

#31 in U.S. on Owner Occupancy Rate — ALEX Intelligence 2026

#31 in U.S. on Owner Occupancy Rate

Hilton Head Island-Bluffton-Port Royal ranks 76.1% — ALEX Intelligence, 2026

THE DATA

76.1%

Owner Occupancy Rate (2024)

Hilton Head Island-Bluffton-Port Royal ranks #31 of 401 U.S. metros on owner occupancy rate.

This figure signals a deeply rooted, long-term residential base rather than speculative or seasonal investment. With 76.1% of homes occupied by owners, the region's housing market reflects stability and community continuity, not transient ownership. This is especially notable in a coastal area where many markets are dominated by short-term rentals and second homes.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-28-hilton-head-standing-owner-share-msa>



01

Ownership as a Market Anchor

The 76.1% owner occupancy rate suggests that Hilton Head's real estate is less susceptible to volatility from investor churn or seasonal turnover. This stability underpins long-term value retention, even as national mortgage rates remain elevated. It indicates a market where homeownership is a life choice, not a transactional play—favoring durable, resident-driven development and community resilience.

02

Contrast with Coastal Speculation

While many coastal metros rely on high-turnover rentals and second-home ownership, Hilton Head's ranking reveals a different model: one where long-term residents shape the cultural and economic fabric. This distinction may explain why property values have continued to rise—despite high rates—because demand is driven by permanent relocation, not fleeting tourism. The market is not merely desirable; it is habitable as a home.



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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

