

HOUSTON-BEAUMONT, TX

AUGUST UPDATE

#STRONGER TEXAS

We understand that the past few months have been very difficult for businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Houston's current traffic patterns.

REOPENING TEXAS

- Restaurants, retail, bowling alleys, cinemas, churches, malls, weddings, memorials, office buildings, gyms, child-care, and non-essential manufacturers operating at 50% occupancy
- Beauty salons, nail salons, spas, etc. open for business
- Beaches, lakes, & parks accessible
- Professional sports resumed without in-person spectators
- **TRAFFIC IS BACK**



TRAFFIC PATTERNS

+2.5%

ABOVE PRE-PANDEMIC
AVERAGE TRAFFIC
COUNTS AS OF 8/5/20

PEAK TIME OF
DAY COMMUTING
PATTERNS ARE VARIED

HOUSTON DAILY AVG. IMPRESSIONS

