#2 of 8: Accommodation Establishments



Accommodation Establishments: 212

Source: ALEX Intelligence · Published November 11, 2026

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THE DATA

212

Accommodation Establishments (2022)

The Grand Strand leads South Carolina in tourism infrastructure, with 212 lodging venues in 2022.

This figure reflects a sustained investment in hospitality assets, including hotels, motels, and vacation rentals. The concentration of such infrastructure suggests a market where real estate value is increasingly tied to tourism-driven demand rather than residential occupancy alone. The high number of establishments also signals a robust service economy that supports residential pricing, even in off-season periods.



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Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 721 (Accommodation) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-11-grand-strand-istand-721-msa

01

Tourism infrastructure drives real estate resilience

The Grand Strand’s second-place ranking in South Carolina for accommodation establishments is not just a tourism metric—it’s a proxy for real estate stability. With 212 active establishments, the region has built a diversified economic base where property values are less vulnerable to residential market cycles. This infrastructure supports a steady influx of transient income, which in turn stabilizes rental yields and underpins long-term investment appeal, even in periods of low homebuyer activity.

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02

Accommodation density signals market maturity

A high number of accommodation establishments is not inherently positive—it can signal saturation. However, the Grand Strand's rank of #2 in SC suggests the market is still within a sustainable growth phase, not yet overbuilt. The fact that it trails only Charleston indicates that demand continues to outpace supply in lodging, which in turn supports new development and capital deployment in adjacent real estate sectors, including mixed-use and short-term rental hubs.

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