ZIP 78733 — #1 of 10: Share of Homes Held for Seasonal Use

1.5% of luxury homes in Texas are seasonal

Source: ALEX Intelligence · Published November 24, 2026

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THE DATA

1.5%

Share of Homes Held for Seasonal Use (2024)

ZIP 78733 leads Texas in seasonal second-home usage among seven-figure ZIPs.

The highest concentration of seasonal residential use in Texas is found in ZIP 78733, where 1.5% of homes are held for seasonal occupancy. This reflects a growing trend among high-net-worth individuals to treat luxury properties not just as primary residences, but as seasonal retreats—driven by lifestyle preferences and asset diversification. The data underscores how luxury real estate in Texas is increasingly serving dual purposes: permanent residence and temporary escape.



Photo: smallcurio from Austin, TX · CC BY 2.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-24-luxe-luxe-seasonal-share-zcta-tx-luxury-deep

01

Seasonal demand fuels luxury resilience

In an environment of elevated mortgage rates and tightened financing, the Texas luxury market remains robust—partly because seasonal use drives sustained demand. These properties are not just being bought for permanent occupancy; they are being acquired as lifestyle assets with built-in liquidity and appreciation potential. The ability to rent or use them seasonally enhances their value proposition, making them more attractive to investors and high-income buyers alike, even when traditional affordability metrics suggest market stress.

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02

Geographic clustering reveals lifestyle patterns

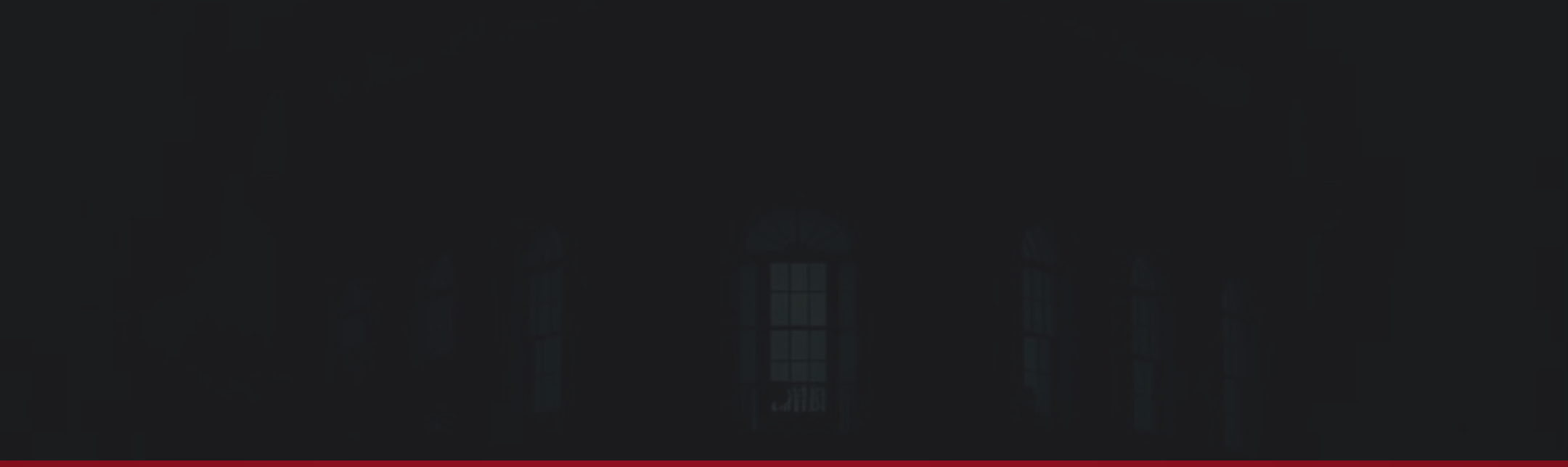
The fact that ZIP 78733 and ZIP 76092—both in the top tier of Texas luxury markets—share the highest seasonal use rates suggests a concentrated lifestyle preference. These ZIPs likely serve as preferred weekend or seasonal destinations for elite buyers across the state. This clustering implies that luxury real estate in Texas is not just defined by price, but by location-specific desirability, access to natural amenities, and exclusivity that supports seasonal use. As such, the market is evolving into a hybrid of permanent and transient ownership.

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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