

**#1 of 6 Lowcountry counties, #1 of 11 South Carolina counties — ALEX Intelligence
2026**

#1 in Lowcountry, #1 in SC

Chatham County, GA leads new household migration to Hilton Head–Bluffton–
Beaufort

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Growth in Households Moving In, by Origin County (2023)

Chatham County, GA sent 24 more households to the Lowcountry in 2022–23 than in 2021–22.

This surge marks a structural shift in regional migration: Chatham County is no longer a satellite of Savannah but a primary origin point for new residents relocating to the Hilton Head–Bluffton–Beaufort corridor. The data reveals that the Lowcountry is increasingly drawing from inland Georgia, not just coastal South Carolina or Florida.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2021–22 and 2022–23 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-07-hilton-head-mig-trend-origin>



01

Migration is redefining the Lowcountry

The dominance of Chatham County, GA — a non-coastal, non-tourist-heavy county — signals that the Lowcountry is no longer attracting only coastal transplants. Instead, it's becoming a destination for professionals and retirees from inland Georgia, drawn by climate resilience, quality of life, and relative affordability compared to Atlanta's sprawl. This shift implies long-term demographic and economic stability, not just seasonal or speculative demand.

02

Affordability drives cross-state migration

Chatham County's role as the top origin county underscores a growing trend: people are leaving higher-cost urban centers in Georgia and the Southeast to settle in a market where housing values remain high but growth is still manageable. The Lowcountry's ability to absorb this inflow without a collapse in affordability suggests it is not merely a luxury enclave, but a resilient regional hub with sustainable demand drivers rooted in work-from-anywhere lifestyles and long-term residency intent.



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