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

Aurora leads Colorado in seasonal homes

Based on 2024 ACS data, Cherry Creek tops the list

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THE DATA

2.0%

Share of Homes Held for Seasonal Use (2024)

Cherry Creek leads the eastern Denver metro and Colorado in second-home concentration for seasonal use.

Aurora’s 2.0% share of homes held for seasonal use is the highest in Colorado, according to the U.S. Census Bureau’s 2024 American Community Survey 5-Year Estimates. This indicates a growing preference for short-term, part-time residential use in the region—particularly in high-demand areas like Cherry Creek, which ranks first in both metro and state.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-aurora-seasonal-share-place-mkt

01

Seasonal demand drives premium pricing

The dominance of seasonal use in Cherry Creek suggests that property values and rental premiums are being shaped by transient demand, not just long-term residency. This creates a premium for homes with seasonal appeal—proximity to parks, walkability, and amenities that cater to temporary stays. As in-migration continues, these homes are becoming assets in a growing secondary market, not just residences.

02

Affordability may be masking a deeper trend

While Aurora's overall affordability remains a competitive advantage, the high share of seasonal homes signals a shift toward premiumized, lifestyle-oriented real estate. This trend may be attracting investors seeking short-term rental returns, potentially crowding out long-term affordability for local residents. The market is not just growing—it's repositioning.

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