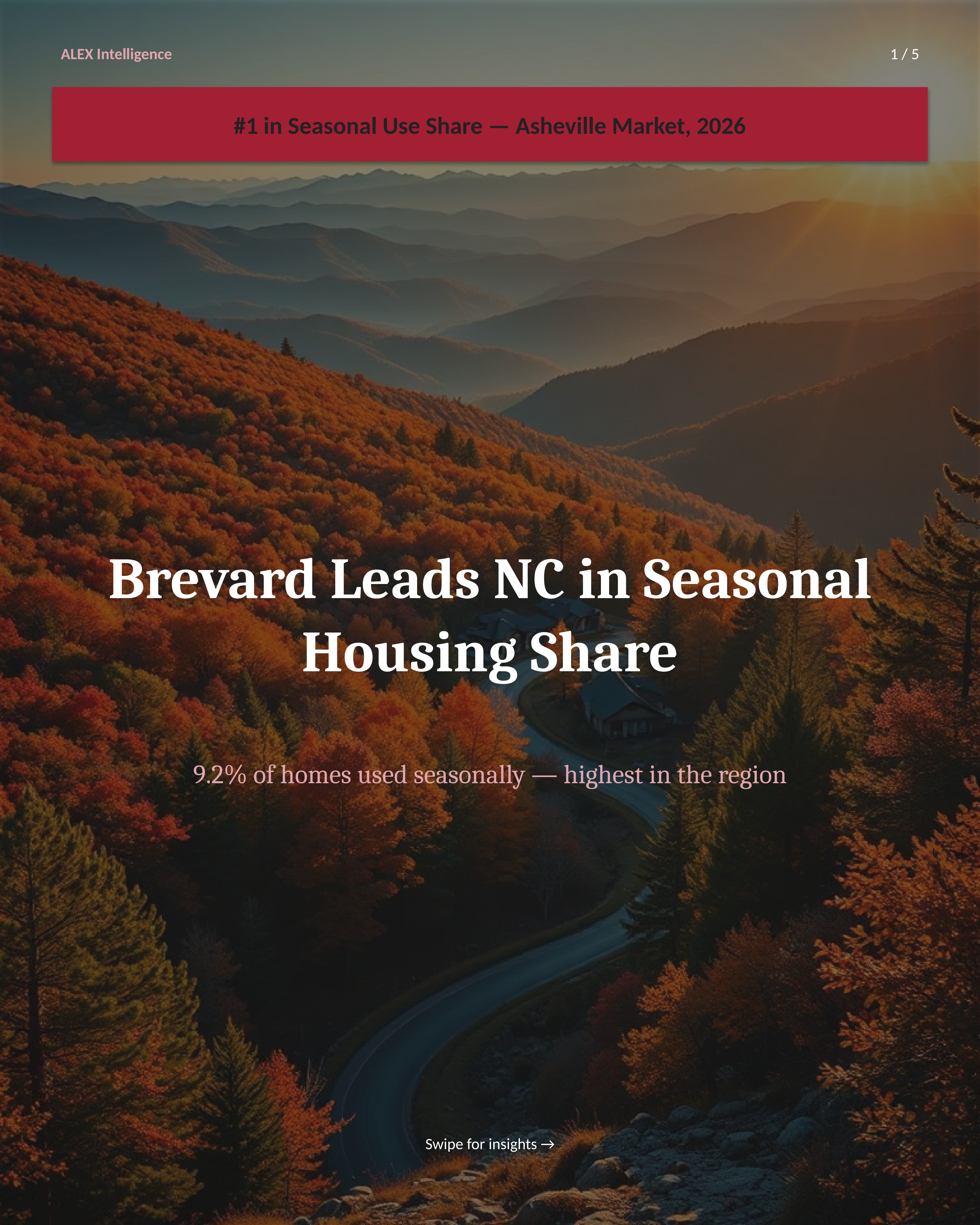
#1 in Seasonal Use Share — Asheville Market, 2026



Brevard Leads NC in Seasonal Housing Share

9.2% of homes used seasonally — highest in the region

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THE DATA

9.2%

Share of Homes Held for Seasonal Use (2024)

Brevard leads the Asheville market in seasonal property use, a trend that reflects deeper lifestyle migration patterns.

This 9.2% figure, drawn from the 2024 American Community Survey 5-Year Estimates, indicates a concentrated shift toward second-home ownership in mountain retreats. Unlike transient tourism, this is long-term seasonal use — a growing preference for pied-à-terre living in forested, high-elevation communities. The data suggests that property value appreciation in Brevard is not driven by full-time occupancy, but by the sustained demand for seasonal access.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-28-asheville-seasonal-share-place-mkt

01

Seasonal Demand Drives Value, Not Just Use

The 9.2% seasonal share in Brevard reveals a market mechanism where property value is increasingly decoupled from full-time residency. Homes are not just rented or sold — they are strategically held for seasonal access, creating a stable, low-turnover asset class. This shifts investment logic: buyers are not just seeking primary residences, but lifestyle assets with predictable seasonal demand. This trend reinforces long-term value retention, even in a tight inventory environment.

02

Urban Expansion Meets Rural Retreats

As Asheville's core markets face rising costs and congestion, the seasonal use trend in Brevard and surrounding towns reveals a counterintuitive migration: people are not moving out of the mountains — they are moving deeper into them. The data shows that seasonal demand is highest in places with lower density, greater privacy, and strong natural amenities. This isn't just about vacation homes; it's about a new kind of permanent residency — one that values time, place, and environmental quality over proximity to urban centers.

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