

#1 of 10: Share of the Market's Seasonal Homes in Its Top Three Cities

62.3% of seasonal homes cluster in 3 cities

Asheville's top three cities lead NC in seasonal housing concentration

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THE DATA

62.3%

Share of the Market's Seasonal Homes in Its Top Three Cities (2024)

This concentration reflects a deepening geographic polarization in second-home ownership across the Asheville metro.

The data reveals that over six in ten seasonal homes in the Asheville region are located in just three cities: Asheville, Waynesville, and Black Mountain. This clustering indicates a growing divergence in investment patterns, with capital and demand increasingly focused in a narrow set of high-desirability communities. The phenomenon is not a transient trend but a structural shift in how second homes are allocated across the region.

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

<https://alex-companies.com/data/2026-10-22-asheville-concentration-seasonal-homes-place>



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01

Demand is self-reinforcing

This self-reinforcing pattern is not just about location; it's about network effects. As more second-home owners settle in these three cities, they bring in services, amenities, and community infrastructure, making them more attractive to new buyers. The cycle deepens over time, increasing the cost of entry and making it harder for first-time or local buyers to compete.

02

Supply is not following demand

This imbalance between demand and supply signals a critical inflection point. Without strategic zoning reform or expanded development in adjacent areas like Brevard or Etowah, the region risks a hardening of the housing market, where access is increasingly determined by wealth and timing rather than affordability. The lack of new supply in the most desired locations could eventually trigger a shift in demand to less concentrated towns, but only if infrastructure and access improve.



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