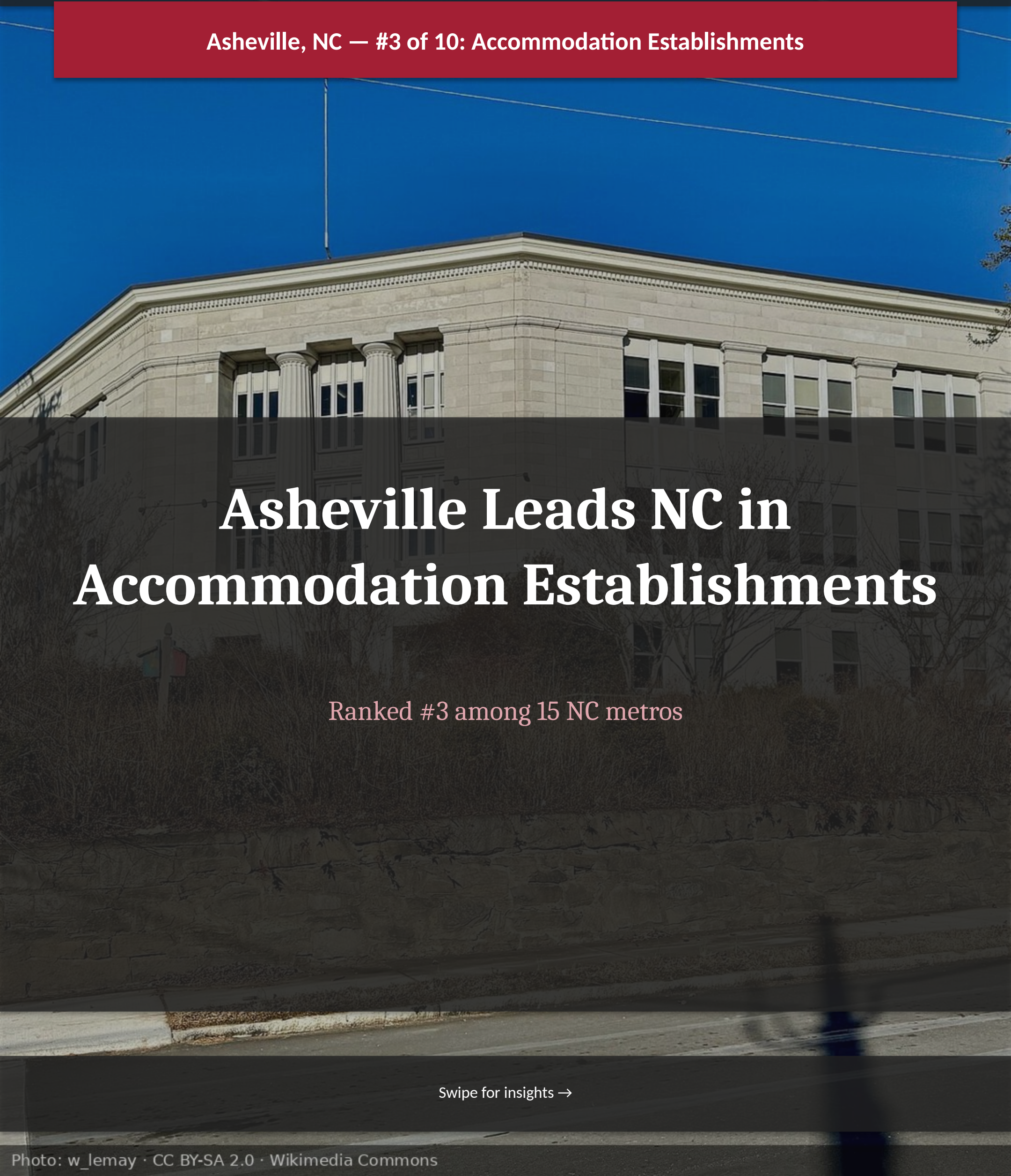
Asheville, NC — #3 of 10: Accommodation Establishments



Asheville Leads NC in Accommodation Establishments

Ranked #3 among 15 NC metros

Swipe for insights →

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THE DATA

198

Accommodation Establishments (2022)

Asheville ranks #3 of 15 North Carolina metros in accommodation establishments.

This figure—198 establishments—reflects a robust tourism and hospitality ecosystem. The number exceeds all other mountain and mid-sized metros in North Carolina, signaling sustained demand for lodging, short-term rentals, and event-driven hospitality. It also underscores Asheville's unique position as a regional destination rather than a commuter town.



Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 721 (Accommodation) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-23-asheville-istand-721-msa

01

Tourism Drives Real Estate Resilience

Asheville’s high accommodation count isn’t just about hotels—it’s a proxy for real estate vitality. Each establishment represents demand for housing, commercial space, and infrastructure. The concentration of lodging options correlates with strong rental markets, high property values, and sustained investment in hospitality-ready properties, particularly in downtown and near the Blue Ridge Parkway.

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02

Labor and Inventory Constrain Growth

Despite its leadership in accommodation density, Asheville faces a hard ceiling: limited labor and constrained inventory. The same market dynamics that support high demand—remote work migration, cultural appeal, and scenic beauty—also limit supply expansion. This creates a self-reinforcing cycle where strong tourism supports high real estate values, but scarcity prevents broad-based development.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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