#1 of 10: Share of the Market's Seasonal Homes in Its Top Three Zip Codes

24.1% of Upstate seasonal homes are in just 3 ZIPs

Source: ALEX Intelligence · Published November 09, 2026

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THE DATA

24.1%

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

This concentration reveals a highly selective pattern in second-home demand across the Upstate.

The data shows that nearly a quarter of all seasonal homes in the Upstate are clustered in just three ZIP codes: 29672, 29676, and 29693. This is not random—these areas are likely defined by proximity to natural amenities, scenic corridors, or established communities with strong seasonal appeal. The tight clustering suggests that infrastructure, access, and community reputation are more influential than broad geographic spread in attracting second-home buyers.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-09-upstate-sc-concentration-seasonal-homes-zcta

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Demand is not diffuse—it’s anchored

This concentration also signals that investors and developers should focus on enhancing amenities and community character in these core zones, rather than spreading resources thinly. The market is not waiting for new entries—it’s already defined by a few high-performing locations.

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Geographic saturation limits new supply

This creates a strategic bottleneck: developers outside these ZIPs may struggle to attract seasonal buyers, even with strong branding or marketing. The Upstate's second-home market is not expanding in breadth—it's deepening in select locations. This shifts the competitive advantage from location selection to unique value proposition within a saturated cluster.

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