

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

Galveston leads Houston in seasonal homes

16.0% of homes held for seasonal use, per ALEX Intelligence

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THE DATA

16.0%

Share of Homes Held for Seasonal Use (2024)

Galveston holds the highest share of seasonal-use homes in the Houston MSA.

This figure represents a structural shift in how property is deployed across the region. Unlike urban cores where homes serve primarily as primary residences, Galveston's elevated seasonal share reflects a growing demand for coastal retreats, driven by lifestyle migration and long-term rental stability. The data suggests that seasonal ownership is no longer a fringe trend but a core component of the MSA's real estate economy.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-22-houston-msa-seasonal-share-place-mkt>



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Coastal demand fuels long-term value

Galveston's 16.0% seasonal share indicates that investors and owners are treating coastal properties not as short-term rentals but as long-term assets. This shift aligns with rising demand for low-density, amenity-rich environments within the MSA, where stability in occupancy and appreciation potential are prioritized over high turnover. The trend suggests that coastal access is becoming a premium differentiator in asset valuation, even as inland markets face volatility.



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Seasonal use as a market signal

The concentration of seasonal homes in Galveston — far ahead of nearby cities like San Leon (7.0%) and Bacliff (5.2%) — points to a bifurcation in Houston MSA real estate demand. While inland areas focus on primary residence and commercial growth, the coast is developing a distinct ownership model based on permanence, lifestyle, and long-term stewardship. This divergence signals that market segmentation is not just geographic but functional, with different zones serving different economic roles.



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