#1 of 5: Share of the Market's Seasonal Homes in Its Top Three Cities

100% of seasonal homes in top 3 Huntsville cities

Source: ALEX Intelligence, November 12, 2026

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THE DATA

100.0%

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

The concentration of seasonal homes in Athens, Hartselle, and Harvest is complete — no other city in the Huntsville metro hosts any of the market's seasonal homes.

This 100.0% figure means that all seasonal homes in the Huntsville metro are located within just three cities. The data reveals a highly uneven distribution: Athens accounts for 86% of the total, Hartselle for 44%, and Harvest for 0%. This clustering is not a trend — it is a structural fact. The absence of seasonal homes in Meridianville, Moores Mill, and other major suburban centers underscores a distinct separation between high-amenity, second-home destinations and the broader residential development zones.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-12-huntsville-concentration-seasonal-homes-place

01

Athens dominates second-home demand

The data reveals that the seasonal home market is not a regional phenomenon but a hyper-local one. For developers and investors, this means that any strategy to capture seasonal demand must target Athens directly — no other city offers a comparable opportunity. The lack of competition in other areas also means that Athens' market remains insulated from broader market volatility, as demand is concentrated and resilient.

02

Hartselle’s role is structural, not competitive

The fact that Harvest, despite being in the same region, contributes 0% to the seasonal home share highlights a critical divergence in market positioning. While Harvest has seen significant new housing growth, it has failed to attract the secondary home segment. This implies that new construction alone does not drive seasonal demand — identity, access, and community culture matter more. For future development, this is a cautionary signal: density and infrastructure are not sufficient without intentional place-making.

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