

#1 in Seasonal Home Share — Texas Hill Country 2026

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Granite Shoals leads with 20.8% of homes used seasonally

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THE DATA

20.8%

Share of Homes Held for Seasonal Use (2024)

Granite Shoals leads the Texas Hill Country in seasonal housing share.

This figure reflects a strategic alignment between land use, lifestyle demand, and long-term investment behavior. With nearly one in five homes designated for seasonal use, Granite Shoals has evolved beyond a transient retreat into a curated, destination-oriented real estate ecosystem. This is not a byproduct of tourism alone—it is a structural shift in how capital is allocated across the region's housing stock.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-05-hill-country-tx-seasonal-share-place-mkt>



01

Seasonal Demand Drives Long-Term Capital Allocation

The 20.8% seasonal share in Granite Shoals is not a short-term trend but a signal of deep capital commitment. Investors are not merely buying second homes—they are acquiring assets with sustained rental yield potential during high-demand seasons, supported by stable infrastructure and community cohesion. This shift indicates a maturation of the Hill Country market from seasonal speculation to permanent lifestyle infrastructure.



02

Kingsland and Lakehills: The Hidden Benchmarks

The fact that Kingsland (16.3%) and Lakehills (16.2%) rank second and third underscores a pattern: communities with strong natural assets and limited urban sprawl are attracting the same demographic. These locations are not outliers—they are replicable models. The Hill Country’s future is not defined by single high-performing cities, but by a network of micro-destinations where seasonal demand translates into stable, long-term value capture.

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