

Seneca — #1 of 10: Share of Homes Held for Seasonal Use

Seneca Leads SC in Seasonal Homes

3.1% of homes held for seasonal use — a market differentiator

Swipe for insights →

THE DATA

3.1%

Share of Homes Held for Seasonal Use

Seneca leads the Upstate and South Carolina in second-home concentration for seasonal use.

According to the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, Seneca holds the highest share of homes designated for seasonal use in the state, at 3.1%. This reflects a growing trend of secondary housing demand driven by proximity to the Blue Ridge Mountains and the region's appeal as a retreat destination.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • Published October 17, 2026

<https://alex-companies.com/data/2026-10-17-upstate-sc-seasonal-share-place-mkt>

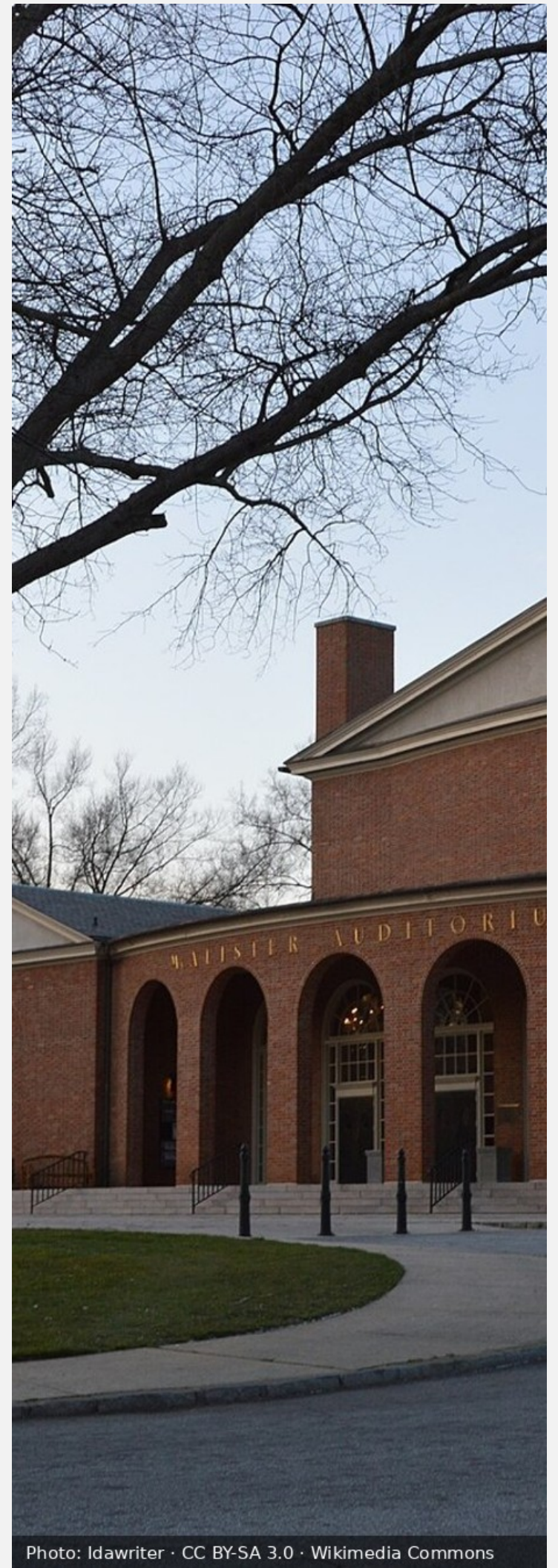


Photo: Idawriter • CC BY-SA 3.0 • Wikimedia Commons

The background of the entire slide is a photograph of a city skyline, likely New York City, featuring several tall buildings. A semi-transparent red overlay covers the entire image. In the top left corner, there is a solid red rectangular box containing the number '01' in white.

01

Seasonal Demand Drives Market Resilience

This dual-use dynamic enhances liquidity and supports higher rental yields during peak seasons, making Seneca a unique investment hub within the Upstate's broader real estate ecosystem.

02

Geographic Advantage Amplifies Seasonal Appeal

This geographic advantage may explain why Seneca outperforms even larger cities like Greenville and Spartanburg in seasonal housing share, despite their higher population density and commercial activity.



Photo: Idawriter · CC BY-SA 3.0 · Wikimedia Commons

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

