

**#1 of 10 Grand Strand counties, #1 of 10 South Carolina counties — ALEX
Intelligence 2026 Migration Report**

#1 in Grand Strand, #1 in SC — Migration Origin

Suffolk County, NY leads new household inflows to the Grand Strand

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THE DATA

320

Households Moving In From a Single County (2023)

Suffolk County, NY, sent 320 households to the Grand Strand in 2022–23, the highest of any U.S. county.

This inflow from a high-income, high-tax New York county signals a deepening shift in residential preferences toward low-tax, high-lifestyle coastal markets. The Grand Strand is no longer just a retirement or seasonal destination — it is becoming a permanent home for elite transplants seeking fiscal relief and coastal access.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-07-grand-strand-mig-in-origin>

01

Migration as a Wealth Signal

As such, the region's value proposition is evolving: it is no longer just about beach access or low property taxes, but about becoming a fiscal and lifestyle alternative for the American elite.



02

The Unseen Supply Constraint

This is not a supply shortage in quantity, but in quality and permanence. The Grand Strand is attracting wealth, but is not yet equipped to house it sustainably — a structural tension that will only intensify as migration continues.

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

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