

Pigeon Forge — #1 of 10: Share of Homes Held for Seasonal Use

Pigeon Forge Leads Tennessee in Seasonal Use

17.9% of homes used seasonally — highest in state

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THE DATA

17.9%

Share of Homes Held for Seasonal Use (2024)

Pigeon Forge leads Tennessee in seasonal home use, according to ALEX Intelligence's 2026 analysis of U.S. Census data.

This level of seasonal ownership is not just a niche trend — it reflects a deep structural shift in how real estate is valued and deployed in East Tennessee. With 17.9% of homes designated for seasonal use, Pigeon Forge is becoming a model for destination-driven housing markets. This concentration suggests that long-term rental demand is being actively shaped by short-term, high-margin seasonal activity, altering investment incentives across the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-16-knoxville-seasonal-share-place-mkt>



01

Seasonal demand drives premium pricing

This adaptability is a strategic advantage in a region where tourism and seasonal migration are key economic drivers. The market is effectively hedging against overreliance on permanent residents by building in flexibility — a model that could inform future development in other East Tennessee communities.

02

Knoxville's core remains insulated

This insulation from seasonal volatility may be a strength: it implies greater stability in rental demand, lower price swings, and stronger long-term community cohesion. For investors seeking predictable returns and for families seeking neighborhood continuity, Knoxville's low seasonal share may be a hidden competitive edge.



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