

#1 in Vacancy Share — Baldwin County, AL 2024

Orange Beach Has 73.7% Vacancy Rate

Highest in Baldwin County — ALEX Intelligence, 2024

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THE DATA

73.7%

Housing Vacancy Rate (2024)

Orange Beach leads Baldwin County with the highest vacancy rate among cities.

This figure reflects the region's seasonal nature, where second homes and vacation properties dominate the inventory. The high rate is not a sign of market distress but a structural feature of a resort-driven economy. The U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, confirms that unoccupied units are counted as vacant regardless of condition or intent to sell.

01

Vacancy Is a Feature, Not a Flaw

In Orange Beach, the 73.7% vacancy rate is not a red flag but a signal of resilience. It reflects a built-in demand buffer for seasonal tourism, which underpins the local economy. This structural vacancy allows the market to absorb supply without price collapse, making it a sustainable model for coastal real estate. Investors who treat this as inventory risk misunderstand the market's fundamental rhythm.

02

The Price of Being a Destination

High vacancy correlates with high price stability. The market's ability to sustain prices despite low turnover suggests that value is anchored in location and lifestyle, not short-term speculation.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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