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

Pigeon Forge leads TN in seasonal home concentration

Based on 2024 ACS data, Pigeon Forge dominates the top three

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THE DATA

76.8%

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

Pigeon Forge, Knoxville, and Sevierville together house nearly four in five seasonal homes in the region.

This concentration reveals a deep spatial bifurcation in East Tennessee's secondary housing market. While Pigeon Forge leads with 890 seasonal homes, Knoxville follows with 851, and Sevierville holds 310. The clustering in these three cities—despite their geographic spread—suggests that proximity to tourism infrastructure and recreational access drives second-home demand more than traditional urban or suburban attributes. This pattern is not accidental but structural.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-knoxville-concentration-seasonal-homes-place

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Demand is anchored in experience, not location

The dominance of Pigeon Forge, Knoxville, and Sevierville in seasonal housing is not about city size or central urban appeal. It reflects a shift in secondary housing demand toward places with high experiential value—proximity to parks, trails, and seasonal events like Smoky Night Lights. The data suggests that buyers are not just seeking a vacation spot, but a place with consistent cultural and natural engagement. This trend favors communities that can deliver recurring visitor experiences over those that rely on static amenities.

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02

The rest of East Tennessee is being left behind

This imbalance means that most of East Tennessee's secondary housing market is not only underdeveloped—it's effectively invisible in the national and regional discourse. Communities like Maryville, Loudon, and Kingston, despite their proximity and infrastructure, are not capturing the same demand. This suggests a structural gap in how secondary housing is marketed and developed outside the primary tourism corridors, limiting broader economic diversification.

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

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