

Hilton Head Island-Bluffton-Port Royal — #2 of 8: Median Gross Rent

Median Gross Rent: \$1,573

Source: ALEX Intelligence, October 31, 2026

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THE DATA

\$1,573

Median Gross Rent (2024)

Hilton Head Island-Bluffton-Port Royal ranks #2 of 8 South Carolina metros on median gross rent.

This figure reflects the premium pricing power of coastal real estate in a constrained supply environment. The data underscores that even in a high-cost state, Hilton Head's rental market is among the most elevated, driven not by broad inflation but by targeted demand for high-quality, amenity-rich housing in a low-density, high-desirability region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-31-hilton-head-standing-gross-rent-msa>

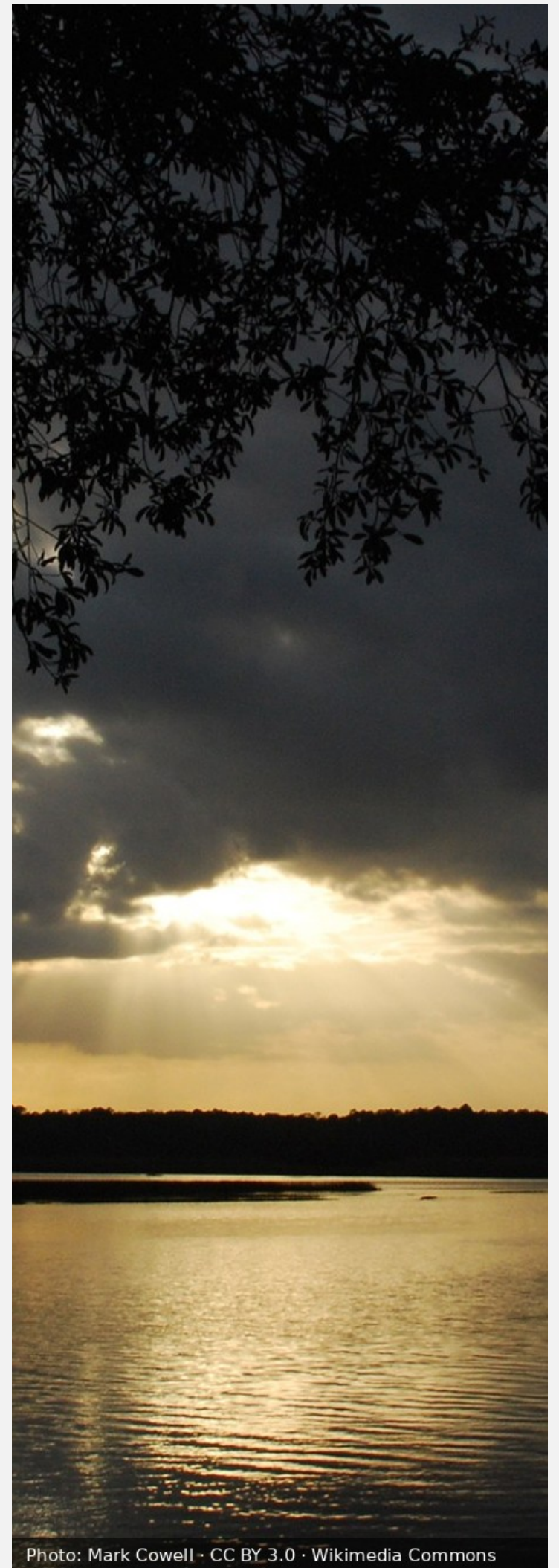


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01

Luxury Demand Is Driving Rent Growth

The Richmond Fed notes a surge in high-end condo construction in Bluffton, which directly correlates with elevated median gross rents. This is not a passive market trend — it's a structural shift where developers are betting on premium, experience-driven housing in a region where land scarcity and zoning limits expansion. The rent premium reflects not just location, but the value of curated, place-based living experiences.

02

Rents Reflect Infrastructure, Not Just Scarcity

While land constraints and limited supply are real, the \$1,573 median rent is also a function of long-term infrastructure commitments. As access improves, the value proposition of coastal living expands beyond exclusivity to include mobility and regional integration — a dynamic that justifies higher rental pricing even in a competitive market.



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