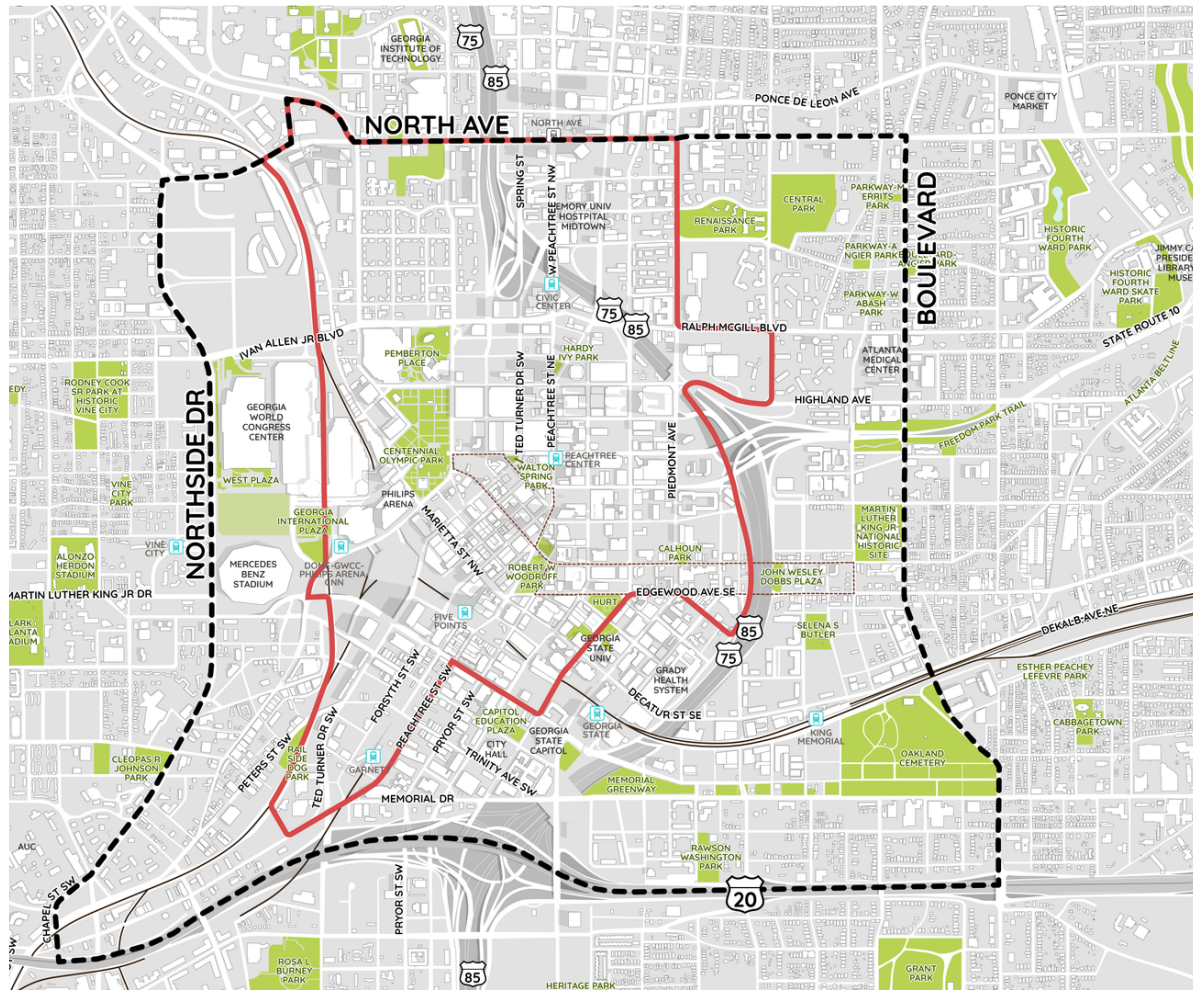


DOWNTOWN MARKET DATA

2nd Quarter

2023
EDITION

DOWNTOWN ATLANTA GEOGRAPHY



■■■■■ CAP Planning Boundary

— Atlanta Downtown Improvement District Boundary



BY THE NUMBERS



33,500
residents



17,000
housing units



204,900
total jobs



650
restaurants
and shops



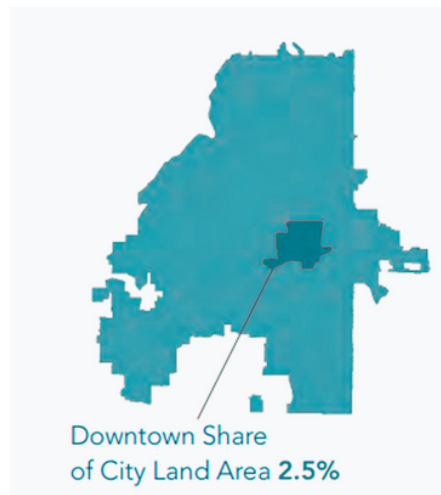
13,200
hotel rooms



36,500
Georgia State University
Students - Downtown Campus

Source: ESRI 2023, IPEDS, CAP

VALUE OF DOWNTOWN



\$797
million

Annual public revenue
generated in Downtown

\$95
million

Net fiscal surplus
generated annually by
Downtown Atlanta

8x

Greater the value of
Downtown land vs.
Citywide, on a per
acre basis

\$33
billion

Downtown's annual
economic impact on the
State of Georgia

Source: KB Advisory Group, 2019

MARKET UPDATE - Q2 2023

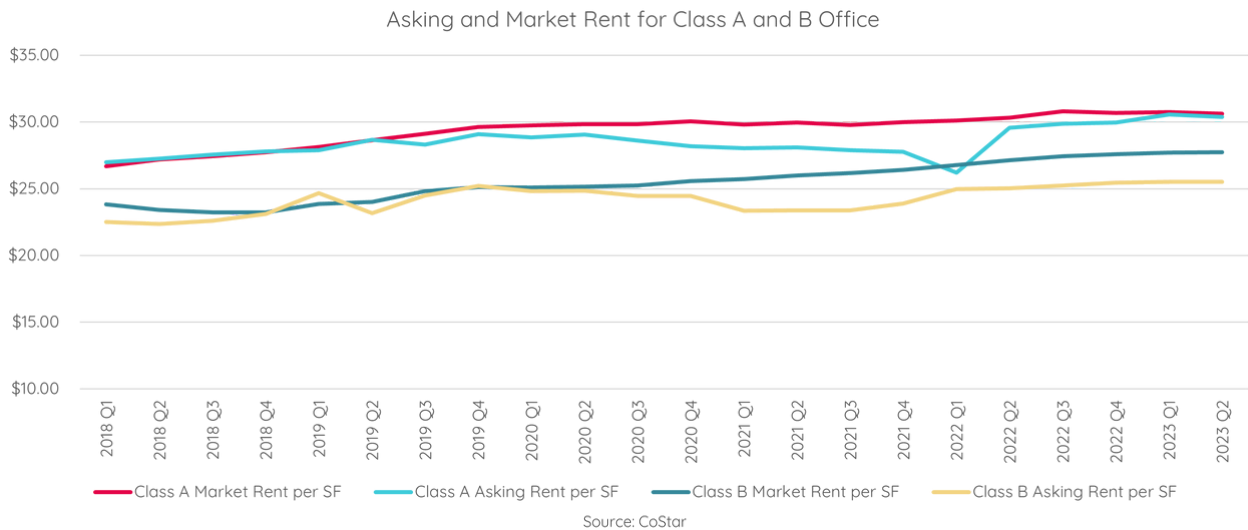
Office Market

19 mil
Current Inventory
Class A and B
(per SF)

\$30.61
Class A Market Rents
(per SF)
YoY % Change: +1%

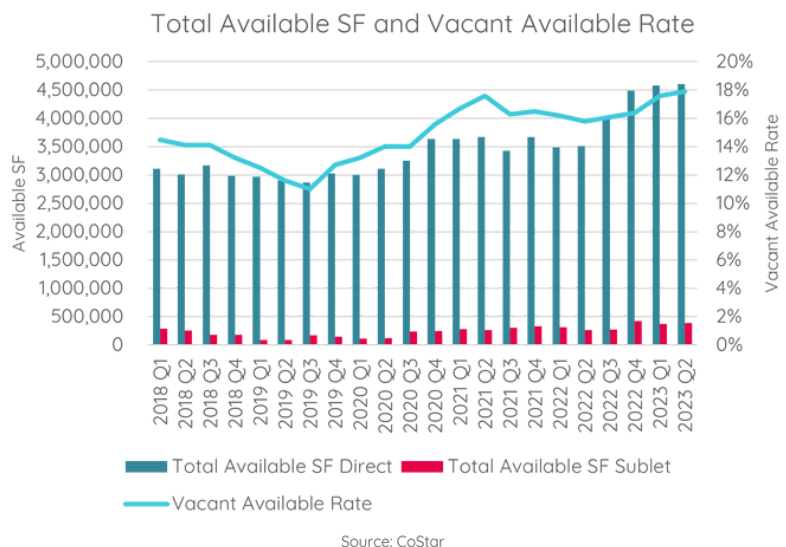
-2.2%
12 Mon Net Absorption
% of Inventory
YoY % Change: -32%

21%
Vacancy Rate
YoY % Change: +9%



- Asking rent for Class A Office increased by approximately **3%** from Q2-2022.
- Asking rent for both Class A and Class B Office have increased by **11%** and **14%**, respectively, since 2018.
- Vacancy rate remains higher than pre-pandemic rates, while asking rents for Class A and B Office steadily increases.

- Availability for both direct and sublet space has become prevalent since the onset of the pandemic. Specifically, the availability of sublet space has increased by 226% from Q2-2020.
- Office market recorded **-21,274 SF** net absorption in Q2-2023.
- In Q2-2023, there were **10** leasing activity deals resulting in **26,564 SF** of direct leases.



MARKET UPDATE - Q2 2023

Hotel Market

13,200
Hotel Rooms

\$191.78
Average Daily Rate

YoY % Change: +5%

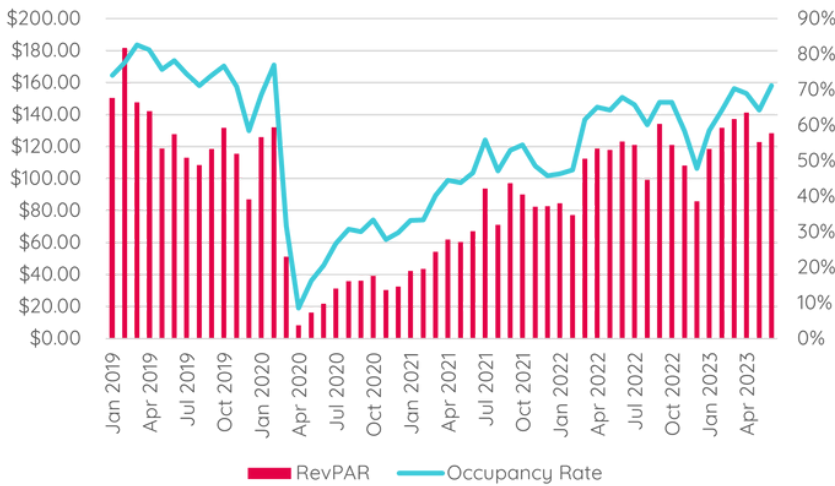
\$130.68
RevPAR

YoY % Change: +9%

68%
Occupancy Rate

YoY % Change: +4%

Monthly RevPAR and Occupancy Rate



Source: CoStar

- RevPAR reached the **highest point** since the onset of the COVID-19 Pandemic at \$130.68. It is **9%** higher than Q2-2022.
- Occupancy rose to the **highest** rate since the onset of the pandemic reaching **71%**.
- Average daily rate reached the **second highest point** at \$204.60 in April, a **12%** increase from April 2022.
- Over **1,700** hotel rooms are under construction and in the development pipeline.

Retail Market

2.9 mil
Current Inventory

\$31.89
Asking Rents (NNN)
(per SF)

YoY % Change: +17%

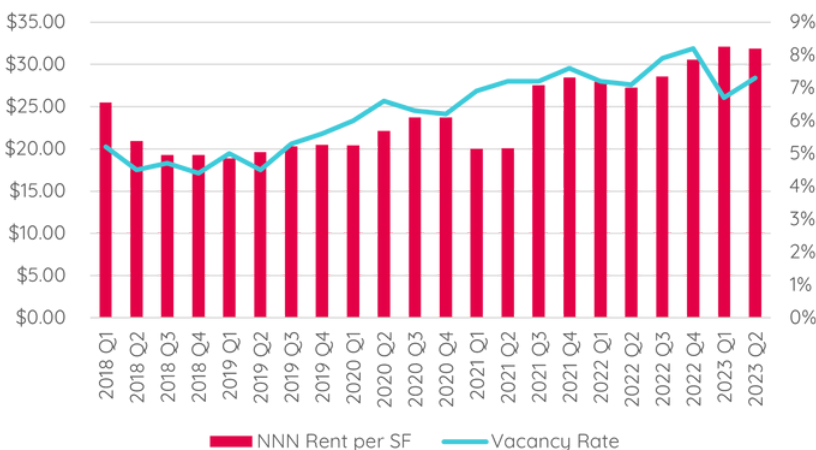
0.1%
12 Mon Net Absorption
% of Inventory

YoY % Change: +233%

7.3%
Vacancy Rate

YoY % Change: +3%

Triple Net Rent and Vacancy Rate



Source: CoStar

- Triple net rent **exceeds** pre-pandemic rents. In Q2 2023, the triple net rent **surpassed** the rent recorded in Q2 2019 by **63%**.
- The Q2 2023 vacancy rate increased by 9% from Q1 2023.
- **Businesses Opened in Q2-2023:** Rock's Chicken and Fries, Greatest of Plates, and R3 Rosendale Concepts
- **Coming Soon This Year:** Stir House, Betty Sue's, Valhalla Social, Mochinut, Jinya Ramen Bar, Spiller Park Coffee, and Twelve80 Floral Shop

Source: CoStar, CAP, What Now Atlanta

MARKET UPDATE - Q2 2023

Multi-Family Market & Pipeline

11,728
Units of Multi-family
Inventory

\$1.91
Asking Rents
(per SF)

YoY % Change: -2%

1,523
Units Under
Construction

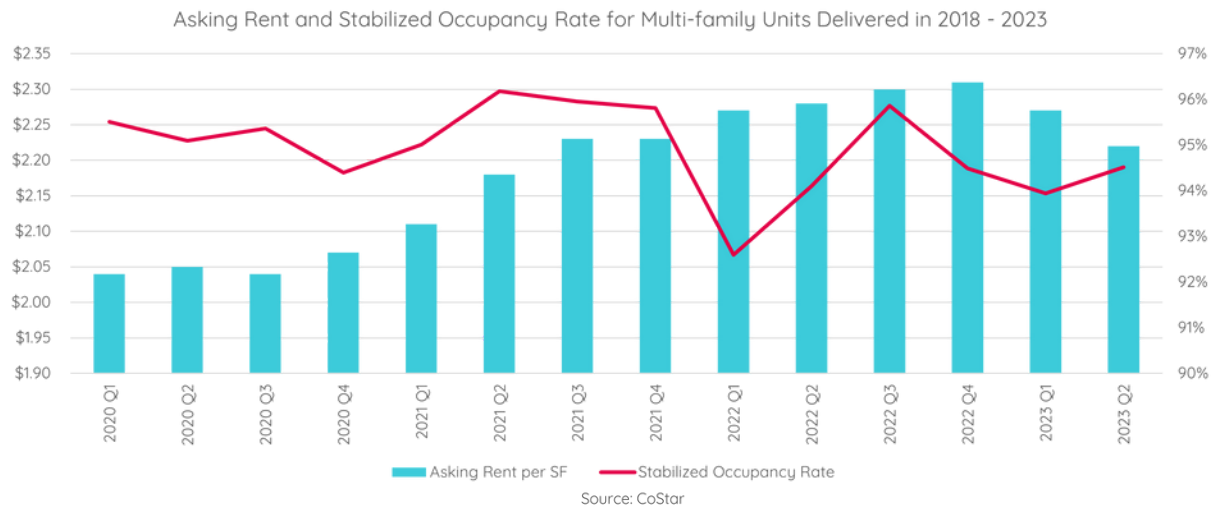
\$2.30
Asking Rents for Units
Delivered in 2018-2023
(per SF)

YoY % Change: +1%

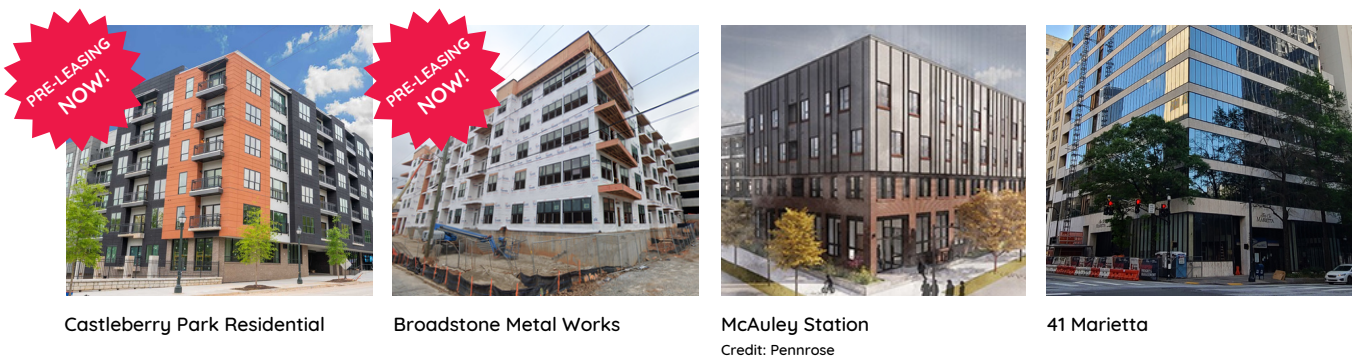
4,876
Units in the Five-
year Pipeline

90.2%
Occupancy

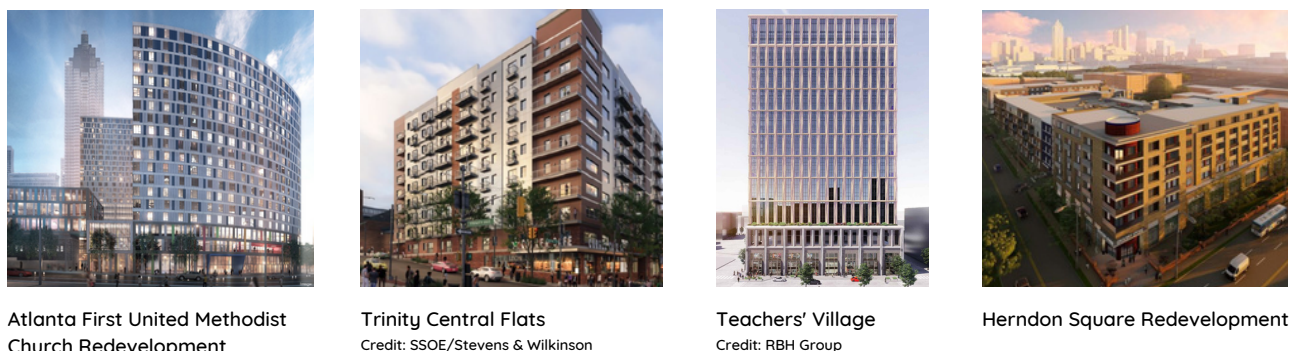
YoY % Change: -1%



Residential Developments Under Construction, Including:

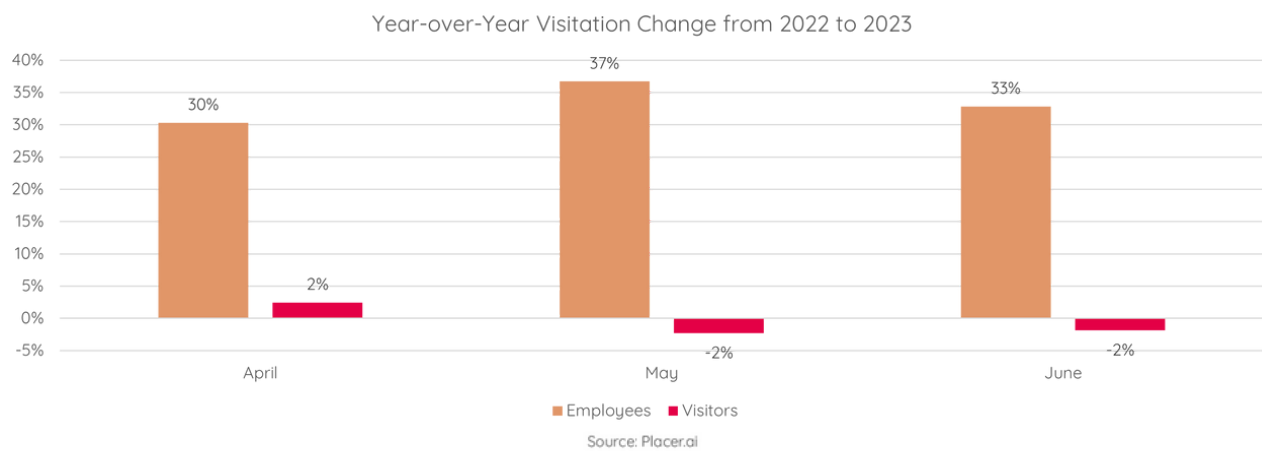


Residential Developments in Five-year Pipeline, Including:

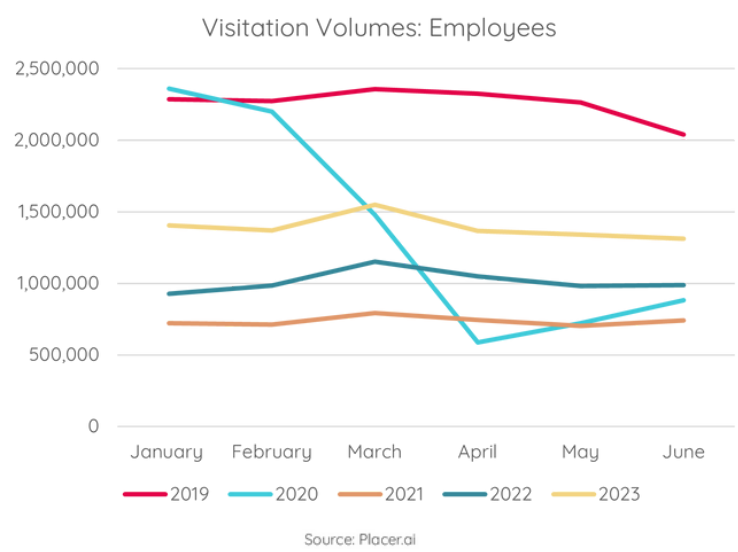


Source: CoStar, CAP

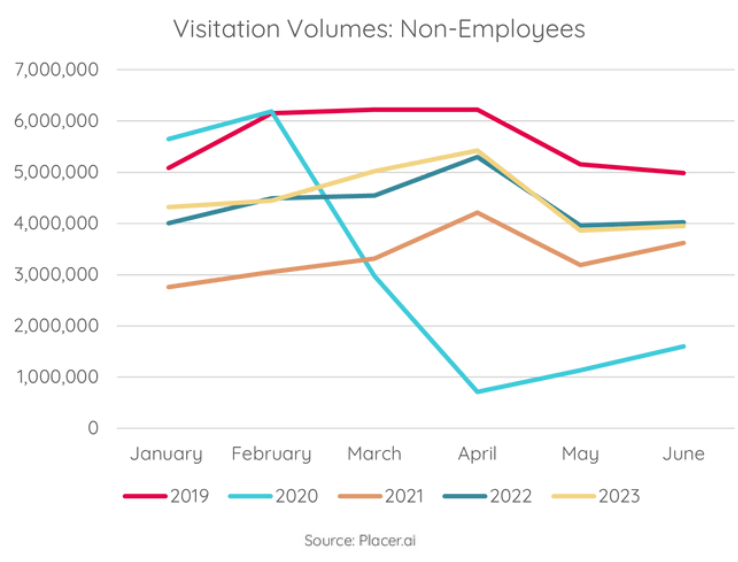
VISITATION TRENDS



Within the **Atlanta Downtown Improvement District** boundary, employee activity **increased** by **33%** from Q1-2022. The district had **35,381,032** visitor and employee visits, a **44% increase** from Q1-2021 and Q2-2021 combined.



- Employee traffic increased by almost **84%** in Q2-2023 compared to Q2-2021.
- Employee visitation volumes peaked at **1,550,792** in March.
- While employee visitation has been steady in Q2-2023, Downtown Atlanta saw the highest number of employee visits since the onset of the pandemic.



- In Q2-2023, April saw the highest monthly visitor traffic at **5,426,780**.



Visit [our website](#) to learn more about Central Atlanta Progress and the Atlanta Downtown Improvement District.

**For more information,
please contact**

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