

Hilton Head Island — #1 of 6: Housing Vacancy Rate

Hilton Head Leads SC in Housing Vacancy Rate

Hilton Head Island · U.S. Census Bureau 2024

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THE DATA

39.1%

Housing Vacancy Rate (2024)

Hilton Head Island leads South Carolina in unoccupied housing units, according to the 2024 American Community Survey.

This figure reflects a high proportion of seasonal and second homes —common in resort communities—rather than distressed inventory. The elevated vacancy rate is not a sign of underperformance but a structural feature of a destination economy where ownership is often tied to temporary use. This dynamic supports a resilient, high-value real estate model where demand remains strong despite high vacancy.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-16-hilton-head-vacancy-share-place-mkt>



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Vacancy as a Strategic Advantage

In Hilton Head, vacancy is not a flaw—it's a feature of a premium destination economy. High vacancy rates correlate with strong tourism, second-home demand, and investment interest, particularly in mixed-use and adaptive reuse developments. The Conroy Center's new partnership with Gwaltney signals confidence in this model, as developers prioritize walkability and community integration over density. This is not a market in retreat, but one strategically managing supply for long-term value.

02

The Paradox of High Vacancy, High Value

While national narratives equate high vacancy with oversupply, Hilton Head defies this logic. As the region invests in cultural infrastructure—like the USCB Center for the Arts’ “Shifting Sands” initiative—it reinforces the value proposition of being a place where life is lived seasonally, not permanently.



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