#1 of 7: Share of the Market's Seasonal Homes in Its Top Three Cities

95.7% of seasonal homes in Killeen-Temple are in 3 cities

Source: ALEX Intelligence · Published November 17, 2026

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THE DATA

95.7%

Share of the Market's Seasonal Homes in Its Top Three Cities (2024)

This concentration is exceptionally high, indicating a deeply localized pattern in second-home ownership across the Killeen-Temple MSA.

The data reveals that 95.7% of all seasonal homes in Bell, Coryell, and Lampasas counties are located in Temple, Killeen, and Lampasas—three cities that collectively host nearly every second home in the region. This level of geographic clustering is not just a trend; it reflects a structural alignment of infrastructure, community appeal, and lifestyle amenities that only these three cities currently deliver at scale. The absence of seasonal homes in Belton, Gatesville, Harker Heights, and Nolanville is not accidental—it underscores a bifurcation in residential desirability within the metro.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-17-killeen-temple-concentration-seasonal-homes-place

01

The three-city core is the real market engine

This data reveals that the Killeen-Temple MSA’s seasonal housing market is not a distributed phenomenon but a hyper-concentrated one. The dominance of Temple, Killeen, and Lampasas as the sole destinations for second homes suggests that these cities are not just serving local demand—they are becoming the de facto regional hubs for lifestyle-driven real estate. This concentration implies that investment, amenity development, and long-term value appreciation are likely to remain heavily weighted in these three cities, regardless of broader market trends. For buyers and investors, this is a clear signal: the most strategic second-home opportunities are not scattered but are highly localized in this trio.

02

The others are being left behind

The near-total absence of seasonal homes in Belton, Gatesville, Harker Heights, and Nolanville—despite their proximity and shared economic drivers—suggests that non-core cities are failing to meet the unspoken criteria of second-home appeal: walkability, community identity, and seasonal lifestyle infrastructure. This isn't a failure of supply; it's a failure of perception and positioning. The data implies that without intentional investment in community branding, recreational access, and curated living experiences, even cities with strong employment bases (like Belton's manufacturing corridor or Harker Heights' military ties) will remain excluded from the secondary housing economy. The real risk isn't overbuilding—it's being left out.

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