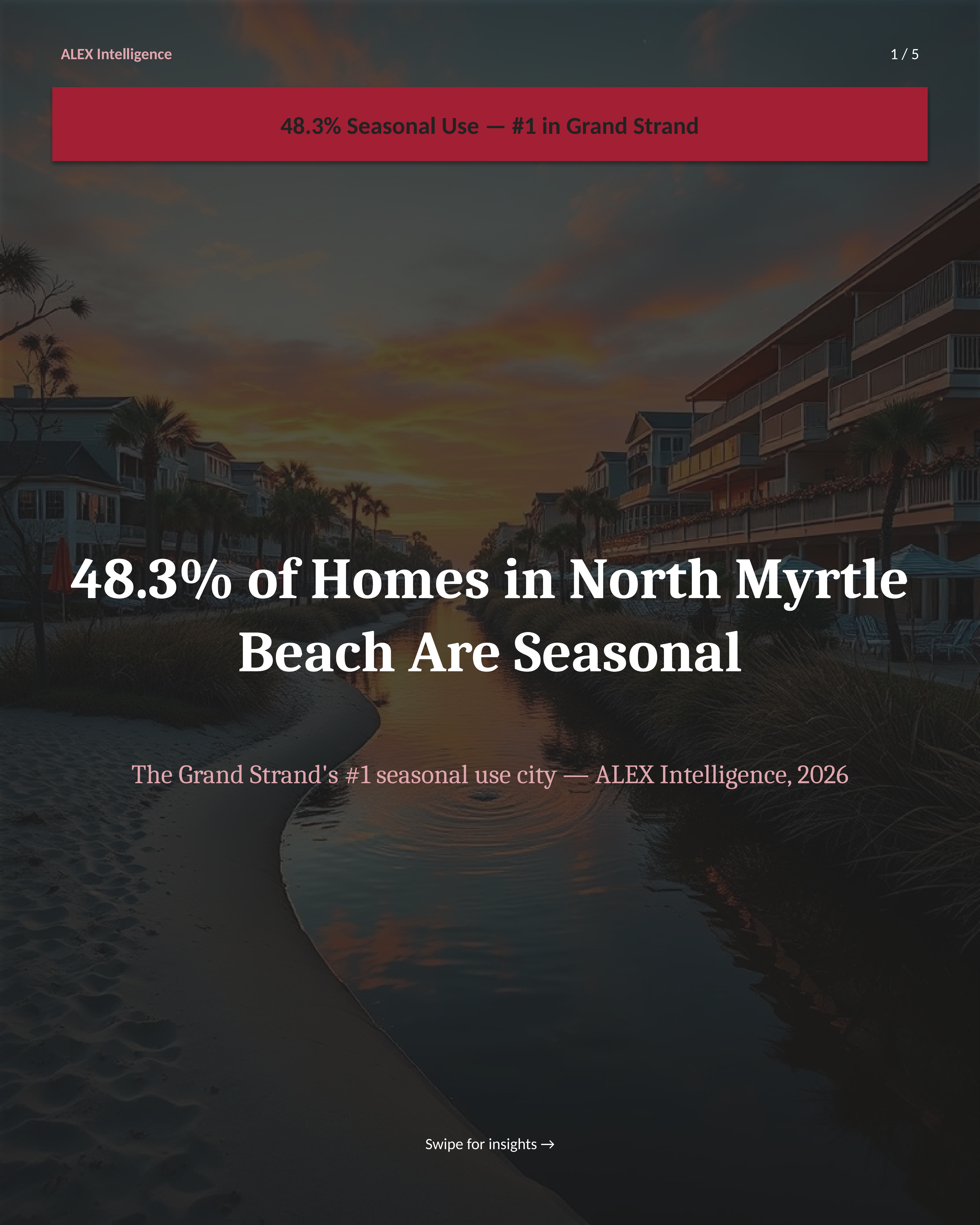

48.3% Seasonal Use — #1 in Grand Strand

48.3% of Homes in North Myrtle Beach Are Seasonal

The Grand Strand's #1 seasonal use city — ALEX Intelligence, 2026

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THE DATA

48.3%

Share of Homes Held for Seasonal Use (2024)

North Myrtle Beach leads the Grand Strand in second-home concentration, a trend rooted in tourism-driven demand and coastal access.

This figure—48.3%—represents the highest share of seasonal housing in the entire Grand Strand, more than doubling Georgetown County's 6.9%. It signals a market where permanent occupancy is not the default, and real estate value is increasingly tied to seasonal cash flow rather than year-round residency. This dynamic shapes everything from property management models to infrastructure planning.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-26-grand-strand-seasonal-share-place-mkt

01

Seasonality Is the New Primary Demand Driver

The dominance of seasonal homes in North Myrtle Beach isn't a side effect—it's the core economic engine. Unlike markets where home values rise from population growth, here appreciation is driven by tourism, event-based demand, and investor interest in short-term rental yields. This creates a feedback loop: higher demand for seasonal use attracts more owners, which increases supply for rentals, further fueling the cycle. The market is not just resilient—it’s self-reinforcing through seasonality.

02

Georgetown's Low Seasonality Reflects a Different Future

Georgetown County's 6.9% seasonal share places it at the bottom of the ranking, indicating a market where permanent residents dominate. This contrast suggests a structural divergence: North Myrtle Beach is a seasonal capital, while Georgetown is evolving into a long-term residential hub. As the Grand Strand matures, this split may define future zoning, utility investment, and tax policy—where one city prepares for peak summer tourism, the other invests in schools, healthcare, and community infrastructure for year-round living.

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

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