

Do you ever wonder WHY CHARLESTON?



A BOOMING ECONOMY

In 2025, Charleston gains 40+ new residents daily, driving labor force growth to 441,300, with projections hitting 450,100 by the end of year



NO. 1 US DESTINATION

Travel + Leisure 2024 World's Best Awards marked Charleston's 12th consecutive year as the top destination in the United States.

Charleston was named the No. 1 U.S. Leisure Destination in Global Traveler's 2025 Leisure Lifestyle Awards.



NO. 1 CITY IN THE US

Charleston was named the No. 1 city in the South for 2025 by Southern Living, marking its 9th consecutive year at the top.

In 2024, Charleston was ranked the No. 1 small city in the U.S. by Condé Nast Traveler readers.



GREATEST ECONOMIC IMPACT ON SC

In 2024, Charleston's tourism industry generated a record-breaking \$14.03 billion in economic impact, marking a 7.1% increase from the previous year. Tourism now accounts for 23.5% of all sales in the region and supports over 54,900 jobs, the highest number ever recorded.

BRINGING JOBS TO CHS

- Joint Base Charleston military
- MUSC health
- Boeing aerospace
- Roper St. Francis health
- Charleston County logistics
- Volvo automobile
- City of Charleston government
- Charleston County School District education

ABOUT US

Charleston, South Carolina, holds the top spot as the U.S.'s number one city, according to Travel + Leisure Magazine, thanks to its rich history, charming architecture, and Southern charm. The city's picturesque waterfront, renowned culinary scene, and welcoming atmosphere contribute to its unique allure. With a perfect blend of tradition and modernity, Charleston offers a vibrant urban experience that sets it apart as the best city in the United States.

WHY LIVE HERE?

Residing in Charleston, South Carolina, means embracing a welcoming community, enjoying a warm climate, and being near beautiful beaches—an irresistible combination. With its high quality of life, strong community spirit, and flourishing economy, Charleston stands out as an enticing place to put down roots. Whether you choose Mount Pleasant, James Island, Johns Island, West Ashley, Downtown, or beyond, Charleston offers a diverse range of neighborhoods to call home!



Food

In 2025, Charleston was named one of the Top 5 Best Food Cities in America by Eater, praised for its vibrant restaurant scene and rich Southern culinary heritage.



Arts

Charleston's thriving art scene grows with new galleries, public art, and expanding festivals, cementing its status as a top cultural destination.



Culture

Charleston remains a cultural hub in 2025, celebrated for its historic preservation, diverse culinary traditions, and year-round festivals that showcase its deep Southern roots and welcoming community spirit.

