The St. Joe Company Announces Year-Over-Year Growth Across Its Portfolio of 12 Hotels and Resorts During the Summer Season

September 24, 2026

Hotels and Resorts Welcomed Guests from All 50 States

PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Sep. 24, 2026-- The St. Joe Company (NYSE: JOE) (“St. Joe”) (the “Company”) announces year-over-year growth in occupancy and average daily rate (“ADR”) across its portfolio of 12 hotels and resorts in Bay and Walton counties during this year’s summer travel season.*

“Our ability to grow occupancy while increasing ADR is encouraging and speaks to the quality of our portfolio and the high-level service and experiences our hospitality teams provide,” said Jorge Gonzalez, St. Joe President, Chief Executive Officer and Chairman of the Board. “We have been intentional about investing in hospitality assets that offer differentiated experiences and appeal to a wide range of travelers and that strategy appears to be generating positive results for our hotel portfolio.”

These results came as the Company continued efforts to expand awareness of Northwest Florida and its hospitality offerings among travelers beyond the traditional drive market. Guests have traveled to the Company’s hotels and resorts from all 50 states with Texas representing the top feeder state for the 30A hotel portfolio. Revenue and room nights increased from metropolitan areas outside of the Southeast, like Chicago and Oklahoma City. The New York metropolitan area emerged as the fastest growing feeder market in revenue and room nights among those with nonstop air service to the region.

The growth in New York followed increased marketing efforts by the Company in the New York metropolitan area designed to introduce new audiences to the “Watersound® collection of places and experiences” in Northwest Florida and to capitalize on the nonstop Delta Airlines flights from LGA to ECP.

“The performance of our hospitality portfolio this summer demonstrates the value of the investments we have made in creating high-quality hospitality assets and building awareness of Northwest Florida among travelers from markets across the country,” added Gonzalez. “The growth we are seeing from places like New York reinforces our strategy of increasing awareness in markets with convenient air access to Northwest Florida. With nonstop service connecting our area to seven of the ten largest MSAs in the country, we see significant opportunity to expand our reach.”

St. Joe plans to continue its increased marketing presence in the New York metropolitan area during the 2026–2027 winter season, with efforts focused on driving awareness of Northwest Florida as a winter destination and promoting the accessibility of the region.

“The performance of our hospitality assets this summer demonstrates the appeal of our properties and the experiences our teams provide during one of the region’s busiest travel seasons,” said Patrick Murphy, St. Joe Senior Vice President of Hospitality. “The growth we have seen from New York and other areas outside the Southeast is particularly encouraging and highlights the opportunity to introduce our area to new audiences even beyond the traditional summer travel season. As we look ahead to winter, we plan to build on that momentum by continuing to promote the region and our hospitality offerings.”

St. Joe’s portfolio of 12 hotels and resorts throughout Bay and Walton counties is part of the broader Watersound collection of places and experiences across Northwest Florida. Ranging from select-service hotels to luxury beachfront resorts and properties offering access to the Watersound Club® lifestyle, the hospitality portfolio serves leisure, group, business and other travelers across a variety of price points and travel occasions. The broader Watersound collection brings together hotels, restaurants, communities, clubs and experiences that showcase the quality and lifestyle associated with Northwest Florida. To explore the collection, view the Watersound Visitor Guide here.

**Comparing Friday, May 23, 2025 through Monday, September 8, 2025 and Friday, May 22, 2026 through Monday, September 7, 2026, including the Memorial Day and Labor Day weekends for both date ranges*

Important Notice Regarding Forward-Looking Statements

This press release contains “forward-looking statements,” within the meaning of Section 21E of the Securities Exchange Act of 1934, including statements regarding the Company’s ability to generate year-over-year growth and increase ADR, the value of and positive results generated by the investments the Company has made in hospitality assets, the Company’s marketing efforts outside the Southeast, and expectations for the winter travel season. These forward-looking statements are qualified in their entirety by cautionary statements and risk factors set forth in St. Joe’s filings with the SEC, including its Annual Report on Form 10-K for the year ended December 31, 2025 and subsequent current report filings, as well as the following: (1) the continued offering of nonstop flights by airlines to large MSAs across the country, (2) the ability of the Company to continue to build awareness of Northwest Florida in markets across the country and (3) unfavorable weather during the winter travel season.

About The St. Joe Company

The St. Joe Company (“Company”) is a diversified Florida 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 joe.com.

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