



**Serenity at Coconut Bay Named a Top 20 Hotel in the World
as Saint Lucia Resorts Introduce New U.S. 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 US 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 shares their experiences and proud of the teams at both resorts who make this recognition possible. Our U.S. travel partners continue to play an important role introducing travelers to Saint Lucia, and these enhanced incentives are one way we can thank them for their support."

To support the U.S. travel trade, the resorts have introduced a series of exclusive booking incentives through their CBAYREWARD\$ advisor program. For registered bookings made by August 31, 2026, for travel through June 30, 2027, advisors booking Coconut Bay Beach Resort & Spa can earn rewards up to \$126 per qualifying seven-night stay, depending on room category. At Serenity at Coconut Bay, advisors can take advantage of an exclusive Double Bonus promotion, earning \$100, \$150 or \$200 per qualifying seven-night booking, depending on suite category. Rewards are paid via gift card and be registered through the resorts' dedicated advisor portals.

In addition to bonuses, the CBAYREWARD\$ program features Best Rate Guarantee, savings of up to 55 percent for clients and an easy online platform for registering bookings and tracking rewards. Advisors interested in experiencing Coconut Bay firsthand may also book special travel advisor rates starting from US\$369 per night, based on double occupancy.

The announcement also includes a new "Summer of Adventure" offer for U.S. 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. Premium All-Inclusive rates start from \$449.00 per room, per night, based on double occupancy.

Clients booking a 7-night stay at the couples-only Serenity at Coconut Bay will experience the ultimate romantic getaway with the complimentary Grand Romance Package for direct bookings. This package features \$1,200 in added value including a Champagne sunset catamaran cruise, a couple's tranquility massage, a private candlelit dinner, chauffeured island tour and other thoughtfully curated experiences that showcase the romance and natural beauty of Saint Lucia.

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 and cbayresort.com/travel-agents or call toll-free from North America at 877-252-0304.

NOTE TO THE EDITOR:

Images available for download:

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

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.

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.

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