#1 of 10: Share of Arriving Households From the Top Three States

49.5% of new arrivals come from just three states

Hilton Head leads SC in migration concentration — source: IRS 2024 data

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THE DATA

49.5%

Share of Arriving Households From the Top Three States (2024)

This concentration reflects a highly targeted influx from neighboring states, not diffuse national migration.

Hilton Head's inbound migration is not random — it's deeply rooted in proximity and shared regional identity. The top three sending states (South Carolina, Georgia, North Carolina) account for nearly half of all new households. This clustering indicates a self-reinforcing regional magnetism, where people move not just to a place, but to a network of existing communities with shared lifestyle, infrastructure, and cultural alignment.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-hilton-head-mig-state-top3

01

Migration is a structural advantage

This level of concentration isn’t a short-term trend — it’s a durable market condition. When 49.5% of new residents come from the same three states, it creates a predictable demographic base. Homebuilders, retailers, and service providers can plan with confidence, knowing that demand will come from a known, culturally aligned source. This reduces risk and increases long-term value capture for investors and developers.

02

The region is its own ecosystem

Unlike markets that rely on national or cross-country migration, Hilton Head’s incoming population is already familiar with the Lowcountry’s climate, pace, and coastal culture. This reduces the 'adjustment cost' for new residents, increasing retention and long-term stability. The market is not just attracting people — it’s reinforcing a self-sustaining regional identity that resists external shocks, making it uniquely resilient to national economic volatility.

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