

North Myrtle Beach — #1 of 10: Housing Vacancy Rate

North Myrtle Beach Leads SC in Vacancy Rate

Source: ALEX Intelligence, October 17, 2026

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THE DATA

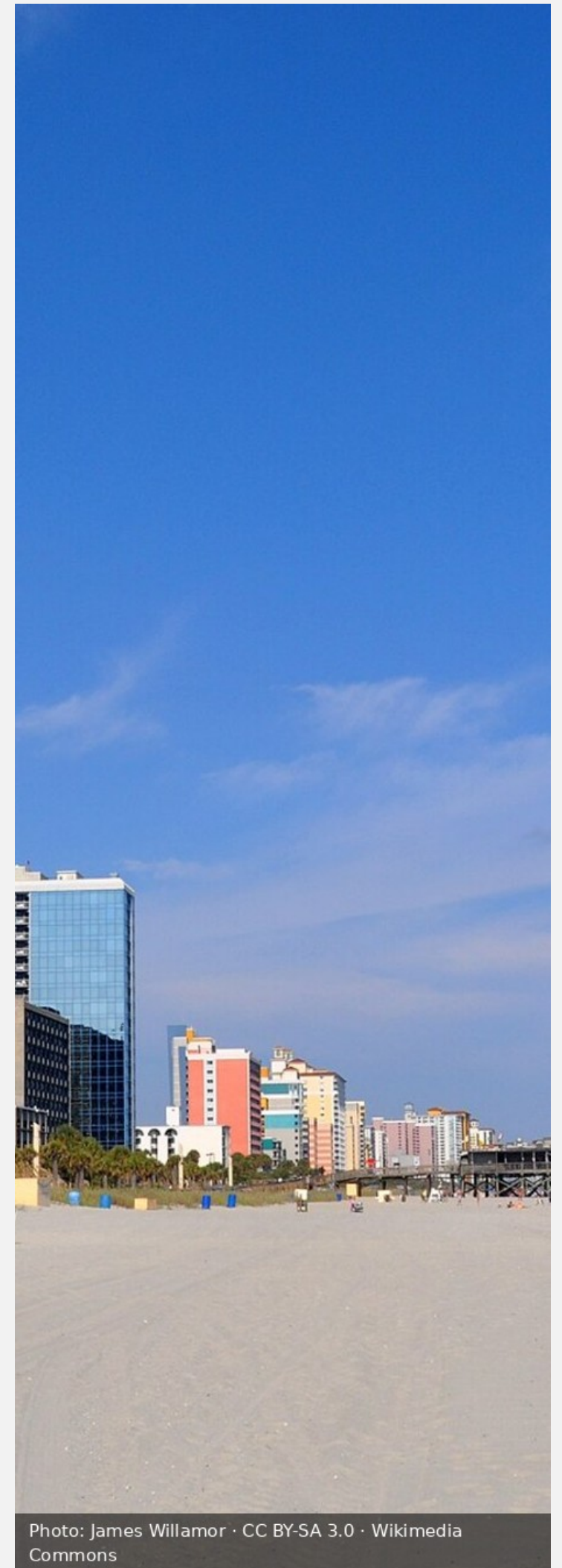
63.9%

Housing Vacancy Rate (2024)

North Myrtle Beach has the highest vacancy rate in the Grand Strand and South Carolina.

This figure reflects unoccupied residential units, including seasonal and second homes, which are common in resort markets. The high vacancy rate is not a sign of distress but rather a structural feature of a tourism-driven real estate market. It indicates a large pool of available inventory, which can support long-term rental demand and investor activity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-17-grand-strand-vacancy-share-place-mkt>



01

Vacancy as a Strategic Asset

The 63.9% vacancy rate in North Myrtle Beach is not a weakness but a competitive advantage. It signals a deep reservoir of available housing, which supports high rental yields and flexible leasing models. Investors and property managers can quickly deploy capital into a market with low occupancy barriers, making it ideal for short-term and seasonal rentals. This dynamic reinforces the Grand Strand's position as a destination for capital seeking liquidity and turnover.

02

The Hidden Engine of Market Resilience

High vacancy rates in resort markets like North Myrtle Beach are often misinterpreted as indicators of overbuilding or demand collapse. In reality, they reflect a market designed for rotation — not permanence. The consistent availability of units allows for rapid repositioning, which buffers the market against downturns. This fluidity, driven by seasonal demand patterns, makes the Grand Strand uniquely resilient to broader economic volatility.



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