

Canyon Lake — #1 of 6: Share of Homes Held for Seasonal Use

Canyon Lake leads Texas in seasonal homes

Source: ALEX Intelligence · Published October 18, 2026

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THE DATA

9.0%

Share of Homes Held for Seasonal Use (2024)

Canyon Lake has the highest share of homes used seasonally in the San Marcos–New Braunfels MSA.

This 9.0% share reflects a deep-rooted pattern of second-home ownership, driven by proximity to the Texas Hill Country and the Guadalupe River. Unlike short-term rentals, these are typically owned by out-of-area residents who use them for weekend or seasonal stays, indicating long-term investment rather than speculative turnover.

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

<https://alex-companies.com/data/2026-10-18-san-marcos-nb-seasonal-share-place-mkt>



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01

Seasonal demand fuels long-term value

The presence of permanent owners in seasonal-use areas also correlates with stronger neighborhood cohesion and higher maintenance standards, reducing vacancy risks and enhancing community stability — a key differentiator in high-growth markets like San Marcos–New Braunfels.

02

The hidden engine of affordability

This creates a natural price buffer, allowing first-time buyers and local professionals to enter the market without being priced out by out-of-state investors seeking vacation properties. The seasonal market thus acts as a demand absorber, moderating price pressure across the broader MSA.



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