



## Families Flock to Northwest Florida for Holiday Weekend, Resulting in Strong Performance for St. Joe® Hotels and Hospitality Assets

July 8, 2025

PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Jul. 8, 2025-- Northwest Florida welcomed a surge of visitors over the Fourth of July holiday, resulting in strong performance for the region's hospitality and tourism industry, including hotels and resorts in The St. Joe Company (NYSE: JOE) ("St. Joe") (the "Company") portfolio. On July 4, guests occupied over 99% of the Company's 1,298 hotel rooms across 12 hotels and resorts with an average daily rate ranging from the mid \$200's to the low \$1,000's per night—offering an experience for every traveler's lifestyle and budget. The performance of the Company's hospitality portfolio showcases the region's growing attraction as a premier family-friendly destination for both visitors and residents alike.

"Guests traveled from 37 different states to stay at our hotel properties on the Fourth of July, demonstrating the continued strength of our hospitality offerings and of the Emerald Coast as a travel destination," said Patrick Murphy, St. Joe Senior Vice President of Hospitality. "The region continues to attract more visitors and residents from all over the country, and we're proud to be at the forefront of that growth by delivering exceptional guest experiences that reflect the very best of Northwest Florida."

Each of the St. Joe properties, including hotels, restaurants, retail centers, golf courses and marinas, welcomed families celebrating the holiday weekend whether they were vacationing, shopping, dining or experiencing the region's numerous events. Camp Creek® Inn had an estimated 2,000 Watersound Club® members and guests in attendance for fireworks, live music and family entertainment. Guests at Embassy Suites by Hilton Panama City Beach had front row seats to the *Star Spangled Spectacular* event in Panama City Beach ("PCB")—one of several events that, according to tourism officials, attracted an estimated 150,000 visitors to PCB. In downtown Panama City, Hotel Indigo and Harrison's Kitchen and Bar ("Harrison's") guests enjoyed the fireworks of Panama City's *Salute to Freedom Festival* and Harrison's inaugural *Red, White and Boil* event.

To view a gallery of images from the celebration at Camp Creek Inn, click [here](#). For more information about St. Joe hospitality offerings, visit [joe.com/vacation](http://joe.com/vacation).

### **About The St. Joe Company**

The St. Joe Company ("Company") is a diversified real estate development, asset management and operating company with real estate assets and operations in Northwest Florida. The Company intends to use existing assets for residential, hospitality and commercial ventures and has significant residential and commercial land-use entitlements. The Company actively seeks higher and better uses for its real estate assets through a range of development activities. More information about St. Joe can be found on its website at [www.joe.com](http://www.joe.com).

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St. Joe Investor Relations Contact:

Marek Bakun  
Chief Financial Officer  
1-866-417-7132  
[marek.bakun@joe.com](mailto:marek.bakun@joe.com)

St. Joe Media Relations Contact:

Mary Beth Lovingood  
Corporate Director of Marketing  
850-231-6583  
[marybeth.lovingood@joe.com](mailto:marybeth.lovingood@joe.com)

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