

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

Hondo leads San Antonio in seasonal homes

3.6% of homes used seasonally — source: ALEX Intelligence, 2026

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THE DATA

3.6%

Share of Homes Held for Seasonal Use (2024)

Hondo leads the San Antonio metro in seasonal housing use, according to the latest ALEX Intelligence data.

This figure reflects a growing trend of second-home ownership in rural and semi-rural parts of the San Antonio MSA, where proximity to natural amenities and lower land costs attract investors and remote workers seeking retreats. The data suggests that seasonal housing is not a fringe phenomenon but a structured component of the region's real estate ecosystem.

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

<https://alex-companies.com/data/2026-10-24-sa-msa-seasonal-share-place-mkt>



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Seasonal demand fuels long-term land value growth

The trend also highlights a structural shift: seasonal homes are no longer just vacation rentals but are becoming part of a broader residential strategy — serving as retirement homes, remote work hubs, or investment vehicles. This is particularly relevant as the San Antonio MSA continues to grow through migration.

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Hondo's leadership is not just a number — it's a signal

The fact that cities like Alamo Heights and Terrell Hills follow closely — both with high median incomes and established residential character — indicates that seasonal use is increasingly a feature of affluent, stable communities, not just rural outliers. This suggests that seasonal demand is not undermining affordability but is instead reinforcing premium market tiers.



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