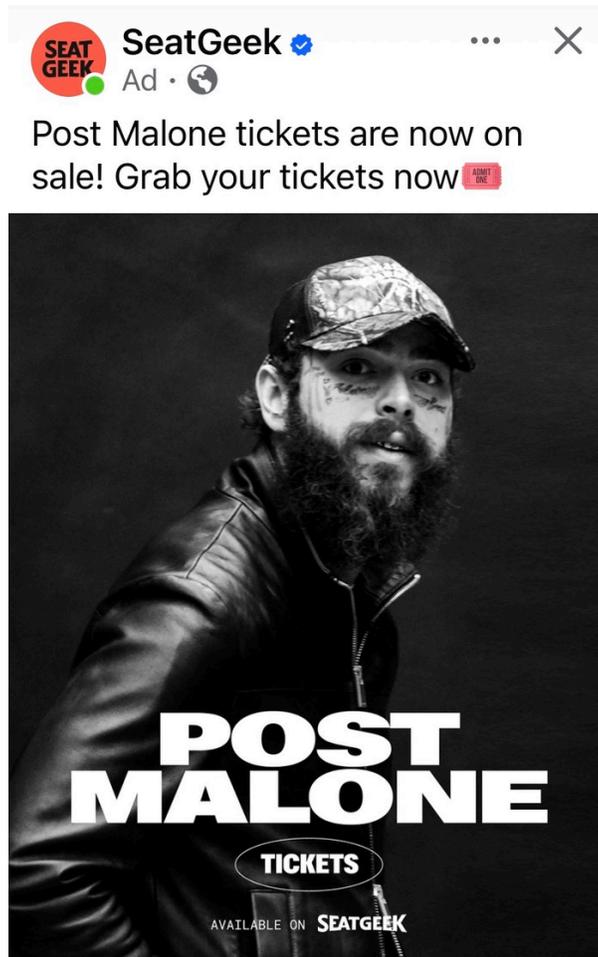


Exhibit C2 – SeatGeek Social Media Advertisement (BTS)

Platform: SeatGeek (Company formally opposing SB3019; member of the Ticket Policy Forum)

- Labeled as sponsored advertisement (“Ad”)
- Prominent BTS branding and “tickets on sale” messaging
- “Authenticated Ticket” promotional language
- 'Shop Now' call to action
- No prominent disclosure in the primary visual frame that the platform is a resale marketplace

The image is a screenshot of a social media advertisement from SeatGeek. At the top, the SeatGeek logo is displayed in a red circle, followed by the text "SeatGeek" with a blue verification checkmark. Below this, it says "Ad" with a globe icon. To the right are three dots and a close button (X). The main text of the ad reads "BTS tickets are LIVE!" in black, with a small red "SOLD OUT" badge and "... more" to its right. The central part of the ad features a photograph of the seven members of the K-pop group BTS standing on a stage in various colorful outfits. Below the photo is a shield icon and the text "Authenticated Tickets". At the bottom of the ad, the word "SEATGEEK" is written in a bold, black, sans-serif font. Below that, the text "BTS Tickets On Sale Now!" is displayed in black, and to its right is a grey button with the text "Shop now" in white.

Exhibit C3 – SeatGeek Social Media Advertisement (Journey)

Platform: SeatGeek (Company formally opposing SB3019; member of the Ticket Policy Forum)

- Labeled as sponsored advertisement (“Ad”)
- Prominent Journey branding and “tickets on sale” messaging
- “Tickets You Can Trust” and “100% Protected” messaging
- No prominent disclosure in the primary visual frame that the platform is a resale marketplace



Exhibit C4 – TickPick Social Media Advertisement (Cardi B)

Platform: TickPick (Company formally opposing SB3019; member of the Ticket Policy Forum)

- Labeled as sponsored advertisement (“Ad”)
- Prominent Cardi B branding and “tickets on sale” messaging
- 'Install Now' call to action
- No prominent disclosure in the primary visual frame that the platform is a resale marketplace

tickpick Ad Follow ...

CARDI B
LITTLE MISS DRAMA TOUR

FEB 11 PALM DESERT, CA	MAR 07 DALLAS, TX	MAR 30 TORONTO, ON
FEB 13 LAS VEGAS, NV	MAR 09 DENVER, CO	APR 02 BOSTON, MA
FEB 15 LOS ANGELES, CA	MAR 12 MINNEAPOLIS, MN	APR 03 HARTFORD, CT
FEB 19 PORTLAND, OR	MAR 14 INDIANAPOLIS, IN	APR 04 BALTIMORE, MD
FEB 21 VANCOUVER, BC	MAR 15 DETROIT, MI	APR 07 PHILADELPHIA, PA
FEB 22 SEATTLE, WA	MAR 17 KANSAS CITY, MO	APR 08 WASHINGTON, DC
FEB 25 SACRAMENTO, CA	MAR 19 CINCINNATI, OH	APR 11 RALEIGH, NC
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DANE LAM | MUSIC AND ARTISTIC DIRECTOR

Thirty-Third Legislature, State of Hawai'i
Regular Session of 2026
Senate Committee on Commerce and Consumer Protection
Testimony by Hawai'i Symphony Orchestra
March 4, 2026

TESTIMONY IN SUPPORT OF SB3019 SD1
-RELATING TO CONSUMER PROTECTION

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

As Music and Artistic Director and President and CEO, respectively, of the Hawaii Symphony Orchestra, and we write in strong support of **SB3019 SD1**, which addresses the growing problem of ticket scalping in Hawai'i. Popular events in our state continue to attract automated bulk purchasing by scalpers, which drives up resale prices and makes it harder for local residents to access concerts, cultural events, and community gatherings.

Importantly, **the inflated amounts charged by scalpers do not benefit the performers, event organizers, or venues in any way.** When tickets are resold at drastically higher prices, all additional profits go solely to third-party scalpers, not to the artists or organizations that create the event. SB3019 protects consumers while also ensuring that event revenue flows where it is intended—not into the pockets of automated resellers who exploit the system.

By supporting **SB3019 SD1**, the Legislature helps ensure that Hawai'i residents—not scalpers—have equitable access to events they value.

Mahalo for your time and consideration.

Dane Lam
Music and Artistic Director

Amy Iwano
President and CEO



Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

My name is Kendall Gilvar, and I write on behalf of the [National Independent Venue Association](#) (NIVA) and the [Fix the Tix Coalition](#) in strong support of SB3019, which would ban the resale of live event tickets above face value in Hawaii.

NIVA is the national trade association representing thousands of independent live entertainment venues, festivals, promoters, performing arts centers, and nonprofit stages across the country, including dozens across Hawaii. The Fix the Tix Coalition, which NIVA leads, is a broad alliance of live event organizations advocating for a fairer ticketing system. Our coalition includes venues, promoters, performing arts organizations, artist groups, recorded music partners, and independent ticketing companies who take on the financial risk to bring live events to communities. Partners include Universal Music Group, the Recording Academy, SAG-AFTRA, and many others.

We support SB3019 because resale price caps are a straightforward and effective consumer protection that restores fairness to the live entertainment marketplace.

The Problem: A Broken Secondary Ticketing Market

Fans expect a fair opportunity to purchase tickets at face value. Instead, they increasingly encounter a marketplace distorted by bulk purchasing technology and automated software that acquires large quantities of tickets and immediately relists them at extreme markups.

Shows sell out in minutes. Moments later, the same tickets reappear on resale platforms at two, three, or even five times their original price. Families who did everything right are forced into the secondary market and asked to pay far more than the artist or venue ever intended. This is not a free and competitive market. It is a manipulated one. Price gouging adds to the burden on working families already struggling with rising costs for housing, groceries, utilities, gas, and healthcare. Live entertainment, which should be accessible and community-based, is increasingly becoming a luxury product available only to the highest bidder.

The Harm to Hawaii's Local Economy

According to [Hawaii's 2025 State of Live Report](#), independent live entertainment stages in Hawaii drive:

- \$190.2 million in state GDP
- \$368.6 million in total economic output
- \$18.3 million in tax revenue

- \$116.7 million in wages
- \$13.1 million in off-site tourism spending

Independent venues are not just cultural anchors. They are economic engines. At the same time, 64 percent of independent venues nationwide are operating without profitability. Many are still in a fragile position.

When tickets are resold at extreme markups by third-party scalpers, that revenue does not circulate through Hawaii's local economy. It does not go to the venue staff, the artists, or the local businesses that rely on show nights. Instead, it is siphoned off by resale marketplaces and professional scalpers, many of whom are headquartered out of state and operate at scale. SB3019 ensures that value created by Hawaii's cultural economy remains connected to Hawaii's communities.

Why Resale Price Caps Work

Bots and bulk buying exist because there is extraordinary financial incentive to resell tickets at unlimited markups. When tickets can be flipped for massive profits, automated purchasing software becomes a lucrative business model. If resale is limited to a reasonable margin, that financial incentive is dramatically reduced. We have heard this directly from venues in states that have already passed resale price caps.

Other jurisdictions are moving in this direction. Maine has capped resale prices at no more than 10 percent above the original total ticket cost. Legislatures in states including Delaware, Oklahoma, Tennessee, Washington, Wisconsin, West Virginia, Kansas, Vermont and more are advancing similar policies. Internationally, Australia, Belgium, the United Kingdom, and France have adopted strong protections against exploitative resale markups.

Momentum is clear. This is a bipartisan consumer protection issue. Resale price caps are an essential tool to help prevent unethical and anti-consumer practices and to restore balance in a marketplace that has tilted heavily toward speculative profit.

Who Might Oppose This Bill

It is important to be candid. The primary opponents of resale price caps are the large secondary marketplaces and the professional scalpers who populate their platforms. These businesses generate billions of dollars in revenue from high markups and fees. They profit off of consumer confusion and price gouging.

Independent venues, nonprofit performing arts organizations, artists, and fans do not benefit from those markups. The only parties whose business models depend on unlimited and inflated resale prices are the resale platforms themselves.

The Bottom Line

Today's secondary ticketing market in Hawaii is not functioning in a way that serves consumers or local communities. Small businesses and local economies are losing revenue. Families are being priced out. Trust in the live entertainment marketplace is eroding. SB3019 restores fairness, affordability, and integrity to ticket sales in Hawaii. It keeps live entertainment accessible to working Hawaii families and protects the small and independent businesses that form the backbone of Hawaii's cultural and economic life.

For these reasons, NIVA and the Fix the Tix Coalition respectfully urge you to pass SB3019.

Thank you for your consideration.



March 3, 2026

**Testimony of Brian Berry
Executive Director, Ticket Policy Forum
Before the Hawaii State Senate Committee on Water, Land, Culture and the Arts**

**Re: S.B. 3019 - Relating to Ticket Resale Price Caps
Position: Opposed**

Chair, Vice Chair, and Members of the Committee:
My name is Brian Berry, and I serve as Executive Director of the [Ticket Policy Forum](#) (TPF). Thank you for the opportunity to submit testimony on S.B. 3019.

The Ticket Policy Forum represents America's leading and most trusted online ticket marketplaces, including StubHub, SeatGeek, Vivid Seats, TickPick, Gametime, and Events Ticket Center. Our member companies serve tens of millions of fans every year by providing secure, guaranteed transactions, fraud prevention, and customer support that protect buyers and sellers.

We appreciate the spirit behind S.B. 3019. Ticket prices for very popular events can be high, and policymakers understandably want to ensure that local fans are treated fairly. Where we respectfully part ways with this bill is not its intent, but its design and likely impact. As written, S.B. 3019 would create serious compliance problems, would be extremely difficult to enforce in practice, and would produce harmful unintended consequences for Hawaii consumers. In short: demand cannot be legislatively regulated. When government attempts to cap resale prices, buyers and sellers do not stop transacting, they simply move to less safe alternatives where scams and fraud are far more common.

I. WHY PRICE CAPS SOUND SIMPLE BUT FAIL IN PRACTICE

Resale price caps are often proposed as a consumer protection measure. In practice, they function as price controls. Price controls do not eliminate demand for high-demand events. They distort markets, reduce transparency, and push transactions into unregulated channels.

Legitimate marketplaces have spent more than two decades moving ticket resale off street corners and out of risky online forums and into regulated e-commerce platforms with guarantees, identity verification, secure payments, and refund protections. There is simply no reason for Hawaii fans to be pushed back toward cash meetups and shadow markets, yet that is the predictable outcome when safe resale is restricted.

II. COMPLIANCE PROBLEM: MARKETPLACES CANNOT VERIFY "ORIGINAL PURCHASE PRICE"



S.B. 3019's price cap structure assumes that a resale marketplace can reliably determine the original purchase price of each ticket. In reality, our marketplaces generally cannot verify the original purchase price at the time a ticket is listed. The dominant primary ticketing platform for popular concerts, Live Nation's Ticketmaster, does not provide meaningful interoperability for digital tickets. In many cases, the only way a ticket can be transferred is through proprietary technology systems that do not disclose the original purchase price or the underlying fee structure to third parties.

This creates a major compliance dilemma:

- Resale marketplaces do not have access to the true original ticket price.
- Marketplaces cannot independently verify the original "face value" or original all-in purchase price.
- The marketplace is forced to rely on seller-provided information.
- Without cooperation from the dominant primary ticketing platform, which it has no incentive to provide, compliance becomes guesswork.

When legislation imposes a price cap without requiring primary ticketing interoperability, it effectively places secondary marketplaces in an impossible position: comply with a rule that cannot be reliably measured, audited, or enforced.

III. CONSEQUENCE PROBLEM: THE BILL WILL PUSH RESALE INTO LESS SAFE CHANNELS

Because demand cannot be legislatively regulated, the predictable consequence of price caps is displacement. If a fan in Hawaii wants to buy a ticket to a sold-out event and cannot find it on a safe, guaranteed marketplace due to the bill's restrictions, they will not simply stop trying. They will turn to other channels, including:

- Social media meetups and Facebook groups
- Informal online marketplaces
- Unregulated peer-to-peer transactions
- Cash-based exchanges outside venues
- Encrypted chats and private group message boards

These are precisely the environments where scams, counterfeit tickets, and consumer harm thrive.

In markets that have implemented resale price controls, such as Ireland and certain Australian jurisdictions, research shows reports of ticket-related fraud increased significantly, scam-related consumer losses rose sharply, and authorities identified hundreds of fraudulent ticket resale websites. These outcomes illustrate that when legitimate platforms are restricted, buyers and sellers don't disappear. Instead, fraud rises and consumer protections vanish.

Unlike legitimate marketplaces, these channels typically offer:

- No identity verification
- No secure payment processing
- No fraud detection systems



- No guarantees
- No customer support
- No meaningful recourse for victims

Price caps therefore risk making the resale ecosystem less safe, not more safe. It is also important to recognize the broader momentum in state policymaking on this issue. While resale price caps have been batted around and introduced in recent years, many legislatures walk away from them once they examine the compliance realities and consumer consequences. In recent years, a growing number of states have chosen instead to protect ticket transfer rights and strengthen targeted consumer protections. Today, six states explicitly protect a ticketholder's right to use, transfer, give away, or resell a lawfully purchased ticket, reflecting the widely held consumer view that once a ticket is purchased, it belongs to the buyer. Massachusetts, for example, recently repealed its resale price cap after concluding it was unworkable. Michigan declined to adopt price controls and instead strengthened its bots law. Colorado vetoed a restrictive approach as lawmakers raised the idea of price caps and instead enacted consumer protection and transparency reforms without a cap. Maryland removed proposed price and fee caps from the legislation it ultimately passed two years ago. These are just several examples. This year, Washington State and Wisconsin abandoned a resale cap proposal after further review, and Oklahoma lawmakers are actively removing price cap provisions from pending legislation. That is the real momentum: states moving toward enforceable consumer protection and away from price controls that are difficult to administer and often backfire.

IV. THE BILL CREATES AN UNEVEN AND UNFAIR STANDARD

Another major flaw with resale price caps is that they apply to secondary market participants while the primary market increasingly uses dynamic pricing to raise ticket prices based on demand.

In other words, the box office can legally raise prices in real time, but a ticket holder who already purchased a ticket is prohibited from setting a price based on that same demand. This approach is inequitable and does not address the root causes of high ticket prices. It also risks entrenching the dominant primary ticketing platform by limiting consumer choice and suppressing legitimate competition in resale. Maintaining the ability for consumers to comparison shop across multiple ticket sellers is important as it provides an important competitive check to box offices.

V. A BETTER PATH FORWARD

TPF supports strong, meaningful protections for fans, including upfront pricing transparency, enforcement against fraud and bots, refund protections, bans on deceptive speculative ticket listings, and improved ticket portability and interoperability. These approaches protect fans without pushing transactions underground and without creating compliance standards that are impossible to meet.



CONCLUSION

We respectfully oppose S.B. 3019.

While we appreciate the intent of the bill, resale price caps are not enforceable in a modern digital ticketing environment where original purchase prices cannot be verified by independent marketplaces. More importantly, the bill will push buyers and sellers into less safe alternatives, increasing fraud and consumer harm.

The Ticket Policy Forum stands ready to work with the Committee and the Legislature on more effective consumer protection solutions that preserve safe, transparent ticket resale and promote real competition in ticketing.

Respectfully submitted,
Brian Berry
Executive Director
Ticket Policy Forum
www.TicketPolicyForum.org



March 4, 2026

The Honorable Jarrett Keohokalole
Chair
Senate Committee on Commerce and
Consumer Protection
Room 205, Hawaii State Capitol
415 South Beretania Street
Honolulu, HI 96813

The Honorable Carol Fukunaga
Vice Chair
Senate Committee on Commerce and
Consumer Protection
Room 216, Hawaii State Capitol
415 South Beretania Street
Honolulu, HI 96813

RE: Oppose SB 3019 – Relating to Consumer Protection

Dear Chair Keohokalole, Vice Chair Fukunaga, and members of the Committee:

On behalf of Chamber of Progress, a tech industry association supporting public policies to build a society in which all people benefit from technological advances, **I respectfully urge you to oppose SB 3019**, which would entrench the market power of dominant ticketing incumbents, restrict consumers' ability to resell or transfer tickets they have purchased, and reduce competition and innovation in the online ticketing marketplace.

Some online ticket marketplaces—like Ticketmaster and its parent company, Live Nation Events—enjoy a unique position as the event presenter, original ticket seller **and** reseller; a role that places them in a position similar to competing ticket resellers. Consequently, these multi-role marketplaces expose consumers to comparable challenges and issues encountered by their resale competitors, a situation that has garnered significant attention and even prompted an antitrust lawsuit from the Department of Justice (DOJ).¹

Price caps are ineffective and will drive ticket resales to underground and unregulated channels

Price caps, or restrictions placed on the resale price of a ticket included in SB 3019, are arbitrary and ineffective. Section 2(a) would make it unlawful to sell or offer an event ticket for more than \$3 above the original price. A 2018 report by the US Government

¹ *Complaint against Live Nation Entertainment, Inc. and Ticketmaster LLC (Case No. 1:24-cv-3973)*. U.S. Department of Justice, Mar. 23, 2024. (The complaint has been brought forth by the United States and a coalition of states, including Arizona, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Illinois, Maryland, Massachusetts, Michigan, Minnesota, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia Wisconsin, and Wyoming.)
<https://www.justice.gov/atr/media/1353101/dl>

Accountability Office highlights the difficulty in enforcing these caps, making them largely unsuccessful.² The report also references a study by the New York Department of State, which found “no definitive evidence that price caps impacted the availability of tickets for resale or resulted in lower resale prices.”³

For instance, in June 2023, the resale restrictions for Taylor Swift’s Eras Tour in Australia highlighted how price caps drove fans to unverified websites and social media platforms, exposing them to scams and fraud. Police reports showed that over \$260,000 was lost to scams related to counterfeit tickets for just one tour.⁴ Fans who sought alternative channels were left without recourse when their tickets turned out to be fake, demonstrating how price caps can drive transactions into untrustworthy environments where consumer protections are nonexistent.

Additionally, ticket resale laws are primarily regulated at the state level. The majority of US states— 48 in total— allow tickets to be resold at the market rate, regardless of whether the resale price is above or below face value. The two remaining states— Rhode Island and Kentucky— allow these restrictions to be waived with “permission” from the event organizer. Consumers will benefit more from a regulated resale market that provides critical protections than from ineffective price cap statutes.

Lastly, the value of a ticket should be what a consumer places on it. At the core of consumer rights is the freedom to enjoy and utilize their purchased property as the consumer deems fit, including the right and ability to resell that property. For example, season ticket holders can sell their tickets to sports games they can’t attend or if their team isn’t doing well. If their team is playing a premium opponent, the resale of the ticket helps offset the costs of increasingly expensive season ticket packages.

SB 3019 Tilts the Scale in Favor of Ticketmaster over Ticket-Buyers

At the core of consumer rights is the freedom to enjoy and utilize purchased property as the consumer deems fit, including the right and ability to resell that property.

SB 3019 threatens to curtail this fundamental right for legitimate ticket purchasers, impeding their autonomy over their ticket ownership. As written, SB 3019 ties lawful resale to the “original price” set by the “primary venue ticket provider,” a definition broad enough to include the original ticketing service provider itself, like Ticketmaster. In

² *Event Ticket Sales Market Characteristics and Consumer Protection Issues*. US Government Accountability Office, Apr. 2018. <https://www.gao.gov/assets/gao-18-347.pdf>

³ *Id.* at p. 41

⁴ Amy Roulston. “Victorian fans lose almost \$300,000 in scams ahead of Taylor Swift Eras Tour as MCG issues warning for ticketless fans.” Australia News, Feb. 7, 2024. <https://www.skynews.com.au/australia-news/crime/victorian-fans-lose-almost-300000-in-scams-ahead-of-taylor-swift-eras-tour-as-mcg-issues-warning-for-ticketless-fans/news-story/455223459481ef816a49f9382281bb81>

practice, that structure risks reinforcing incumbent control over how, where, and at what price tickets can move in the secondary market.

This could result in a restriction on consumers' ability to transfer or sell tickets according to their preferences. Such limitations on ticket resale will have a detrimental impact on fans.

A better approach is to protect a consumer's right to transfer or resell a ticket that they have purchased. Six states have language guaranteeing this right: Connecticut, Colorado, Illinois, New York, Utah, and Virginia.

Prohibiting bots from buying tickets puts customers first and ensures a fair marketplace

We agree that prohibiting a person from using bots to purchase tickets over the allowed amount for a given event, and support a transparent and fair ticketing industry. Too often, customers get locked out of fan experiences because they cannot buy highly sought-after tickets when the general on-sale begins. Using bots to purchase multiple tickets and hold those seats harms customers' ability to access and buy tickets. Lack of ticket availability from the venue will impact a customer's financial capacity and may create distrust between the venue and the customer.

For these reasons, **I respectfully urge you to oppose SB 3019**. Rather than protecting consumers, this proposal would tilt the playing field in favor of incumbent ticketing platforms, limit consumer choice, and undermine the fundamental right of ticket holders to control and resell their own purchases.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Singleton". The signature is fluid and cursive, with a large initial "R" and a stylized "S".

Robert Singleton
Senior Director of Policy and Public Affairs, California and US West



March 3, 2026

Sen. Jarrett Keohokalole, Chair
Sen. Carol Fukunaga, Vice Chair
Senate Committee on Commerce and Consumer Protection
Hawaii State Capitol
415 South Beretania St.
Honolulu, HI 96813

RE: Senate Bill 3019 (Resale Price Caps) - OPPOSE

Dear Senator Keohokalole, Senator Fukunaga, & Honorable Members of the Committee:

SeatGeek is proud to be the Official Ticket Marketplace of University of Hawaii Rainbow Warriors athletics. We are a high-growth technology platform transforming the live event experience for fans, teams, and venues. Our enterprise ticketing technology allows teams and venues to efficiently grow their businesses while delivering a superior live experience that all fans deserve; we also provide a leading online resale platform that makes it easy and secure for fans to buy tickets and attend events, such as Rainbow Warrior games, with features such as Deal Score, our proprietary technology that helps fans find the best ticket prices for the best seats using our best-in-class mapping capabilities.

SeatGeek is somewhat unique in that we also compete directly for enterprise-level ticketing contracts against leading primary ticketing service providers (such as Ticketmaster). Our primary ticketing clients include the NFL Dallas Cowboys, NHL Stanley Cup Champion Florida Panthers, NBA Cleveland Cavaliers, and multiple leading professional soccer clubs across the U.S. as well as the UK Premier League.

We recognize that the intent of SB 3019 is to protect local fans and keep live entertainment events affordable, and therefore write with genuine appreciation for the bill sponsors' wish to advance crucial consumer protections for fans purchasing tickets to live concerts and sporting events in Hawaii. However, we respectfully submit that the proposed imposition of resale price caps is in fact harmful to consumers. This has been widely recognized across the United States since the advent of the Internet era. Indeed, as recently as November 2024, the Commonwealth of Massachusetts moved in the



opposite direction than SB 3019 proposes, rescinding from the books an over 100-year old resale price cap law that has not been enforced for decades.

When buyers and sellers have the option of a reliable marketplace (like SeatGeek) that allows for live event tickets to be sold at fair market value, fans can trust they are getting a fair price and that there will be consequences for any broken orders. We at SeatGeek are therefore proud of the [Buyer Guarantee](#)¹ that we stand behind for purchases made on our ticketing platform. When such secure marketplaces do not exist, consumers seek alternative black markets which provide none of these protections and often leave buyers with no recourse when a seller fails to deliver as advertised. We strongly recommend a thoughtful piece published in 2024 by the Josiah Bartlett Center for Public Policy in New Hampshire when the New Hampshire State Legislature was considering legislation that would have imposed resale price caps on live event tickets: ['scalping' won't fix the ticket resale market](#).² In the Bartlett Center piece, the author stresses that imposing price controls on ticketing marketplaces would “create shortages in legitimate secondary ticket markets and stimulate a separate black market for event tickets.” Similarly, an analyst from the R Street Institute (a Washington D.C. think tank “committed to classical liberalism, principled pluralism, and a more civil civic culture”) has recently opined that [Price Caps on Secondary Ticket Sales Are Just Bad Policy](#).³

Of course, the opposite is also true: where a transparent and secure market is allowed to operate, live event ticket prices very often plummet in the days leading up to an event. See [The Thrill of the Chase for a \\$9 Cyndi Lauper Ticket; Bargain hunters and even devotees wait it out for the right price to see concerts](#), Wall Street Journal, January 4, 2025;⁴ see also [Beyoncé Cowboy Carter Tickets Hit \\$20 on SeatGeek as Tour Kicks Off In Los Angeles](#), Digital Music News, April 28, 2025,⁵ [Tickets to Paul McCartney's Minneapolis concert are surprisingly cheap](#), Minneapolis Star Tribune, September 26, 2025 (resale sites listing tickets for U.S. Bank Stadium October 17, 2025 concert date “starting around \$35”).⁶

The recent high-profile Taylor Swift Eras Tour provides multiple real-life examples proving this exact point. In country after country, where the supply of market-priced resale tickets for high-demand events was suppressed by resale price caps or other

¹ <https://seatgeek.com/buyer-guarantee>

² <https://jbartlett.org/2024/03/banning-scalping-wont-fix-the-ticket-resale-market/>, March 2024

³ <https://www.rstreet.org/commentary/price-caps-on-secondary-ticket-sales-are-just-bad-policy/>, R Street Institute, August 7, 2025

⁴ https://www.wsj.com/lifestyle/concert-tickets-cyndi-lauper-taylor-swift-springsteen-cheap-c45eba35?st=y79gm4&reflink=desktopwebshare_permalink

⁵ <https://www.digitalmusicnews.com/2025/04/28/beyonce-cowboy-carter-tickets-low-prices/>

⁶ <https://www.startribune.com/tickets-to-paul-mccartneys-minneapolis-concert-are-surprisingly-cheap/601480890>



restrictions, there inevitably was an ensuing spike in ticket scams and proliferation of consumers being ripped off. For example:

- Canada: Prior to Ms. Swift’s November 2024 Toronto concerts, some 400 fans were ripped off to the tune of approximately \$300,000 after believing they were purchasing Taylor Swift tickets on Facebook but never receiving them. See [Apparent Taylor Swift ticket scam targets hundreds who claim to be out \\$300K](#), CTV News, November 17, 2024.⁷
- Ireland: Prior to Ms. Swift’s three July 2024 Dublin concerts, the Bank of Ireland warned fans that “scammers [...] will be using whatever channels are open to them to try to steal money from desperate Swifties” and that “[c]riminals have been using hacked social media accounts and online ads to try to con people out of hundreds of euro – and possibly even more.” See [Taylor Swift fans warned of ticket scams ahead of Dublin concerts; Bank of Ireland warns fans seeking tickets for Dublin gigs to be alert to criminals’ efforts to con them](#), Irish Times, June 24, 2024.⁸
- United Kingdom: As of April 2024, months before Ms. Swift’s eight London concert dates in June and August, Lloyds Bank was already estimating that thousands of UK fans had lost over £1 million in ticket scams, and that “90% of the reported concert ticket scams started on Facebook.” See April 17, 2024 Lloyds Bank Press Release, [“Avoid a Cruel Summer: Lloyds Bank issues urgent warning over Taylor Swift ticket scams;”](#)⁹ see also [One in four Britons victim of ticket scams for in-demand events, says Nationwide](#), *The Guardian (UK)* (“Building society makes warning to fans desperate not to miss out as resale for Glastonbury festival approaches”).¹⁰
- Australia: Provincial police in early 2024 reported over 250 consumers complained of ticketing scams related to the Eras Tour. See [Victorian fans lose](#)

⁷<https://www.ctvnews.ca/canada/article/apparent-taylor-swift-ticket-scam-targets-hundreds-who-claim-to-be-out-300k/>

⁸<https://www.irishtimes.com/culture/music/2024/06/24/taylor-swift-fans-warned-to-be-aware-of-ticket-scams-ahead-of-dublin-concerts/>

⁹<https://www.lloydsbankinggroup.com/assets/pdfs/media/press-releases/2024-press-releases/lloyds-bank/2024.04.17-lloyds-bank-urgent-warning-over-taylor-swift-ticket-scams.pdf>

¹⁰<https://www.theguardian.com/money/2025/apr/07/one-in-four-britons-victim-of-ticket-scams-for-in-demand-events-says-nationwide>



[almost \\$300,000 in scams ahead of Taylor Swift Eras Tour as MCG issues warning for ticketless fans](#), Sky News Australia, February 7, 2024.¹¹

Respectfully, SB 3019 will not lower live event ticket prices or protect Hawaiians, but instead risks driving legitimate resale activity back onto the street corner or the dark corners of the web. Price caps drive legitimate consumer demand and online commerce to places where fraud and the abuse of fans continue to proliferate.

We welcome efforts intended to improve the ticket buying experience for consumers in Hawaii, and in particular are supportive of the requirement to show the total or “all-in” price to consumers when displaying live event tickets for purchase, as called for under pending bill S.B. 3018. We greatly appreciate any consideration you may choose to give this correspondence and welcome any additional questions or inquiries you may have.

Sincerely,

Joe Freeman
Vice President, Government Relations
jfreeman@seatgeek.com

¹¹<https://www.skynews.com.au/australia-news/crime/victorian-fans-lose-almost-300000-in-scams-ahead-of-taylor-swift-eras-tour-as-mcg-issues-warning-for-ticketless-fans/news-story/455223459481ef816a49f9382281bb81>



SanHi

GOVERNMENT STRATEGIES
A LIMITED LIABILITY LAW PARTNERSHIP

DATE: March 3, 2026

TO: Senator Jarrett Keohokalole
Chair, Committee on Commerce and Consumer Protection

FROM: Tiffany Yajima / Chris Delaunay

RE: **S.B. 3019, SD1, Relating to Consumer Protection**
Hearing Date: Wednesday, March 4, 2026, at 9:30 AM
Conference Room 229

Aloha Chair Keohokalole, Vice Chair Fukunaga and Members of the Committee:

On behalf of StubHub, I write in respectful **opposition** to S.B. 3019, SD1, which would make it unlawful to sell a ticket no more than three dollars more than the original price charged by the primary venue ticket provider.

StubHub was founded in 2000 to provide a secure, transparent marketplace for ticket resale. Every order on the platform is backed by the FanProtect Guarantee, ensuring that fans either gain entry to the event or receive their money back. StubHub does not set ticket prices. It operates as a marketplace in which sellers determine listing prices and buyers decide what fits their budget.

Although framed as a consumer protection measure, resale price caps reduce transparency, increase fraud risk, and harm the consumers they aim to protect. For any given show, venue capacity determines the number of seats available. If demand exceeds supply, imposing a price ceiling does not create additional tickets.

Price caps drive demand underground. When lawful resale on regulated marketplaces is restricted, high-demand transactions migrate to unverified channels such as social media platforms, private message boards, and offshore websites. In those environments, there are no money-back guarantees, no customer service representatives, and no recourse. This pattern exists internationally. During the Taylor Swift Eras Tour in Australia, fans reportedly lost more than \$260,000 to ticket fraud after high-demand sales shifted to unregulated platforms.¹

Resale markets provide flexibility and a form of consumer insurance. If plans change, travel is disrupted, or family obligations arise, regulated platforms allow consumers to purchase earlier with confidence knowing that they are not locked-in to a sunk cost.

¹ Sky News, "[Victorian Fans Lose almost \\$300,000 in Scams Ahead of Taylor Swift Eras Tour as MCG Issues Warning for Ticketless Fans](#)," February, 7, 2024.

If the Legislature's objective is to protect Hawai'i consumers, more targeted tools are available, including vigorous enforcement of anti-bot laws, action against deceptive websites, and enhanced transparency in primary ticket allocation and pricing. These measures address the root causes of consumer harm without driving lawful transactions into opaque and higher-risk environments without consumer protections.

For the reasons above we respectfully urge the Committee to defer this bill.

Thank you for the opportunity to provide this testimony.

SB-3019-SD-1

Submitted on: 2/26/2026 7:01:37 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Johnnie-Mae L. Perry	Individual	Support	Written Testimony Only

Comments:

I, Johnnie-Mae L. Perry, Support

3019 SB RELATING TO CONSUMER PROTECTION.

SB-3019-SD-1

Submitted on: 2/28/2026 12:01:25 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Trini Amador	Individual	Support	Written Testimony Only

Comments:

Aloha Members of the Committee,

I respectfully support SB3019.

When tickets are bought up fast and then resold online for higher prices, it is hard locals to buy tickets at the original price. I come to Hawaii all the time and am a local when there. ;)

SB3019 would protect consumers by limiting resale prices so that local fans are not priced out.

Please vote in favor of SB3019.

Mahalo.

SB-3019-SD-1

Submitted on: 3/1/2026 11:22:06 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cherry Syxomphou	Individual	Support	Written Testimony Only

Comments:

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

I support SB3019 because Hawal'i residents deserve a fair opportunity to purchase tickets at the original price when they go on sale.

Too often, tickets are gone immediately and then show up on resale websites at much higher prices. For many local families, that means paying more or missing out entirely.

Resale should not be permitted above the original price paid.

I respectfully ask you to support SB3019 and protect Hawaii residents

Mahalo for your consideration.

Del Green
60 N. Beretania Street, #3806
Honolulu, Hawaii 96817

March 1, 2026

To: Committee on Commerce and Consumer Protection

RE: Strong Support for SB3019 – Relating to Consumer Protection
(Prohibiting the Sale of Event Tickets Above the Original Price in
Hawaii'i)

Dear Chair and Members of the Committee,

Aloha! My name is Del Green, and I am an avid concertgoer and Hawai'i resident. I am writing in strong support of SB3019, which would prohibit the resale of event tickets above their original purchase price, including through primary sellers like Ticketmaster and secondary marketplaces such as StubHub, SeatGeek, and Vivid Seats.

Live music and entertainment are more than just leisure activities — they are vital cultural experiences that bring our communities together. In Hawai'i, where we are geographically isolated and already face higher costs for travel and entertainment, ticket scalping creates an additional and unfair financial barrier for residents who simply want to enjoy live performances.

As a frequent attendee of concerts and live events, I have repeatedly experienced the frustration of seeing tickets sell out within minutes, only to reappear almost immediately on resale platforms at two, three, or even five times the original face value. This practice does not benefit artists, venues, or fans. Instead, it rewards speculative resellers who exploit demand and use automated tools to purchase large quantities of tickets before genuine fans have a fair opportunity.

For local families, students, and working residents, these inflated resale prices often make attendance impossible. The result is that many seats go to those who can afford excessive markups rather than to the fans who support artists year-round. In a state already facing a high cost of living, allowing unlimited resale markups exacerbates inequity and undermines access to cultural events.

This legislation would not eliminate legitimate ticket transfers. It would simply ensure that resales occur at or below the original purchase price, preventing price gouging while still allowing flexibility for individuals who can no longer attend an event. Such a policy promotes fairness, transparency, and consumer protection.

Other essential goods and services are subject to price gouging protections during times of high demand. Live event tickets — especially in a geographically isolated market like Hawai'i — deserve similar safeguards to protect consumers from exploitative practices.

Committee on Commerce and Consumer Protection

March 1, 2026

Page 2

I respectfully urge you to support this bill and stand with Hawai'i residents who believe that live music and entertainment should be accessible, not treated as a speculative commodity.

Mahalo for your time and consideration.

Very truly yours,

/s/ Del Green

Del Green

SB-3019-SD-1

Submitted on: 3/1/2026 1:30:54 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joelle Uyeda	Individual	Support	Written Testimony Only

Comments:

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

I support SB3019 because resale markups are making live events less accessible to Hawai'i families.

When tickets are quickly purchased and relisted online for higher prices, local residents lose the opportunity to buy at the original price. For many of us, paying significantly more is not realistic.

This bill would help keep live entertainment within reach for the people who live here.

Please support SB3019.

Mahalo for your time and service.

Joelle Uyeda

SB-3019-SD-1

Submitted on: 3/1/2026 2:39:17 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nancy Choe	Individual	Support	Written Testimony Only

Comments:

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

I support SB3019 because Hawaii residents deserve a fair opportunity to purchase tickets at the original price when they go on sale.

Too often, tickets are gone immediately and then show up on resale websites at much higher prices. For many local families, that means paying more or missing out entirely

Resale should not be permitted above the original price paid.

I respectfully ask you to support SB3019 and protect Hawai'i residents.

Mahalo for your consideration.

SB-3019-SD-1

Submitted on: 3/1/2026 3:03:25 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Melissa McKinney	Individual	Support	Written Testimony Only

Comments:

Aloha Chair and Members,

I support SB3019 because it promotes fairness and protects Hawai'i residents from inflated resale prices. Local families should not be priced out of concerts, sports events, and community gatherings due to speculative ticket reselling.

This bill helps ensure that tickets remain accessible at reasonable prices.

Mahalo for your leadership on this issue.

Sincerely,

Dr. Melissa McKinney

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

I support SB3019 because Hawai'i residents deserve a fair opportunity to purchase tickets at the original price when they go on sale.

Too often, tickets are gone immediately and then show up on resale websites at much higher prices. For many local families, that means paying more or missing out entirely.

Resale should not be permitted above the original price paid.

I respectfully ask you to support SB3019 and protect Hawai'i residents.

Mahalo for your consideration.

Ualani Mo'o

Laie, Hawaii Resident (over 48 years)

SB-3019-SD-1

Submitted on: 3/1/2026 5:16:21 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leanne Hachey	Individual	Support	Written Testimony Only

Comments:

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

I respectfully support SB3019.

When tickets are quickly bought and then resold online for higher prices, it becomes harder for Hawai'i residents to buy tickets at the original price.

SB3019 would protect consumers by limiting resale prices so that local fans are not priced out.

Please vote in favor of SB3019.

Mahalo.

SB-3019-SD-1

Submitted on: 3/1/2026 5:57:36 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Hailey Bowen	Individual	Support	Written Testimony Only

Comments:

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

I am writing in strong support of SB3019.

As a Hawai'i resident, it is discouraging to try to buy tickets the moment they go on sale and still not be able to purchase them at the original price. Within minutes, the same seats often appear on resale sites for much more.

This does not increase access for local fans. It simply makes events more expensive for families here at home.

I respectfully ask you to pass SB3019.

Mahalo.

Hailey Bowen

SB-3019-SD-1

Submitted on: 3/1/2026 6:19:20 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Tierra Crooms	Individual	Support	Written Testimony Only

Comments:

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

I am writing in strong support of SB3019.

As a Hawai'i resident, it is discouraging to try to buy tickets the moment they go on sale and still not be able to purchase them at the original price. Within minutes, the same seats often appear on resale sites for much more.

This does not increase access for local fans. It simply makes events more expensive for families here at home.

I respectfully ask you to pass SB3019.

Mahalo.

SB-3019-SD-1

Submitted on: 3/1/2026 7:17:47 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Louann Suppa	Individual	Support	Written Testimony Only

Comments:

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

I support SB3019 because resale markups are making live events less accessible to Hawai'i families.

When tickets are quickly purchased and relisted online for higher prices, local residents lose the opportunity to buy at the original price. For many of us, paying significantly more is not realistic.

When Bruno Mars had his last concert at Aloha Stadium I tried to buy tickets. I had to purchase very expensive resale tickets. When I arrived at the stadium I found the view of the stage was mostly obstructed. Obviously this was very upsetting.

This bill would help keep live entertainment within reach for the people who live here.

Please support SB3019.

Mahalo for your time and service.

SB-3019-SD-1

Submitted on: 3/2/2026 12:49:40 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Carol Hirai	Individual	Support	Written Testimony Only

Comments:

As I purchase popular tickets, seats disappear while I am trying to select my seat. It is difficult to compete against bots. Most families do not need to purchase the maximum number of seats per order. My assumption is that some of these tickets are bought to be resold at higher prices which reduces the affordability to attend events.

SB-3019-SD-1

Submitted on: 3/2/2026 4:25:18 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Reinette Sherbs	Individual	Support	Written Testimony Only

Comments:

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

I am writing in strong support of SB3019.

As a Hawai'i resident, it is discouraging to try to buy tickets the moment they go on sale and still not be able to purchase them at the original price. Within minutes, the same seats often appear on resale sites for much more.

This does not increase access for local fans. It simply makes events more expensive for families here at home.

I respectfully ask you to pass SB3019.

Mahalo nui.

SB-3019-SD-1

Submitted on: 3/2/2026 6:43:17 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kanani Kaye	Individual	Support	Written Testimony Only

Comments:

Members of the Committee,

I support SB3019 because Hawai'i residents deserve a fair opportunity to purchase tickets at the original price when they go on sale.

Too often, tickets are gone immediately and then show up on resale websites at much higher prices. For many local families, that means paying more or missing out entirely.

Resale should not be permitted above the original price paid.

I respectfully ask you to support SB3019 and protect Hawai'i residents.

Mahalo for your consideration.

Sincerely,

Kanani Kaye

Kapa'a, Kaua'i

Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I strongly support SB3019, as kama'āina and lover of music and art.

How Hawaii Residents are Harmed by Unregulated Resale of Tickets

Automated purchasing systems—increasingly supercharged by generative AI—can strip a venue's ticket inventory within seconds of a public on-sale. I have witnessed this first-hand many times trying to buy tickets for concerts here in Hawai'i. These tickets are not being bought by fans; they are being harvested for profit.

Resale does not create more tickets or increase venue capacity. There are still the same number of seats in the arena. Therefore, resale cannot increase consumer choice—it can only increase the price of the choice that already exists. What resale does is forcefully redistribute inventory away from the local primary ticket provider and re-list those same seats at markups reaching as high as 1,400% on mainland platforms, without adding any additional value. I have also witnessed this markup, first-hand.

The Committee should not be misled by claims that price regulation interferes with ticket transferability. SB3019 does not ban the transfer of tickets; it bans profiteering from those transfers. Platforms already have the technology to facilitate face-value-only exchanges, but they choose to disable these existing safety features because their commission-based profit model depends on the higher service fees generated by inflated resale prices.

When inventory is pulled into resale marketplaces at these fourteen-fold markups, local families are not just priced out, they are entirely shut out of the only opportunity they have to see these artists. Hawai'i's geographic isolation makes this harm more severe. Residents cannot simply drive to another city to attend the same event. When national platforms siphon off local inventory, they are not just raising prices; they are exploiting a captive market.

Big Rich Companies are Opposing this Bill

Not surprisingly, the companies that profit most from this extractive system are the same ones formally opposing these consumer protections.

Organized opposition includes the Ticket Policy Forum, whose members include StubHub, SeatGeek, Vivid Seats, TickPick, Gametime, and Events Ticket Center. These platforms, whose business models depend entirely on allowing resale above the legal limit proposed in SB3019, argue that this bill will reduce consumer choice. Respectfully, their financial incentives are in direct conflict with price certainty for Hawai'i residents.

Industry estimates indicate that a small number of large national platforms—primarily StubHub (which now controls roughly 30–40% of the market), Ticketmaster Resale, SeatGeek, and Vivid Seats—alongside major secondary players like TickPick and Eventbrite, account for approximately 75–85% of the visible secondary ticket market. This dominance is reinforced by these "Big Four" acting as the primary liquidity hubs where most professional brokers list their inventory.

The remaining 15–25% of the market is fragmented across smaller, specialized resale sites such as Gametime, GoTickets, and niche platforms like Tix, JamBase, and TicketBud. This high level of concentration among a few national "gatekeepers" underscores that state-level regulation in Hawai'i targeting these dominant platforms would effectively address the vast majority of resale activity affecting local residents.

BOTS are Stealing all of our Tickets

Some promotion companies implement strategies to stop BOTS and to allow Hawai'i residents to purchase tickets first. However, these robust local protections are targeted by professional mainland actors using VPNs and "proxy" credit card services to bypass filters, which "harvest" seats, only to flip them on national platforms for 1,400% markups. The onus should not be on these companies to outsmart bots. SB3019 would eliminate any financial incentive for these actors to target ticket sales.

Damage to Hawai'i

Excessive resale markups drain the limited entertainment budgets of Hawai'i families, providing a windfall to out-of-state platforms while providing zero support for the local production.

Every dollar of a 1,400% markup is extracted from a Hawai'i household's bank account and sent to a mainland tech platform. These millions of dollars leave our islands forever.

Promoters take the full financial risk to pay for venue rentals, local ushers, security, stagehands, and production staff. Secondary markups provide zero reinvestment into these local jobs or the venue.

When a fan is forced to pay \$2,000 for a \$137.50 ticket, they have significantly less disposable income to spend at Hawai'i restaurants or on artist merchandise, further harming the local economy.

Conclusion

SB3019 provides a clear and straightforward consumer protection: it shall be unlawful to sell event tickets for any event held in the State at a price greater than three dollars more than the original price.

The question before this Committee is a matter of fundamental policy:

- Should Hawai'i prioritize the "right" of a mainland middleman to "free-ride" on local production and flip a ticket for a 1,400% speculative profit?
- Or should it prioritize price certainty and fair access for Hawai'i residents?

Please vote for Hawai'i residents – vote for SB3019.

February 28, 2026

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

I support SB3019 because Hawai'i residents deserve a fair opportunity to purchase tickets at the original price when they go on sale.

Too often, tickets are gone immediately and then show up on resale websites at much higher prices. For many local families, that means paying more or missing out entirely.

Resale should not be permitted above the original price paid.

I respectfully ask you to support SB3019 and protect Hawai'i residents.

Mahalo for your consideration.

A handwritten signature in cursive script that reads "Gayle Greco". The signature is written in black ink and is positioned above the printed name.

Gayle Greco

808-315-7887

SB-3019-SD-1

Submitted on: 3/2/2026 9:33:15 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kathleen Keilman	Individual	Support	Written Testimony Only

Comments:

I support SB3019 because a friend of mine offered to buy two tickets for a performance at Hawaii Theatre and ended up paying 2 and a half or three times the original price. Instead of \$60, it was \$150 or \$180. She didn't know to buy them from the theater's website and just clicked on the first link that Google provided.

Thank you,

Kate Keilman

STRONG SUPPORT FOR SB3019

Committee on Commerce and Consumer Protection

March 4, 2026, 9:30AM, room 229

Aloha e Chair Keohokalole, Vice Chair Fukunaga, and members of the Commerce and Consumer Protection Committee,

I strongly urge you to **support SB3019 HD1**, which prohibits the sale of tickets at a price higher than \$3 more than original price for events held in the State, and repeals provisions relating to ticket brokers.

The scalping or re-sale of event tickets is one more example of large national companies using legal loopholes to buy up a resource—in this case event tickets-- and turning around and taking even more money from Hawai'i residents. There is literally ZERO BENEFIT to Hawai'i and its residents to allow this.

National ticket resellers use bots and many unfair advantages to immediately purchase most tickets and **consumers cannot compete**. This is done **with the specific intent to re-sell at gorging prices, which hurts Hawai'i consumers**. This is not an example of free markets and even the argument we do not have to go to concerts is a ridiculous reason to unfair practices.

This type of unfair practice and gouging is exactly what your committee (and what the DCCA!!) are supposed to be protecting residents from. I believe there will be a lot of questions on who is being protected if SB3019 HD1 does not pass, because it would be a very clear message that Hawai'i residents were not the priority.

Hawaii residents are continually losing out to corporate interests and this is one straightforward place where you—our elected officials-- and State agencies like DCCA-- can take stand for residents over the companies that continually try to profit and price gouge us.

Mahalo for this chance to provide testimony,

Suzanne Skjold
Kaimukī, Hawai'i

SB-3019-SD-1

Submitted on: 3/2/2026 11:03:00 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jerilyn weber	Individual	Support	Written Testimony Only

Comments:

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

Please support SB3019 as a common-sense consumer protection measure for Hawai'i.

Many residents try to purchase tickets at the original price and cannot, only to see those same tickets reappear online at higher prices soon after.

SB3019 would protect Hawai'i consumers by preventing resale above the original price paid.

I respectfully urge you to pass SB3019.

Mahalo for the opportunity to submit testimony.

SB-3019-SD-1

Submitted on: 3/2/2026 12:09:07 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
MChristine Watanabe	Individual	Support	Written Testimony Only

Comments:

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

I support SB3019 because resale markups are making live events less accessible to Hawai'i families.

When tickets are quickly purchased and relisted online for higher prices, local residents lose the opportunity to buy at the original price. For many of us, paying significantly more is not realistic.

This bill would help keep live entertainment within reach for the people who live here.

Please support SB3019.

Mahalo for your time and service.

M. Christine Watanabe

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

Please support SB3019 as a consumer protection measure in support of the arts and entertainment for the residents of our great state of Hawai'i.

Many locals are excited to purchase tickets at the expected original price when they learn a favorite artist plans to perform here. Upon online entry to purchase, many are disappointed that they are not able to acquire desired tickets in time and minutes later discover that those same tickets are available on other re-sale platforms at escalated prices.

SB3019 would protect Hawai'i consumers by preventing resale above the original price paid. I humbly urge you to pass SB3019 which protect us from these back-to-back resales at higher prices. Mahalo for the opportunity to submit my testimony.

Laurie Ashiro

SB-3019-SD-1

Submitted on: 3/2/2026 3:42:23 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Allison Pettersson	Individual	Support	Written Testimony Only

Comments:

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

I am writing in strong support of SB3019.

As a Hawai'i resident, it is discouraging to try to buy tickets the moment they go on sale and still not be able to purchase them at the original price. Within minutes, the same seats often appear on resale sites for much more.

It is not pono that other entities are creating a business model that profits off of the people of Hawaii and their simple desire to enjoy their hard earned money on entertainment that brings them joy.

This is a business model that is not acceptable in any other similar online commerce transaction. Why should it be allowed in this arena? It would liken these entities to transact like sales middlemen without the permission of the artists or promoters.

I respectfully ask you to pass SB3019. To not do so would not make any sense.

Mahalo.

Allison Pettersson

LATE

SB-3019-SD-1

Submitted on: 3/3/2026 10:31:26 AM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Beckman	Individual	Support	Written Testimony Only

Comments:

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

I support SB3019 because Hawai'i residents deserve a fair opportunity to purchase tickets at the original price when they go on sale.

Too often, tickets are gone immediately and then show up on resale websites at much higher prices. For many local families, that means paying more or missing out entirely.

Resale should not be permitted above the original price paid.

I respectfully ask you to support SB3019 and protect Hawai'i residents.

Mahalo for your consideration.

Jacqueline Beckman

LATE

SB-3019-SD-1

Submitted on: 3/3/2026 1:21:31 PM

Testimony for CPN on 3/4/2026 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Terri Yoshinaga	Individual	Support	Written Testimony Only

Comments:

I support this bill.