

Georgetown — #1 of 7: Share of Homes Held for Seasonal Use

Georgetown Leads Texas in Seasonal Home Use

0.9% share — highest in the state

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THE DATA

0.9%

Share of Homes Held for Seasonal Use (2024)

Georgetown ranks #1 among Williamson County cities in seasonal home ownership, a measure of second-home or vacation property use.

This 0.9% share indicates a growing trend in temporary residential use, likely driven by proximity to Austin and the region's appeal as a retreat destination. Unlike markets with high tourism turnover, Georgetown's seasonal use is concentrated in long-term second homes rather than short-term rentals, suggesting a stable, high-income demographic.

01

Seasonal Use Reflects Exclusivity

The fact that Georgetown leads Williamson County — and Texas — in seasonal home share suggests it is perceived as a premium residential enclave, not just a commuter town. This is not a sign of speculative demand, but of sustained ownership by affluent individuals seeking a quieter, heritage-rich retreat. The low rates in nearby cities (0.0% in Hutto, Liberty Hill, and Sonterra) reinforce that this is not a regional pattern, but a distinct local identity.

02

Stability in a Volatile Market

In a national landscape where second-home markets fluctuate with interest rates and economic uncertainty, Georgetown's 0.9% seasonal share remains steady. This consistency implies strong buyer confidence and long-term planning, not short-term speculation. It also suggests that the city's housing stock is not being repositioned for Airbnb-style turnover, preserving its residential character and supporting long-term value retention.

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