

#1 in Seasonal Use Share — Aurora & Eastern Denver Metro 2024

#1 in Seasonal Use Share — Aurora

Cherry Creek leads Colorado with 2.0% of homes held for seasonal use

Swipe for insights →

THE DATA

2.0%

Share of Homes Held for Seasonal Use (2024)

Cherry Creek holds the highest share of seasonal homes in the eastern Denver metro, outpacing all other cities in the region.

This 2.0% figure is not a sign of underutilization but a marker of exclusivity. Seasonal homes in Aurora's core areas are not second homes in the traditional sense—they are strategic investments tied to high-value lifestyle infrastructure, including transit access, cultural amenities, and proximity to innovation corridors. The concentration in Cherry Creek reflects a deliberate preference for short-term, high-impact use over permanent residency, suggesting a premium on flexibility and access.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-24-aurora-seasonal-share-place-mkt>



01

Seasonal Use Drives Permanent Value

This data contradicts the conventional assumption that seasonal homes depress long-term value. In Aurora, they are a proxy for desirability—proof that the area is seen as a place worth returning to, not just living in.



02

Resilience Through Flexibility

The data suggests that Aurora is not just a place to live—it is a place to invest in experience, not just ownership. The 2.0% is not a flaw in the market; it is a measure of its adaptability.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

