

**DOWNTOWN
HOUSTON+**

Economic Dashboard

Q1 2026

Select a category to begin:

HIGHLIGHTS

RESIDENTIAL

VISITATION

OFFICE

TOURISM

TRANSIT

DEVELOPMENT MAP

Last updated April 22, 2026

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Downtown Houston Economic Dashboard

Downtown Houston passed an early test for this summer's crowds, welcoming 9.9M non-employee visits in Q1, up more than 8% year-over-year. That activity was generated by 4.2M unique visitors, averaging nearly 768,000 visits per week.

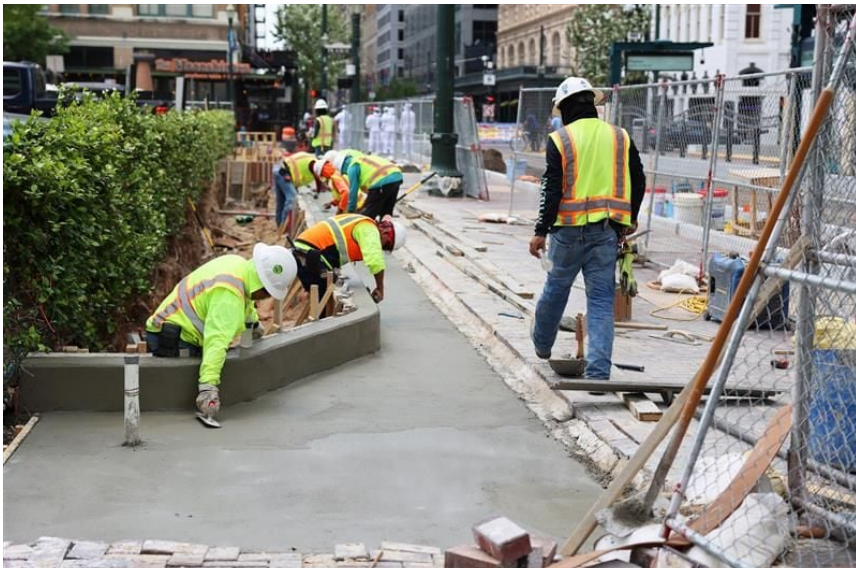
March delivered the quarter's biggest stress test, as overlapping events—including the World Baseball Classic, Astros Opening Weekend, NCAA March Madness, CERAWEEK, Rodeo and Spring Break—brought sustained foot traffic and reinforced Downtown's unique ability to host major moments at scale.



Downtown's momentum extended into the office market, with strong leasing activity—including 811 Main reaching 94% occupancy—and major public realm investments reinforcing long-term confidence.

As more than \$2.5 billion of public and private investment flows into Downtown this year, projects like the Main Street Promenade and Cool Corridors are advancing alongside final preparations for the 2026 FIFA World Cup.

This includes the recent launch of the Houston Business Readiness Playbook, developed with insights from dozens of citywide partners to help businesses prepare for the tournament in high-impact ways.



Total Non-Employee
Visits in Q1 2026

9.9M

Unique Visitors
in Q1 2026

4.2M

12-month Hotel
Revenue (Mar. 2026)

\$466M

Office Activity
Recovery (vs. Q1 2019)

81.8%

Office Leasing
Activity in Q1 2026

412k SF

Residential Units
as of Q1 2026

8,451

DTH+ in the News

Outlook 2026: DTH+ Has a Huge To-Do List

Connections, collaborations and continuity link the 2026 Top 20 initiatives presented by Downtown Houston+ at its annual Outlook showcase.

[READ MORE](#)

DTH+ Resurfacing 120 Blocks by World Cup

The Mill and Overlay project began in December 2025 and is expected to be completed in May 2026, covering 120 blocks and over 30 intersections.

[READ MORE](#)

Astros Drive Demand for Downtown High-Rise Living

The downtown Houston multifamily market has tripled its inventory since 2015...Over 2,100 units have been completed since 2022 alone.

[READ MORE](#)



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DOWNTOWN
HOUSTON

Downtown Visits & Impacts

Non-Employee Visits

9.9 M

+8.3% YoY

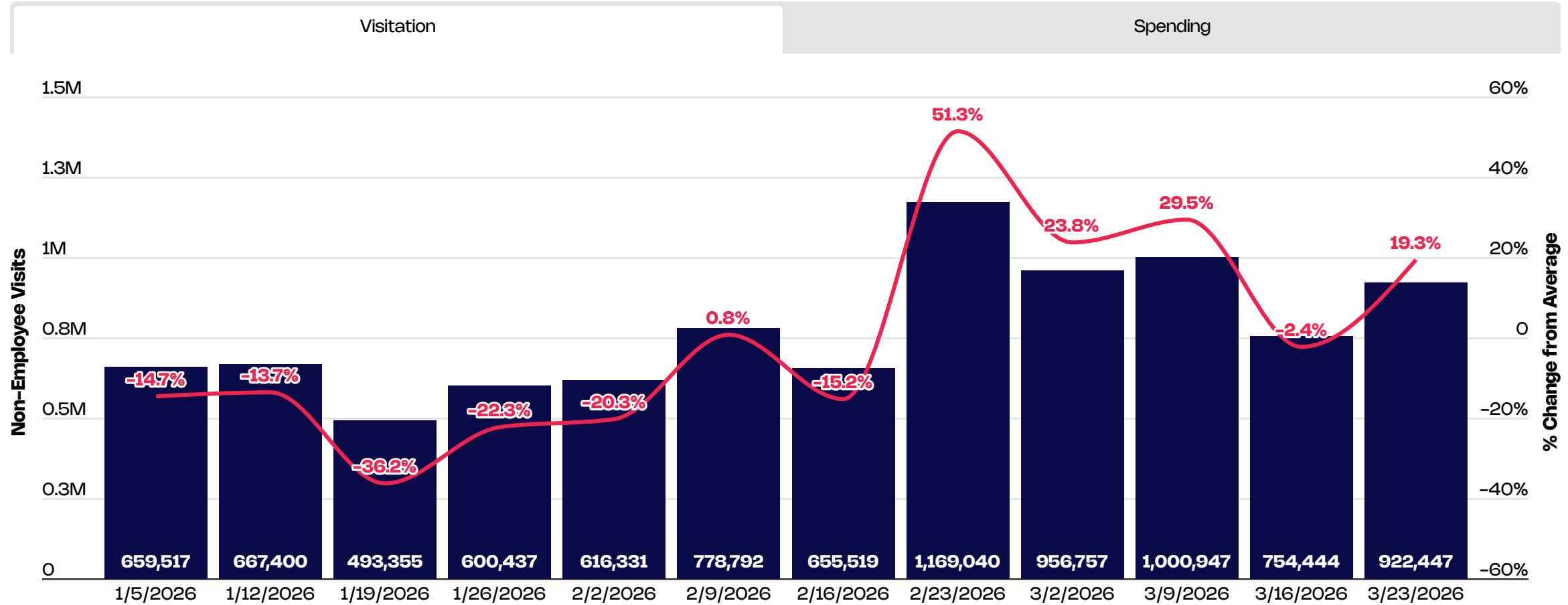
Non-Employee Visitors

4.2 M

+7.5% YoY

Median Visitor Length of Stay

2h 21m



Sources: Placer.ai (Visitation), Datafy (Spending)



Downtown Visits & Impacts

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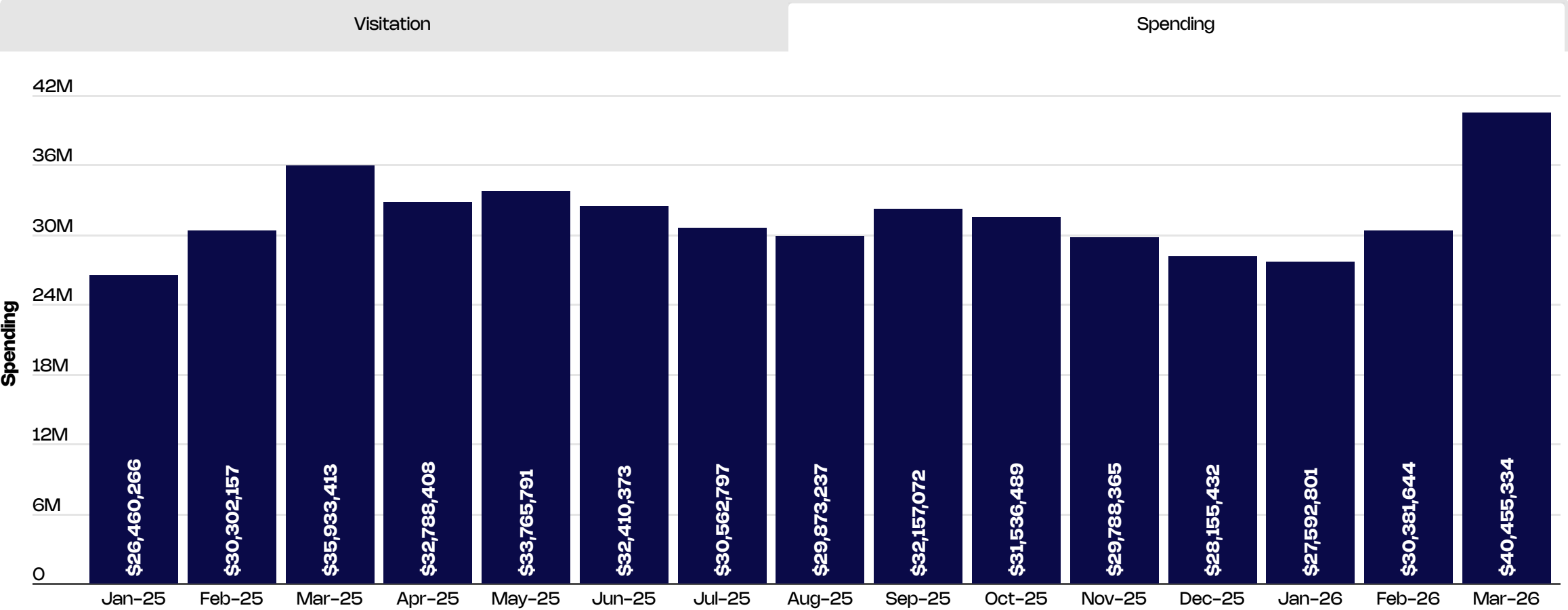
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HOUSTON+

Hotel Inventory

Total Existing
Properties

32

Total
Existing
Rooms

8,944

Properties Proposed,
Under Construction
or Renovation

4

Rooms Proposed,
Under
Construction or
Renovation

565

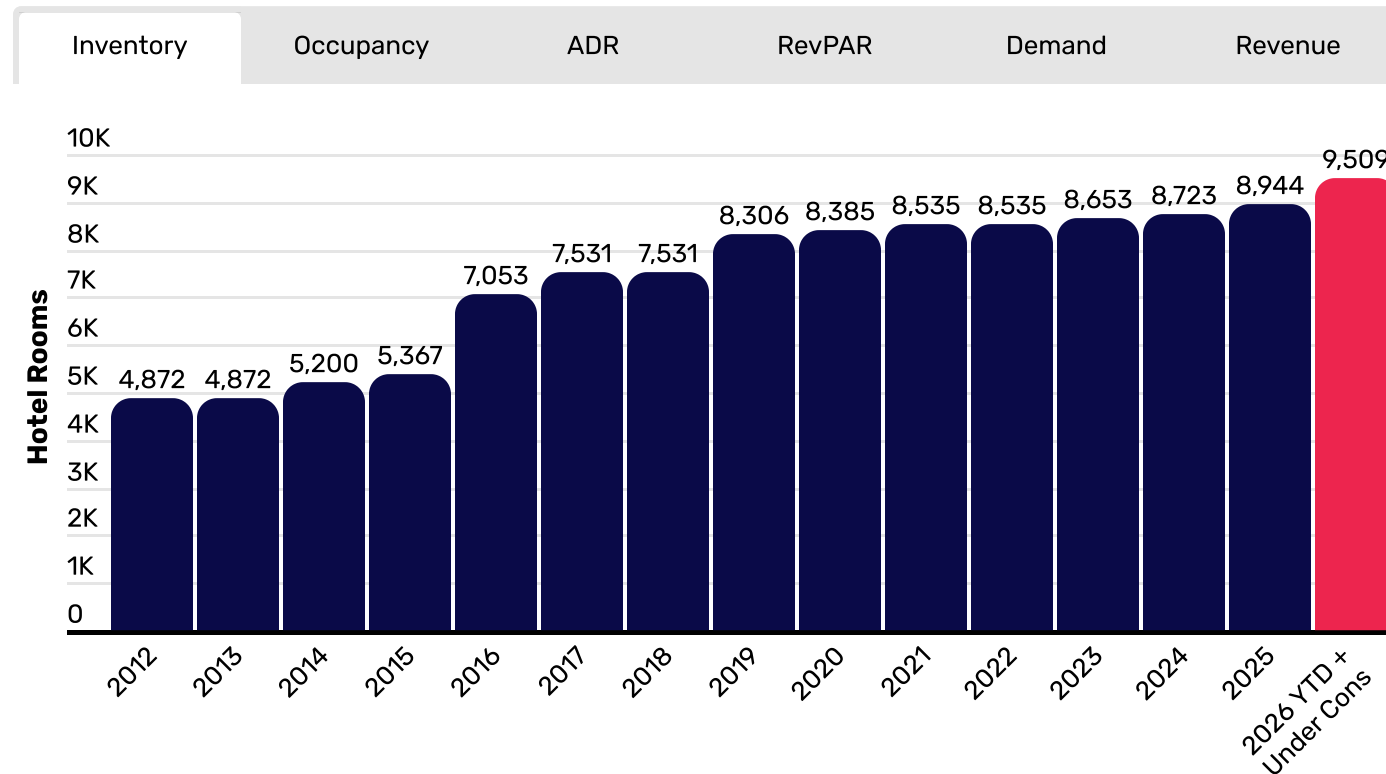
Boundary Descriptions

Data and information here is defined by the area bound by I-10, I-45, and I-69

Source: CoStar
Data as of March 31, 2026

Hotel Stats

Key Terms



• **Occupancy:** The share of available rooms sold over a given period.

• **ADR (Average Daily Rate):** The average rate paid for rooms sold.

• **RevPAR:** Total room revenue per available room.

• **Demand:** The total number of rooms sold in a given period.

• **Revenue:** Total revenue from all hotel operations - including rooms, F&B, amenities, and miscellaneous revenue.

Downtown's hospitality market closed Q1 2026 on a strong note, with performance lifted by major events including the debut of the World Baseball Classic, Astros Opening Weekend, NCAA March Madness, CERAWeek, Rodeo and Spring Break.

12-Month Rolling Occupancy

60.6%

-3.9% YoY

12-Month Rolling ADR

\$224.48

+2.6% YoY

12-Month Rolling Demand

2,076,629

-1.6% YoY

12-Month Rolling Revenue

\$466M

+1.0% YoY

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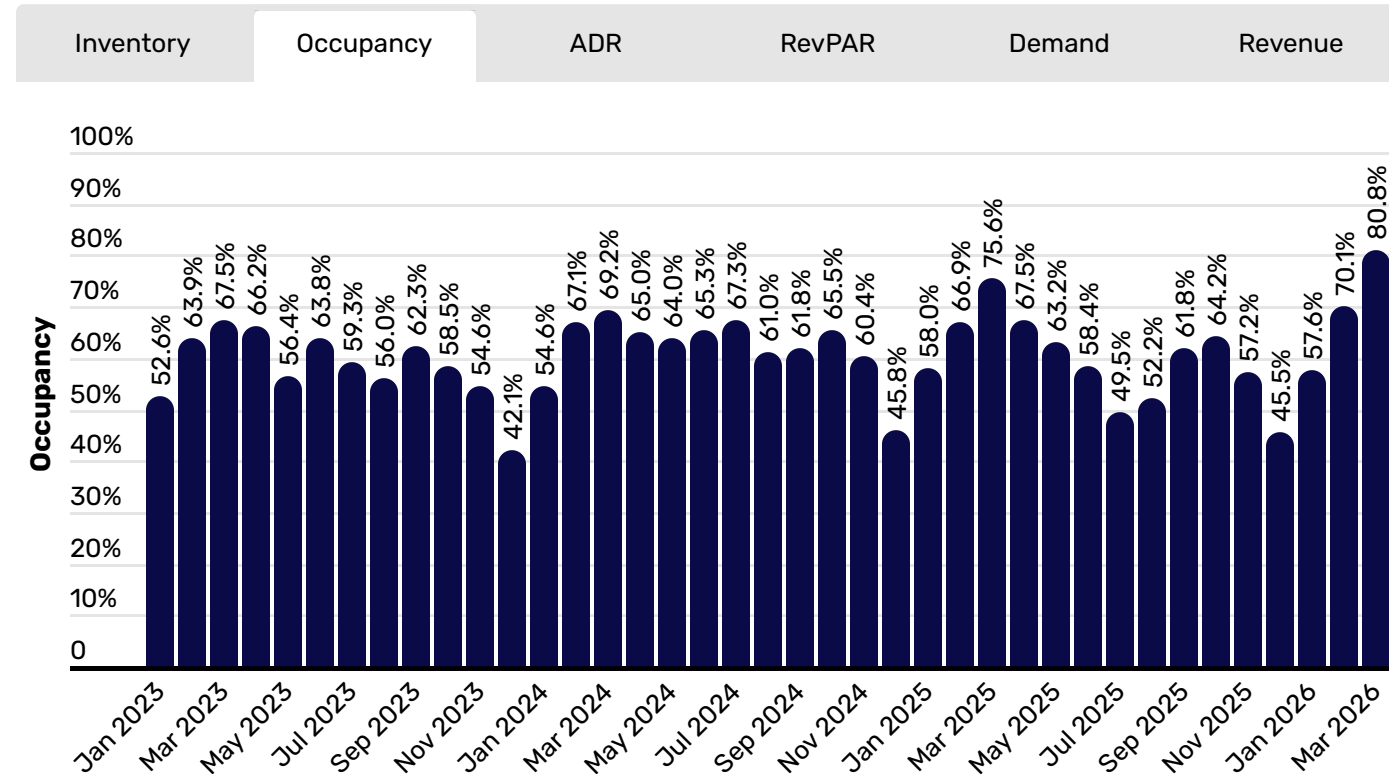
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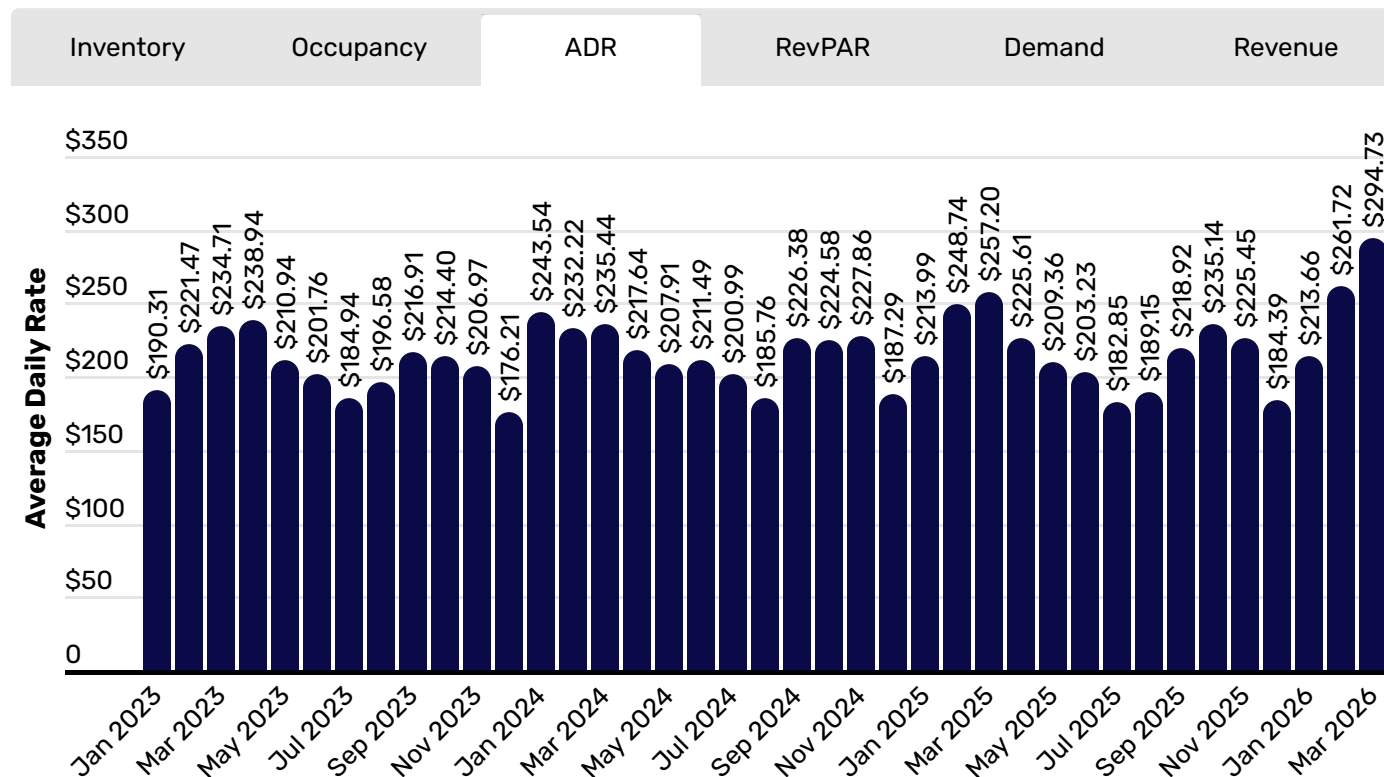
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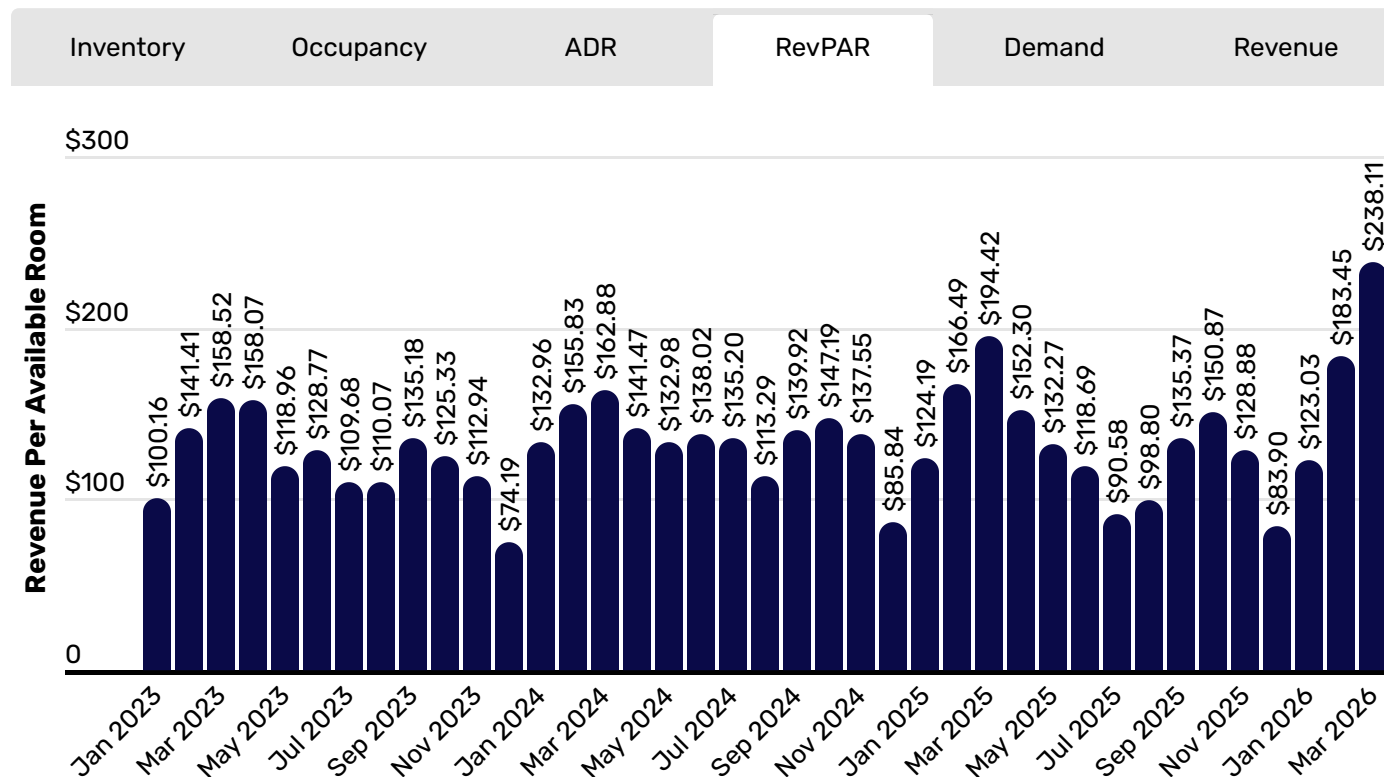
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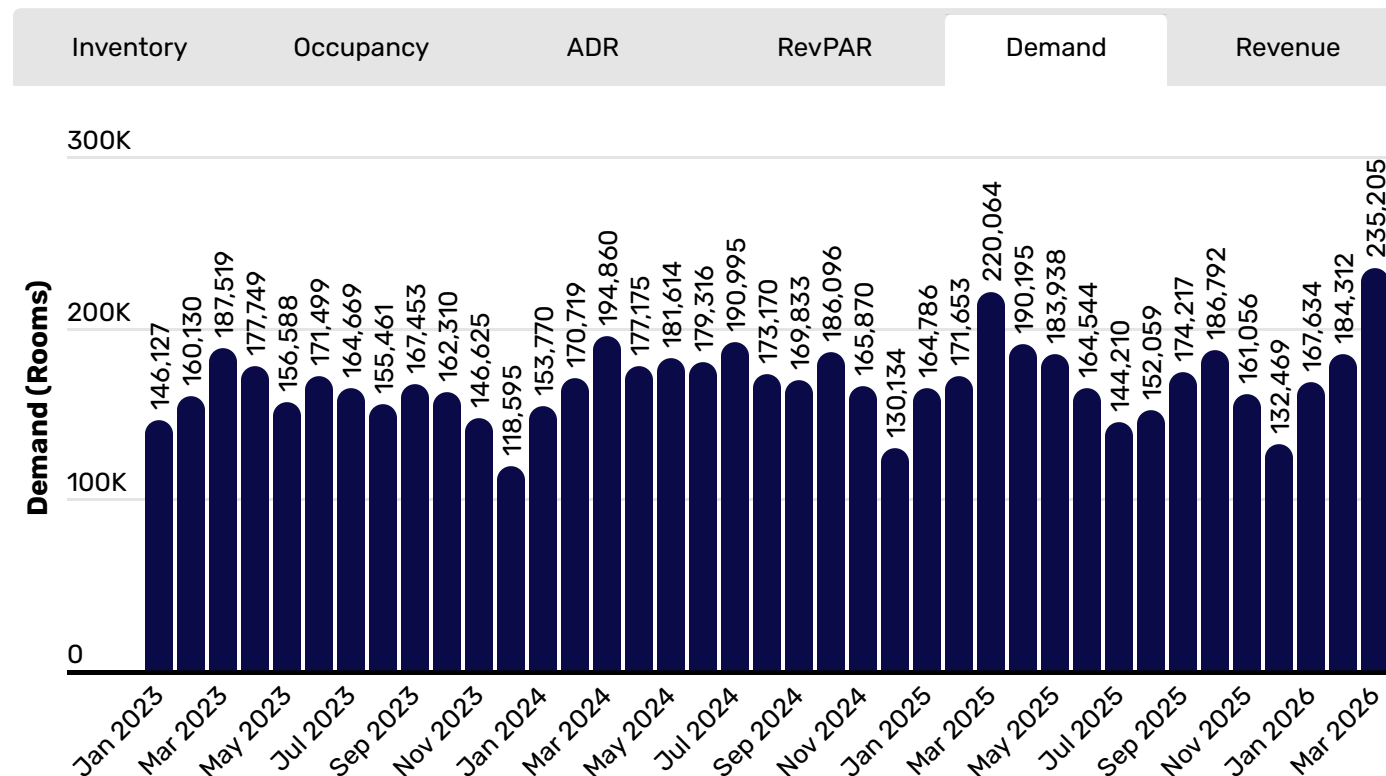
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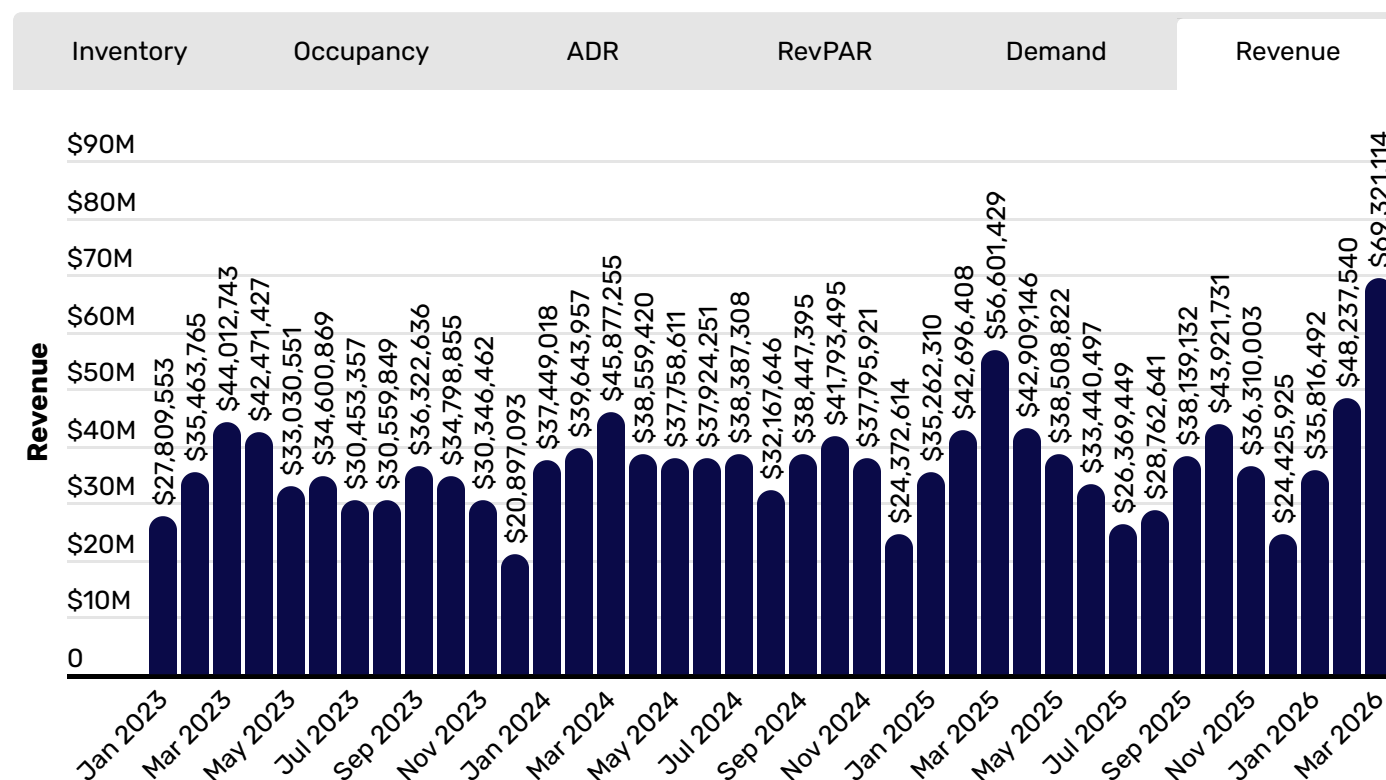
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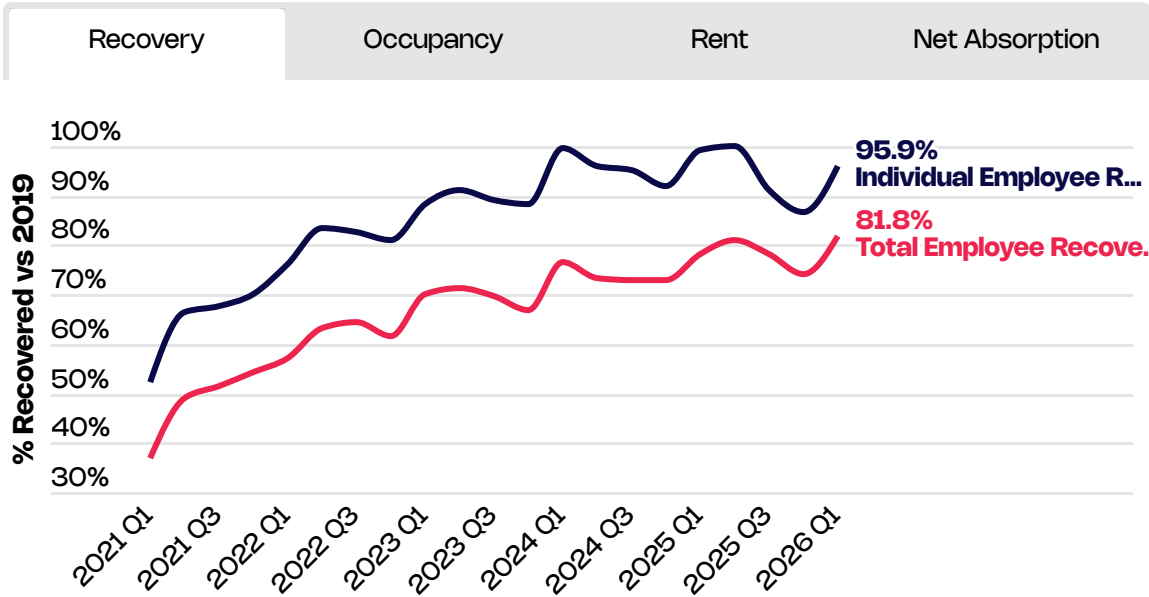
TOURISM

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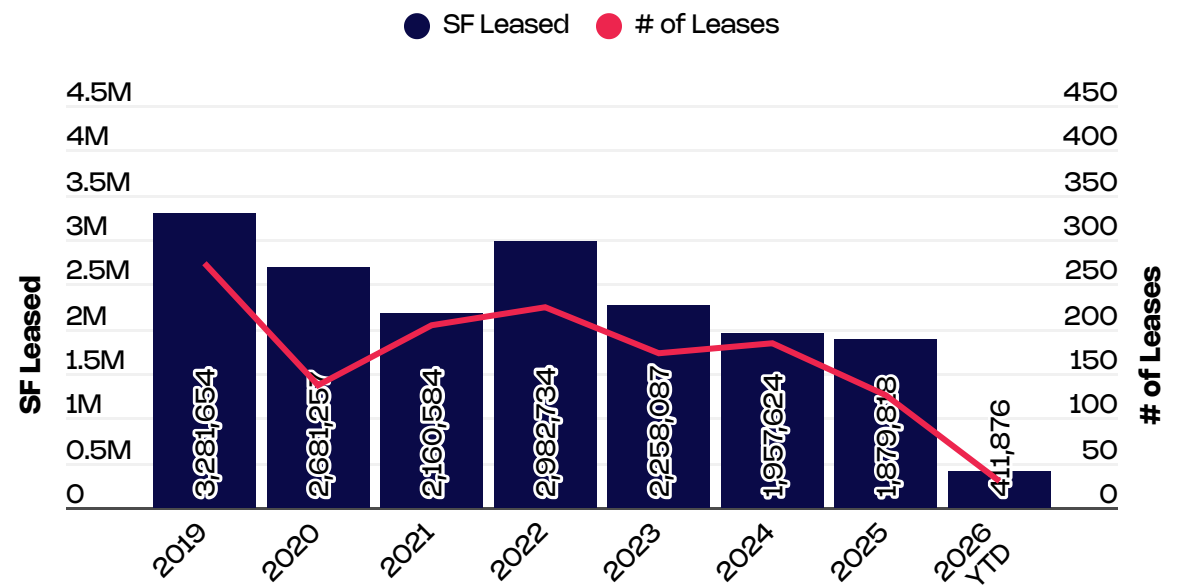
DEV MAP

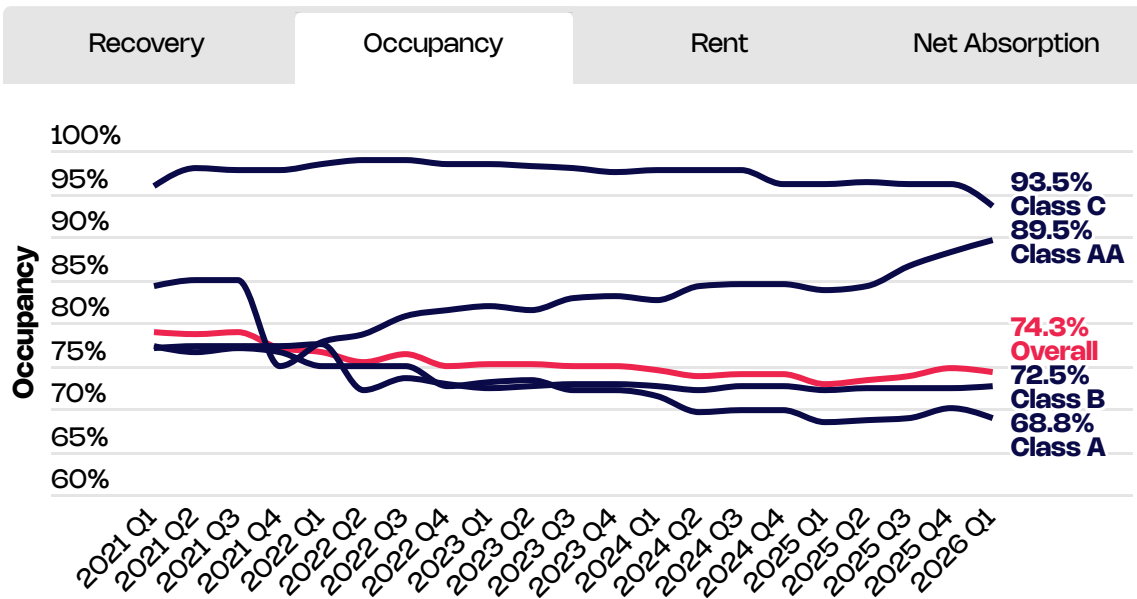
DOWNTOWN
HOUSTON

Class	Inventory (SF)	Occupancy
A	39,385,991	74.2%
> 2001	10,250,013	89.5%
< 1987	29,135,978	68.8%
B	11,926,645	72.5%
C	1,277,141	93.5%
Overall	52,589,777	74.3%

Sources: CoStar (Office Data), Placer.ai (Employee Recovery)

Downtown's office market remains resilient, with trophy assets topping demand across the submarket, notching asking rents 34% higher and occupancy rates 15% above submarket averages. Employees also continue to come into the office at higher numbers, with a 4.6% year-over-year increase in activity.

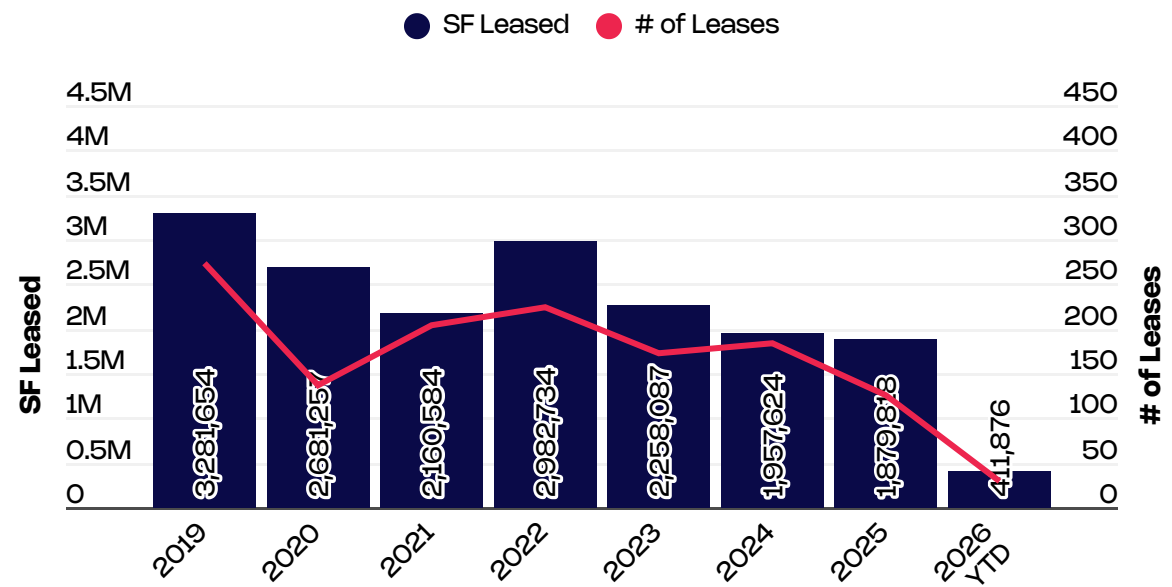


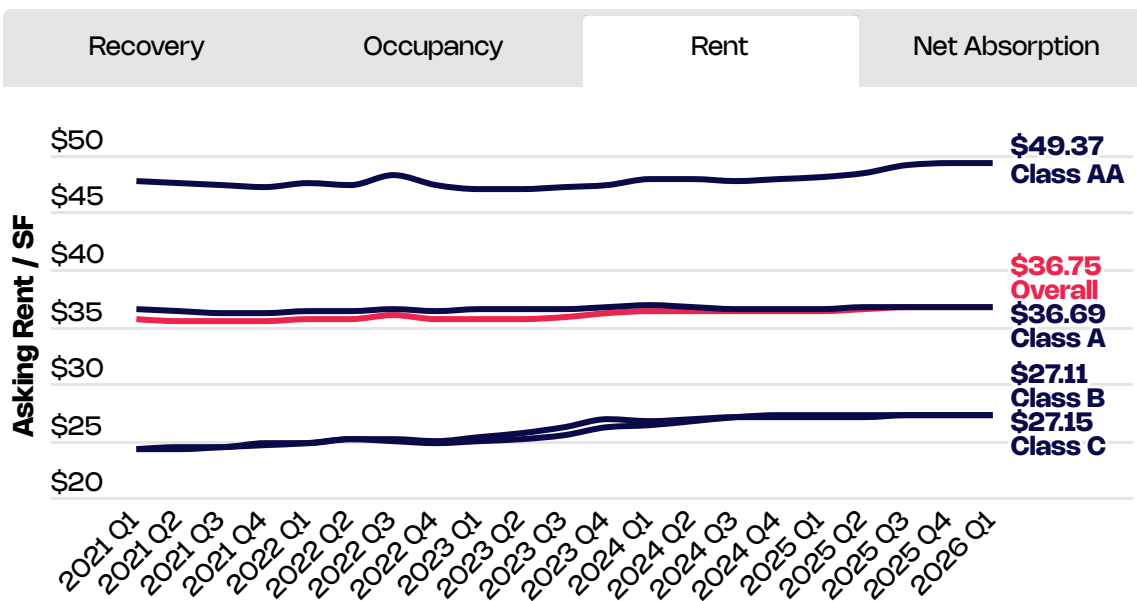
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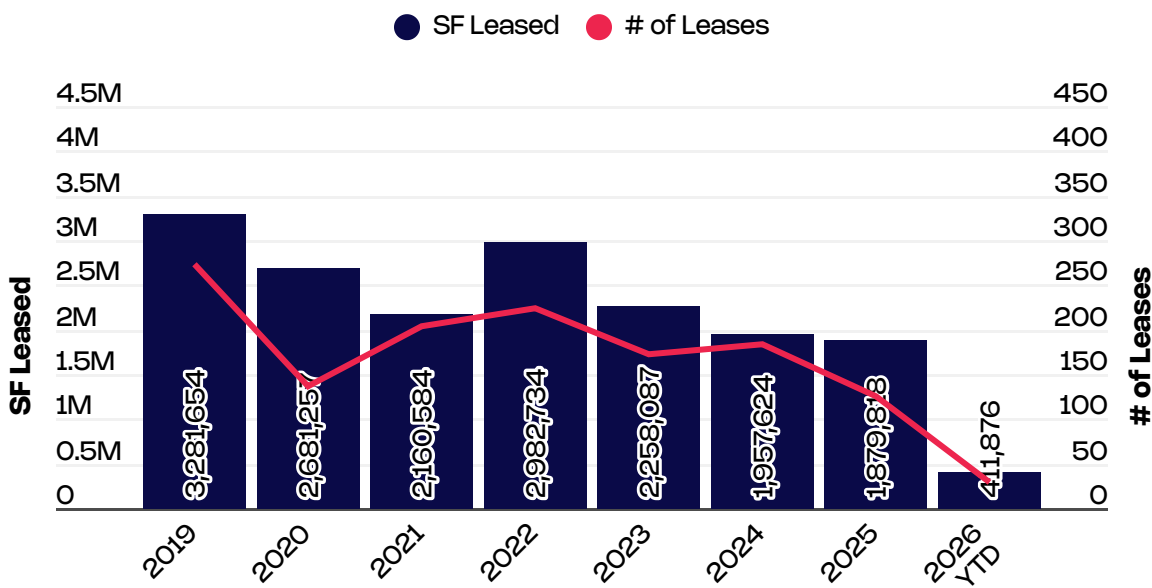


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VISITATION

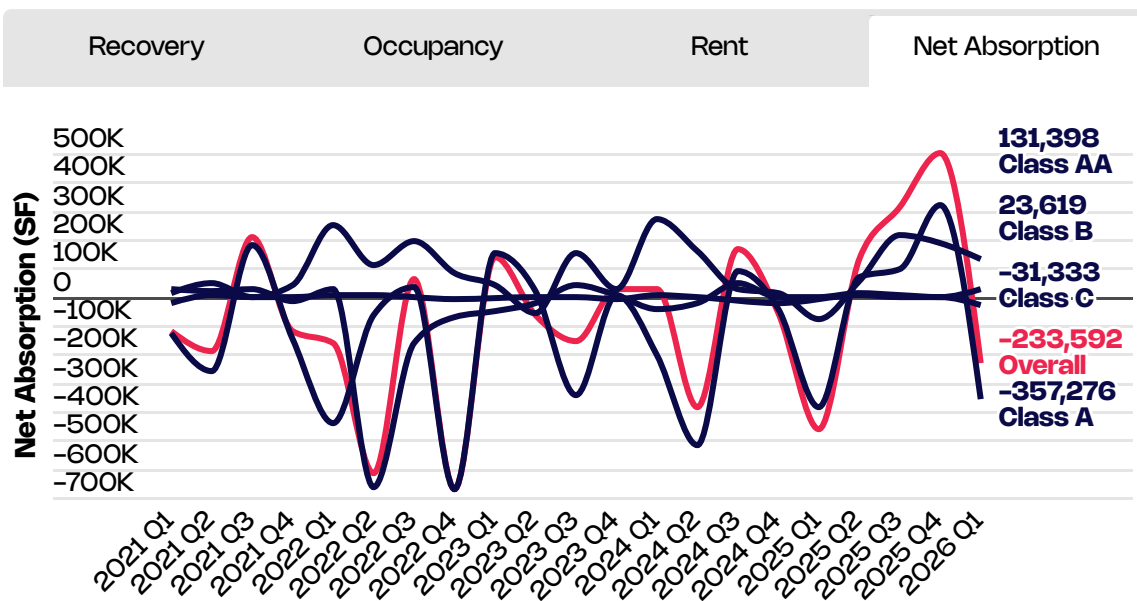
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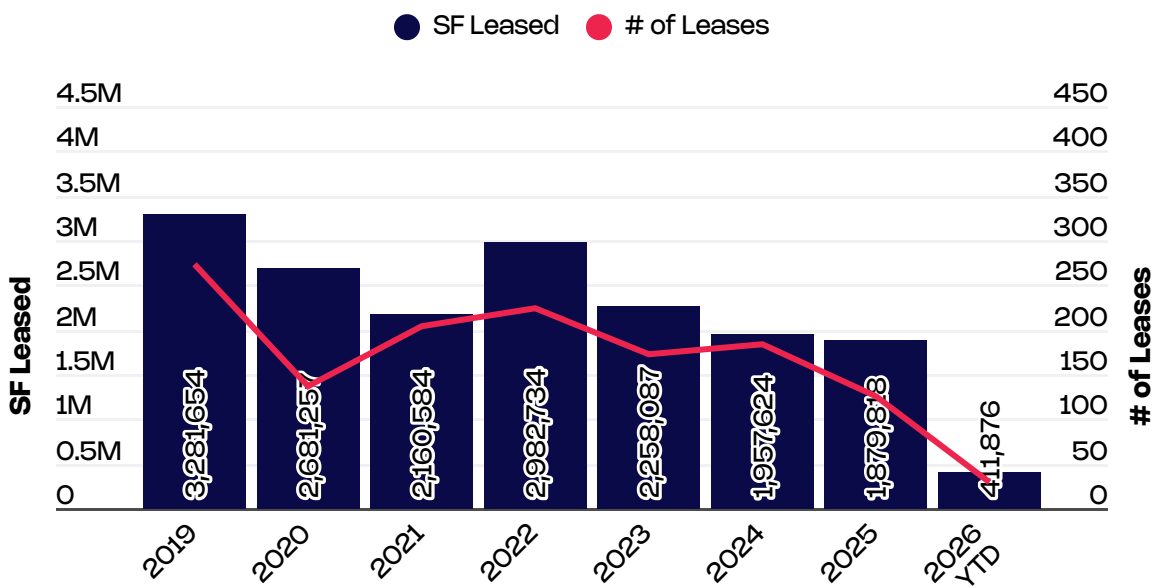
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HIGHLIGHTS

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DOWNTOWN
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Residential Inventory

Total
Properties

45

Total
Units

8,451

Units in
Development
Pipeline

460

Downtown residential occupancy and rents dipped as new supply entered the market—229 units from Ely at the Ballpark. With no projects currently under construction, metrics look to improve as recent deliveries are absorbed.

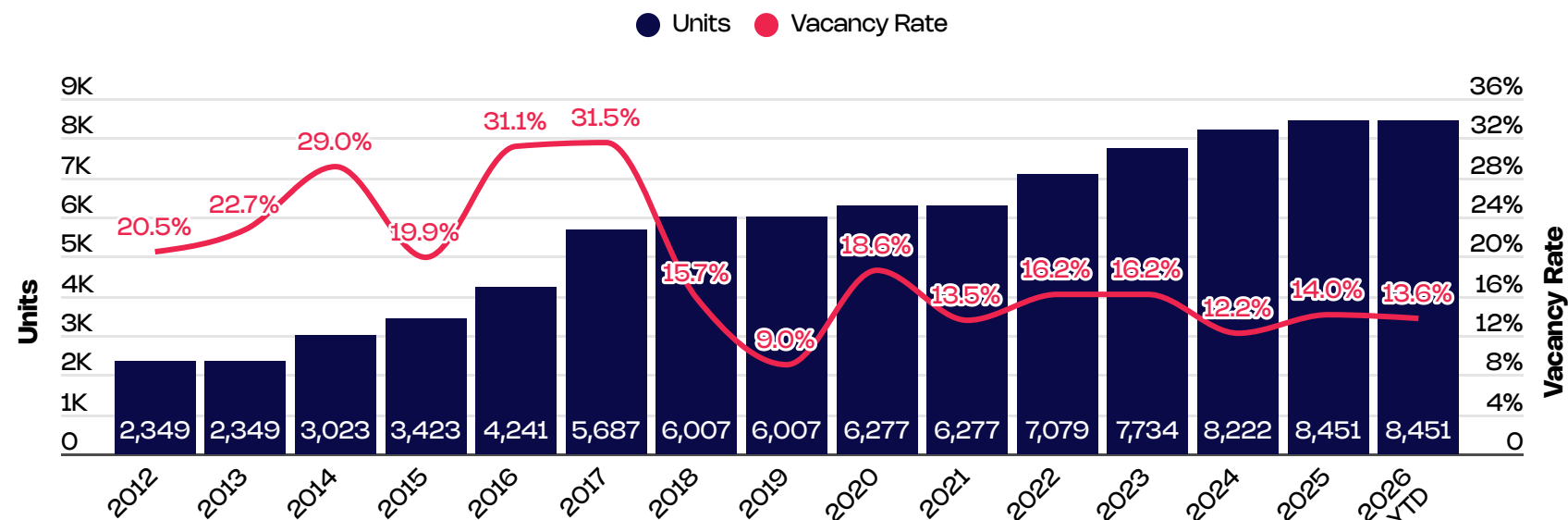
On the horizon, the office-to-residential conversion at 1021 Main is slated to get underway with an expected online date in late 2027.

Boundary Descriptions

- **Downtown:** The area bound by I-10, I-45, and I-69
- **Greater Downtown:** 2-mile radius circle from the center of Downtown
- **The Loop:** Area within the I-610 loop

Source: CoStar

Residential Inventory and Vacancy



Q1 2026 Residential Statistics

	Downtown	Greater Downtown	The Loop
Exisiting Units	8,451	36,575	144,401
YoY	2.8%	4.9%	3.4%
Monthly Average Asking Rent	\$2,277	\$1,833	\$1,786
Asking Rent / SF	\$2.34	\$2.04	\$1.98
QoQ	-1.3%	0.4%	0.2%
YoY	-3.0%	-2.2%	-1.5%
Vacancy Rate	13.6%	14.4%	12.1%
QoQ	-0.3%	-0.1%	0.3%
YoY	1.5%	-0.3%	0.9%
Market Cap Rate	6.36%	6.83%	6.87%
QoQ	0.04%	0.04%	0.05%
YoY	0.08%	0.13%	0.13%

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Downtown Park & Ride Transit

Apr 25–Mar 26 Park & Ride Ridership

4.5M

+22.1% YoY

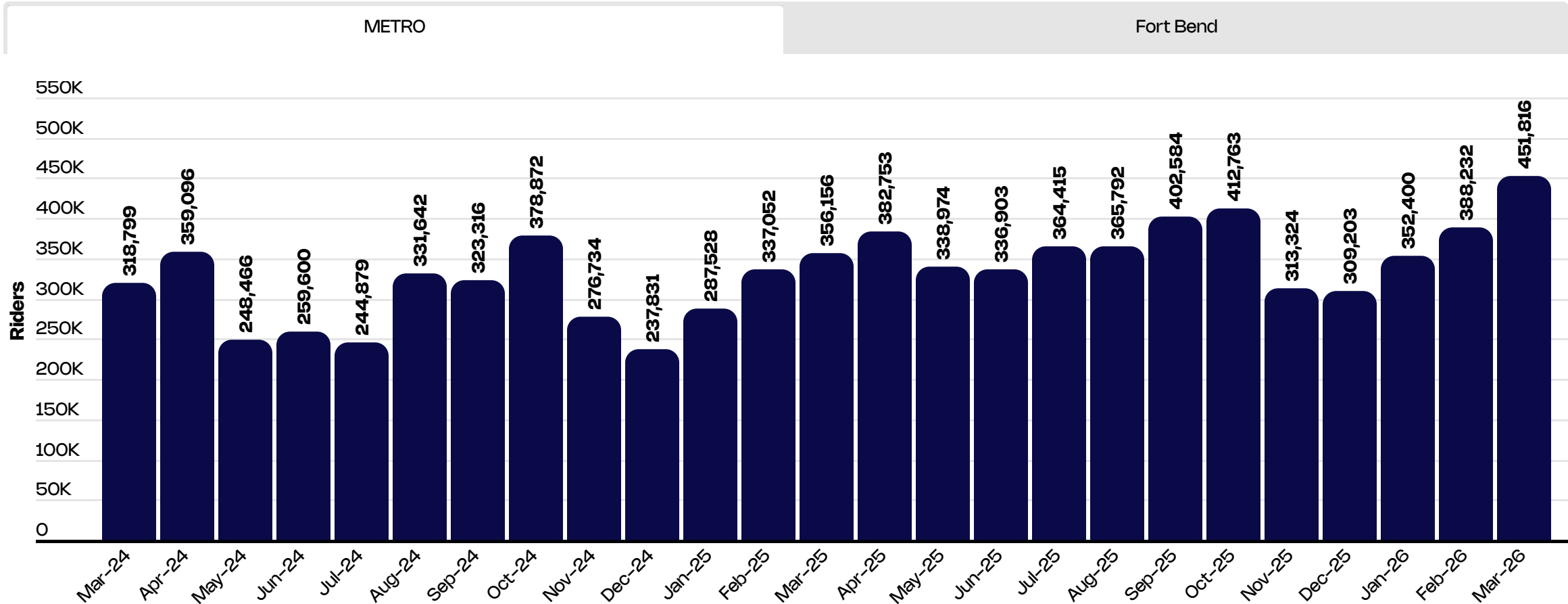
Q1 2026 Park & Ride Ridership

1.2M

+21.9% YoY

Q1 2026 Average Monthly Riders

409k



Sources: RideMetro.org, Fort Bend Transit

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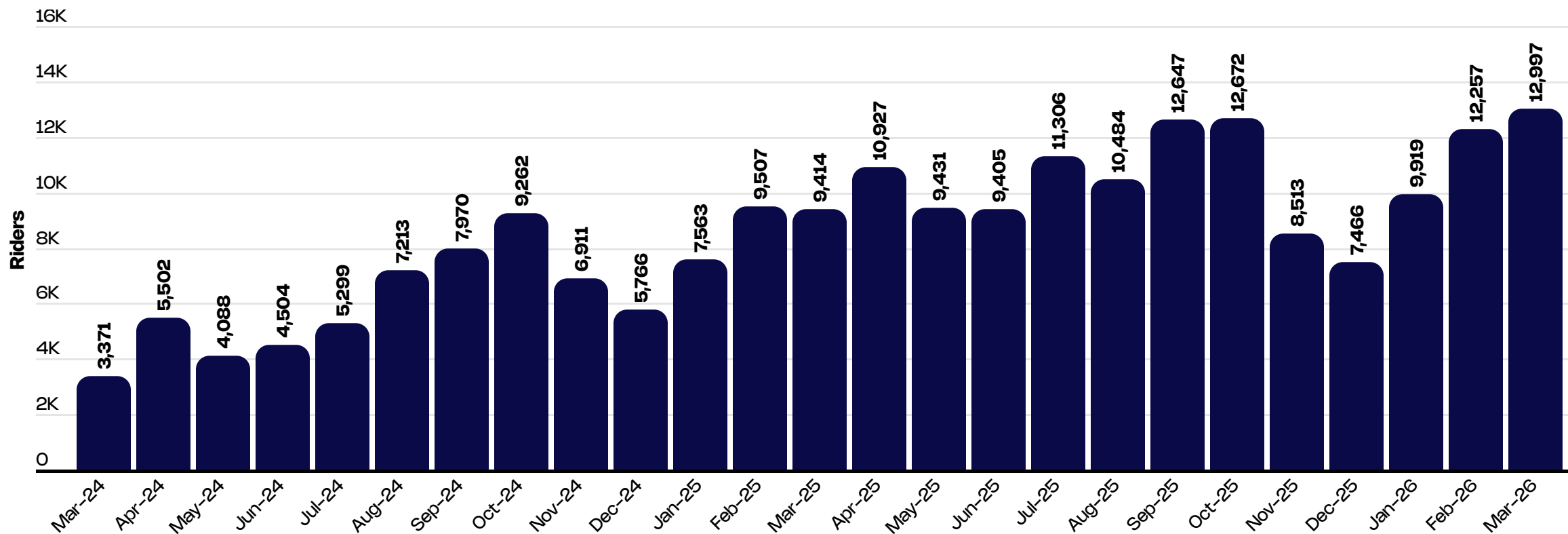
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METRO

Fort Bend



Sources: RideMetro.org, Fort Bend Transit

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Downtown Development Map

Click the ⓘ on a development to learn more:

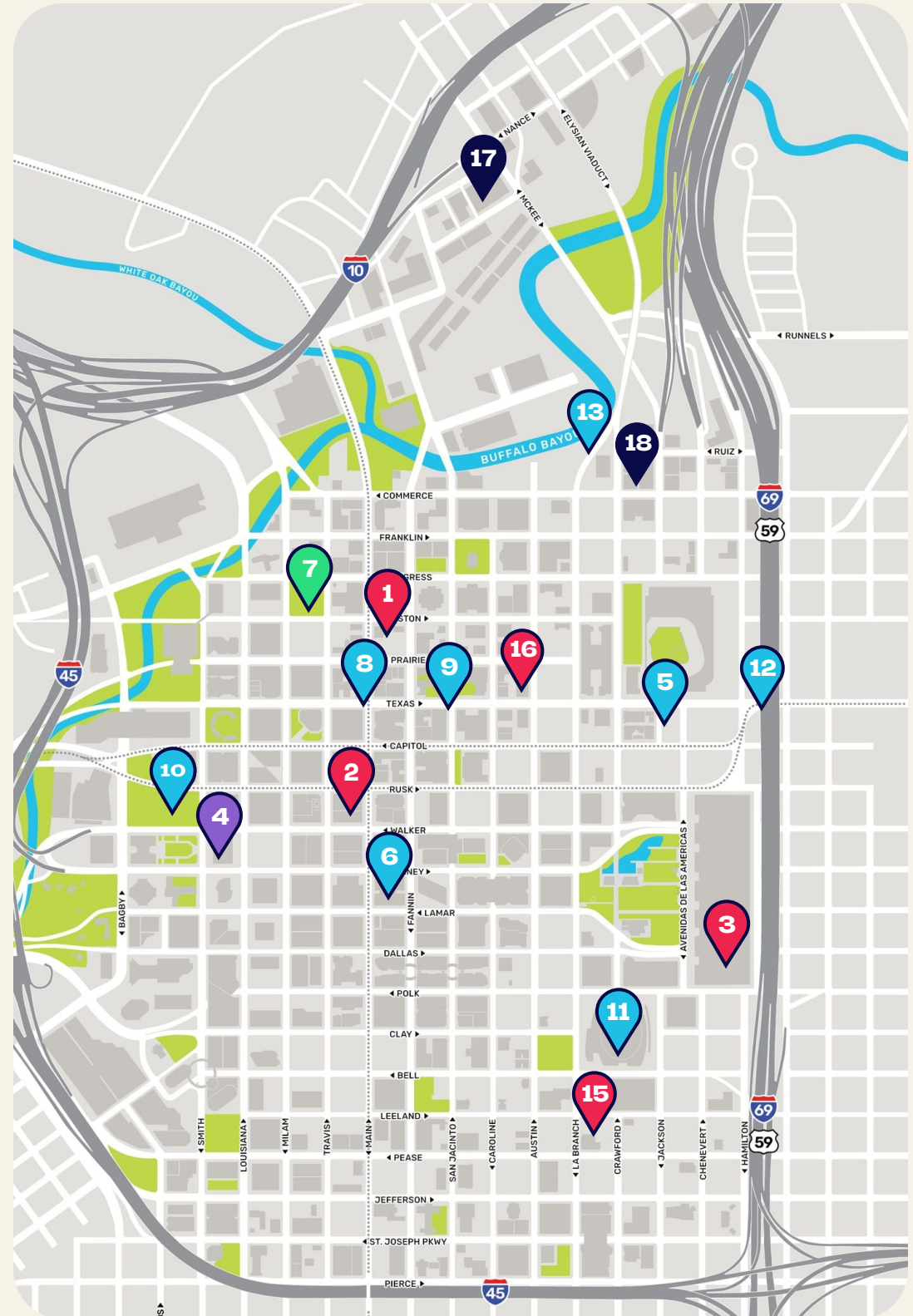
1 Scanlan Building ⓘ	8 Main Street Promenade ⓘ
2 J.W. Marriott Expansion ⓘ	9 Cool + Connected Corridors ⓘ
3 George R. Brown Convention Center Expansion ⓘ	10 Tranquility Park ⓘ
4 910 Louisiana Upgrades ⓘ	11 Toyota Center Upgrades ⓘ
5 Astros Entertainment District ⓘ	12 Underpassage ⓘ
6 1021 Main ⓘ	13 Buffalo Bayou Greenway Connector ⓘ
7 Market Square Park Kiosk: Petite Lucie ⓘ	14 Downtown Overlay Project ⓘ



RECENTLY DELIVERED

15 Home2 Suites & Tru by Hilton ⓘ	17 Warehouse District Apartments ⓘ
16 Holiday Inn Express & Staybridge Suites ⓘ	18 Ely at the Ballpark ⓘ

Residential Hospitality Retail Mixed Use Office



Q1 2026: Momentum Builds for a Global Summer

 downtownhouston.org/post/q1-2026-quarterly-report-updates

The [Q1 2026 Economic Dashboard](#) captures a Downtown Houston market shaped by strong visitation, resilient office demand and major public realm investments moving toward completion.

Beyond the numbers, the quarter offered a preview of the year ahead: overlapping events tested Downtown's capacity, leasing activity reinforced the value of well-positioned office assets, and projects across Main Street, Texas Avenue, Downtown streets and key civic spaces continued to prepare the District for a high-profile summer and long-term growth.



Houston's debut as World Baseball Classic host city set records for U.S. attendance

A Packed March Offered an Early Test

Downtown Houston entered 2026 with strong visitation momentum, peaking with a March calendar that brought several of the city's biggest event drivers into the District at once.

The World Baseball Classic, Astros Opening Weekend, NCAA March Madness, CERAWeek, the Houston Livestock Show & Rodeo, Spring Break and other major events created a sustained surge in activity across Downtown—often simultaneously.

In Q1, non-employee visits reached 9.9 million, up more than 8% year-over-year, with 4.2 million unique visitors averaging nearly 768,000 visits per week.

This heightened flow of visitation offered an early operational preview of this summer's FIFA World Cup activity—showing Downtown's unique ability to absorb overlapping major events while continuing to serve as the region's most concentrated center for hospitality, entertainment, business and civic life.



Highly amenitized office spaces continue strong performance through Q1 2026

Office Momentum Follows Quality and Connection

Leasing activity in Q1 reinforced a familiar theme: in a competitive office market, quality, location and surrounding amenities matter.

Downtown's strongest-performing assets are offering a fuller workplace experience, shaped by walkability, transit access, food and beverage and a growing network of street-level improvements.

At 811 Main, seven new lease transactions totaling 187,492 square feet—bringing the tower to 94% occupancy—underscored the continued demand for highly amenitized office space in walkable environments. Transwestern connected the activity to the broader flight-to-quality trend, with tenants prioritizing workplace quality, long-term stability and locations that support employee experience and business performance.

That story is also playing out elsewhere on Main Street. Partners Real Estate's new leasing assignment at 1000 Main directly points to the tower's position near the Main Street Promenade and the surrounding improvements expected to bring enhanced walkability, streetscape upgrades and renewed street-level activity to the corridor.

The takeaway? The most competitive Downtown office assets are benefiting from quality buildings, strong amenities and a more connected public realm.

DEEPER DIVE

Transwestern: [New leases at 811 Main](#)

Realty News Report: [Partners to lease 1000 Main](#)



The buzz at the ballpark can drive residents to the high-rise lifestyle in Downtown Houston

Near the Ballpark, Downtown Living Has a Built-In Energy

Downtown's visitation story also continues to shape its residential story, particularly near Daikin Park. As Astros activity brings millions of fans Downtown each year, residential properties near the ballpark are able to offer something distinct: a walkable, sports-centered lifestyle with major entertainment, dining and transit access close by.

[Homes.com](#) highlighted this dynamic in its coverage of Ely at the Ballpark, Downtown's most recent residential delivery, which added 229 apartments near Daikin Park. The story frames the project as part of the broader appeal of living near one of Houston's most consistent activity generators, where residents can experience game days, nightlife and Downtown energy as part of daily life.

DEEPER DIVE

Homes.com: [Astros drives demand for high-rise living in Downtown](#)



The Main Street Promenade is on course to complete in May 2026

Summer Investments for Houstonians—and Visitors

The same themes shaping this quarter's data—visitation, leasing, residential demand and hospitality—are also visible in the capital projects now advancing across Downtown.

These investments will support the visitor experience during the World Cup, but their larger purpose is to improve Downtown's daily experience for workers, residents, businesses and visitors long after the final whistle.

- [Main Street Promenade](#) is nearing its completion, ushering in a people-friendly corridor with shade, outdoor dining and public spaces;
- [Cool + Connected Corridors](#) is beginning its first phase, focused on improving comfort, navigation and connectivity from Theater District to Daikin Park;
- [Downtown Overlay Project](#) is wrapping up resurfacing of 120 blocks and more than 30 intersections;
- And at [Tranquillity Park](#), the City of Houston and many civic partners are advancing a renewed vision for one of Downtown's signature civic spaces in the shadow of City Hall.

Together, these projects point to a broader strategy: prepare for the world's spotlight this summer while building a more comfortable, connected and competitive Downtown for years to come.

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KPRC: [How Downtown Houston is cooling down with new projects](#)



Flags of the nations that will play in Houston this summer are up along Texas Avenue

Looking Ahead to a Global Summer

As public realm projects move toward completion, Downtown Houston+ and its partners are also helping businesses prepare for the increased visitation expected during the 2026 FIFA World Cup.

This quarter, Downtown Houston+ released the [Houston Business Readiness Playbook](#), a practical guide developed with insight from dozens of citywide partners to help businesses understand event-related guidelines, prepare for operational impacts and activate around the tournament in approved, high-impact ways.

Available in both English and Spanish, the Playbook offers guidance on topics including Clean Zone regulations, permitting considerations, transportation and access impacts, and marketing do's and don'ts related to FIFA guidelines.

Explore the full [Q1 2026 Economic Dashboard](#) for the latest metrics on visitation, office, residential, hospitality and development activity across the District.

[Explore the Q1 Economic Dashboard](#)