

Mount Pleasant — #1 of 7: Share of Homes Held for Seasonal Use

Mount Pleasant leads SC in seasonal housing use

2.5% of homes are held for seasonal use — highest in the state

Swipe for insights →

THE DATA

2.5%

Share of Homes Held for Seasonal Use (2024)

Mount Pleasant leads the Charleston tri-county and South Carolina in seasonal housing use, according to the latest ALEX Intelligence data.

This figure indicates a deepening trend toward second-home ownership and seasonal residency in Mount Pleasant, driven by its coastal appeal, access to amenities, and established tourism infrastructure. The 2.5% share reflects a concentrated investment in short-term rental and seasonal living models, which in turn influences housing supply, pricing, and long-term occupancy patterns.

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

<https://alex-companies.com/data/2026-10-18-charleston-sc-seasonal-share-place-mkt>

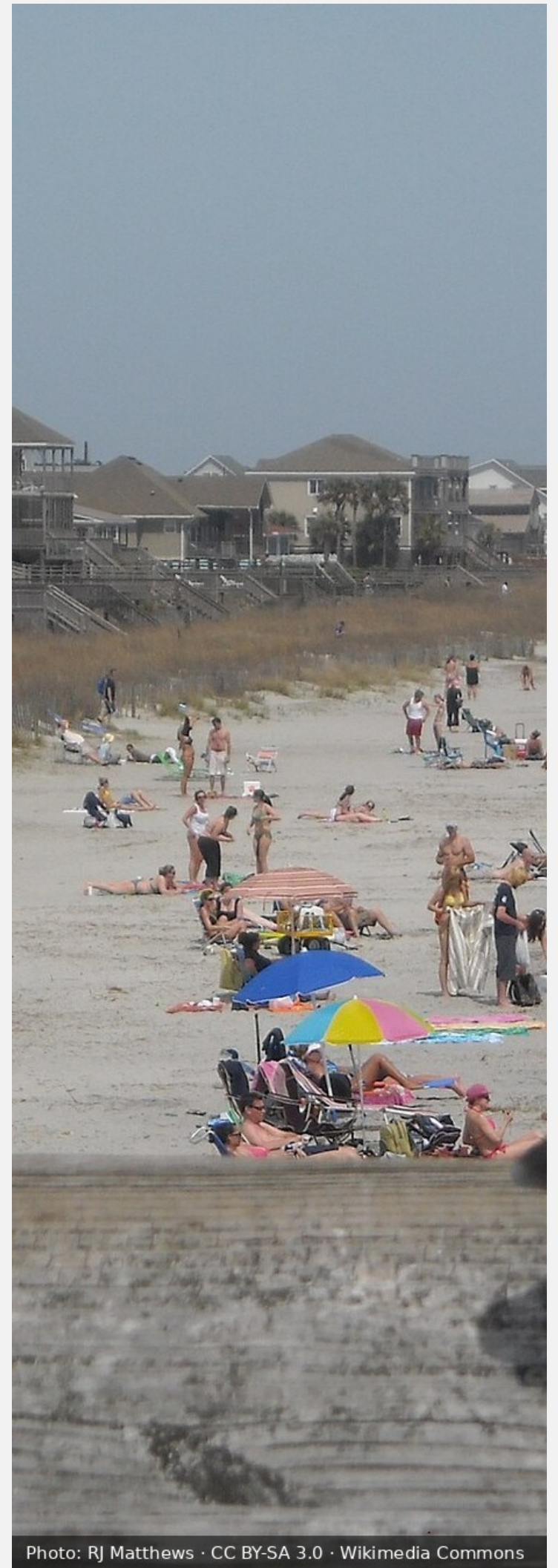
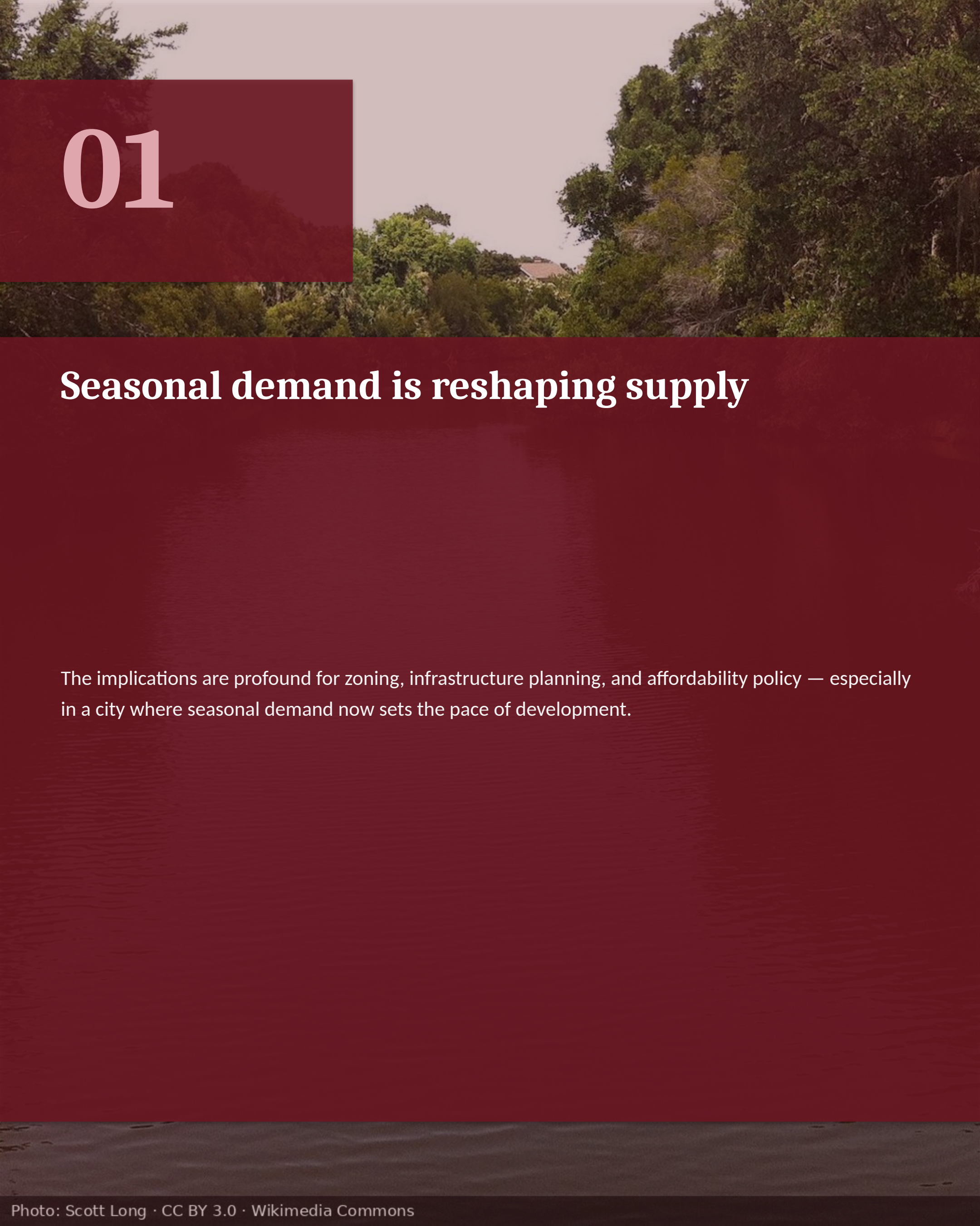


Photo: RJ Matthews · CC BY-SA 3.0 · Wikimedia Commons

The background of the entire page is a photograph of a dense forest with green trees. A semi-transparent red rectangle is overlaid on the left side of the image, containing the number '01' in white. Another solid red rectangle covers the middle section of the page, containing the title and a paragraph of text.

01

Seasonal demand is reshaping supply

The implications are profound for zoning, infrastructure planning, and affordability policy — especially in a city where seasonal demand now sets the pace of development.

02

Local identity at risk from seasonalization

The challenge for policymakers is not to suppress seasonal use, but to design a regulatory framework that ensures seasonal investors contribute equitably to the community they benefit from — through taxes, fees, or shared infrastructure costs.



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