

#1 in Baldwin County, #1 in Alabama — ALEX Intelligence 2026

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Seasonal home use share — ALEX Intelligence 2026

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THE DATA

49.8%

Share of Homes Held for Seasonal Use (2024)

Orange Beach leads all Alabama coastal cities in second-home concentration.

This figure reflects a deep structural shift: Orange Beach is not just a vacation destination but a permanent lifestyle choice for a growing segment of high-net-worth households. The 49.8% threshold suggests that nearly half the housing stock is not used as a primary residence, signaling a mature, high-demand seasonal market.

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

<https://alex-companies.com/data/2026-10-11-baldwin-county-seasonal-share-place-mkt>



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01

Seasonal Demand Drives Long-Term Value

The data reveals that the market is not just about tourism but about ownership as a long-term financial and lifestyle strategy. This structural advantage positions Orange Beach as the most durable real estate market in Alabama for investors and owners alike.

02

Resilience in the Face of Disruption

The persistence of seasonal use in the face of environmental and infrastructural challenges suggests a market that is self-sustaining through social capital, network effects, and private investment—features that are increasingly critical in climate-vulnerable regions.



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