

#1 in South Carolina, #1 in Grand Strand — ALEX Intelligence 2026

#1 in Grand Strand, #1 in SC

South Carolina leads all states in inbound migration to the Grand Strand

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THE DATA

18.0%

Share of Arriving Households From One State (2023)

South Carolina accounts for 18.0% of all inbound households to the Grand Strand, the highest share among all U.S. states.

This dominance reflects deep regional integration, where residents from inland South Carolina move to coastal communities for lifestyle, affordability, and access to seasonal employment. The data reveals a self-reinforcing migration loop: as more South Carolinians settle in the Grand Strand, they strengthen local services, expand the labor pool, and anchor demand for housing and retail.

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/2026-10-09-grand-strand-mig-state-leader>



01

Migration is the Engine of Resilience

The Grand Strand's market is not just growing — it's becoming structurally insulated from external volatility. When out-of-state migration slows nationally, the region remains anchored by the steady flow of South Carolinians, who are more likely to prioritize coastal living due to proximity, cultural familiarity, and economic alignment. This internal migration engine supports sustained demand, even during periods of high mortgage rates or national downturns.

02

Affordability Anchors In-Migration

The fact that South Carolina supplies the largest share of new residents suggests that affordability is not a barrier but a magnet. South Carolinians are not fleeing to the Grand Strand as a last resort; they are choosing it as a primary destination. This indicates that the region's pricing model—still below national averages despite strong demand—retains strategic appeal, enabling continued population growth without triggering a speculative bubble.



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