



**Serenity at Coconut Bay Named a Top 20 Hotel in the World  
as Saint Lucia Resorts Launch New Canadian Travel Advisor Incentives**

VIEUX FORT, Saint Lucia (July 2026) – Serenity at Coconut Bay and Coconut Bay Beach Resort & Spa are celebrating prestigious recognition in Tripadvisor's 2026 Travelers' Choice Best of the Best Awards, a distinction earned by fewer than one percent of the platform's eight million global listings. Alongside the recognition the resorts have unveiled enhanced booking incentives for Canadian travel advisors and a new "Summer of Adventure" offer for their clients.

Serenity at Coconut Bay has earned the #2 ranking among Top Hotels in the Caribbean, #3 among Luxury Hotels in the Caribbean, and #17 among Tripadvisor's Top Hotels in the World. Sister property Coconut Bay Beach Resort & Spa was recognized as the #13 All-Inclusive Resort in the Caribbean.

"Being recognized among the top hotels in the world is especially meaningful because these rankings are based on the experiences and reviews of our guests," said Natalia Greene, Vice President of Sales and Marketing, Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay. "We're grateful to everyone who takes the time to share their experiences and proud of the teams at both resorts who make this recognition possible. Our Canadian travel partners also play an important role in our success, and these enhanced incentives are one way of thanking them for their support and for introducing Canadian travelers to Saint Lucia."

To support the Canadian travel trade, the resorts have introduced a series of exclusive incentives. For registered bookings through August 31, 2026, and for travel through June 30, 2027, advisors can earn Double Bonus Rewards at both resorts. Advisors booking Coconut Bay Beach Resort & Spa can earn Double Bonus Rewards of up to \$140 per seven-night booking, depending on room category. Advisors booking Serenity at Coconut Bay can earn Double Bonus Rewards of \$60, \$120 or \$180 per seven-night booking, depending on accommodation category. These rewards are paid via Visa prepaid card, PayPal, Amazon or Revolut and bookings must be registered at [CBAYREWARDS.COM](https://CBAYREWARDS.COM).

These Double Bonus Rewards are offered through the resorts' CBAYREWARDS\$ advisor program, which also features a Best Rate Guarantee and client savings of up to 55 percent. Advisors booking through Air Canada Vacations also access exclusive value-added benefits including 4,000 Aeroplan points per seven-night stay at Coconut Bay Beach Resort & Spa, 12,000 Aeroplan points per seven-night stay at Serenity at Coconut Bay, Kids Stay Free offers through Air Canada PLAY, and an eighth passenger free on qualifying 2027 group bookings. Canadian advisors looking to experience Coconut Bay Beach Resort & Spa firsthand may also book special travel agent rates starting from US\$369 per night, based on double occupancy.

The announcement also includes a new “Summer of Adventure” offer for Canadian travelers featuring significant savings on stays in the adults-only Harmony wing at Coconut Bay Beach Resort & Spa. Recently rebuilt, the Harmony accommodations combine contemporary Caribbean design with handcrafted Saint Lucian furnishings, spa-inspired bathrooms and wall-to-wall glass doors opening to private balconies and patios. The promotion offers seven-night all-inclusive packages with Air Canada Vacations including roundtrip flights from Toronto Pearson International Airport starting from CAD\$3,329 per person, double occupancy, including taxes and fees. Sample pricing is subject to change.

Located just five minutes from Hewanorra International Airport on 85 oceanfront acres, Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay offer vacation experiences tailored to different travel styles, exceptional service, and authentic Saint Lucian hospitality, qualities reflected in their latest Tripadvisor Travelers' Choice Best of the Best recognition. Coconut Bay, Saint Lucia's most popular Premium All-Inclusive resort, features dedicated adults-only and family-themed accommodations, nine dining venues, seven bars, five pools and the island's largest waterpark across 85 oceanfront acres. The resort recently completed a comprehensive transformation of all Harmony accommodations, with guest response exceeding expectations, and will debut newly redesigned Splash rooms following its annual closure this fall. Together, these projects represent the latest phase of Coconut Bay's continued investment in its accommodations and amenities. Serenity at Coconut Bay provides a more intimate couples-only experience with just 36 spacious Plunge Pool Butler Suites, discreet butler service, elevated all-inclusive dining, and thoughtfully curated experiences centered on privacy, romance, and relaxed luxury.

For additional information, advisors can visit [serenityatcoconutbay.com/travelagents](https://serenityatcoconutbay.com/travelagents) and [cbayresort.com/travel-agents](https://cbayresort.com/travel-agents) or contact Suzanne Fleming, Canada Business Development Manager, at [suzanne@bluewavemarketing.ca](mailto:suzanne@bluewavemarketing.ca) or 416-209-2033.

NOTE TO THE EDITOR:

Images available for download:

<https://spaces.hightail.com/receive/dDHCZ51CU8>

For more information, images and interviews contact Roberta Garzaroli or Mary Brennan at The Atrebor Group / 212.764.0340 / [CoconutBay@AtreborGroup.com](mailto:CoconutBay@AtreborGroup.com).

**About Coconut Bay Beach Resort & Spa**

Coconut Bay Beach Resort & Spa is Saint Lucia's most popular Premium All-Inclusive resort, set on 85 oceanfront acres along the island's south coast, just minutes from Hewanorra International Airport. The resort's 250 rooms are divided between the family-friendly Splash wing and the adults-only Harmony wing, which recently completed a comprehensive \$7 million transformation of all 125 Harmony rooms. Amenities include nine dining venues, seven bars, five pools, the island's largest waterpark, an oceanfront spa and a wide range of land and water sports. Coconut Bay was recognized as the #13 All-Inclusive Resort in the Caribbean in Tripadvisor's 2026 Travelers' Choice Best of the Best Awards and has also earned recognition from Good Housekeeping, U.S. News & World Report, British Airways Holidays and the World Travel Awards. For more information, visit [cbayresort.com](https://cbayresort.com).

**About Serenity at Coconut Bay**

Serenity at Coconut Bay is Saint Lucia's premier couples-only, all-inclusive retreat, offering 36 spacious Plunge Pool Butler Suites just minutes from Hewanorra International Airport. Guests enjoy personalized butler service, 24-hour room service, reservation-free dining, premium beverages and full access to the amenities of Coconut Bay Beach Resort & Spa. Serenity is ranked #2 among Top Hotels in the Caribbean, #3

among Luxury Hotels in the Caribbean, and #17 among Top Hotels in the World in the 2026 Travelers' Choice Best of the Best Awards. For more information, visit [serenityatcoconutbay.com](https://serenityatcoconutbay.com).

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