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

52.2% of Seasonal Homes in 3 ZIPs

Grand Strand leads SC in seasonal home concentration — source: ALEX Intelligence, 2026

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THE DATA

52.2%

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

This concentration reflects a deep, persistent clustering of second homes in specific coastal zones.

The Grand Strand’s seasonal housing market is not evenly distributed — it is highly polarized. ZIP 29582, 29572, and 29575 collectively house over half of all seasonal homes in the region, indicating a powerful geographic skew in ownership, investment, and tourism infrastructure. This pattern suggests that a small number of neighborhoods are driving the majority of seasonal activity, while other areas remain underutilized.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-10-grand-strand-concentration-seasonal-homes-zcta

01

The Market Is Built on a Few Hubs

This 52.2% concentration reveals a structural reality: the Grand Strand’s seasonal economy is not diffuse but anchored in a handful of high-demand ZIPs. This clustering creates a feedback loop — high visibility and infrastructure in these zones attract more buyers, further entrenching the imbalance. As a result, long-term rental and ownership trends in other parts of the metro are likely to stagnate or decline, even as core areas face rising competition and regulatory pressure.

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02

Density Breeds Inequality

The hyper-concentration of seasonal homes in just three ZIPs means that the benefits of tourism — from tax revenue to seasonal employment — are not shared across the entire region. Areas outside the top three ZIPs, despite being in the same county, face diminished investment, weaker infrastructure, and fewer services. This creates a dual economy: one zone thrives on short-term use, while others remain underdeveloped, reinforcing geographic and economic divides within the Grand Strand metro.

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