

#1 of 2 Texas ZIPs, #1 of 2 ZIPs in the Austin metro — ALEX Intelligence 2026

#1 of 2 in Austin, #1 of 2 in Texas

Seasonal homes in top luxury ZIPs — ALEX Intelligence 2026

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THE DATA

1.5%

Share of Homes Held for Seasonal Use (2024)

In ZIP 78733, the highest-ranked luxury ZIP in the Austin metro and Texas, 1.5% of homes are held for seasonal use.

This modest percentage reveals a subtle but powerful trend: even in the most exclusive markets, second homes are not the norm, but they are a deliberate, strategic component of the luxury ecosystem. The data suggests that scarcity is not just about price, but about exclusivity in use patterns.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-08-luxe-luxe-seasonal-share-zcta-tx-luxury-deep>



01

Scarcity is a behavioral signal

In a market where location integrity and neighborhood exclusivity are paramount, the absence of a seasonal wave preserves the social and spatial coherence that drives value.



02

Seasonality as a value filter

This dynamic suggests that institutional investors and high-net-worth buyers are not just buying property—they are buying into a social and spatial norm that values permanence over rotation.

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

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