

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

Mineral Wells leads Texas in seasonal homes

Source: ALEX Intelligence · Published October 31, 2026

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THE DATA

19.0%

Share of Homes Held for Seasonal Use (2024)

Mineral Wells, Texas, has the highest share of homes held for seasonal use among all Texas micropolitan areas.

This figure, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reflects a growing trend in secondary property ownership across Texas' smaller urban centers. The data reveals that nearly one in five homes in Mineral Wells is used seasonally, indicating strong demand for retreats, recreational access, and lifestyle-driven real estate.

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

<https://alex-companies.com/data/2026-10-31-land-land-seasonal-share-msa-tx-micro>

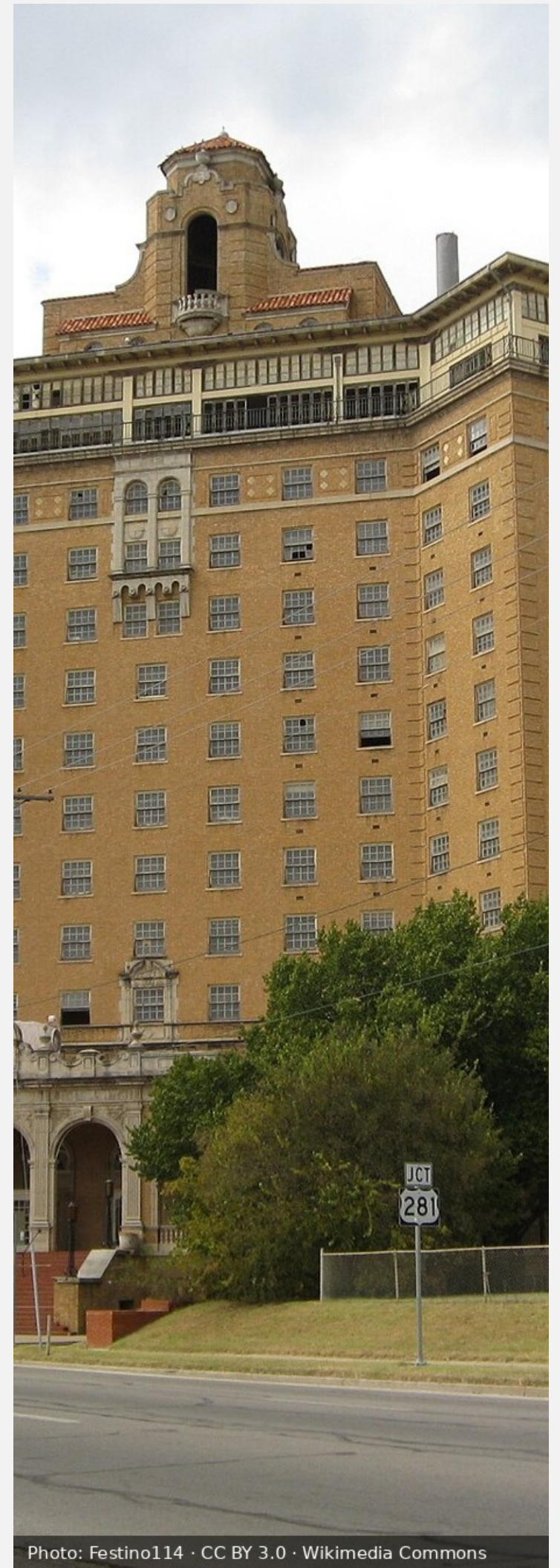


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01

Seasonal demand fuels rural land appreciation

The dominance of seasonal homes in Mineral Wells signals a broader shift: land in small-town Texas is no longer just agricultural or residential—it's becoming a lifestyle asset. This demand is driving value increases in non-urbanized areas with access to water, trails, or scenic views. As more buyers seek second homes for retreat and recreation, land values in these micropolitan zones are rising faster than in traditional urban centers.

02

The rural land premium is not just location

What matters most is not just proximity to a city, but the presence of seasonal appeal—access to nature, privacy, and climate stability. The data shows that even non-tourist towns like Mineral Wells, with no major attractions, are seeing high seasonal use shares, suggesting that the appeal is rooted in the land's inherent qualities, not just infrastructure. This underscores a shift in buyer behavior: people are investing in land for emotional and experiential value, not just return on investment.



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Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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