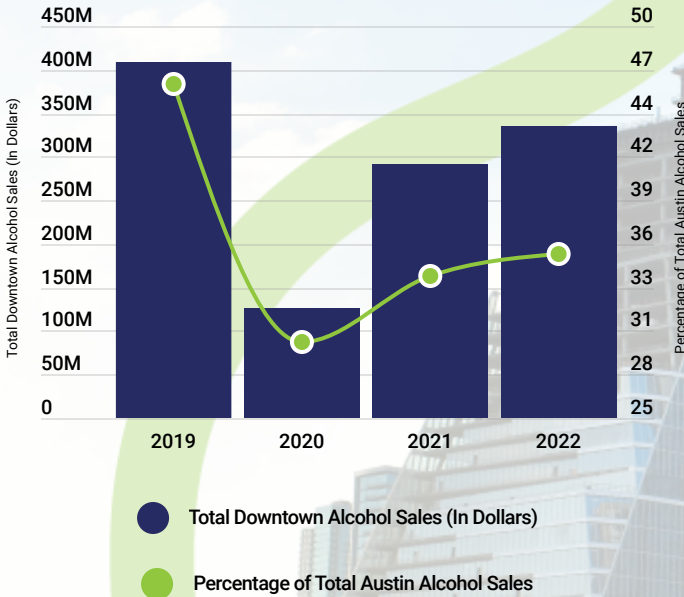


Alcohol Sales Are Gaining Steam

Alcohol sales in downtown Austin have recovered significantly from the COVID-induced slump of 2020, yet have not hit the pre-pandemic heights of 2019. Data from the Downtown Austin Alliance (DAA) shows that while weekend foot traffic has recovered to pre-pandemic levels, the prevalence of remote and hybrid work have caused an uptick in office vacancy. The lack of 100% office attendance during the workweek can be linked to the decrease in alcohol sales in the downtown district, as there are less people downtown during the week to go out for drinks after the workday. As employers continue to push for their employees to return to the office, the DAA anticipates that alcohol sales in downtown will increase throughout the remainder of the year.

Downtown Alcohol Sales



	2019	2020	2021	2022
Total Downtown Alcohol Sales	\$409,103,432	\$126,611,565	\$292,719,507	\$335,630,924
Percentage of Total Austin Alcohol Revenue	46.3%	29.9%	34.0%	35.4%

STATE *of* DOWNTOWN FLASH REPORT