

#1 of 6: Share of the Market's Seasonal Homes in Its Top Three Cities

98.3% of Seasonal Homes Cluster in 3 Cities

Hilton Head leads SC in seasonal housing concentration

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THE DATA

98.3%

Share of the Market's Seasonal Homes in Its Top Three Cities (2024)

This concentration is unprecedented in the Lowcountry and reflects deep market polarization.

The data reveals that nearly every seasonal home in the Hilton Head, Bluffton, and Beaufort area is located within just three cities. This level of clustering is not merely a preference—it's a structural feature of the region's real estate economy. It signals that development, infrastructure, and lifestyle amenities are increasingly centralized, leaving other communities behind.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-20-hilton-head-concentration-seasonal-homes-place>

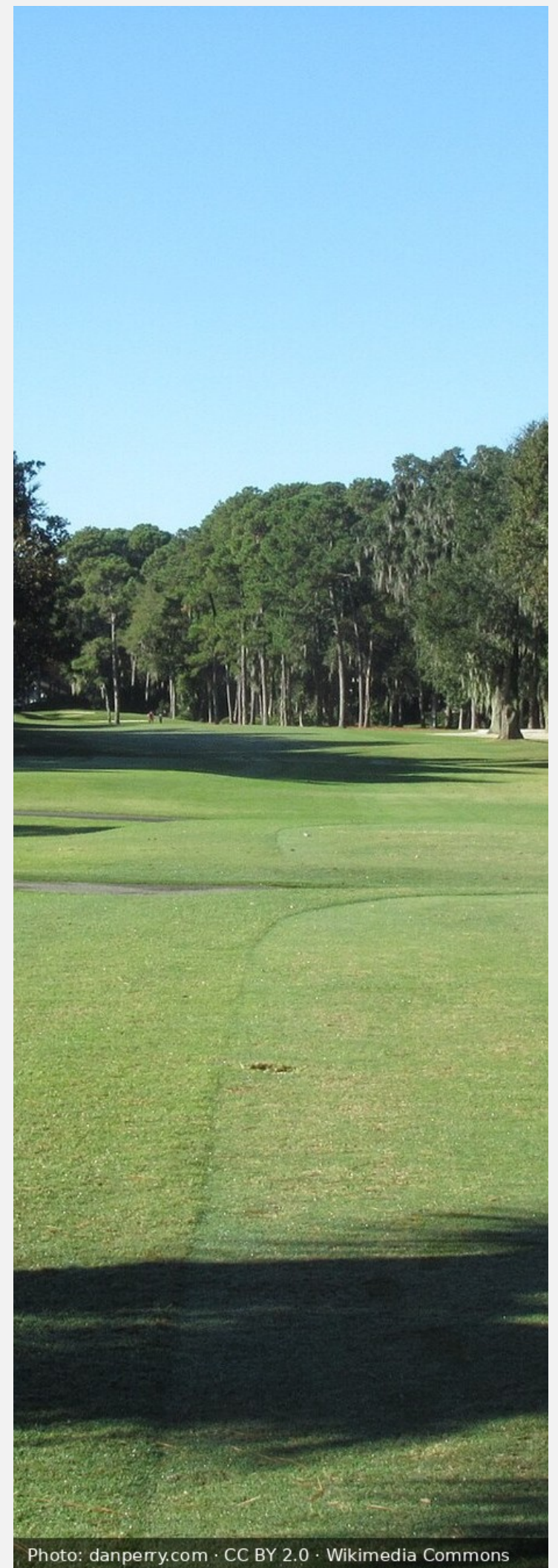


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01

Concentration Drives Exclusivity

This isn't just a housing trend—it's a signal of unbalanced development, where the most desirable places become increasingly inaccessible to both new residents and public investment.

02

The Hidden Cost of Hyper-Localization

This concentration isn't inevitable. It reflects policy choices: zoning, permitting, and public investment that favor established centers over emerging communities. Rebalancing will require deliberate, data-driven governance—not just market forces.



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