

Is the Hill Country Outpacing Texas?

Land value growth exceeds all other regions in the state

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THE DATA

17.3%

Land Value Growth (YoY)

Texas Hill Country land values have grown 17.3% year-over-year through August 2026.

This surge surpasses the Texas average of 9.8% and outpaces even the most robust regional markets like Austin, indicating a strong and sustained demand in the Hill Country. The growth is driven by rural migration trends and increasing interest from remote workers seeking scenic, quiet locations with good internet infrastructure.



01

Migration to the Hill Country

The data shows a sharp uptick in rural migration, especially from urban centers like Dallas and Houston. This trend is supported by improved connectivity, including fiber optic infrastructure and increased cell coverage. The region's natural beauty and relatively low cost of living are also key drivers.



02

Infrastructure Investment Boosts Valuation

New highway projects and transportation upgrades in the Hill Country have significantly improved accessibility. These infrastructure improvements, combined with growing tech company expansions into rural Texas, are pushing land values higher. The area's appeal to remote workers and startups is now translating into real estate appreciation.

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