#1 of 8: 12-month growth in metropolitan payroll employment (September 2026)

Grand Strand Leads SC in Job Growth

Myrtle Beach-Conway-North Myrtle Beach, SC · U.S. Bureau of Labor Statistics
2026

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THE DATA

3.6%

12-month growth in metropolitan payroll employment (September 2026)

The Grand Strand is the fastest-growing metro in South Carolina by payroll employment.

This 3.6% increase in metropolitan payroll employment reflects a structural shift toward service-based, knowledge-intensive employment—particularly in tourism, hospitality, and digital infrastructure. The data suggests that the region is not just recovering from past volatility, but is now leading in sustainable, job-driven economic expansion.



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Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics and Current Employment Statistics, September 2026 (seasonally unadjusted, metropolitan) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-04-grand-strand-lab-bls-payroll-growth-12m-msa

01

Job Growth Is Driving Wealth Effects

Strong payroll growth in the Grand Strand is generating significant wealth effects, even as home sales volume cools. This reinforces the resilience of the local economy beyond just housing.

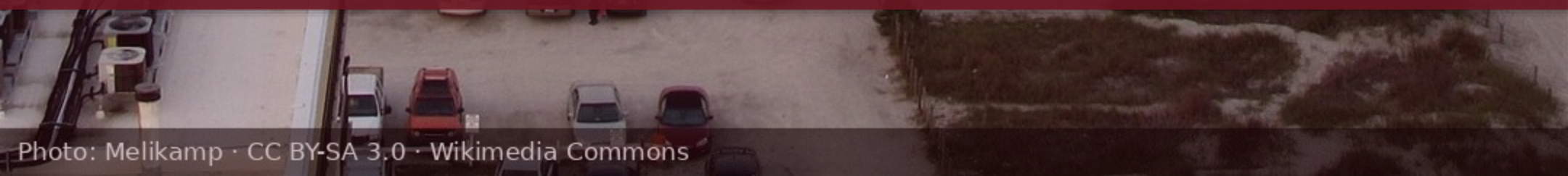


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02

Remote Work Infrastructure Is a Hidden Engine

The region's high job growth is not solely due to tourism but is increasingly anchored in remote work infrastructure. As Richard Baldwin’s NBER paper shows, global value chains are shifting toward knowledge-intensive office work. The Grand Strand’s expanding digital connectivity and hybrid work models position it as a destination for tech-enabled service jobs, not just seasonal employment.

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