

6 of 6 — #1 of 6: Share of Cities With Median Gross Rent Above \$1,500

100.0% of High Country Cities Rent Above \$1,500

Source: ALEX Intelligence · Published October 12, 2026

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THE DATA

100.0%

Share of Cities With Median Gross Rent Above \$1,500 (2024)

All six major mountain resort cities in the High Country now exceed the \$1,500 monthly rent threshold.

This is not a trend — it is a structural threshold. With every city in the region above \$1,500, the High Country has crossed a new line in affordability. This is not a seasonal spike, but a sustained market reconfiguration driven by permanent demand from remote workers, second-home investors, and year-round professionals. The median gross rent in Avon, the highest in the region, is \$2,192 — nearly double the national median for similar-sized towns.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-12-high-country-threshold-gross-rent-1500-place>

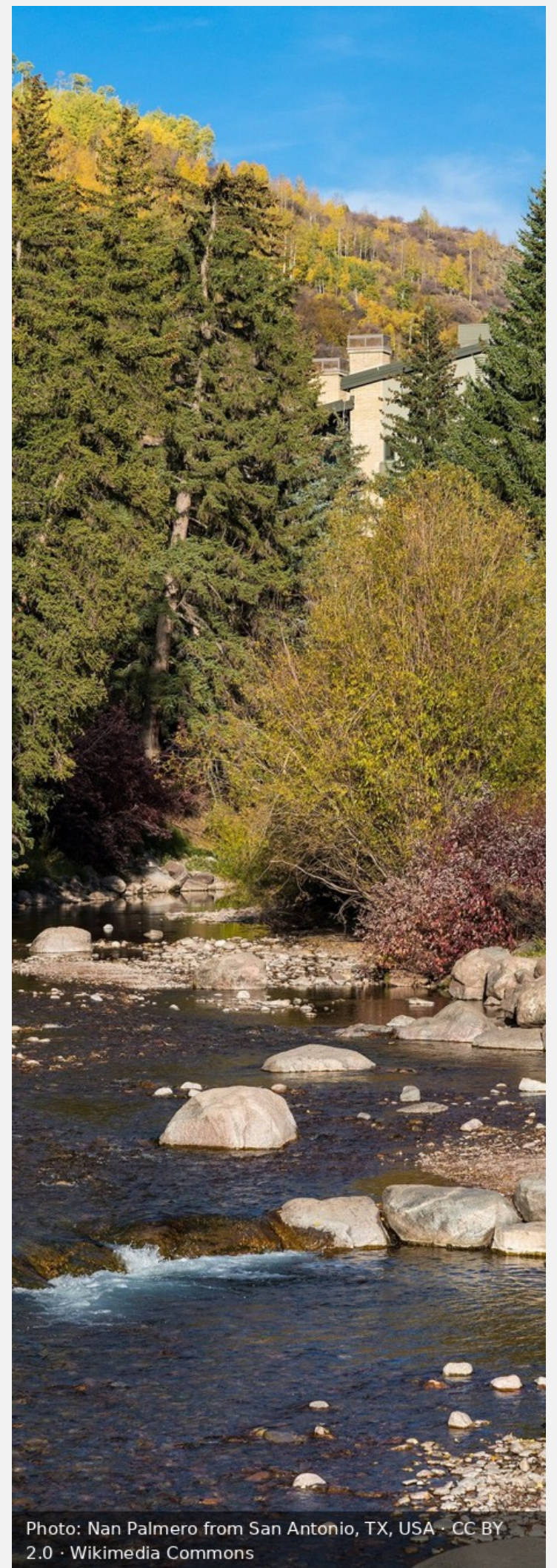


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Rent as a Market Boundary

This threshold shift also signals a deeper shift in labor dynamics. Workers in hospitality, construction, and maintenance — the backbone of the resort economy — are being priced out of the communities they serve. Without workforce housing, retention becomes a crisis, not a choice.

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Investor Power vs. Local Reality

The result is a self-reinforcing cycle: higher rents attract more investors, which drives rents higher, which pushes locals out, which increases demand for short-term rentals and further destabilizes long-term housing. The High Country is not just expensive — it's becoming a closed ecosystem.



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