



STATE OF HAWAII | KA MOKU'ĀINA 'O HAWAI'I
OFFICE OF THE DIRECTOR
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
KA 'OIHANA PILI KĀLEPA
335 MERCHANT STREET, ROOM 310
P.O. BOX 541
HONOLULU, HAWAII 96809
Phone Number: 1-844-808-DCCA (3222)
Fax Number: (808) 586-2856
cca.hawaii.gov

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

SYLVIA LUKE
LIEUTENANT GOVERNOR | KA HOPE KIA'ĀINA

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.

RICK BARTALINI PRESENTS

Date: February 14, 2026

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

Subject: Strong Support for SB3019 – Relating to Consumer Protection (Prohibiting the Sale of Event Tickets Above the Original Price in Hawai‘i)

Aloha Chair 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. 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.

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai‘i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai‘i

Hawai‘i’s geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai‘i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai‘i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai‘i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai‘i consumers.

Mahalo for the opportunity to submit testimony.

Rick Bartalini
Rick Bartalini Presents
Honolulu, Hawai‘i



Chair Inouye, Vice Chair Elefante, 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.



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](https://seatgeek.com/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](https://jbartlett.org/2024/03/banning-scalping-wont-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](https://www.rstreet.org/commentary/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](https://www.wsj.com/lifestyle/concert-tickets-cyndi-lauper-taylor-swift-springsteen-cheap-c45eba35?st=y79gm4&reflink=desktopwebshare_permalink), Wall Street Journal, January 4, 2025;⁴ see also [Beyoncé Cowboy Carter Tickets Hit \\$20 on SeatGeek as Tour Kicks Off In Los Angeles](https://www.digitalmusicnews.com/2025/04/28/beyonce-cowboy-carter-tickets-low-prices/), Digital Music News, April 28, 2025;⁵ [Tickets to Paul McCartney's Minneapolis concert are surprisingly cheap](https://www.startribune.com/tickets-to-paul-mccartneys-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>



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 Berry", is displayed on a light gray rectangular background.

Brian Berry

Executive Director

Ticket Policy Forum

www.TicketPolicyForum.org



SanHi

GOVERNMENT STRATEGIES

A LIMITED LIABILITY LAW PARTNERSHIP

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.

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.

SB-3019

Submitted on: 2/14/2026 2:52:01 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Russell R Nanod	Individual	Support	Written Testimony Only

Comments:

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

Date: February 14, 2026

Subject: **Strong Support for SB 3019 – Relating to Consumer Protection**

Aloha Senator Chris Lee,

My name is Russell Nanod, and I am a resident of Hawaii, living in Waikiki and a lifelong lover of live music. I am writing to you today not as a business owner, but as a consumer who has felt the direct financial sting of the predatory ticket practices currently plaguing our state.

I recently purchased tickets to the **Josh Groban concert at the Neal Blaisdell Center**. I was thrilled to discover an artist of his caliber come to Honolulu, but my excitement was dampened by the reality of the booking process. Although the original face value of a ticket was **\$70.75**, I was forced to pay **\$250.00** on a resale site just to get through the door.

I am testifying in **strong support of Senate Bill 3019**, which would prohibit the resale of tickets at prices exceeding their original face value.

Why This Matters to Local Fans

When I paid nearly four times the original price for my seat, that extra \$180 per ticket didn't go to Josh Groban, the local crew at the Blaisdell, or the promoters who worked hard to bring the show here. It went into the pocket of an anonymous scalper who likely isn't even a resident of Hawaii.

For many local families, a \$250 ticket isn't just a "splurge"—it's a barrier that makes live culture inaccessible. Hawaii residents already face a high cost of living; we shouldn't have to pay a "scalper tax" just to enjoy a night of music in our own community.

The Problem in Hawaii

Our market is uniquely vulnerable. Because we have a limited number of venues and a finite number of shows, scalpers using automated "bots" can easily corner the market. They snap up \$70 tickets in seconds, leaving fans like me with two choices: pay an extortionate markup or stay home.

Why SB 3019 is the Solution

This bill is a common-sense protection for the people of Hawaii. By capping resale prices at face value, we:

- **Remove the Profit Incentive:** If scalpers can't make a profit, they will stop using bots to hoard our tickets.
- **Keep Money in the Local Economy:** When I spend \$250 on a ticket that should have cost \$70, I have \$180 less to spend at a local restaurant before the show or on parking and concessions at the venue.
- **Ensure Fair Access:** Live entertainment should be for everyone, not just those who can afford a 350% markup.

I want to be able to support the arts and see my favorite performers without feeling like I've been taken advantage of. Please pass SB 3019 to ensure that when a ticket is listed for \$70.75, a Hawaii fan can actually buy it for \$70.75.

Mahalo for your time and for standing up for Hawaii's consumers.

Sincerely,

Russell Nanod

(808) 208-6505

Interconnections50@gmail.com

SB-3019

Submitted on: 2/15/2026 1:44:06 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Joseph Bennett	Individual	Support	Written Testimony Only

Comments:

No reselling of tickets!

SB-3019

Submitted on: 2/15/2026 1:45:25 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
David Carroll	Individual	Support	Written Testimony Only

Comments:

TESTIMONY IN STRONG SUPPORT OF SB3019

To: The Hawaii State Senate Committee on Commerce and Consumer Protection

Hearing Date: February 17, 2026

Subject: Ending the Predatory Ticket Resale Monopoly in Hawai'i

To the Members of the Committee,

I am writing to express my absolute support for SB3019. The current state of event ticketing in Hawai'i is not a "free market"; it is a sanctioned heist. For too long, local families have been forced to compete with automated bots and parasitic middlemen who contribute nothing to our culture, yet strip-mine the pockets of residents just looking to enjoy a night of entertainment.

The Reality of the Current System:

Bot Supremacy: Working-class residents are outbid in seconds by software designed to hoard inventory.

Profit via Extortion: Resellers buy tickets they never intended to use, only to hold them hostage for 300%–500% markups.

Legislative Inertia: This isn't a new problem. The fact that it has taken years to reach this point suggests that the interests of mainland lobbyists (like Ticketmaster and StubHub) have been prioritized over the people of this state.

A Message to Our Legislators:

The purpose of a representative is to protect their constituents from exploitation. There is no "middle ground" here. You either stand with the families of Hawai'i, or you stand with the lobbyists and the bots.

Let me be incredibly clear: I will not forget how you vote on this. Should this bill fail because of legislative cowardice or industry influence, I will not only withhold my vote from any member who opposed it, but I will make it my personal mission to leverage every relationship, community platform, and social network I have to expose that failure. We will ensure the public knows exactly which leaders chose to protect corporate gouging over the simple right of a Hawai'i resident to buy a concert ticket at a fair price.

We are watching. Do the right thing. Pass SB3019 without further delay or dilution.

Mahalo,

David Carroll

SB-3019

Submitted on: 2/15/2026 1:48:49 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
meli cordero	Individual	Support	Written Testimony Only

Comments:

i first started going to concerts in hawaii in elementary school over 50 years ago, in the 1970's. i remember tom moffat and many of the fun times at HIC, the waikiki shell, diamond head crater, aloha stadium, blaisdell concert hall, hawaii theater, etc etc.

my family and friends enjoyed these experiences and until recently, were able to attend events. the scalping of tickets, bought up by re-sellers, has made getting good tickets nearly impossible.

can't we regulate ticketmaster and other companies to prevent this? i received a link to find this website from rick bartalini.

please pass this legislation to lock in ticket prices so mainland/foreign entities/scalpers cannot jack up prices for entertainment in hawaii.

thank you for opportunity to influence in a postitive fashion.

SB-3019

Submitted on: 2/15/2026 1:55:28 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

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.

SB-3019

Submitted on: 2/15/2026 2:38:29 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Helene Jo	Individual	Support	Written Testimony Only

Comments:

Thank you for addressing this important subject. I have found over time that the price of tickets has limited my ability to enjoy the wonderful artists and shows that come to Hawaii. The actions of large scale scalpers to obtain tickets and then turn them around with huge increases goes beyond processing costs, it is abusive and must end. I would be in favor, as a compromise, to allow no more than a 10% increase over face value. This would take care of processing costs incurred by individual sellers who find out they can't use the tickets but can't afford to be out of that money/ There are examples from other countries that place limits that are sensible and doable.

SB-3019

Submitted on: 2/15/2026 3:04:03 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Mark Phillipson	Individual	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Committee Members,

Its actually pretty simple. These ticket sellers have positioned themselves as glutens of the entertainment industry. Original ticket prices are high but when these guys add on handling and service charges that are outrageous and also buy blocks of tickets to resell. Well it's wrong and I hope you pass this bill. It is what consumer protection is!

Mahalo, Mark

SB-3019

Submitted on: 2/15/2026 6:34:20 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Micheal SC Rompel	Individual	Support	Written Testimony Only

Comments:

Aloha Senators,

I am in full support of SB3019. These third party resale ticket sites have gone around scalping laws to profit from an illegal business. These scalpers profit by purchasing tickets at face value, while the community is at work, with the sole intention of selling them for more and not paying taxes on the profits. These third party sites benefit off of providing a platform for illegal activities, knowing the resellers most likely have no business license in the state of Hawai'i, no GET license, and no normal business expenses. These creates an unfair advantage and incentivizes, illegal busienss practices. These illegal businesses, like Stub Hub, Uber, Door Dash, Air BNB are crushing Hawai'i owned businesses, and must be stopped. Mahalo for your understanding of this issue and it's collateral damage to our state.

SB-3019

Submitted on: 2/15/2026 7:50:40 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Matthew Yim	Individual	Support	Written Testimony Only

Comments:

The people of Hawai'i deserve to attend concerts and other events without paying exorbitant prices. I don't want local families and fans to be taken advantage of by ticket resellers/scalpers.

SB-3019

Submitted on: 2/16/2026 5:59:28 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Michelle Bonk	Individual	Support	Written Testimony Only

Comments:

I support this bill that helps regular people who want to attend entertainment events get their tickets at a fair price. Ticket scalping is unfair and simply another speculation tactic for people who have greater means than others to make a profit.

SB-3019

Submitted on: 2/16/2026 9:25:25 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Blaine Fergerstrom	Individual	Support	Written Testimony Only

Comments:

I am in full support of this bill. Ticket scalping is out of control. That includes scalping by Ticketmaster and other large organizations.

Thank you.

Blaine Fergerstrom

SB-3019

Submitted on: 2/16/2026 9:47:58 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

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

Comments:

Testimony in Strong Support of SB3019
Relating to Ticket Resale in Hawai‘i

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

My name is Cherry Syxomphou, and I am a resident of Waimānalo on the island of O‘ahu. I am writing in strong support of SB3019.

As a working parent of three young boys, our family has had to be especially mindful of our budget recently due to ongoing medical expenses for our son. Opportunities to attend concerts, sports games, and community events are important ways for families like ours to spend quality time together and create positive memories — especially during challenging times.

Unfortunately, ticket resales at heavily inflated prices often make these experiences unaffordable for local families. It is discouraging to see events happening in our own communities become financially out of reach due to excessive markups by third-party resellers.

SB3019 would help protect Hawai‘i residents by ensuring that tickets cannot be resold above their original purchase price. This measure promotes fairness, accessibility, and consumer protection for local families who simply want to participate in events in the communities where we live.

Mahalo for the opportunity to provide testimony in support of SB3019. I respectfully urge the Committee to pass this measure.

Sincerely,
Cherry Syxomphou
Waimānalo, O‘ahu

SB-3019

Submitted on: 2/16/2026 9:44:29 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Leslie R Connelly	Individual	Support	Written Testimony Only

Comments:

I have experienced extreme frustration over decades as a Hawaii resident attempting to enjoy and support live music and other arts/entertainment events when purchasing tickets. Predominantly, as local residents, we can't even get the tickets at a fair price even when jumping online as soon as ticket sales are open. Considering the high cost of living here already, this is untenable for most Hawaii residents. Allow us to enjoy these on-island offerings at the intended cost please by eliminating the opportunity for ticket scalpers and brokers to grab up all of the tickets to resell at a ridiculous profit! Keep the transaction between the consumer and the venue, artist, or promoter!!

SB-3019

Submitted on: 2/16/2026 9:48:50 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Amanda Boehm	Individual	Support	Written Testimony Only

Comments:

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

Aloha Chair and Members of the Committee,

Over the years, we have had the privilege of bringing artists such as Mariah Carey, Journey, Diana Ross, Janet Jackson, 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.

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

Respectfully,
amanda boehm

SB-3019

Submitted on: 2/16/2026 9:50:11 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
David Leake	Individual	Support	Written Testimony Only

Comments:

Aloha Committee Members,

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket

provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

Respectfully,

David Leake - Kaneohe

SB-3019

Submitted on: 2/16/2026 9:52:06 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Colby Haines	Individual	Support	Written Testimony Only

Comments:

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony. I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or

offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony. I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony. I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony. Colby Haines, SAG-AFTRA, MA, actor, filmmaker, writer

SB-3019

Submitted on: 2/16/2026 10:27:16 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Madeline Monaco	Individual	Support	Written Testimony Only

Comments:

TESTIMONY IN STRONG SUPPORT OF SB3019

Presented by: Madeline Monaco

Date: February 16, 2026

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

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

Aloha Chair and Members of the Committee,

My name is Madeline Monaco, and I am a resident of Lahaina. I am a avid music lover and regularly attend concerts at the MACC and at other venues in Honolulu and across our beautiful state.

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

Respectfully,

Madeline Monaco

4007 Lower Honoapiilani Rd, unit 209

Lahaina, HI 96761

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

February 16, 2026

To: Committee on Water, Land, Culture and the Arts

RE: Strong Support for SB3019 – Relating to Consumer Protection
(Prohibiting the Sale of Event Tickets Above the Original Price in
Hawai'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 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 Water, Land, Culture and the Arts
February 16, 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

Submitted on: 2/16/2026 11:09:54 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Carolyn Caylor	Individual	Support	Written Testimony Only

Comments:

TESTIMONY IN STRONG SUPPORT OF SB3019

Presented by: Carolyn Caylor, living on the island of Kauai

Date: February 16, 2026

To: COMMITTEE

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

Aloha Chair and Members of the Committee,

My name is Carolyn Caylor, I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges we face in Hawai'i even when we want to see an artist on another island are air fare, hotel stay and rental car. Having to pay for a resale ticket at a much higher inflated rate makes it impossible for us to attend.

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 is so important:

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Please pass SB3019.

Respectfully submitted for testimony by,

Carolyn Caylor

SB-3019

Submitted on: 2/16/2026 11:26:59 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Lori Nishino	Individual	Support	Written Testimony Only

Comments:

As a person with a disability and needing wheelchair accessible seating, tickets are already limited for me and my companion. If we are not fortunate to purchase tickets when sales commence, we are not able to afford the high costs of resellers at the various venues. Resellers know ADA seating is very limited.

If resellers can only resell at the original costs, this could help us purchasing resold tickets in the future. Or it may even help us purchase these tickets at the get go and deter folks from purchasing with the intent of only making a profit.

SB-3019

Submitted on: 2/16/2026 1:39:45 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Linda Susan Yasunaga	Individual	Support	Written Testimony Only

Comments:

I recently thought how fun it would be to go to the Super Bowl in San Francisco 2026. My team unexpectedly made it to the Super Bowl and that's something on my bucket list. So I went into Ticketmaster to try to find a ticket. There were lots of tickets left. I remember finding one I think it was the first row on the 50 yard line for \$50,000.

I also found one in the very top section in the very last row for \$11,000.

Well, it would've been very fun to finally get to a Super Bowl. I believe the original prices for the Super Bowl range from \$990-\$8000

Why were these tickets allowed to be sold for so much.

I was told that the price of tickets will drop if they are not sold a few days before the game and even more on the day of the game. For me that would've meant taking a chance, which would've included buying an airplane ticket getting a hotel room and a rent a car.

Well, there's always next year And hopefully this bill will be passed by then.
much aloha

Linda Susan Yasunaga

SB-3019

Submitted on: 2/16/2026 12:24:18 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Elaine Terry	Individual	Support	Written Testimony Only

Comments:

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

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

Aloha Chair and Members of the Committee,

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

SB-3019

Submitted on: 2/16/2026 2:27:02 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Atsushi Jim Terakubo	Individual	Support	Written Testimony Only

Comments:

TESTIMONY IN STRONG SUPPORT OF SB3019

Presented by: Rick Bartalini, Rick Bartalini Presents

Date: February 14 2026

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

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

Aloha Chair 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. Over the years, we have had the privilege of bringing artists such as Mariah Carey, Journey, Diana Ross, Janet Jackson, 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.

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

Respectfully,

RICK BARTALINI
RICK BARTALINI PRESENTS
HONOLULU, HAWAII

SB-3019

Submitted on: 2/16/2026 5:19:58 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Audra White	Individual	Support	Written Testimony Only

Comments:

I support sb3019

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs. With regard to ticket sales, the people of Hawai'i deserve better consumer protections.

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Respectfully,

Robert Warner

Aiea, Hawaii

SB-3019

Submitted on: 2/16/2026 7:40:26 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Dana Teramoto	Individual	Support	Written Testimony Only

Comments:

TESTIMONY IN STRONG SUPPORT OF SB3019

Date: February 16, 2026

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

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

Aloha Chair and Members of the Committee,

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers such as myself are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who enjoys attending concerts, I respectfully ask our legislators to ensure that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

Respectfully,

Dana Teramoto

SB-3019

Submitted on: 2/16/2026 9:09:54 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Christopher Tortora	Individual	Support	Written Testimony Only

Comments:

I would like to strongly support SB3019 which deals with regulation of ticket resales for entertainment events in Hawaii. Because ticket resellers use computer and AI technology to interfere with initial ticket purchases by local residents and because the re-sale of tickets can occur at significantly more than original ticket prices, thus taking advantage of the Hawaii consumer and preventing some local residents from being able to afford tickets. By regulating ticket sale prices and not allowing re-sales at prices higher than the original sale price of the tickets, you would be protecting consumers and helping to prevent large corporations from selling tickets at inflated prices. Penalties for violations would help to ensure this law would be adhered to. This policy is good for those who live in Hawaii and would help eliminate the need to pay excessive prices for live entertainment events. Please pass measure SB3019. Thank you.

SB-3019

Submitted on: 2/17/2026 7:03:52 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
WENDY YAMADA	Individual	Support	Written Testimony Only

Comments:

To:

COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

Subject: Support for SB3019 – Consumer Protection Against Inflated Ticket Resales

Aloha Chair and Members of the Committee,

My name is Wendy Yamada, and I am writing in support of SB3019.

In 2024, my husband and I attempted to purchase four tickets to see Carrie Underwood at the Blaisdell Arena in Honolulu. The face value of each ticket was \$675.75 which we did not know at the time of purchase when tickets were first sold. Instead, we paid a total of \$9,000 for four tickets through what appeared to be an official ticketing website. My husband searched ticketmaster and clicked onto a website that looked exactly like it .

We later learned that the website was not the official seller and did not own or have access to the tickets it was advertising at the time of sale. The promoter for the event formally wrote to American Express on our behalf, confirming that the website was unauthorized and did not have access to those seats. With the promoters help , after many months of us trying to get this resolved with the website and American express, we were refunded.

Honestly it took so much effort and time to get this money back and it was very stressful. The website contact kept saying they would get us the tickets by the day before the concert . (we had bought specific floor seats and bend in contact with the promoter ,we learns this website didn't even own those tickets!)

We were shocked to discover how much more we had paid compared to the original price. What we thought was a legitimate ticket purchase turned out to be an extremely inflated resale transaction that cost us thousands of dollars more than it should have. Knowing our children loved Carrie Underwood, my husband bought what he believed was legitimate tickets . we immediately learned that this website did not even have the tickets to as consumers, we were taken advantage of by a resale system that allows massive markups far beyond the original price set by the venue and promoter.

No family should have to experience this. When tickets are resold at excessive prices, it creates confusion, financial harm, and erodes trust in the ticket-buying process.

SB3019 would provide much-needed consumer protection by prohibiting the resale of tickets above the original price charged by the primary venue ticket provider for events held in Hawai'i. This bill would help prevent other families from experiencing what we did.

I respectfully urge you to pass SB3019 to protect Hawai'i residents from inflated resale pricing and deceptive ticket practices.

Mahalo for your time and consideration.

Respectfully,

Wendy Yamada

SB-3019

Submitted on: 2/17/2026 6:51:13 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Aaron Blanchard	Individual	Support	Written Testimony Only

Comments:

Companies use bots to instantly buy up tickets then price gouge local customers in the secondary market while companies like Ticket Master reap the profits. End this scam now.

SB-3019

Submitted on: 2/17/2026 7:30:59 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Kelly Westmiller	Individual	Support	Written Testimony Only

Comments:

I support this bill. The ticket scalping need to be stopped in Hawaii. The local people will see a show for a reasonable price if this does not pass.

Thanks you, Kelly Westmiller

A concerned citizen

SB-3019

Submitted on: 2/17/2026 8:14:54 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Malia Eversole	Individual	Support	Written Testimony Only

Comments:

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

SB-3019

Submitted on: 2/17/2026 10:18:36 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Zach Goodman	Individual	Support	Written Testimony Only

Comments:

This is a common sense bill that should absolutely be adopted. Fans are consistently exploited through ticket scalping operations. This type of legislation will help concert goers, and should have no impact to artists. It will only hurt the people who are not operating in good faith

SB-3019

Submitted on: 2/17/2026 11:14:55 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

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

Comments:

My fingers are not as fast as automated processes so tickets to in-demand shows disappear quickly. It's probably the minority of friends and/or family who need the max number of orderable tickets. I assume the remainder of tickets are resold. There have been instances in which my unsuspecting friends have bought tickets at secondary sites. The intent of this bill is to keep prices so that hopefully people, students to retirees can afford to enjoy events.

SB-3019

Submitted on: 2/17/2026 12:59:14 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Danmerle Capati	Individual	Support	Written Testimony Only

Comments:

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

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

Aloha Chair and Members of the Committee,

My name is Danmerle Capati, writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales hurts average wage earners to get accurate ticket sales, hurts the live music industry, and our smaller live concert/show venues. It is unfair, careless, and fraudulent to sell tickets at outrageous amounts and those that do, should be given legal consequences.

Please pass this bill, it will only build up our live music industry.

Thank you,

Danmerle Capati

SB-3019

Submitted on: 2/17/2026 11:58:54 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
lora wright	Individual	Support	Written Testimony Only

Comments:

Aloha- I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony,

Lora Wright

LATE

SB-3019

Submitted on: 2/17/2026 10:03:46 PM

Testimony for WLA on 2/18/2026 1:01:00 PM

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

Comments:

I strongly support this consumer protection bill.

Tickets shouldn't become a Wall Street product.

When resellers can flip them above face value, regular people get priced out, trust erodes, and the only winners are scalpers and bots - not artists, venues, or fans.

Face value should mean something. If someone can't go, let them resell for what they paid - not turn access into price gouging.

Please pass this bill and give DCCA the tools to enforce it.

LATE

SB-3019

Submitted on: 2/18/2026 7:30:30 AM

Testimony for WLA on 2/18/2026 1:01:00 PM

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

Comments:

To: COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS

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

Aloha Chair 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. Over the years, we have had the privilege of bringing artists such as Mariah Carey, Journey, Diana Ross, Janet Jackson, 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.

I am writing in strong support of SB3019, which prohibits the resale of event tickets at prices exceeding the original price charged by the primary venue ticket provider for events held in the State of Hawai'i and authorizes enforcement through the Department of Commerce and Consumer Affairs.

The Impact of Unregulated Ticket Resales

Ticket scalping has evolved into a sophisticated, technology-driven industry that exploits real fans. Automated software programs, commonly referred to as bots, can purchase large quantities of tickets within seconds of an on-sale. These tickets are then immediately relisted on secondary marketplaces at significantly inflated prices, often two, three, or even ten times the original face value.

Consumers are frequently unaware they are purchasing resale tickets at inflated prices until after the transaction is complete. Families who simply want to attend a concert find themselves paying hundreds of dollars more than the artist and promoter intended.

Challenges Specific to Hawai'i

Hawai'i's geographic isolation and limited venue capacity make our market especially vulnerable. We do not have multiple arena options. When tickets are scooped up and relisted at

excessive prices, there are no alternative tour stops within driving distance. Local residents are left with a difficult choice: pay the inflated resale price or miss the event entirely.

The financial impact also extends beyond the ticket price. Money spent on excessive resale markups does not circulate through our local economy. Instead, it often flows to out-of-state or offshore resale operators. Those dollars could otherwise be supporting local businesses, restaurants, hotels, and workers connected to live events.

Why SB3019 Matters

SB3019 provides a clear and straightforward consumer protection: tickets for events in Hawai'i should not be resold for more than the original price charged by the primary venue ticket provider. The bill also empowers the Department of Commerce and Consumer Affairs to adopt rules and impose fines for violations, creating real accountability.

This measure will:

- Protect Consumers by preventing excessive price markups
- Promote Fairness in the ticket marketplace
- Preserve Access to live entertainment for local families
- Hold resale platforms accountable under Hawai'i law

Live events are more than entertainment. They are shared cultural moments that bring our community together. Access to those experiences should not be dictated by automated purchasing software or speculative resale practices.

Conclusion

The people of Hawai'i deserve better consumer protections. As someone who works directly with artists and local audiences, I care deeply about ensuring that concertgoers are not taken advantage of by inflated resale pricing.

I respectfully urge the Committee to pass SB3019 and provide meaningful protection for Hawai'i consumers.

Mahalo for the opportunity to submit testimony.

Sincerely,

Nancy Choe