



## Houston Economic Outlook – April 2025

# About the Partnership

**Mission:** The Greater Houston Partnership works with and on behalf of the business community to make Houston one of the world's best places to live, work, and build a business.

**1840**

Houston Chamber of Commerce

**1927**

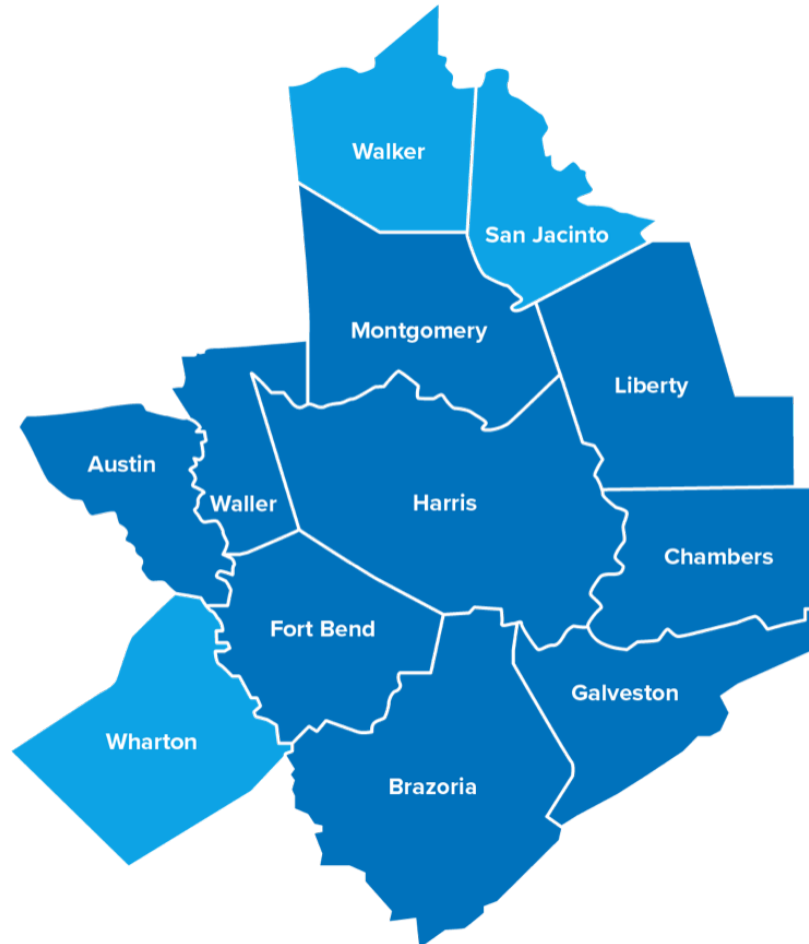
Houston World Trade Association

**1987**

Houston Economic Development Council

**1989**

Three groups merge to form the Greater Houston Partnership



**Partnership's  
12-County Region**

 **Houston MSA**

 **Partnership's Non-MSA  
Footprint**

# Greater Houston Partnership

**Making Houston the best place to live, work and build a business.**

Serves the **12-county** Greater Houston region

Represents more than **1,000 businesses and institutions**

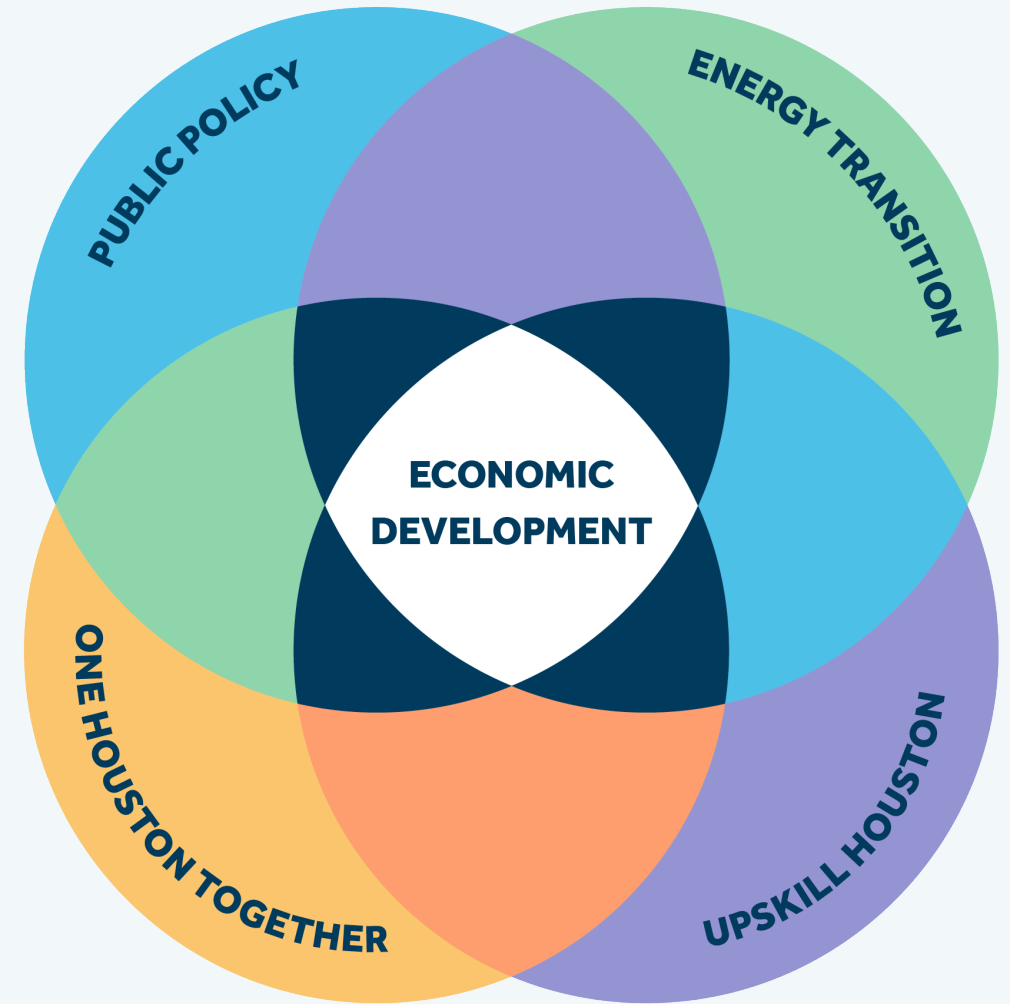
Members accounts for **one-fifth of Houston's workforce**

**Promotes** economic development and trade

**Advocates** for effective public policy

**Convenes** Houstonians on key issues

BOARD OF DIRECTORS & GENERAL MEMBERSHIP



*Houston*



# Partnership Board Officers 2025



Gretchen Watkins, Chair  
President, Shell USA



Armando Perez, Vice Chair &  
Secretary Executive Vice President,  
H-E-B Houston



Steve Kean, President & CEO  
Greater Houston Partnership

HOUSTON

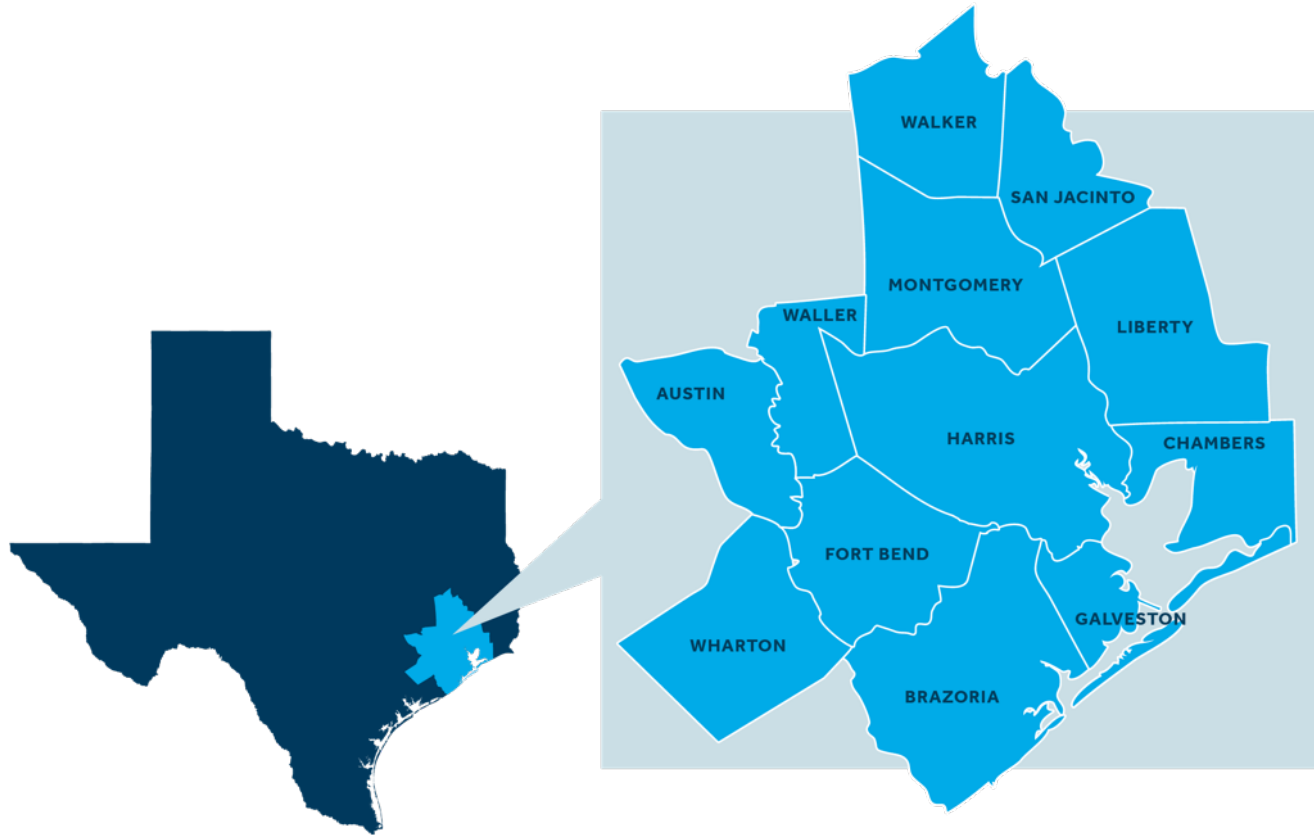
# Deep in the Heart of Texas Connected to the World.

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Houston is big, but friendly. We are growing and welcoming. We are internationally connected and globally diverse. We are Houston.



# Major Metro, Major Opportunity



**4<sup>th</sup>** Largest  
U.S. city

**7.5** Million  
Metro Population

**\$697** Billion  
Metro Economy



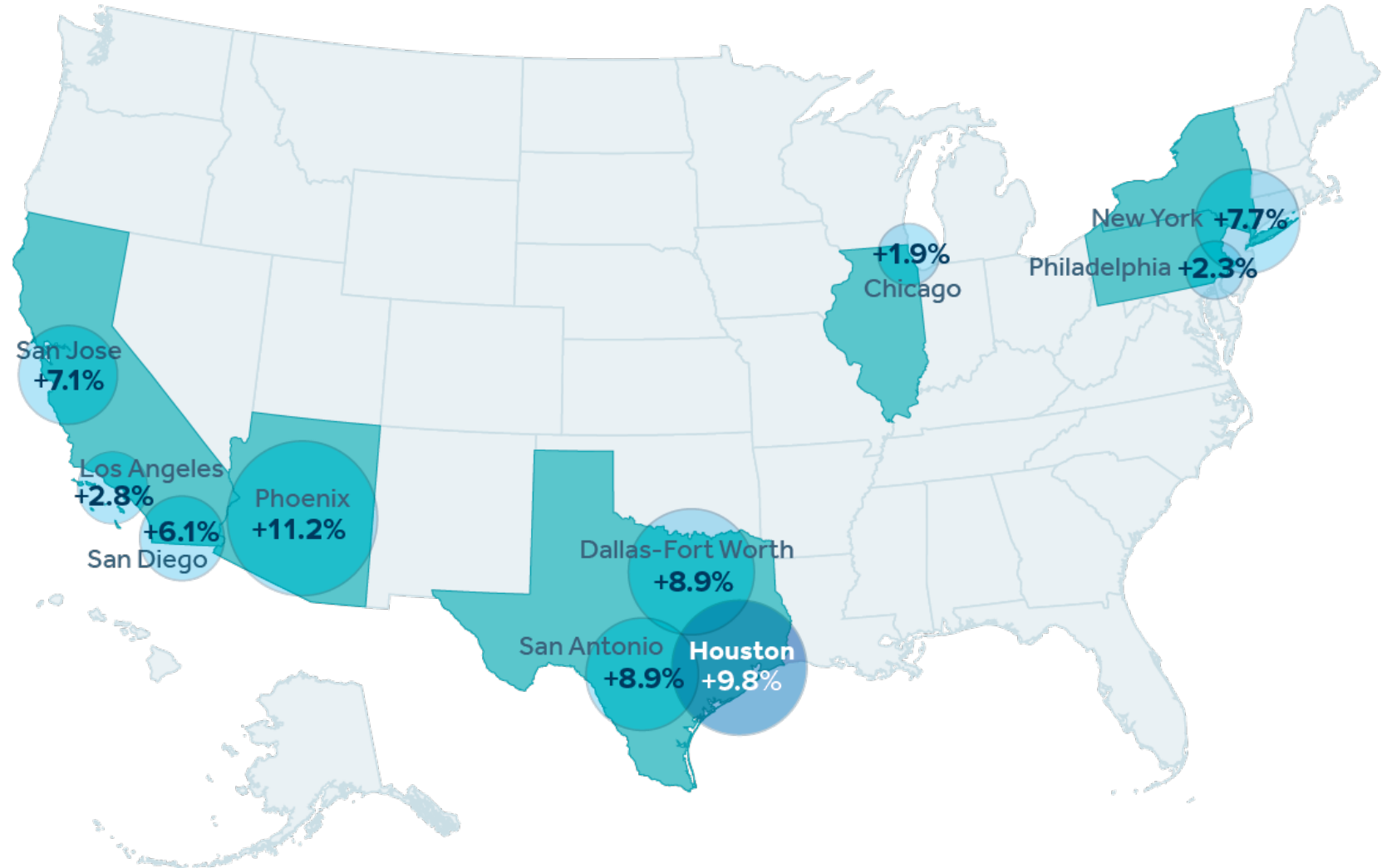
# Houston



**9,444**  
square miles

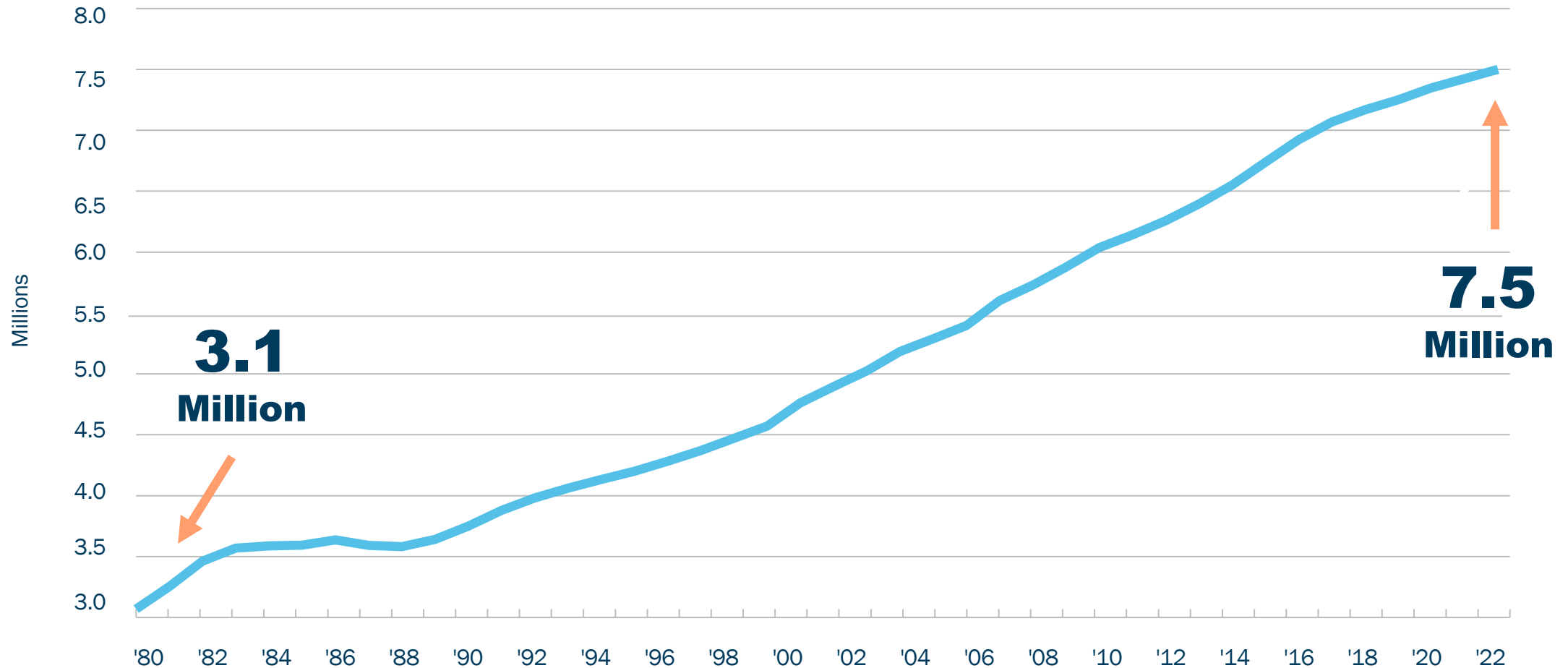
# The World is Moving to Houston

Among  
America's  
Fastest  
Growing  
Metros





# Metro Houston Population



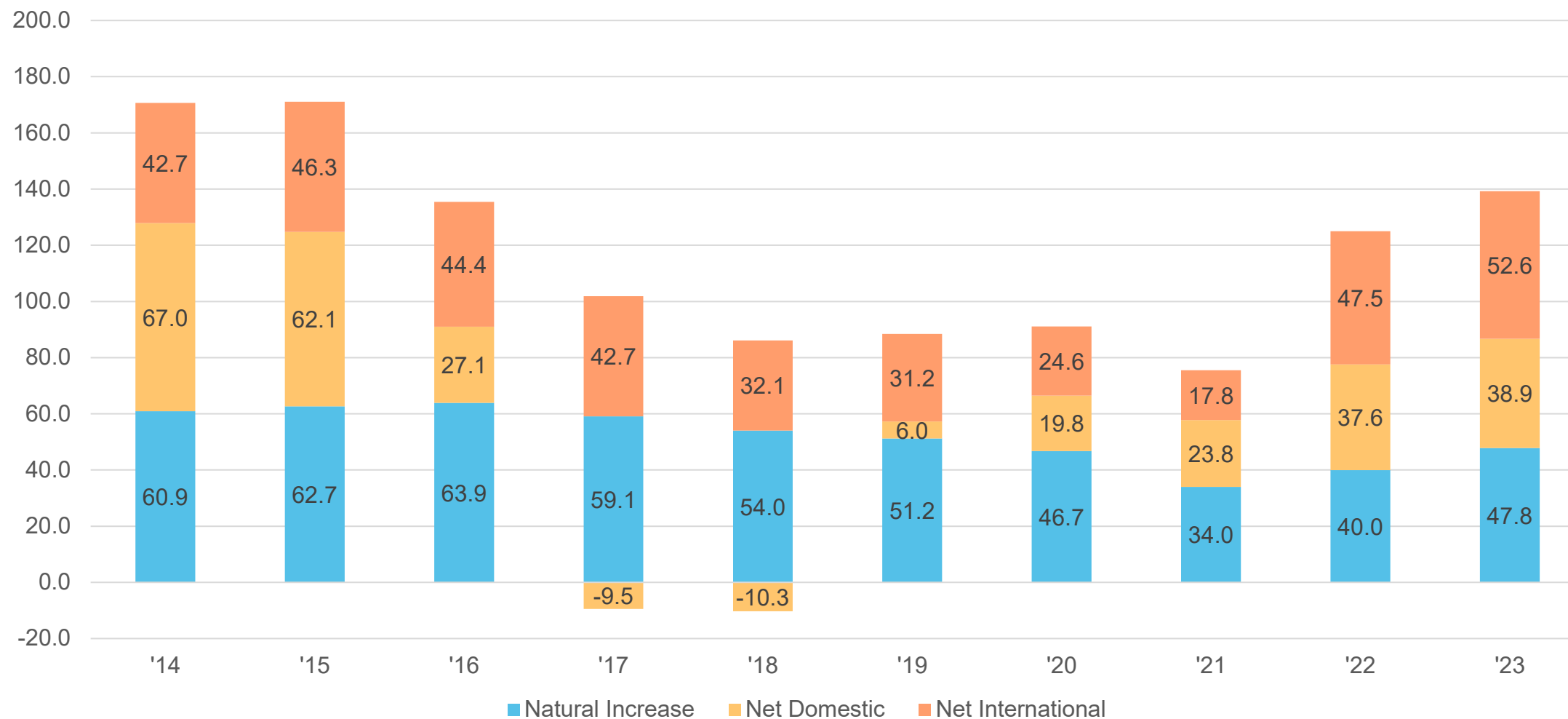
Source: U.S. Census Bureau

# Net Population Growth, 10 Largest U.S. Metros

## Ranked by Numeric Change

Metro Area	Change, '22 – '23
Dallas-Fort Worth	152,598
<b>Houston</b>	<b>139,789</b>
Atlanta	68,585
Phoenix	49,240
Miami	43,387
Washington, DC	39,084
Philadelphia	3,414
Chicago	-16,602
New York	-65,549
Los Angeles	-71,037

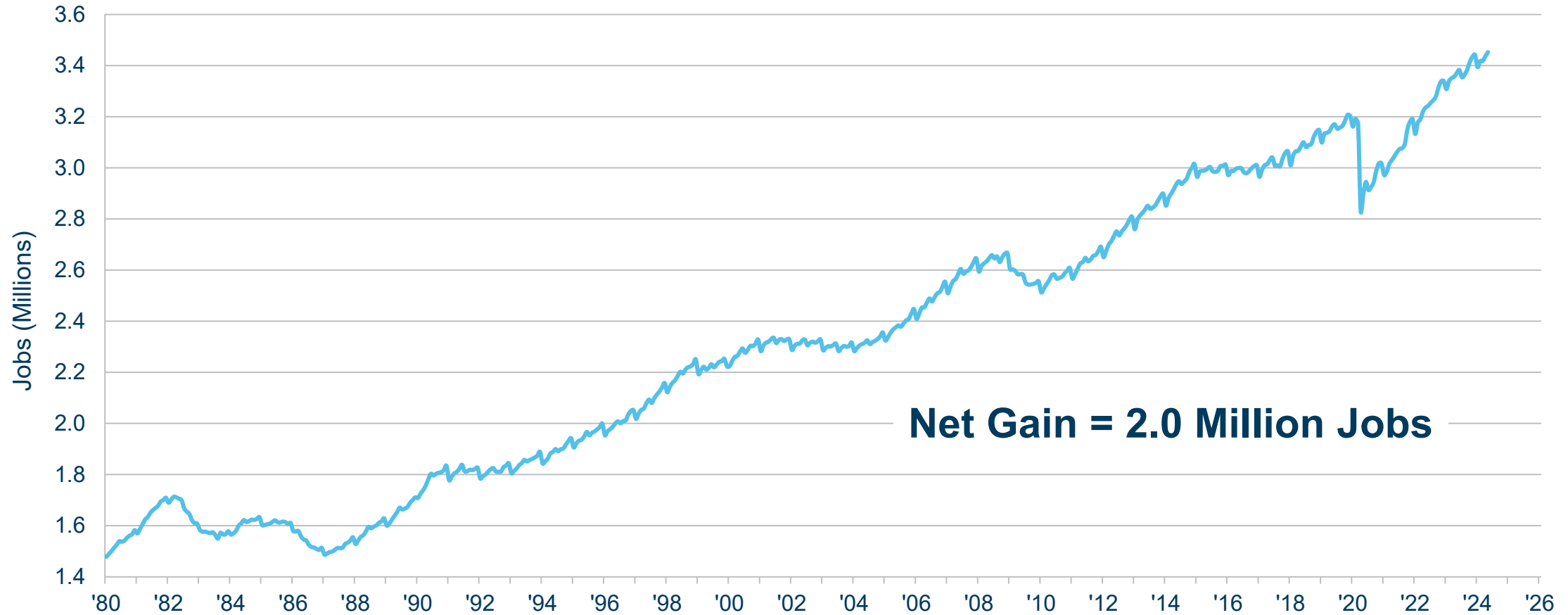
# Components of Metro Houston Population Change (000s)



Source: Partnership calculations based on U.S. Census Bureau data



# Metro Houston Employment



# Employment By Sector, Metro Houston

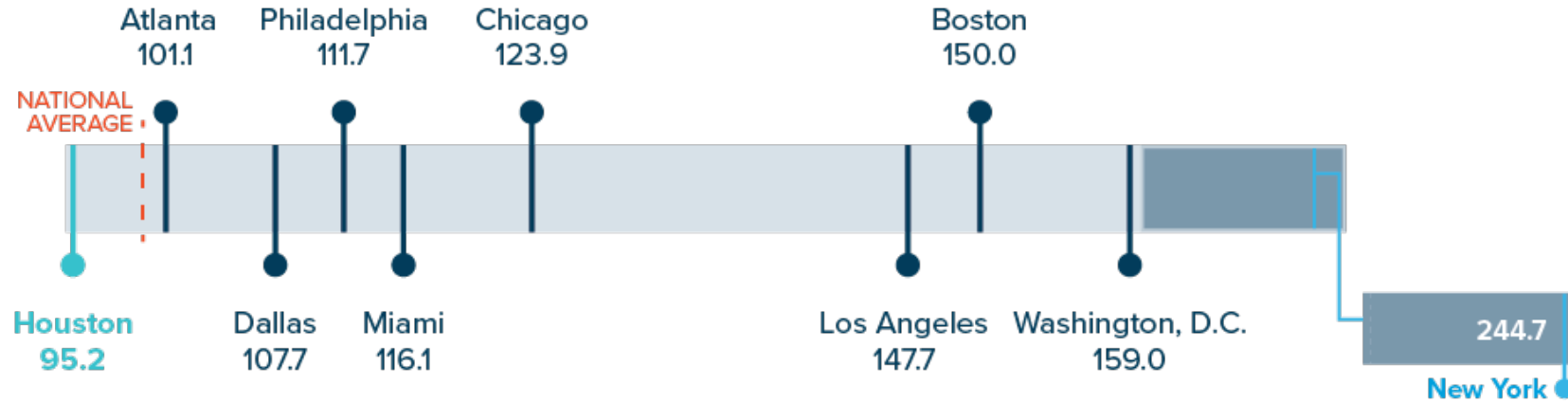
Sector	Jobs	% Total	Sector	Jobs	% Total
Health Care	399,000	11.4	Other Services	131,700	3.8
Retail	328,800	9.4	Finance, Insurance	124,700	3.6
Restaurants, Bars	296,000	8.5	Private Education	74,300	2.1
Prof., Sci., Tech Services	287,200	8.2	Energy Exploration, Production	72,500	2.1
Public Education	280,700	8.0	Real Estate	70,000	2.0
Construction	249,400	7.1	Misc. Business	47,700	1.4
Manufacturing	238,800	6.8	Arts, Entertainment, Recreation	39,900	1.1
Administrative Support	231,800	6.6	Information	32,900	0.9
Wholesale	185,900	5.3	Hotels	27,100	0.8
Government	182,600	5.2	Utilities	23,500	0.7
Transportation, Warehousing	172,100	4.9	<b>Total</b>	<b>3,496,600</b>	<b>100.0</b>

Source: Texas Workforce Commission

# Low Cost of Living

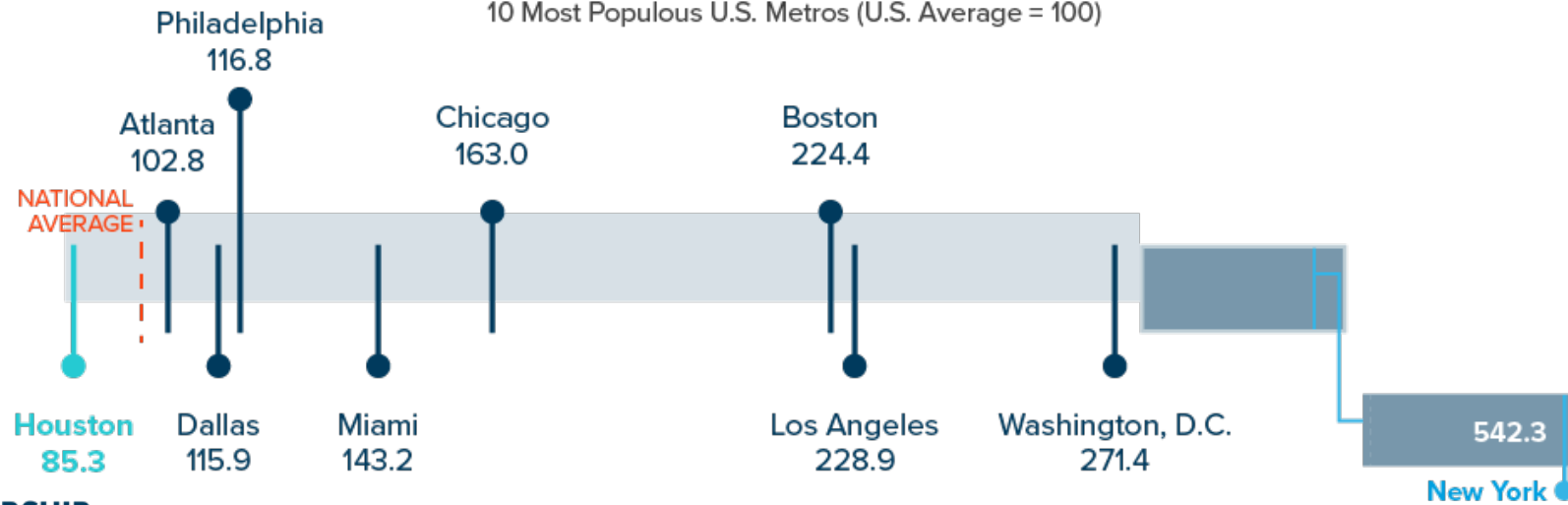
## COST OF LIVING COMPARISON

10 Most Populous U.S. Metros (U.S. Average = 100)



## HOUSING COST COMPARISON

10 Most Populous U.S. Metros (U.S. Average = 100)

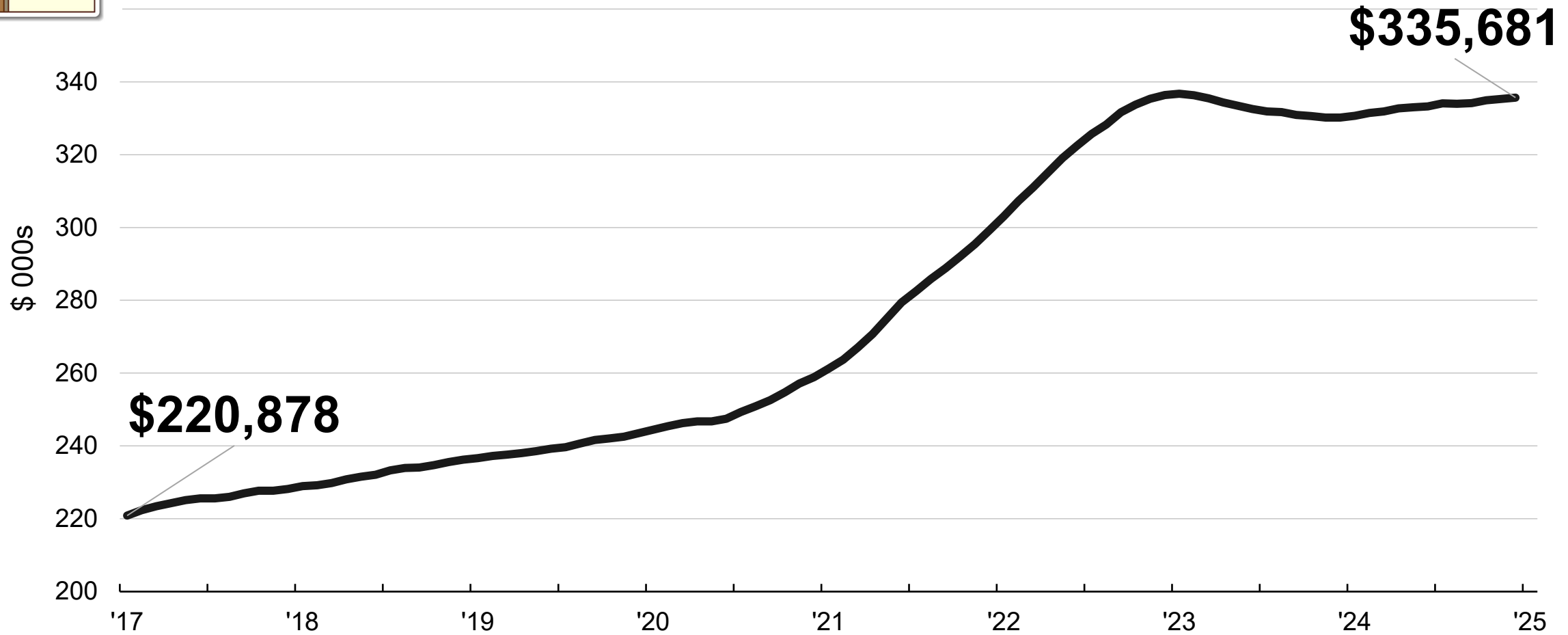






# Houston Single-Family Median Home Price

## 12-Month Moving Average



Source: Partnership calculations based on Houston Association of Realtors data

# Economic Outlook

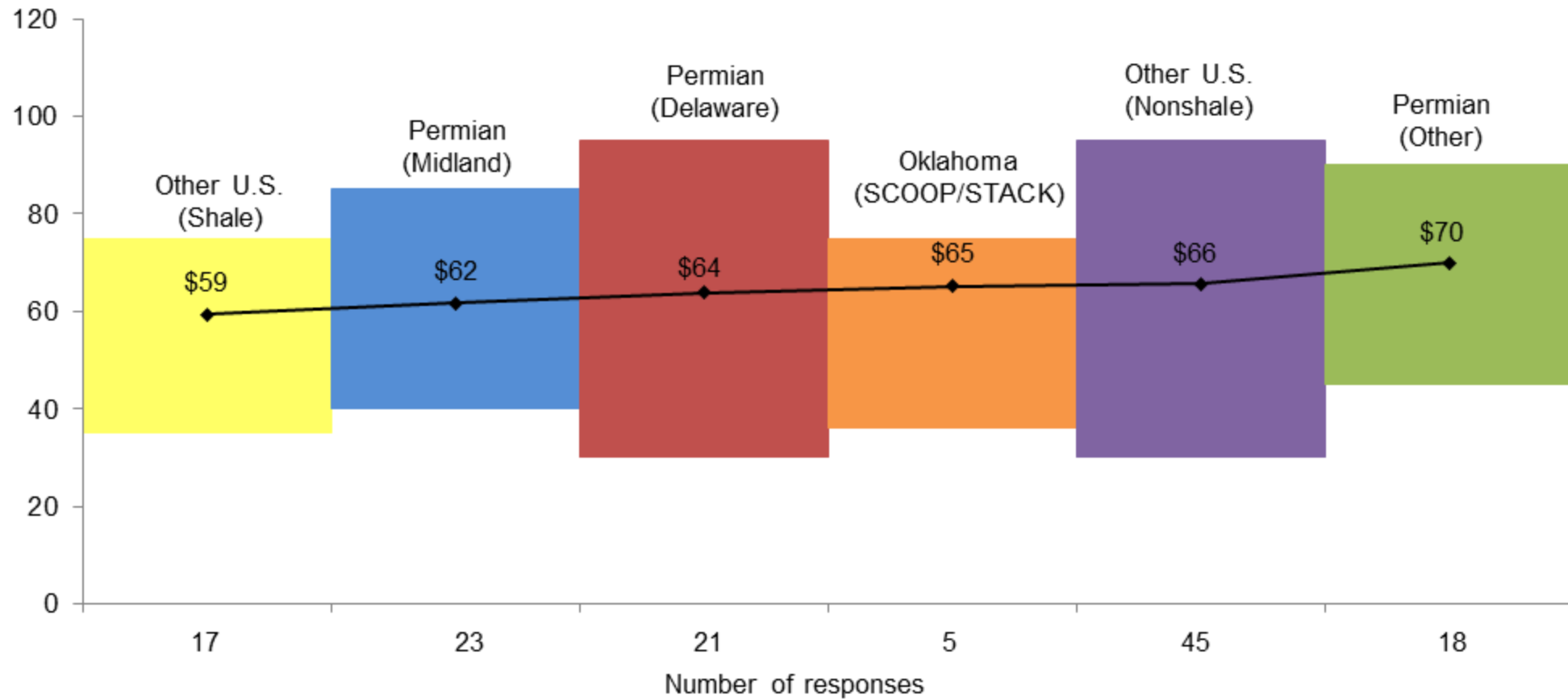
Houston is a dynamic global economic engine helping drive the Texas and U.S. economy across multiple key industry sectors.



*Houston*

**In the top two areas in which your firm is active, what WTI oil price does your firm need to profitably drill a new well?**

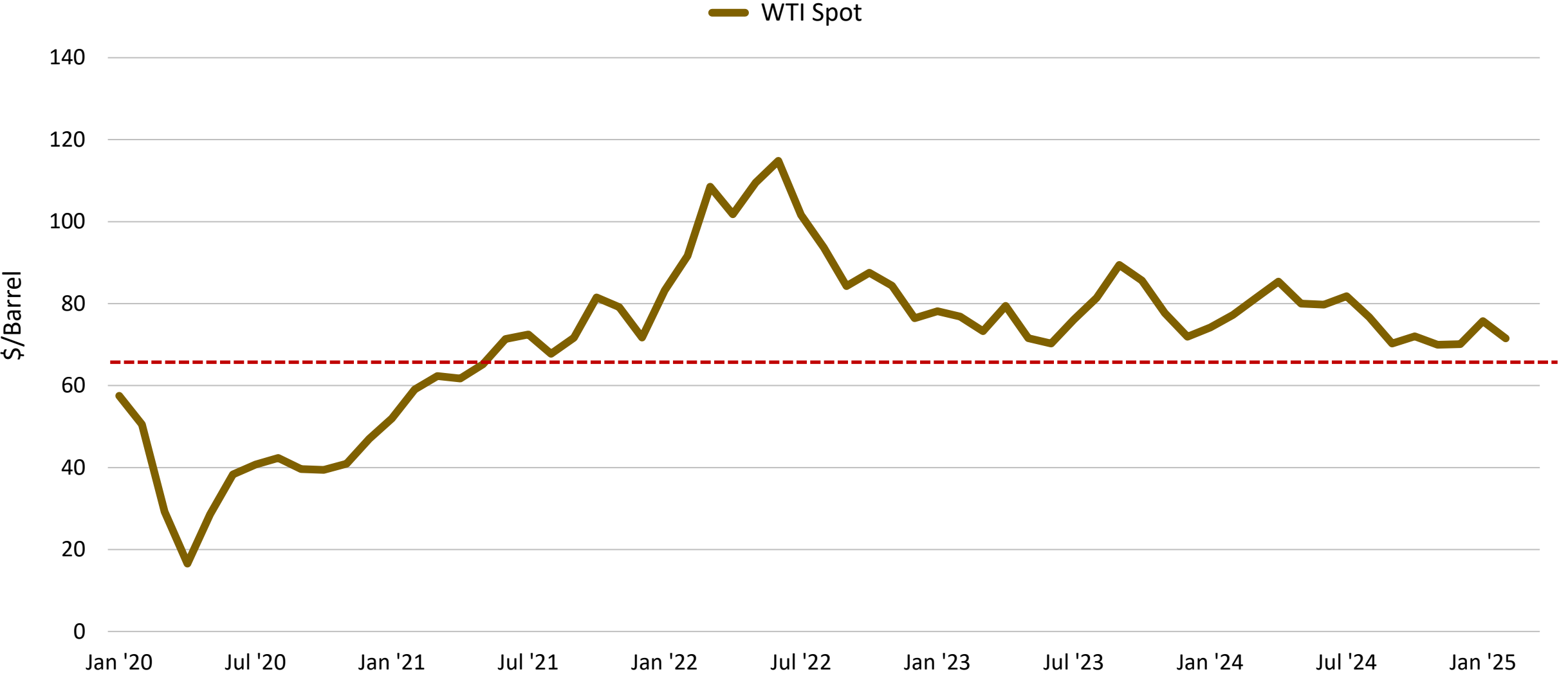
Dollars per barrel



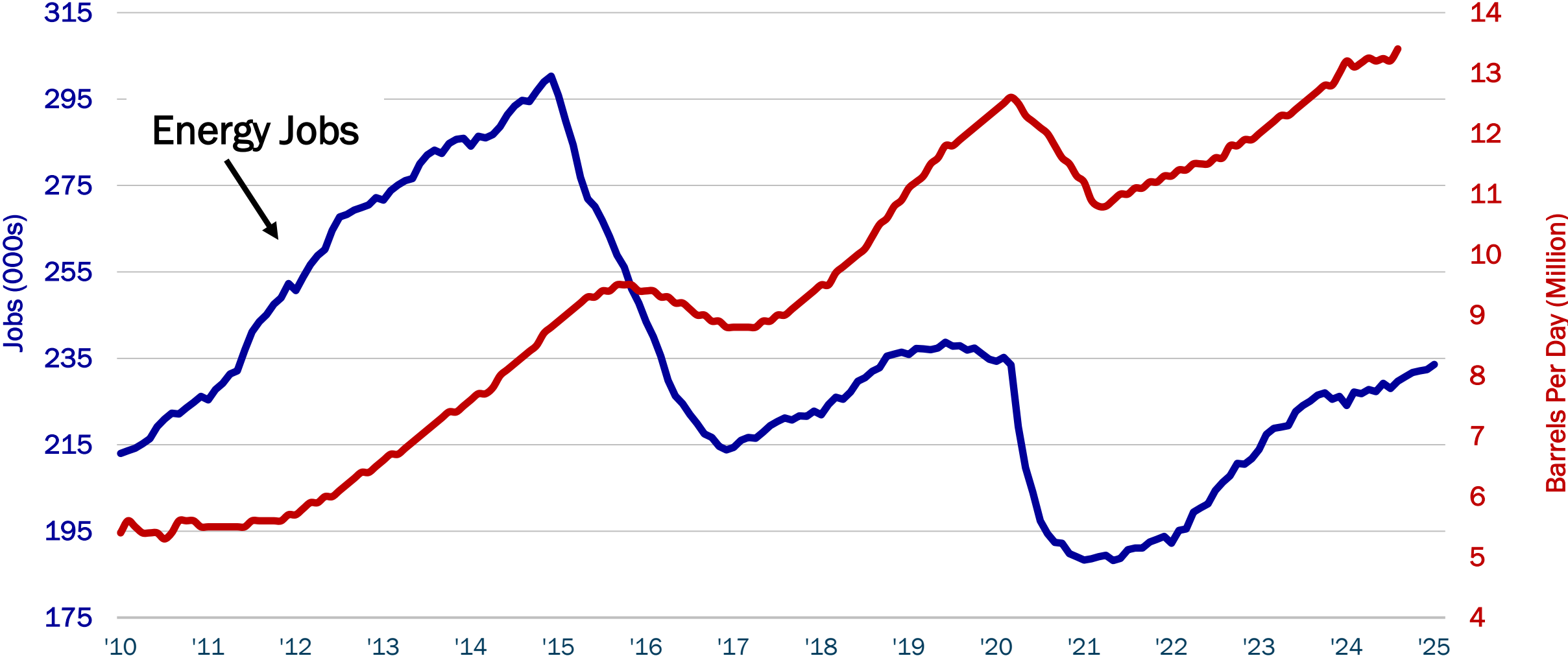
SOURCE: Federal Reserve Bank of Dallas.



# Spot Price, West Texas Intermediate

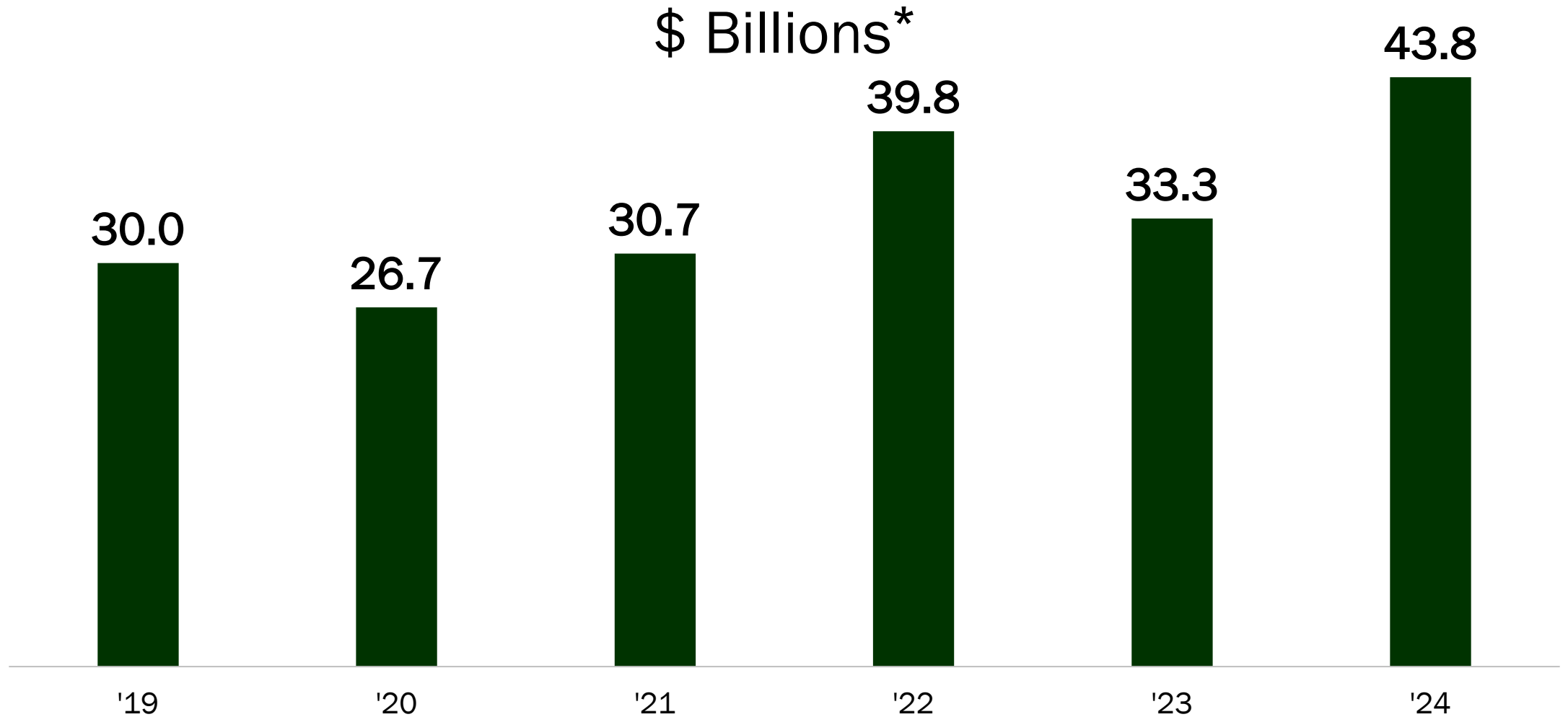


# U.S. Oil Production v. Houston Energy Jobs



Source: U.S. Energy Information Administration & Texas Workforce Commission

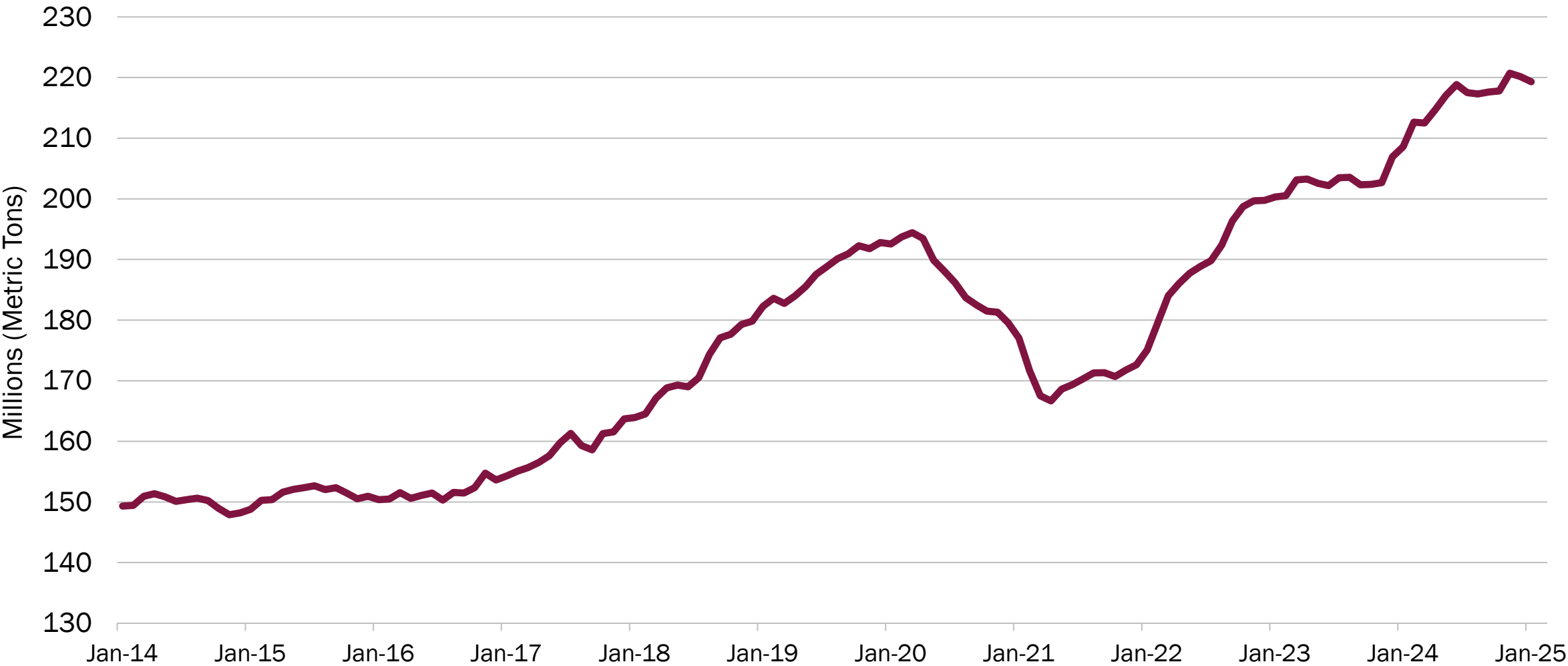
# Annual Construction Contract Awards



\* Nominal dollars

Source: Dodge Data & Analytics

# Port Houston Vessel Tonnage, 12-Month Moving Total



Source: WISERTrade

# Impact of Houston Exports

Jobs = 371,222

GDP = \$136.8 B

\* Based on goods and commodities shipped in '22

Source: Greater Houston Partnership calculations based on U.S. Census Bureau data



56,500

**Houston Job Growth**  
**Jan '24 – Jan '25**

# Houston Job Growth/Loss

## Jan '24 – Jan '25

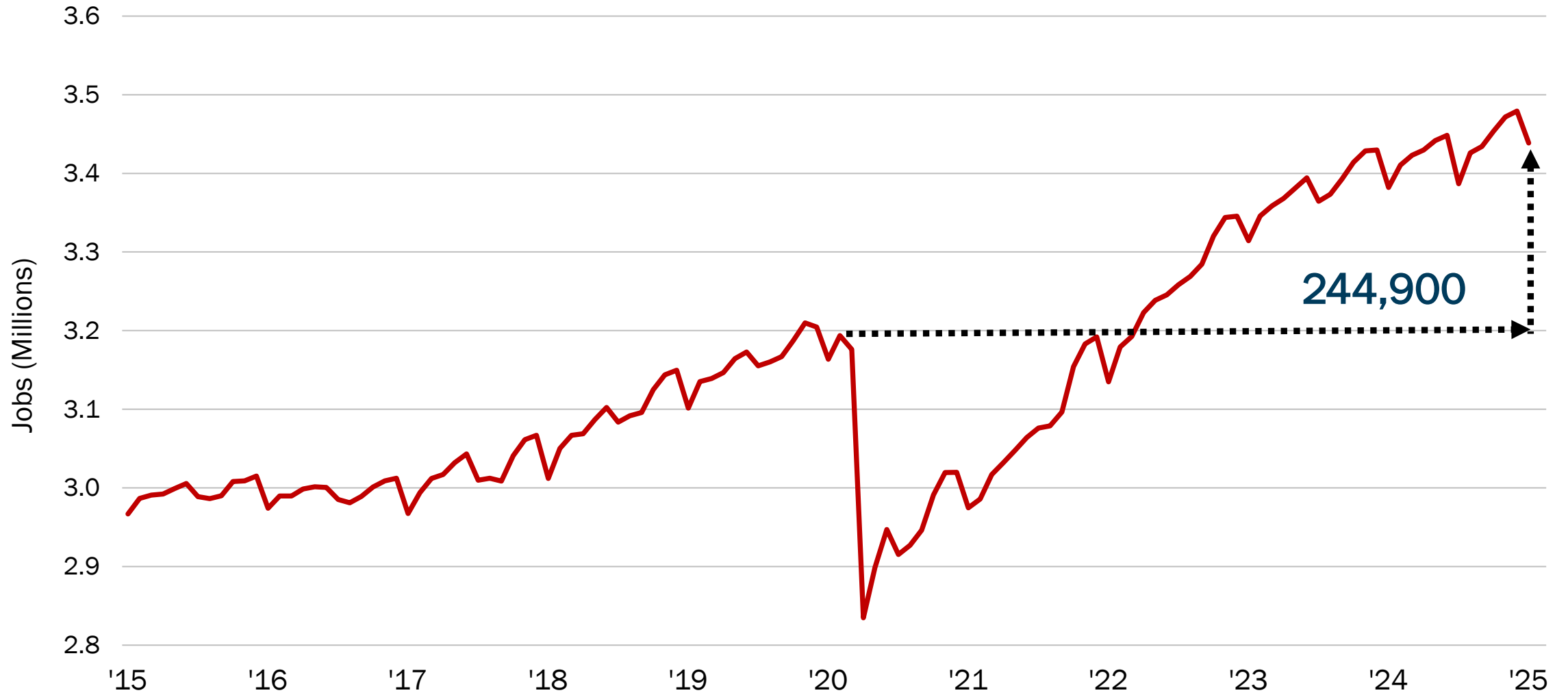
Sector	Jobs	Sector	Jobs
Prof, Sci, Tech Services	10,200	Utilities	1,200
Health Care	9,600	Hotels	1,100
Other Services	8,500	Restaurants and Bars	1,000
Government	7,000	Retail	600
Construction	4,000	Administrative Support	400
Wholesale Trade	3,800	Private Education	-100
Energy	3,200	Finance and Insurance	-200
Manufacturing	3,200	Real Estate, Equip Rentals	-200
Arts, Recreation	3,200	Information	-1,500
Transport, Warehousing	1,500		

# U.S. Metros Adding Most Jobs

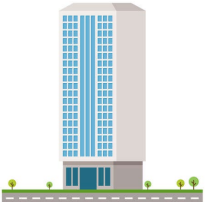
Jan '24 – Jan '25

Metro	Jobs (000s)	Metro	Jobs (000s)
New York	188.1	Charlotte	23.0
<b>Houston</b>	<b>56.5</b>	Austin	22.3
Dallas-Fort Worth	53.2	San Antonio	22.0
Miami	36.4	Minneapolis	17.7
Seattle	34.4	Raleigh	14.7
Philadelphia	34.0	Denver	14.5
Orlando	37.4	Boise	14.3
Washington, DC	31.5	Tampa	13.4
Chicago	25.3	Richmond	11.9
Atlanta	23.1	Jacksonville	11.8

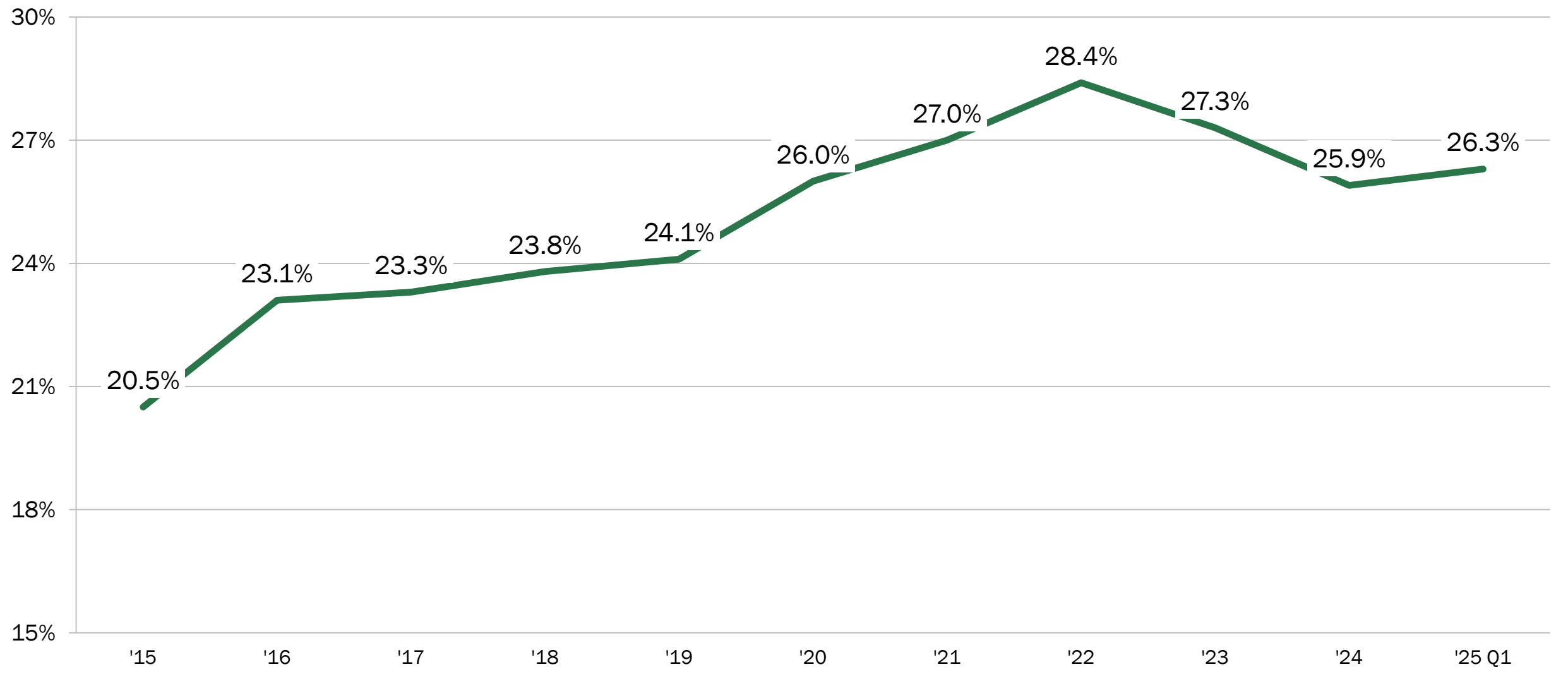
# Metro Houston Employment\*



\* Not seasonally adjusted



# Available Office Space (Direct + Sublet)

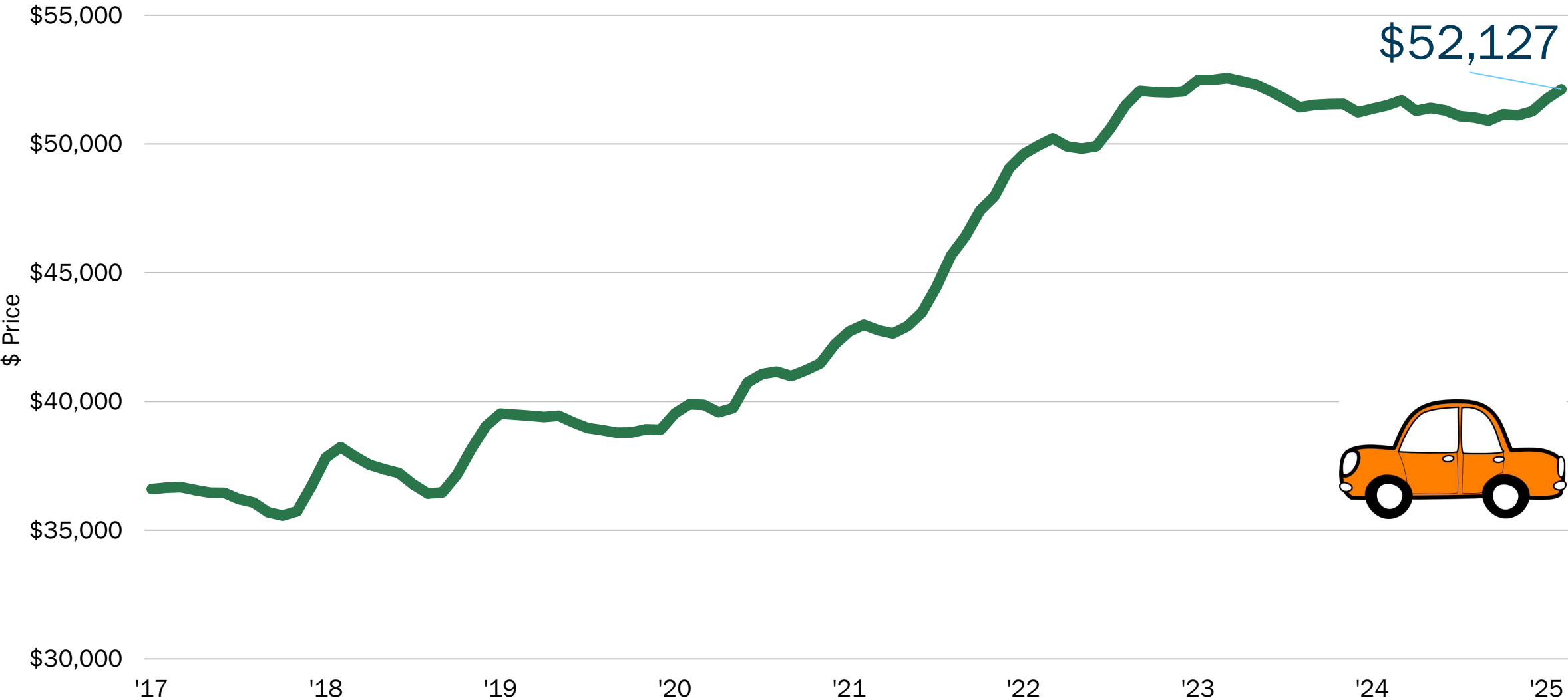


\* Available space is the total space being marketed for lease or sale, whether vacant, occupied, or available in the future.

Source: CoStar

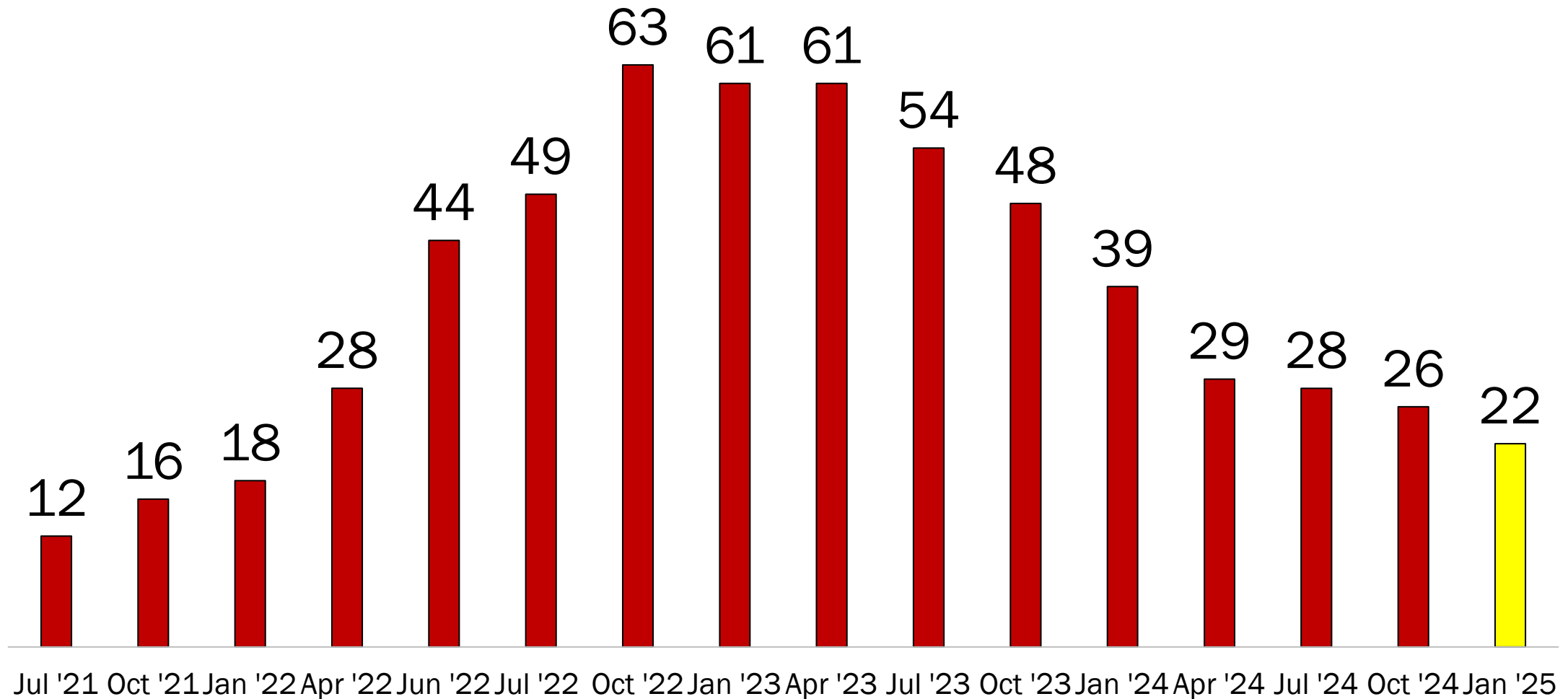


# Average Price, New Vehicle Sold, Houston Market\*



\* 3-month moving average      Source: TexAuto Facts

# % Probability of a Recession in the Next 12 Months



Source: *The Wall Street Journal*

# Access the World from Houston.

Business opportunities know no borders. In Houston, there are no barriers to connect with global markets and talent.



# Unparalleled Global Access



**Equidistant**  
to east and west coasts

**180+** NON-STOP destinations from  
two international airports

Direct flights to  
**5 Continents**

**37** Countries with direct  
service from Houston

*Houston*



HOUSTON

# Doing Business Around the World

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**5,000+**

Houston entities  
involved in  
international business

**150**

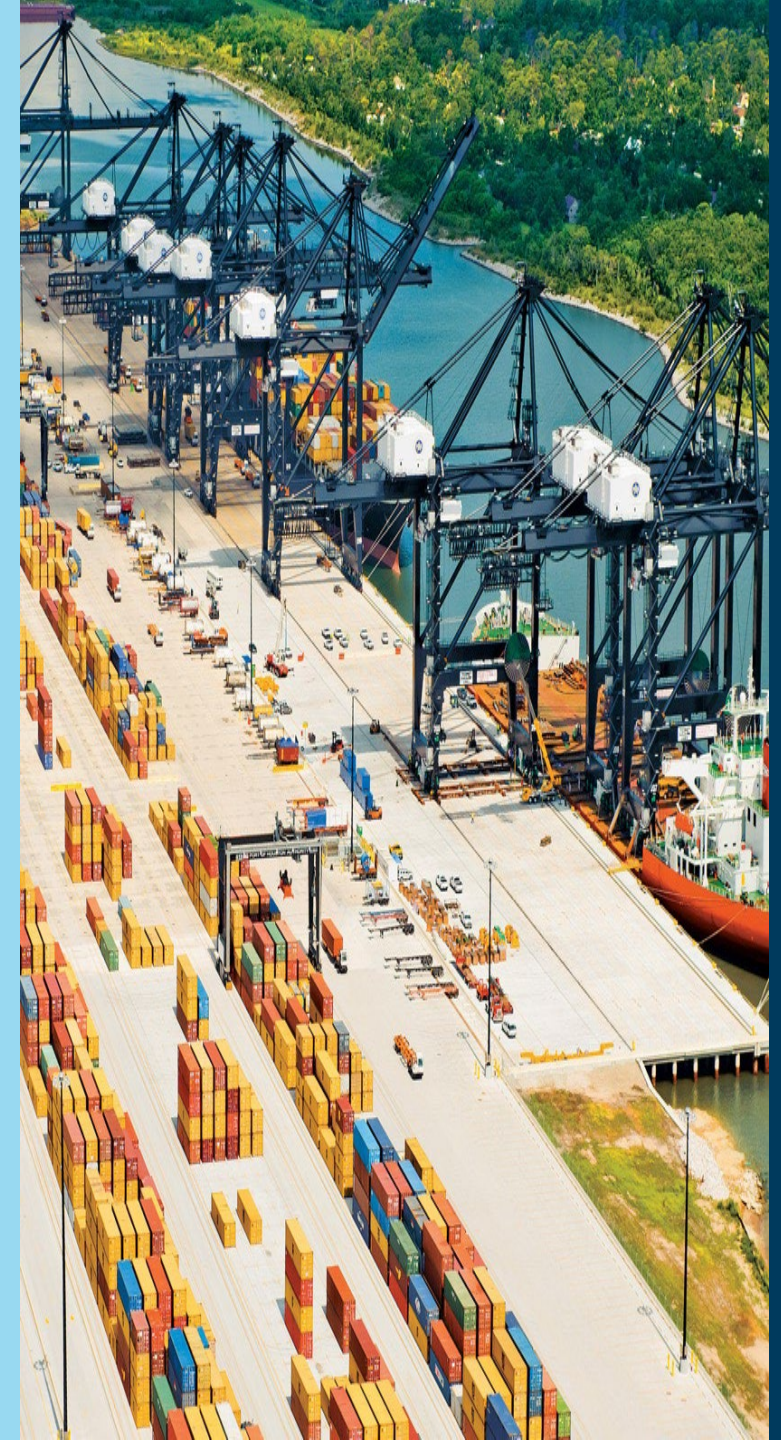
Houston-based  
companies operate in  
110 foreign nations

**92**

Foreign Consulates  
3rd largest U.S.  
concentration

**18**

Sister-City  
Relationships across  
5 continents





HOUSTON

# The Entire World in a City

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America's Most Diverse City.

**1 in 4**

Houstonians are  
foreign born

**145+**

Languages  
are spoken

**30%**

International  
workforce

**#1**

City for International  
Business  
(Nikkei, 2023)



*Houston*

# An Exceptional Place to Live.

Houstonians enjoy the cultural, recreational and entertainment amenities of a big city, but at a cost of living well below the national average.





# A Great Place to Live

## Among the country's most Exciting Food Cities

10,600+ restaurants | 650 bars | 70 countries

## Major League Sports Town



## Among the country's Greenest Cities

500 mi. of bikeways | 627 parks | 167+ green spaces

## #4 in U.S. for Parks Space

GREATER HOUSTON **PARTNERSHIP.**

## Among the country's most Visited & Diverse cultural centers

The Houston Museum District | 19 world-class museums

## World Renowned Performing Arts

theater | dance | music | ballet

*Houston Theater District | 17-block area Downtown*

## #1 in U.S.

Total contributions in charitable giving

*Houston*

HOUSTON

# Experience the Arts in Houston

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**#2**

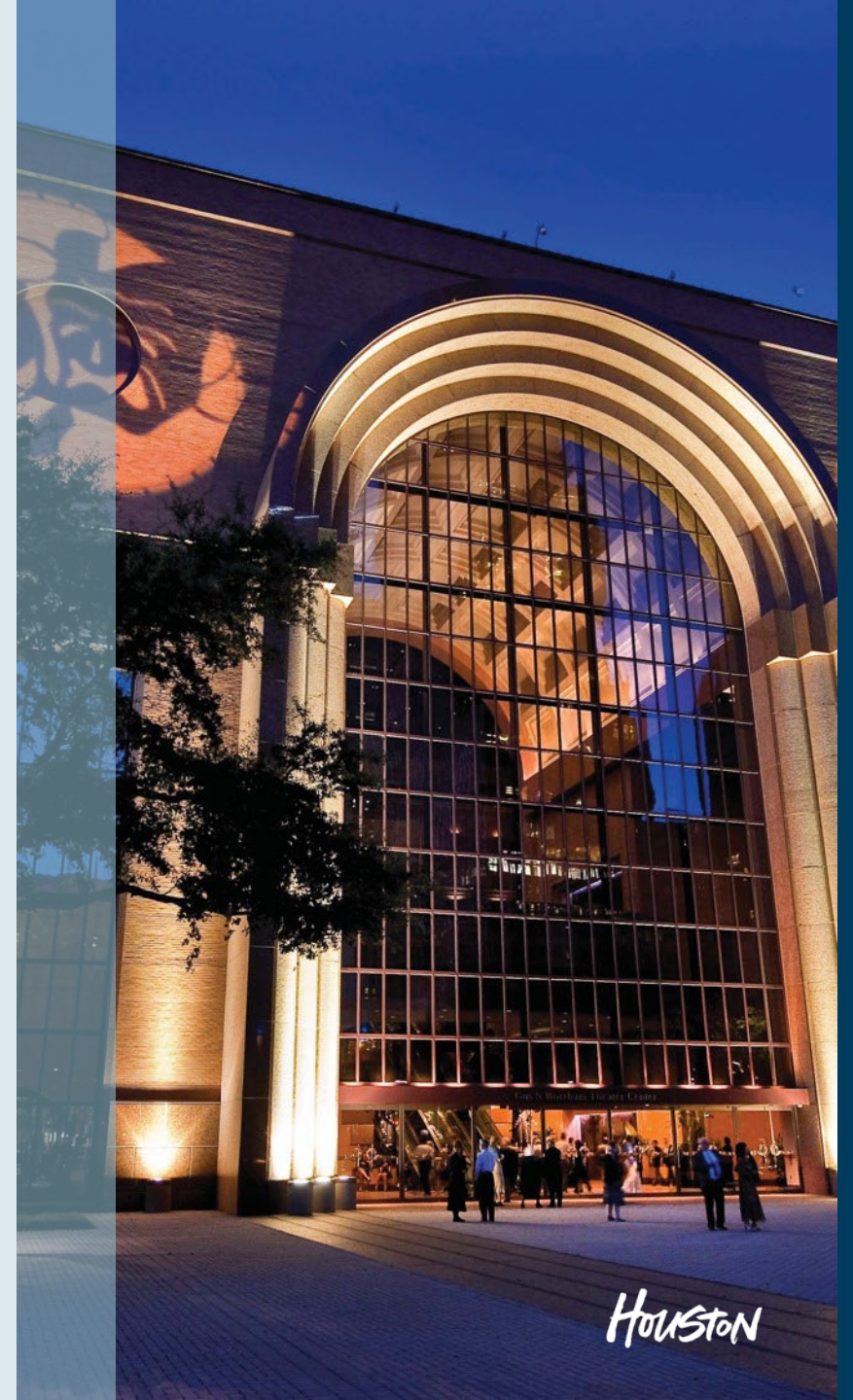
Largest Downtown  
Theatre District in  
U.S.

**21**

Institutions  
Houston Museum  
District

**500+**

Organizations devoted  
to performing and  
visual arts, science  
and history



*Houston*



GREEN SPACES,  
BIG CITY.

# Houston's Outdoor Advantage

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**500+**

Miles of bikeways

**600**

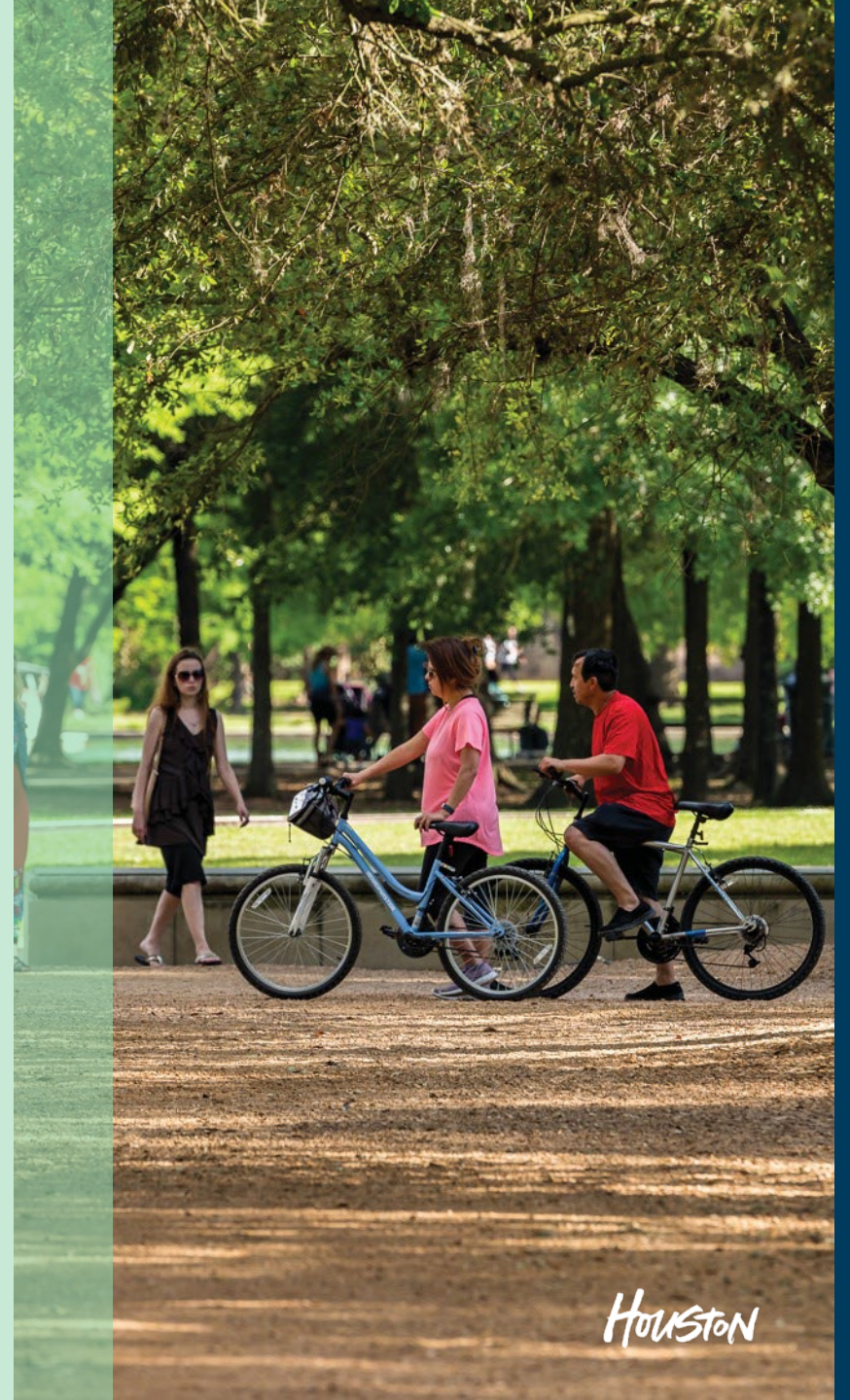
Houston parks

**43,000**

Acres of park space

**#4**

In U.S. for  
park space



*Houston*



# A Strong, Diverse 21<sup>st</sup> Century Economy

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Houston is an economic powerhouse  
with leading positions across key global industries.

# Diverse Industry Sectors

We are a Top Global  
Business Destination



**Energy**



**Life Sciences**



**Aerospace & Aviation**



**Advanced Manufacturing**



**Digital Technology**

**25**

**Fortune 500**

Corporate  
headquarters

**39**

**Fortune 1000**

Corporate  
headquarters

**110**

**Inc 5000**

Corporate headquarters



# HOUSTON Energy Capital of the World

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19

Fortune 500  
energy corporate  
headquarters

4,650+

Energy firms  
located in Houston

227,000+

Energy professionals  
in the Houston region

1/3

Regional GDP  
comes from the  
Energy sector

“

"We have been moving the company's employee base to Houston for a long time. This is another step on that journey. We're doing that because it's going to **drive better performance for Chevron.**"

"We've been doing that because California is a tough place to do business," he said. "It's a tough place to recruit people. It's a tough place to move employees."

"I will tell you, **in Texas, we're welcome.** Our industry is welcome. This is where a lot of our competitors are, a lot of our suppliers, a lot of the people we do business with are here. It's easy to walk across the street and talk to somebody that you're doing business with. The **policies are welcoming** of energy companies. And quite frankly, **it's lower cost of living, and it works well here.**"

Andy Walz  
President, Americas Products  
Chevron

*Houston*

# The New York Times

## *Apple Vows to Build A.I. Servers in Houston and Spend \$500 Billion in U.S.*

The company pledged the multibillion-dollar investment over the next four years and said it would create 20,000 jobs. The Texas facility is set to open in 2026.



## Apple will spend more than \$500 billion in the U.S. over the next four years



## Apple's Major Investment Cements Houston as a Leading U.S. Manufacturing and Tech Hub

# THE WALL STREET JOURNAL.

## Apple Earmarks \$500 Billion for U.S. Expansion

Company will create 20,000 jobs and build a factory in Houston to support its generative-AI system



## Apple says it will build Houston-area manufacturing facility to fuel AI boom



As a proud American company, we're thrilled to continue to make significant investments in the US. Today, we're announcing a \$500 billion commitment to support American innovation, advanced manufacturing, and high tech job creation.



Apple will spend more than \$500 billion in the U.S. over the next four years

HOUSTON



## 2025 ANNOUNCEMENTS

# February

# Economic Development

# Vestas

**Vestas**, a global leader in wind turbine manufacturing, opened a new corporate office in Downtown Houston (609 Main). The project will create 100 jobs with \$2M in capital investment.



Houston





**Massive Tesla battery factory could bring 1,500 jobs to Brookshire west of Houston**



**Reuters**

**Tesla to build new megafactory in Texas**

**HOUSTON  
BUSINESS JOURNAL**

**Tesla to spend nearly \$200 million on battery 'megafactory' in Brookshire**

**HOUSTON  
PUBLIC  
MEDIA**

**Tesla receives tax break for proposed battery factory near Houston**

**KHOU\*11**

**Tesla to spend nearly \$200 million on battery 'megafactory' near Houston**

# Economic Development

## 2025 Announcements



Summit Next Gen, a sustainable aviation fuel manufacturer, is opening a SAF plant along the Houston Ship Channel. The project will involve around \$1.6B in capital investment and create 300 jobs.

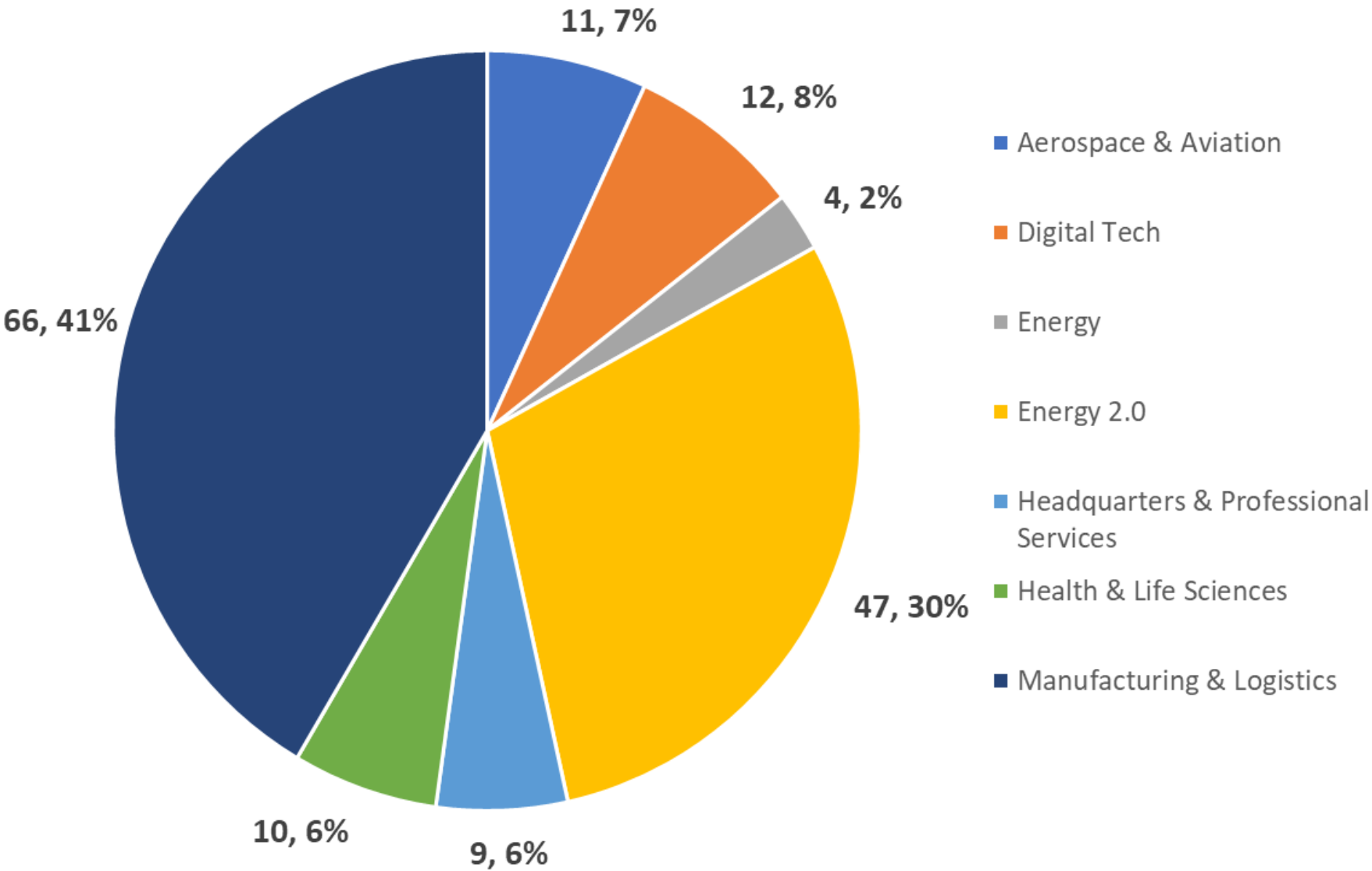
“Summit Next Gen is thrilled to advance its development of the **world’s largest** ethanol-to-jet sustainable aviation fuel production facility”.

“ Strategically located on the Houston Ship Channel, this new production facility enables Summit Next Gen to leverage the existing large-scale **energy infrastructure** required to better serve our customers’ demands, and most importantly, access to the deep network of **highly talented energy industry professionals** present in the Houston region.”

**Robert Halpin**  
**Chief Executive Officer**  
**Summit Next Gen**

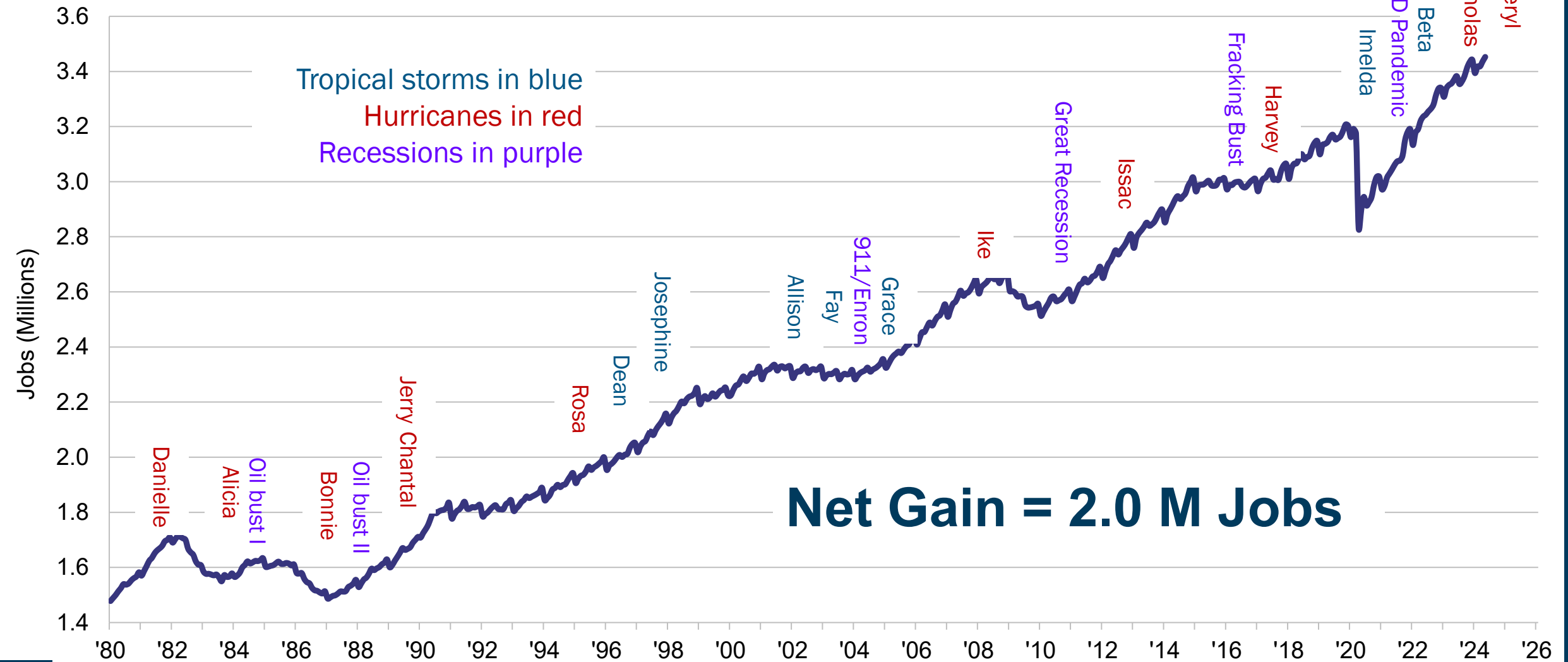
# EDD Update: 2025 Project Pipeline

By Cluster



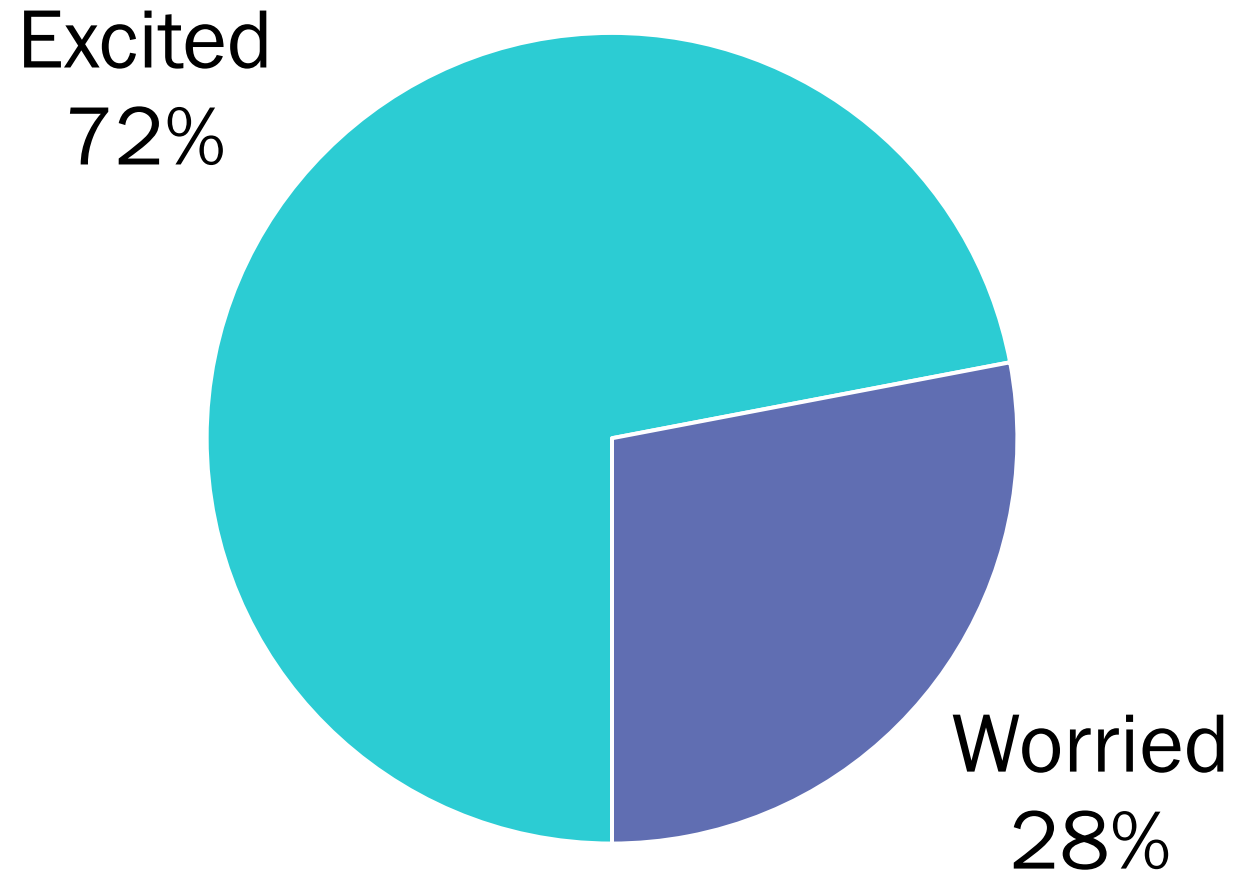
71,200  
jobs in '25

# Houston is Resilient





# Houstonians Attitudes Toward the Future







Craig Rhodes  
SVP, Regional Economic  
Development

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Houston