

#1 in Asheville, #1 in NC — ALEX Intelligence 2026

#1 in Asheville, #1 in NC

Asheville Leads NC in Inbound Migration — ALEX Intelligence 2026

Swipe for insights →

THE DATA

378

Households Moving In From a Single County (2023)

Mecklenburg County, NC, sent 378 households to the Asheville market in 2022–23 — the highest inflow from any single county.

This surge from Mecklenburg County, NC, is not a fluke — it reflects a strategic migration pattern. As housing costs rise in Charlotte, high-income professionals are relocating to Asheville for lifestyle, affordability, and quality of life, even as prices here continue to climb. The scale of this exodus underscores a growing shift in regional economic geography.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022–23 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-11-asheville-mig-in-origin>



01

Charlotte's Exodus Fuels Asheville's Growth

This is not a trickle — it's a steady, data-backed migration wave. The IRS data reveals that the top inbound county is not a neighboring North Carolina county, nor a nearby Southern state, but Charlotte's Mecklenburg County. This challenges the assumption that Asheville's growth is driven by locals or tourists.

02

Affordability Is a Myth — But Lifestyle Is Real

This migration is not a reaction to Asheville's affordability, but to its resilience. As Mecklenburg County becomes more expensive, Asheville's cultural and geographic stability becomes a premium asset. The real story is not about price — it's about the premium placed on place.



Photo: w_lemay · CC BY-SA 2.0 · Wikimedia Commons

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

