

Highland Lakes — #1 of 10: Share of Homes Held for Seasonal Use

Highland Lakes leads Alabama in seasonal homes

Seasonal use share: 2.7% — ALEX Intelligence, 2026

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THE DATA

2.7%

Share of Homes Held for Seasonal Use (2024)

Highland Lakes leads the Birmingham metro and the entire state in seasonal home ownership.

This figure reflects a concentrated preference for second homes in a single community, suggesting deep-rooted lifestyle appeal. The 2.7% share is not just a statistic — it signals a cultural identity tied to seasonal living, likely driven by natural amenities and a sense of exclusivity. Unlike markets where seasonal use is scattered, here it's centralized, indicating strong community cohesion and sustained demand.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-13-birmingham-seasonal-share-place-mkt>

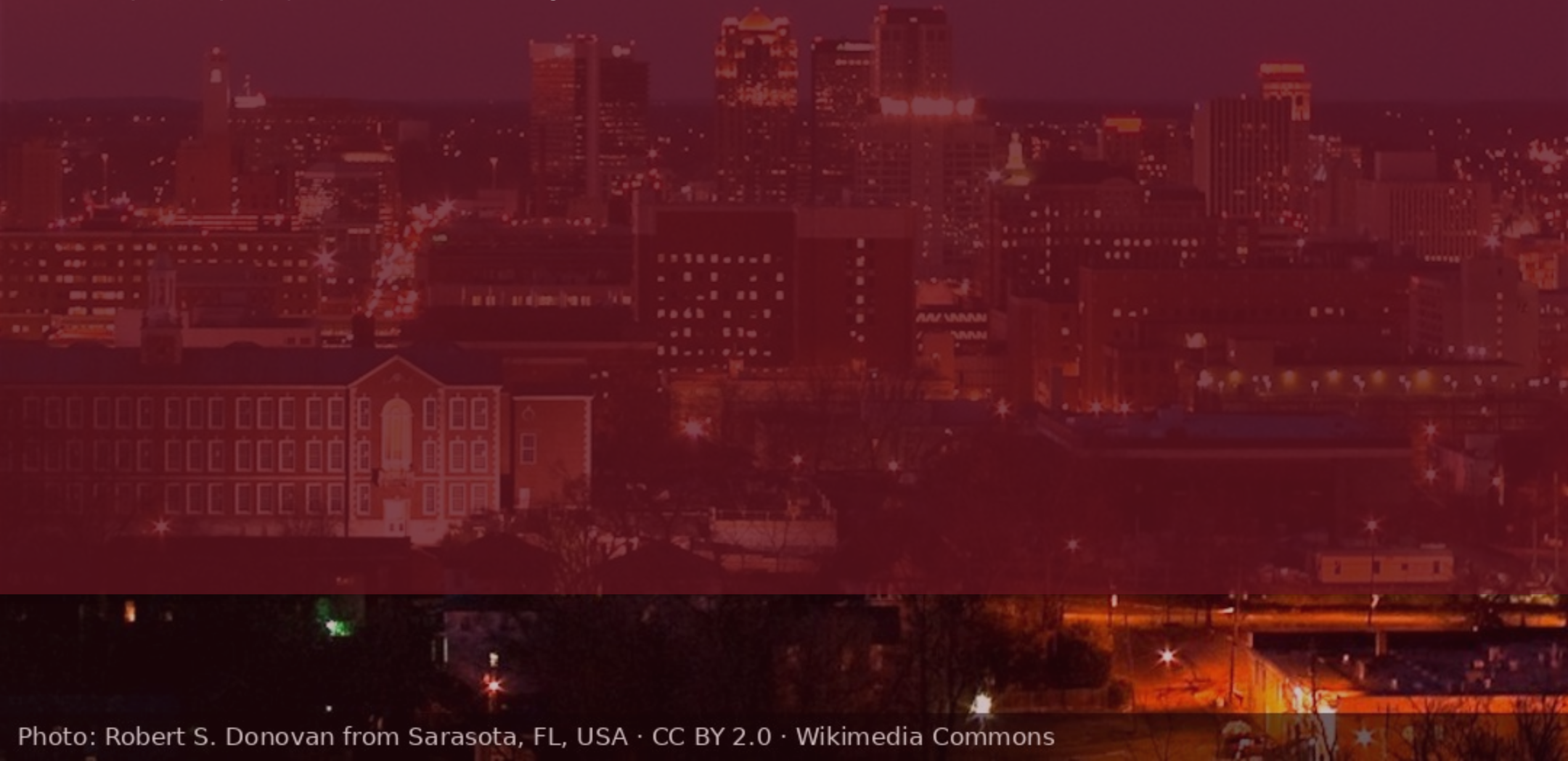


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01

Seasonal use as a stability signal

Highland Lakes' dominance in seasonal ownership is not a fleeting trend. It reflects long-term confidence in the area's permanence and desirability. This is not speculation; it is a vote of confidence in place quality over market timing.



02

The quiet power of niche appeal

While other areas in the metro see seasonal use in the 0.2%–0.6% range, Highland Lakes stands apart with 2.7%. This is not just a higher percentage — it's a different ecosystem. The community's identity as a seasonal retreat may be reinforcing its long-term value by attracting buyers who prioritize lifestyle over liquidity. This suggests that in a cooling market, niche appeal can outperform broad demand.



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