
DOWNTOWN HOUSTON+
Economic Dashboard
Q2 2026
Select a category to begin:
HIGHLIGHTS
RESIDENTIAL
VISITATION
OFFICE
TOURISM
RETAIL
TRANSIT
DEVELOPMENT MAP
Last updated August 3, 2026

Downtown Houston Economic Dashboard

Downtown Houston's market indicators remained positive through the first half of 2026, supported by continued gains in visitation, investment and leasing activity across multiple sectors.

The district recorded 19.9 million non-employee visits from 7 million unique visitors during the first half of the year, with second-quarter activity bolstered by the 2026 FIFA Men's World Cup and other major events. Hospitality fundamentals also strengthened as new hotel inventory came online, convention center expansion progressed and strong visitor demand supported higher average daily rates and hotel revenue.





Office market activity remained active, with 54 leases totaling 918,000 square feet completed during the first half of the year, including several major expansions and long-term renewals. The residential market continued to absorb new inventory, with vacancy declining to 10.3%, its lowest level since 2019.

Investment activity remains a defining trend across Downtown, with significant reinvestment underway in office buildings, hotels, entertainment venues and historic properties. Combined with ongoing residential conversions and public realm improvements, these projects continue to strengthen Downtown's long-term competitiveness and support sustained economic growth.

Total Non-Employee Visits in Q2 2026	Unique Visitors in Q2 2026	12-month Hotel Revenue (Jun. 2026)	Office Activity Recovery (vs. Q2 2019)	Office Leasing Activity in 1H 2026	METRO Park & Ride Rides (Jul 25-Jun 26)
10.0M	**4.4M**	**$478M**	**79.7%**	**918k SF**	**4.6M**

DTH+ in the News

New Promenade aims to make Main Street a destination

A years-long project reclaims space dedicated to cars, marking a major step toward changing how visitors and locals interact with the district.

Houston Chronicle

What Main Street Teaches Us About the Future of Downtowns

Examine the details of the Main Street Promenade and the way it reflects a broader trend in how cities think about streets and community life.

Design Workshop

Petite Lucie opens at site Houston's first City Hall

The much-anticipated Petite Lucie restaurant and garden bar has reinvigorated one of Houston's most historic blocks, home of Market Square Park since 1976.

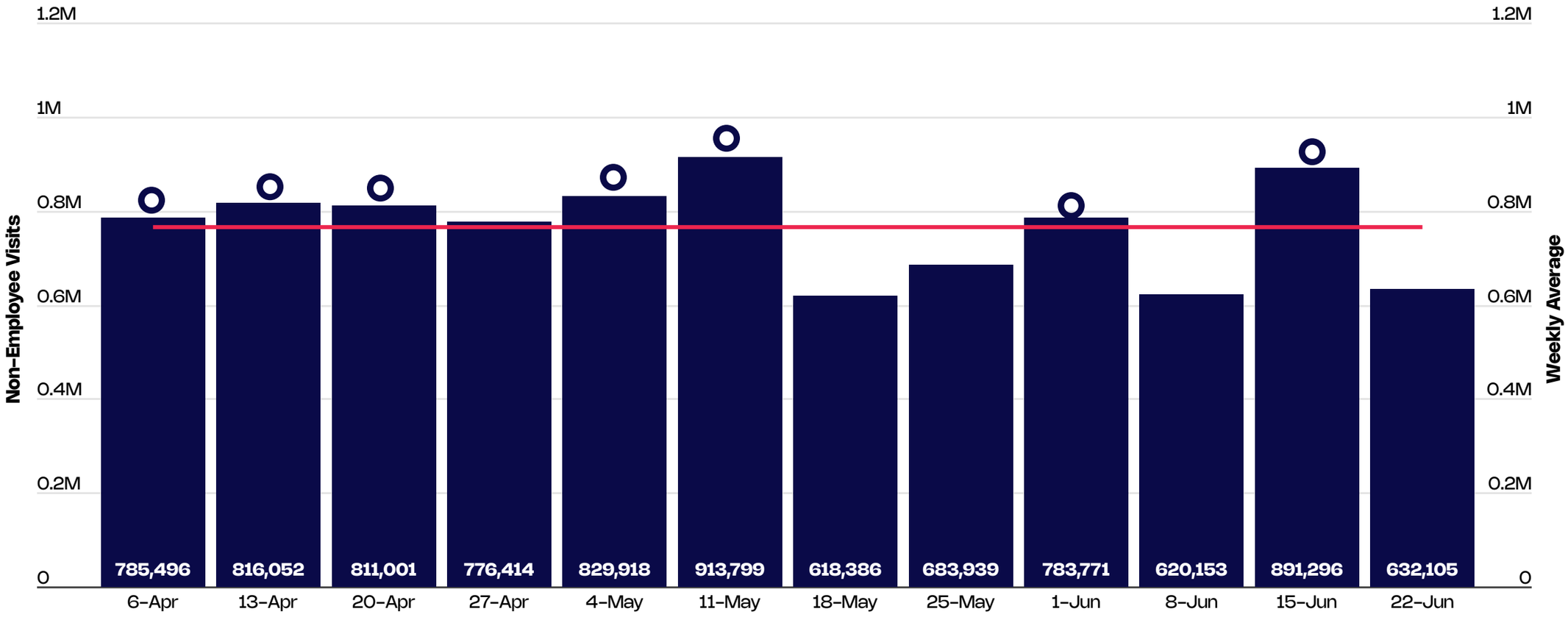
Realty News Report

Downtown Visits & Impacts

Non-Employee Visits
10.0 M
+1.6% QoQ

Non-Employee Visitors
4.4 M
+3.8% QoQ

Average Daily Non-Employee Visits
110,000



Source: Placer.ai

Hotel Inventory

Total Existing Properties	33
Total Existing Rooms	9,276
Properties Proposed, Under Construction or Renovation	2
Rooms Proposed, Under Construction or Renovation	233

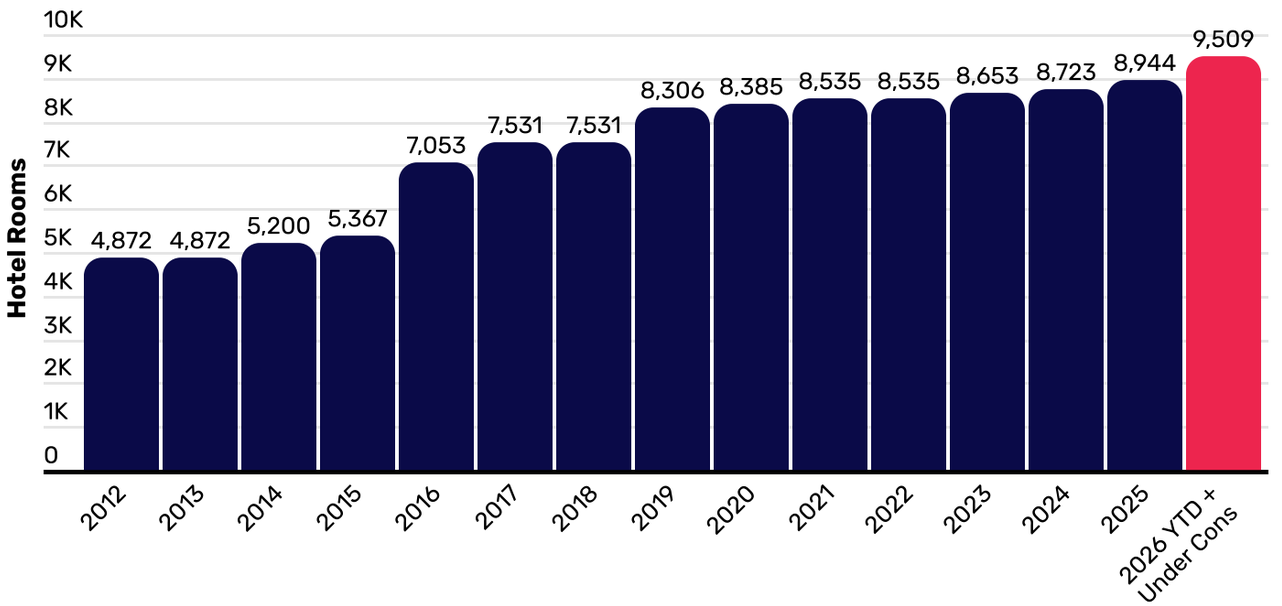
Boundary Descriptions

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

Source: CoStar
Data as of June 30, 2026

Hotel Stats

Inventory | Occupancy | ADR | RevPAR | Demand | Revenue



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.
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12-Month Rolling Occupancy	59.9%	-4.0% YoY
12-Month Rolling ADR	$231.16	+5.7% YoY
12-Month Rolling Demand	2,069,236	-1.6% YoY
12-Month Rolling Revenue	$478M	+4.0% YoY

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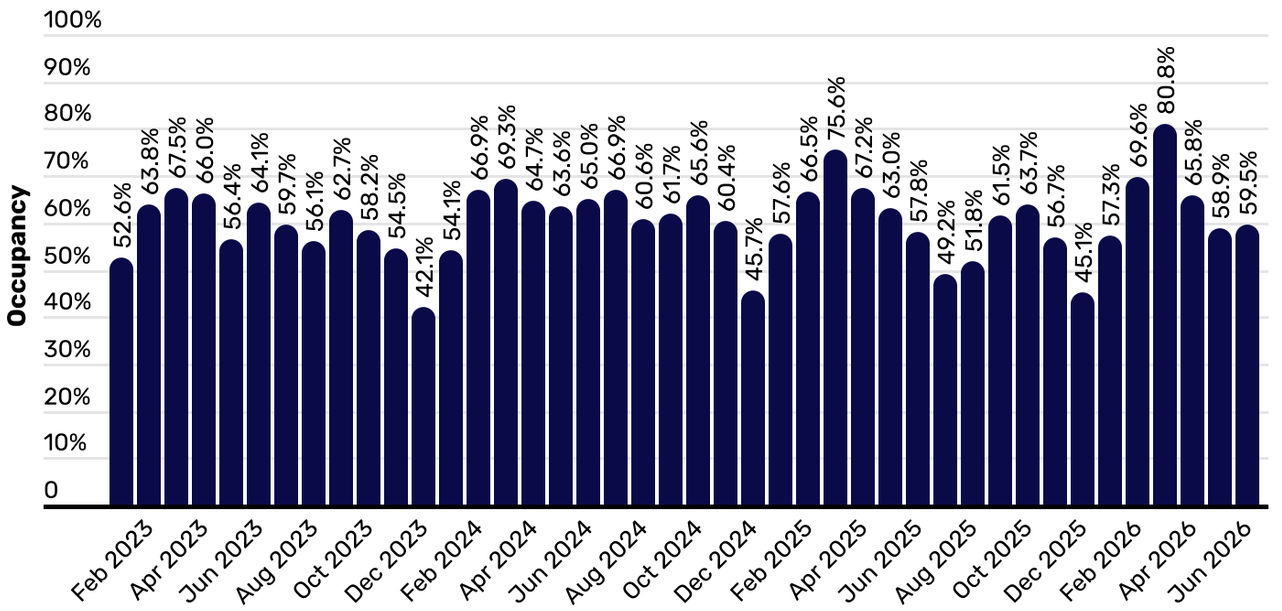
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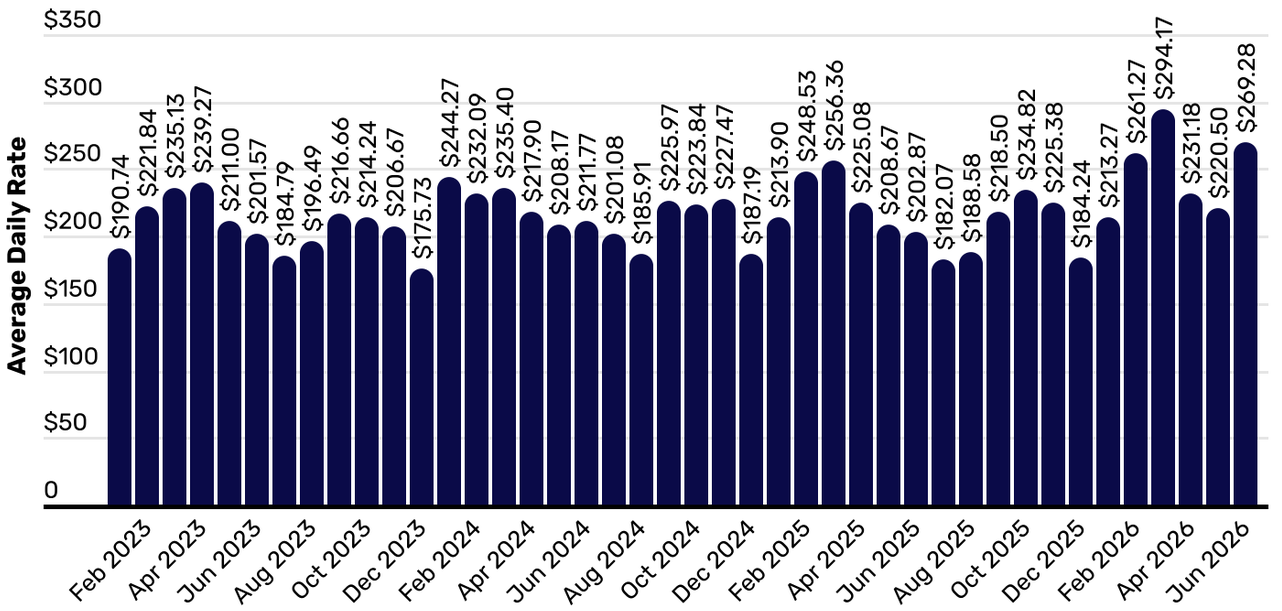
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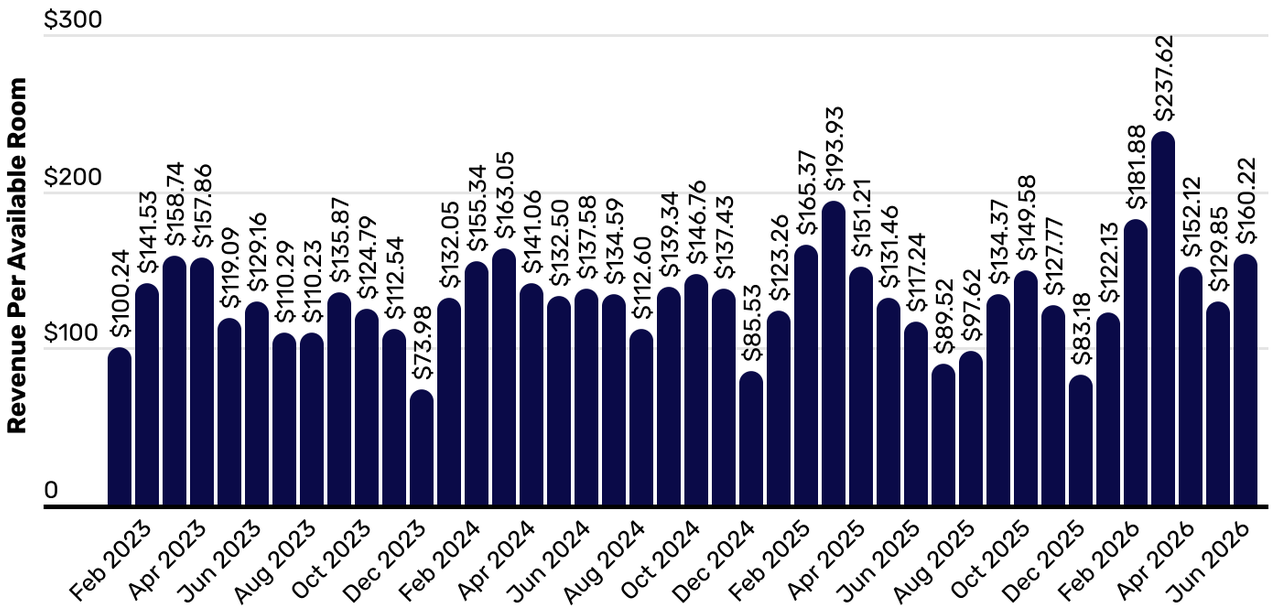
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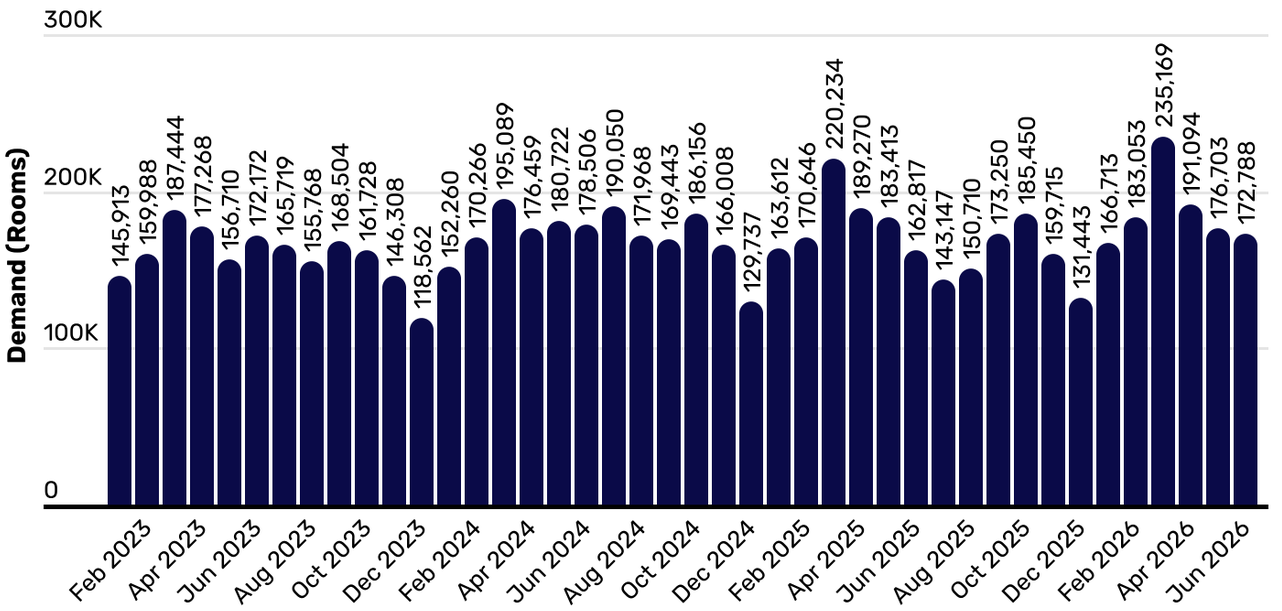
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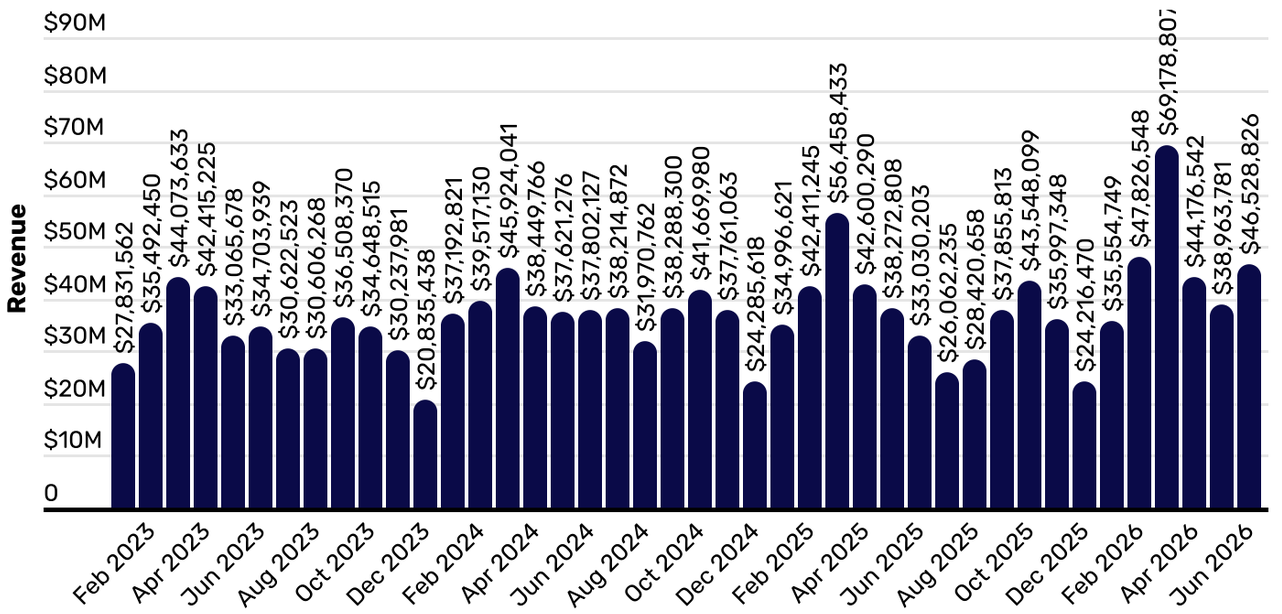
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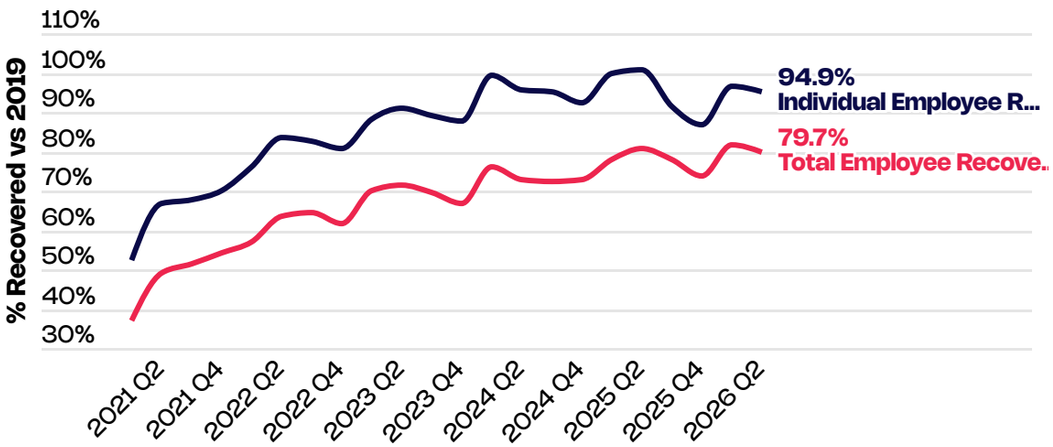
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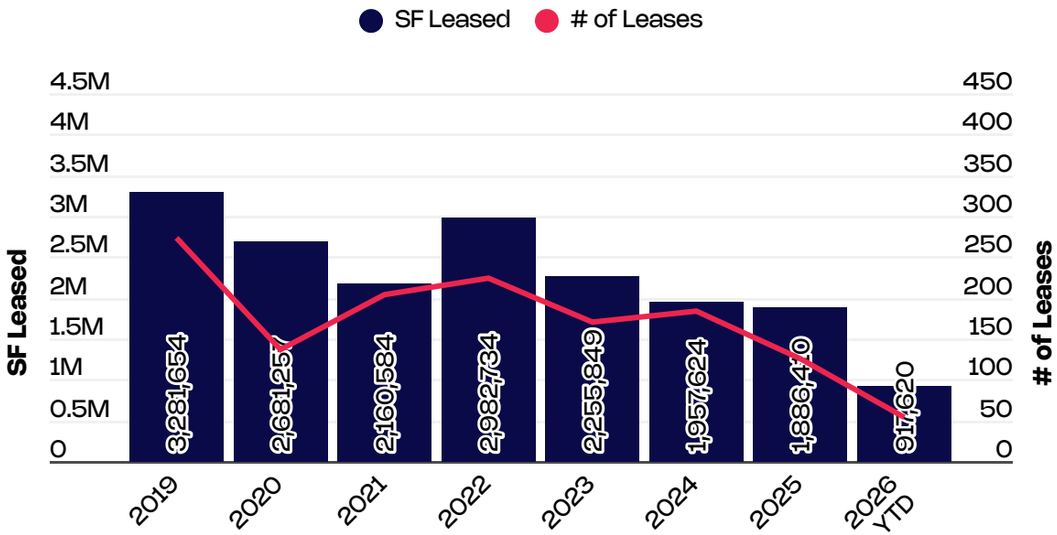
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Recovery | Occupancy | Rent | Net Absorption



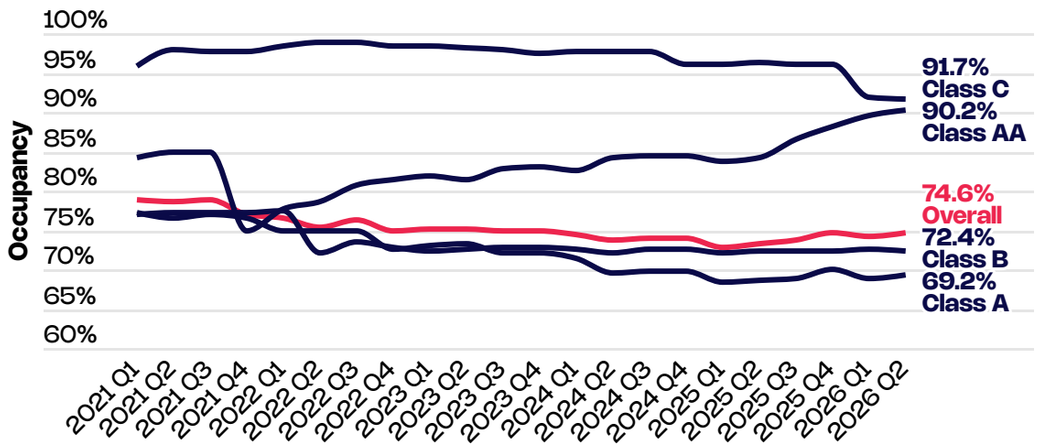
Class	Inventory (SF)	Occupancy
A	39,385,991	74.7%
> 2001	10,250,013	90.2%
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B	11,926,645	72.4%
C	1,277,141	91.7%
Overall	52,589,777	74.6%

Downtown's office market showed signs of stabilization in Q2 2026, with trophy assets surpassing 90% occupancy for the first time since 2016. Overall occupancy continued its gradual recovery, rising from a low of 72.9% in early 2025 to 74.6% at the end of Q2. Although employee recovery dipped slightly from Q1 2026, momentum remains strong, with performance still near record highs at approximately 80%.



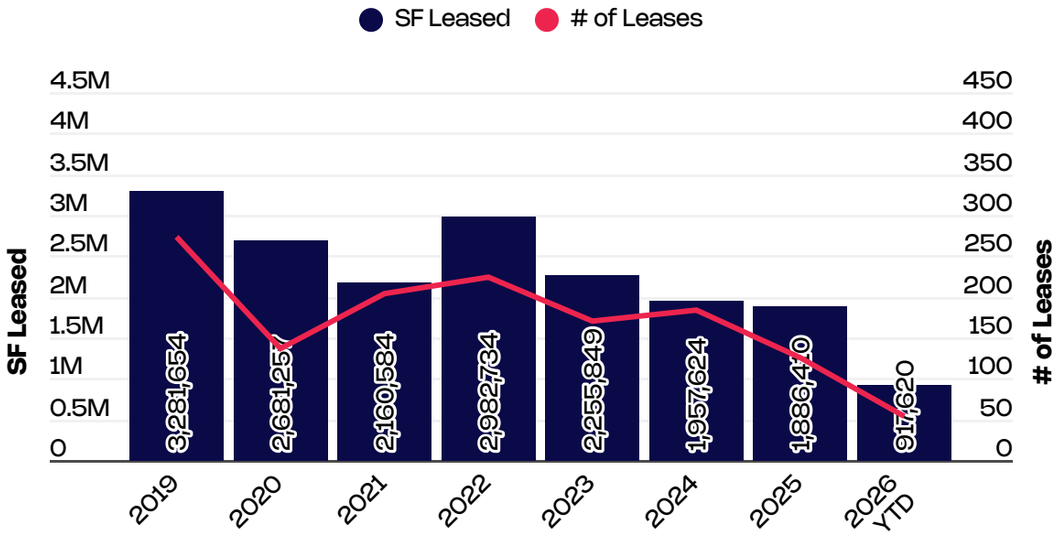
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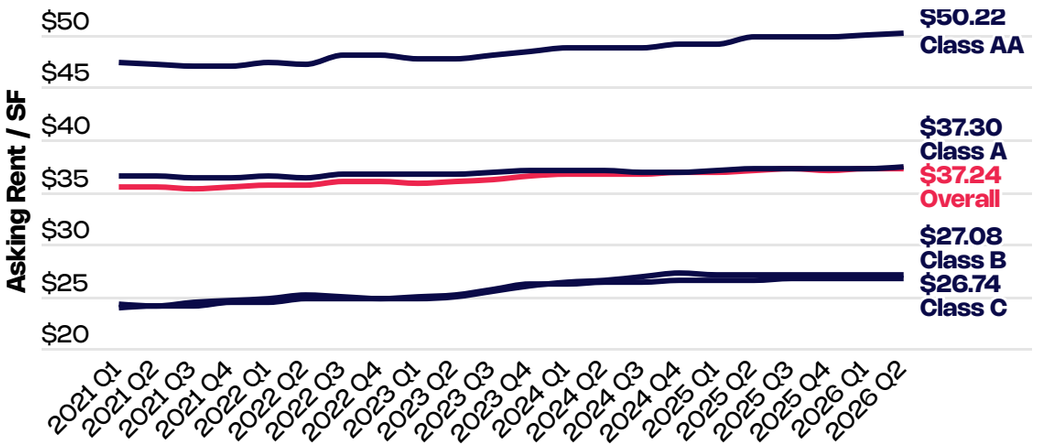
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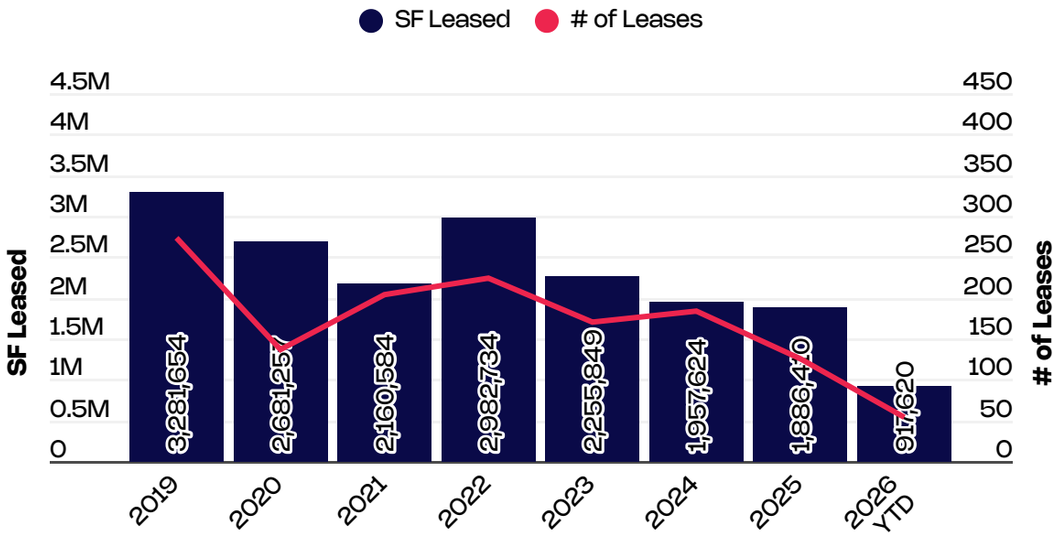
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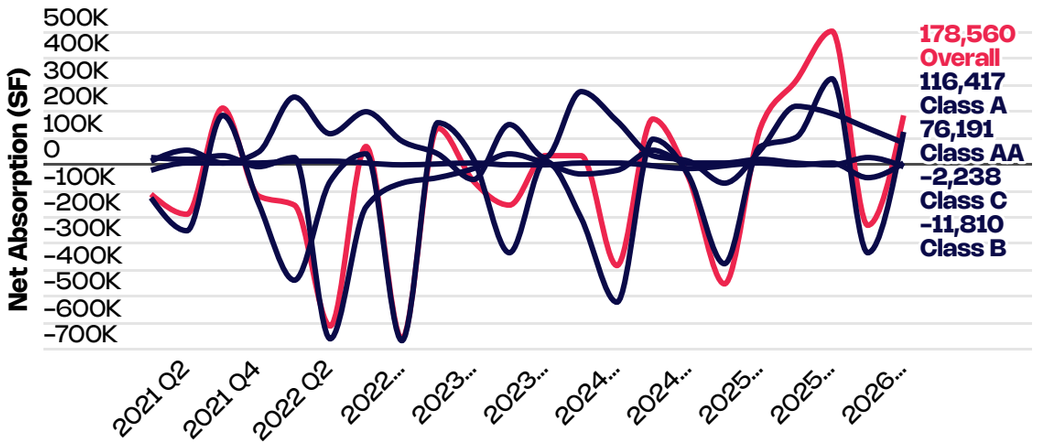
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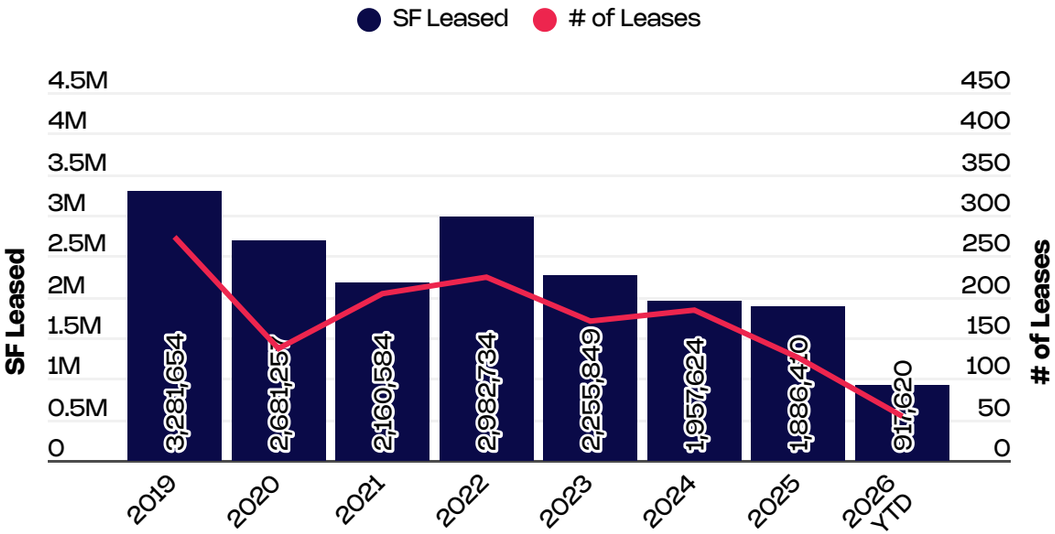
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Residential Inventory

Total Properties 45

Total Units 8,451

Units in Development Pipeline 460

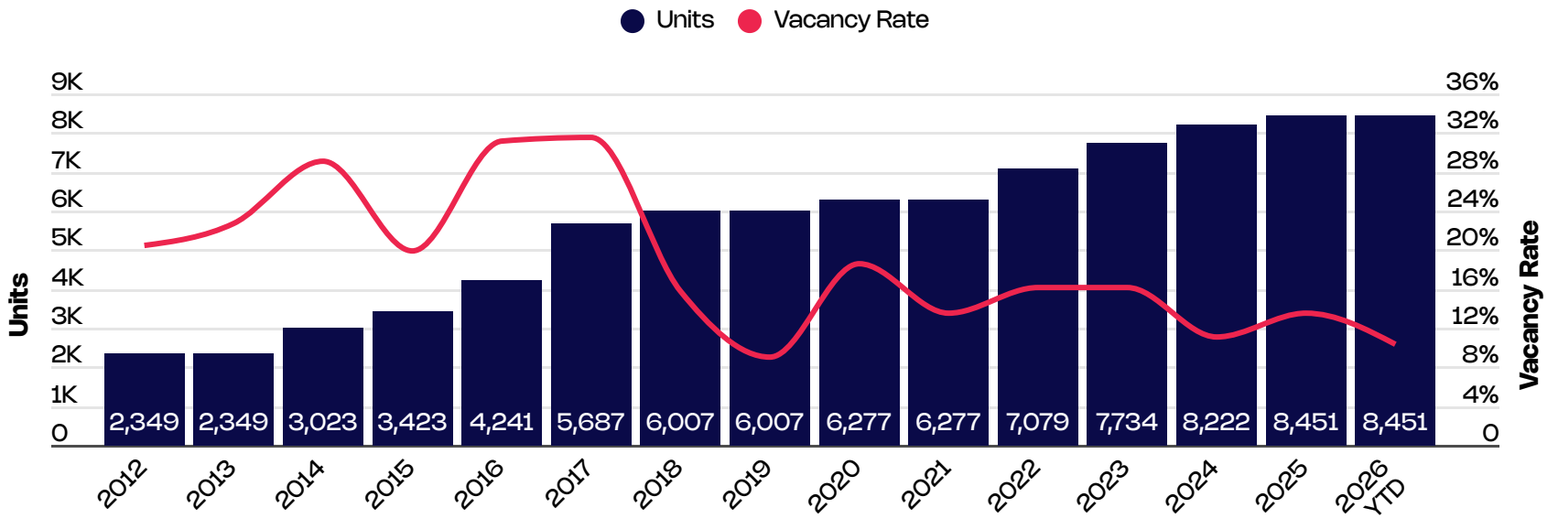
Downtown's residential market showed signs of recovery in Q2 2026 following Q1 declines driven by new supply deliveries. Occupancy rebounded 2.6% from Q1, ending the quarter just below 90%, while asking rents improved quarterly despite remaining down year-over-year. This recovery trend is expected to continue in the coming quarters. Additionally, 1021 Main broke ground, an office conversion project that will add 460 future multifamily units 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



Q2 2026 Multifamily Residential Statistics

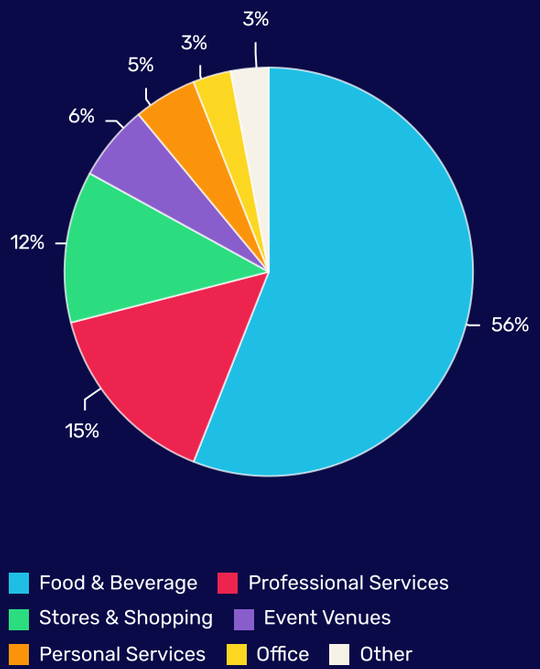
	Downtown	Greater Downtown	The Loop	Houston MSA
Exisiting Units	**8,451**	**36,532**	**145,091**	**748,125**
YoY	2.8%	3.9%	2.6%	2.2%
Monthly Average Asking Rent	**$2,269**	**$1,855**	**$1,799**	**$1,375**
Asking Rent / SF	**$2.33**	**$2.06**	**$2.00**	**$1.52**
QoQ	0.2%	1.2%	1.1%	-0.1%
YoY	-1.6%	-0.6%	-0.5%	-1.1%
Vacancy Rate	**10.3%**	**11.9%**	**10.7%**	**12.2%**
QoQ	-2.6%	-2.4%	-1.4%	-0.4%
YoY	-0.7%	-2.3%	-0.6%	0.5%
Market Cap Rate	**6.06%**	**6.59%**	**6.70%**	**6.73%**
QoQ	-0.28%	-0.19%	-0.15%	0.00%
YoY	-0.12%	-0.09%	-0.03%	0.12%

Retail Inventory

Total Occupied Street-Level Storefronts **302**

Total Available Street-Level Storefronts **80**

Product Categories



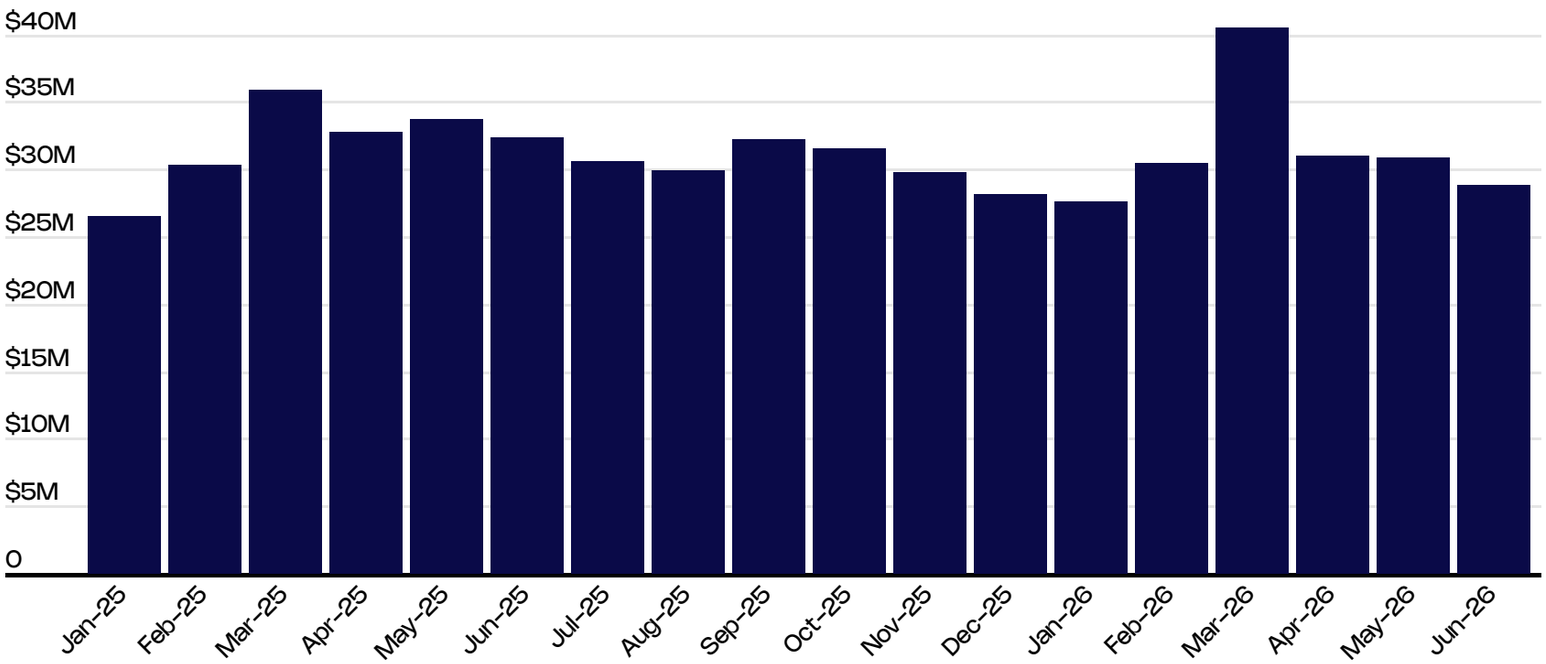
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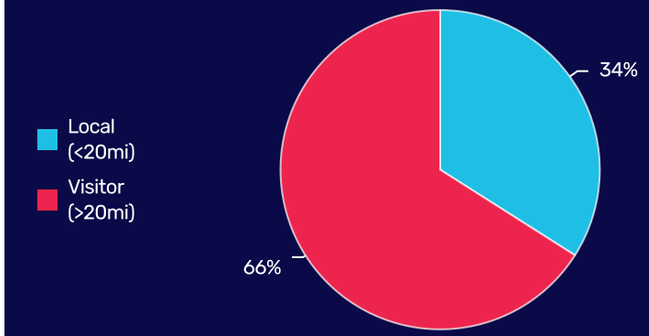
Spending Stats

Source: Datafy
*** Data as of June 26, 2026**

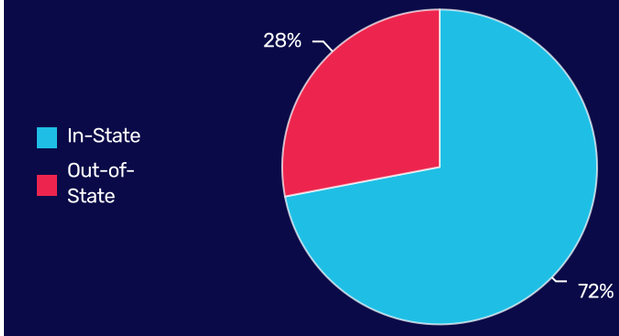
Spending | Share of Spend %



Local vs. Visitor Spending (Q2 2026)



In vs. Out-of-State Spending (Q2 2026)

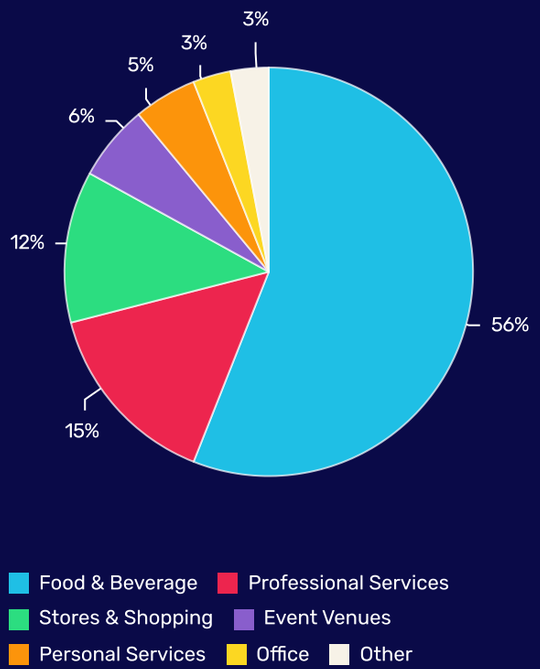


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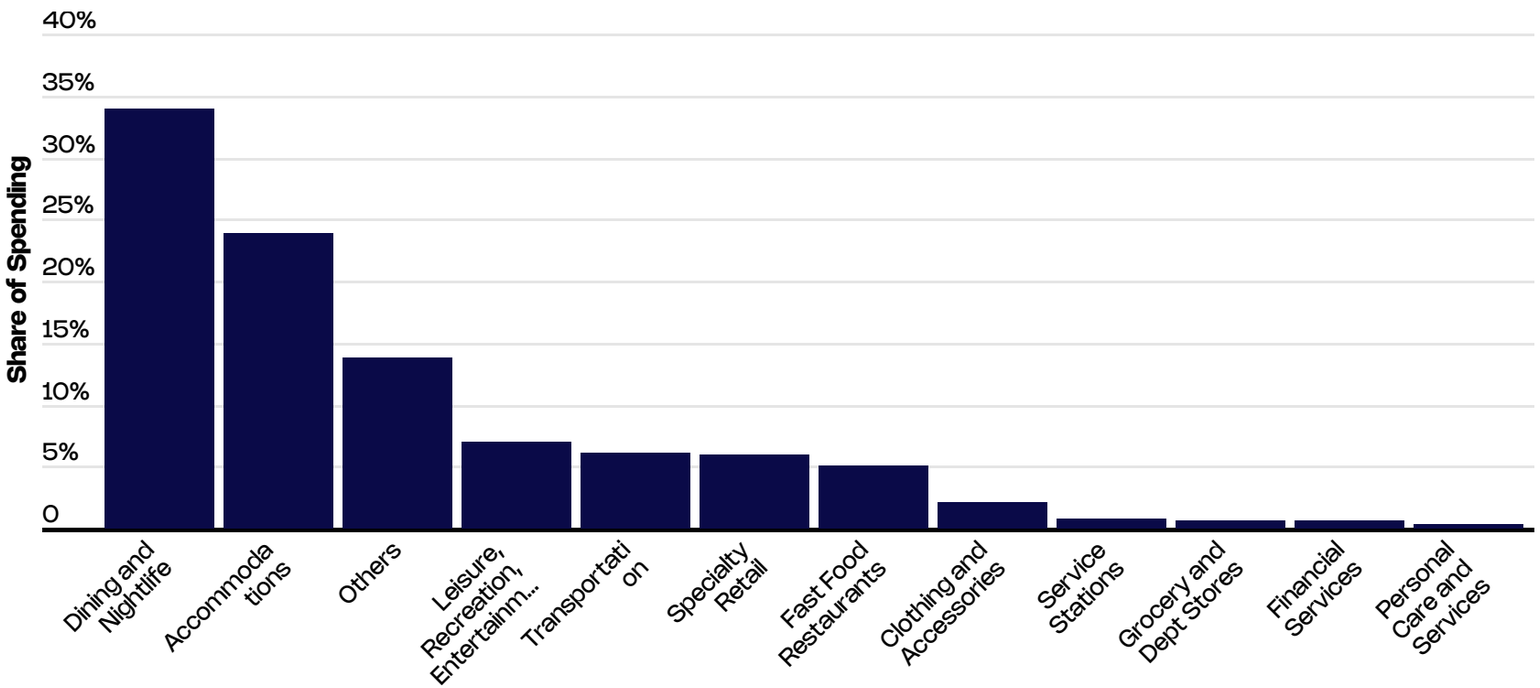
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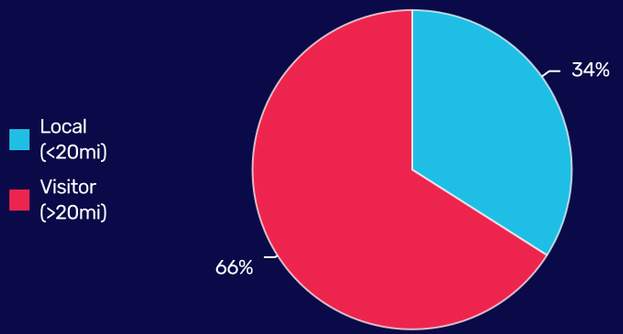
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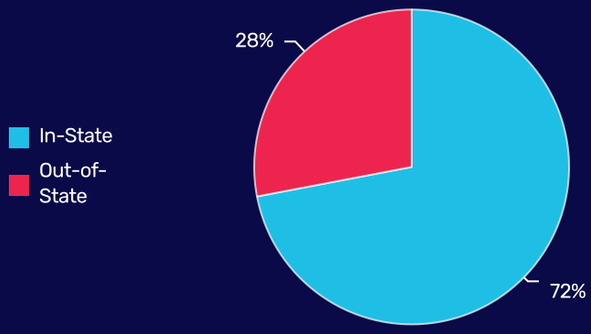
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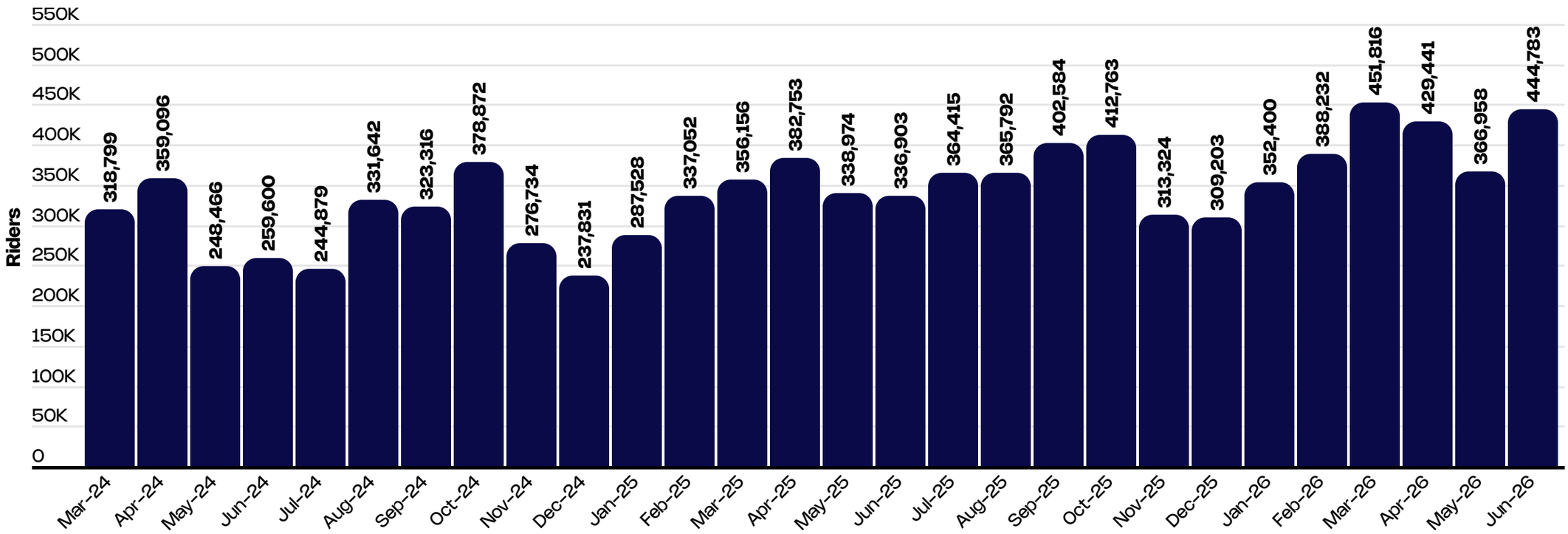
Transit

Jul 25 – Jun 26 Park & Ride Ridership
4.6M
+20.1% YoY

Jul 25 – Jun 26 METRORail Ridership
12.1M
-8.6% YoY

Avg. Mo. METRO Park & Ride Riders
383k

METRO Park & Ride | METRORail



Source: RideMetro.org

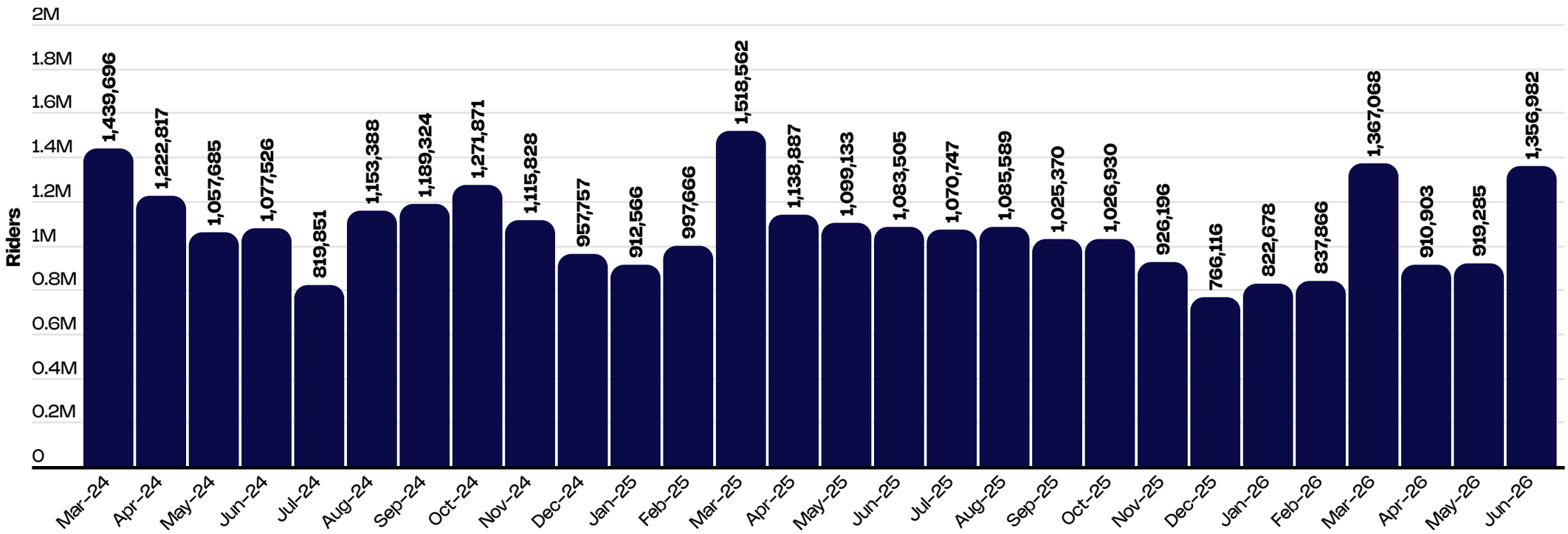
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Avg. Mo. METRO Park & Ride Riders
383k

METRO Park & Ride | METRORail

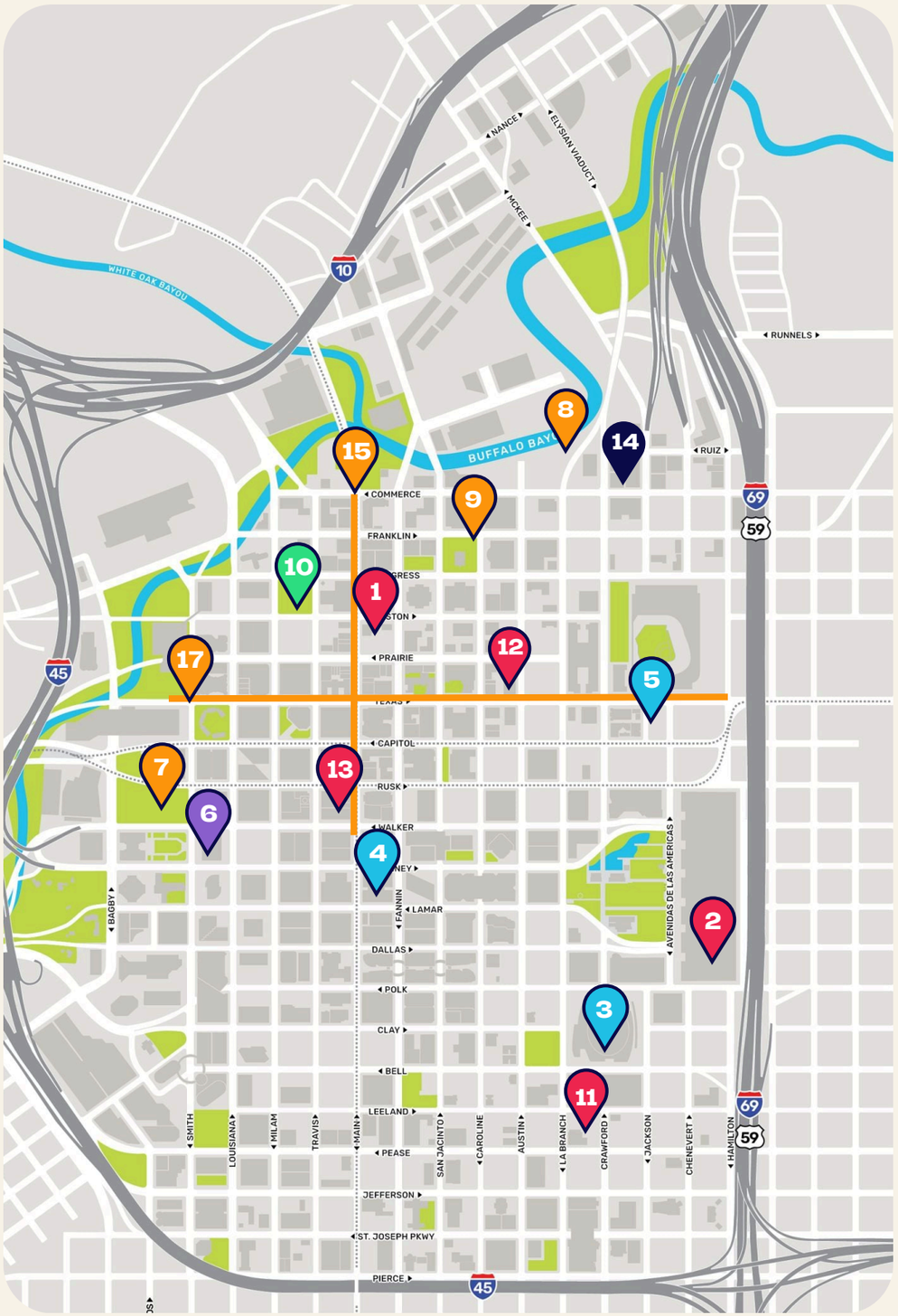


Source: RideMetro.org

Downtown Development Map

Click the ⓘ on a development to learn more:

1 Scanlan Building	6 910 Louisiana Upgrades
2 George R. Brown Convention Center Expansion	7 Tranquility Park
3 Toyota Center Upgrades	8 Buffalo Bayou Greenway Connector
4 1021 Main	9 Remembrance Park
5 Astros Entertainment District	



RECENTLY DELIVERED

10 Market Square Park Kiosk: Petite Lucie	14 Ely at the Ballpark
11 Home2 Suites & Tru by Hilton	15 Main Street Promenade
12 Holiday Inn Express & Staybridge Suites	16 Downtown Overlay Project
13 J.W. Marriott Expansion	17 Cool + Connected Corridors: Texas Ave

Residential | Hospitality | Retail | Mixed Use | Office | Public Realm

Q2 2026: Downtown Delivers a Global Moment

downtownhouston.org/post/q2-2026-quarterly-report-updates

The Q2 2026 Economic Dashboard captures a Downtown Houston market shaped by major visitation, completed public realm projects, private reinvestment and new amenities that continue to strengthen the district's daily experience.

Beyond the numbers, the quarter showed Downtown doing two things at once: welcoming the world during a global summer and continuing the long-term work of becoming a more walkable, competitive and complete urban district.



Good Times on Main brought thousands to the grand opening of Main Street Promenade

A Global Quarter Tested Downtown's Capacity

Downtown welcomed the world in Q2.

With World Cup activity, major sporting events, conventions, cultural celebrations and the regular workday often overlapping across the district, Downtown once again demonstrated its

unique ability to host large crowds while continuing to function as Houston's central business district.

The district recorded more than **10 million non-employee visits** in the quarter from **4.4 million unique visitors**, reflecting quarter-over-quarter increases for both. On average, Downtown saw over **763,000 visits per week**, with the highest visitation drawing **over 910,000 during mid-May** for a series of overlapping sports, concerts, conventions and more.

That capacity is part of Downtown's market strength. No other place in the region can bring together hotels, restaurants, transit and parking, public spaces, entertainment venues and business activity at this scale.

The quarter's visitation trends point to a district that can serve global audiences, local eventgoers, workers, residents and visitors all at once. See the data in the Economic Dashboard.



Cool + Connected Corridors brings shade, lighting and landscaping to Texas Avenue

Public Realm Investments Move from Plan to Pavement

Q2 also marked a major delivery moment for Downtown's public realm.

Main Street Promenade and the first phase of Cool Corridors came online, bringing new shade, lighting, gathering space, pedestrian comfort and stronger connections to some of Downtown's most traveled routes.

Mill and overlay work repaved over 120 streets and intersections throughout the district while Via Futbol provided the space for pedestrian infrastructure between major World Cup destinations.

Continued planning around civic spaces such as Tranquillity Park upgrades and the announcement of Remembrance Park added to the sense of visible progress occurring in the district.

Collectively, these projects are part of a district-level strategy—outlined in the Public Realm Action Plan—to make Downtown more comfortable, connected and welcoming everyday. Better walks, cooler routes, more active streets and stronger links between destinations all support the experience of workers, residents, visitors, businesses and property owners long after major events leave town.



917 Franklin along the Promenade shows how historic properties are meeting modern tenant needs | Courtesy of NewForm Real Estate

Private Investment is Repositioning Downtown Assets

Private investment continued to reshape the core in Q2, reinforcing that Downtown's next cycle is being defined by reinvestment as much as new construction.

Over 900,000 square feet of major leasing activity, conversion underway at 1021 Main, restoration work at 917 Franklin, and continued improvements to the public realm-facing aspects of 910 Louisiana all point to a market where existing assets are being adapted for modern expectations.

That same story is visible across other sectors. Hotels delivered new rooms, conversions advanced and legacy properties continued upgrades heading into the summer.

Residential vacancy fell to its **lowest level since 2019**, while entertainment anchors such as Toyota Center and GreenStreet moved forward with improvements that create more reasons to stay Downtown before and after the workday.

Across office, residential, hospitality and entertainment, Downtown assets are becoming more flexible, more amenitized and more connected to the district around them.



Petite Lucie brings an all-day French-inspired cafe to Market Square Park

New Openings Added to Downtown's Amenity Story

Restaurants remain one of the clearest ways to see Downtown's momentum.

In Q2, new and recent openings such as Petite Lucie, El Tiempo, Spindletop, Concrete Rose, Distrito Federal, Dean's Downtown and new chicken concepts added more options across lunch, dinner, nightlife and experience for clients and visitors.

Downtown's culinary story is also earning wider recognition. James Beard attention for Chef Ope Amosu of ChòpnBlọk and H-Town Restaurant Group, along with international recognition for Thai Café, adds to the district's growing reputation as a place for destination dining and chef-driven experiences.

These restaurants give workers, residents, tenants, visitors and brokers tangible proof points that Downtown's amenity base is expanding and evolving.



The Mid-Year Report offers a deeper look into the first half of 2026 in Downtown Houston

New Tools Offer a Clearer View of Downtown

This quarter also brought new tools for understanding Downtown Houston's current market story.

The Q2 Economic Dashboard is now live, offering updated metrics on visitation, office, residential, hospitality and development activity across the district.

For a broader look at the first six months of the year, Downtown Houston+ also released the 2026 Mid-Year Market Report, which connects the data to the projects, investments and market signals shaping Downtown's next chapter.

The latest Office Story—an annual report for more than 40 years—is also available, offering valuable long-range perspective on Downtown's office market and how today's activity fits within more than four decades of research.

Explore the full collection of market intelligence tools:

Q2 Economic Dashboard Mid-Year Market Report 2026 Office Story