

54.4% Seasonal Use in Top Luxury Counties — ALEX Intelligence 2026

54.4% of Luxury Homes Are Seasonal in Dukes County

America's top ZIP codes are not just homes—they're retreats

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THE DATA

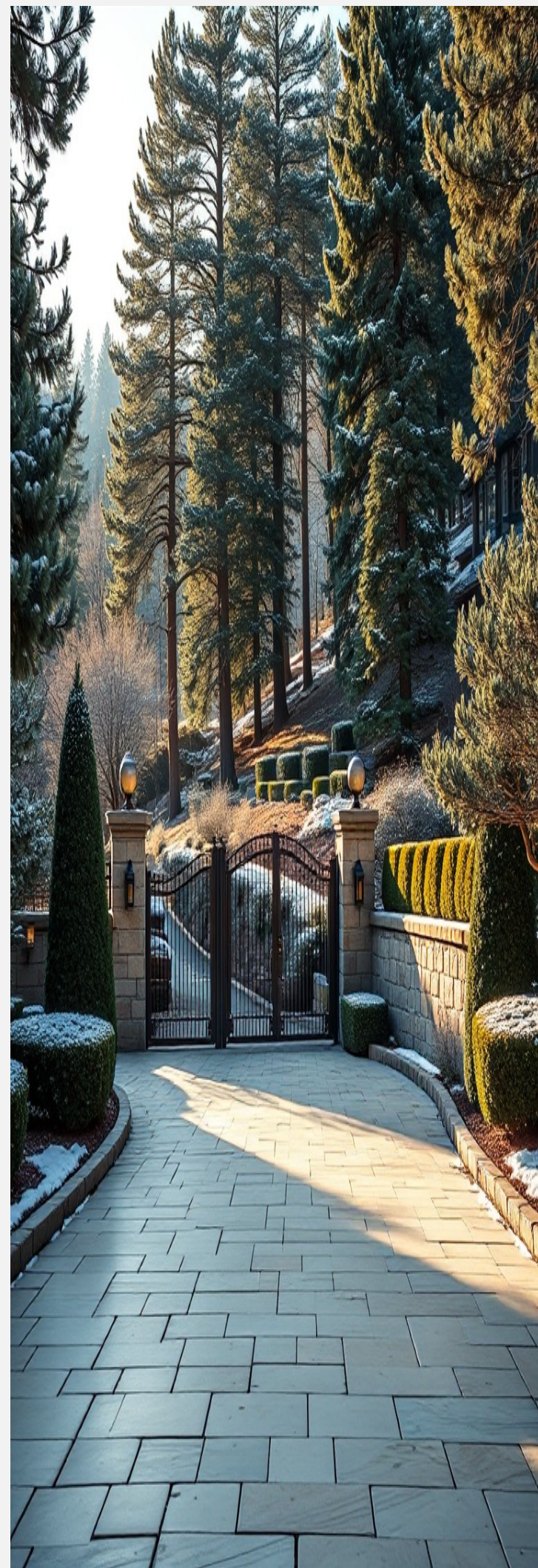
54.4%

Share of Homes Held for Seasonal Use (2024)

In the nation's most exclusive ZIP codes, over half of high-value homes are used only part of the year.

This data, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates (2024), reveals a structural shift in luxury real estate: ownership is no longer synonymous with residency. The dominance of seasonal use in Dukes County—home to Martha's Vineyard—signals a growing preference for second homes as status symbols, lifestyle assets, and investment vehicles that generate value through scarcity and exclusivity, not continuous occupancy.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-25-luxe-luxe-seasonal-share-county-us-luxury-deep>



01

Luxury is a Temporal Asset

This shift reconfigures traditional real estate metrics: inventory turnover, occupancy rates, and maintenance costs become less relevant. Instead, demand elasticity, seasonality windows, and access control emerge as key valuation drivers.

02

The Seasonality Premium

This dynamic creates a feedback loop: higher seasonal demand attracts more second-home buyers, which increases scarcity and further inflates value. The result is a self-reinforcing cycle where luxury real estate is not just about location, but about timing—and the most valuable assets are those that are 'rarely seen, always wanted.'



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