

The Virgin Islands Consortium

St. John's Trunk Bay Elevated to Beach 'Hall of Fame' After World's Best Beach Win

After being crowned the world's best beach in 2024, Trunk Bay receives prestigious "Best of the Best" recognition, celebrated for its crystal-clear waters, pristine sands, lush greenery, tranquil atmosphere, and abundant marine wildlife.

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Trunk Bay in St. John, USVI. By. GETTY IMAGES.

After its triumph of being named the [best beach in the world in 2024](#), Trunk Bay on St. John will no longer appear in the rankings of the World's 50 Best Beaches. That is because the iconic strip of sand is now listed among the Best of the Best, considered the

beach “Hall of Fame”.

So says Tine Holst, co-founder and CEO of the World's 50 Best Beaches program. Celebrated as the “quintessential Caribbean paradise”, Trunk Bay’s crystal, pool-like waters and soft sands were highlighted for praise by visitors.

Situated within the boundaries of the Virgin Islands National Park, the beach is a tranquil space framed to perfection by lush greenery and inhabited by abundant wildlife. Protected by geography by Caribbean tradewinds, Trunk Bay’s calm waters make it a swimmer’s paradise, with a vibrant reef making it perfect for snorkeling.

Meanwhile, while no other Virgin Islands beaches have made it onto this year’s listing of the top 50 in the world, St. Thomas’s iconic Magens Bay is ranked among the top 50 in North America. Coming in at #26, the turquoise waters and lush greenery of the bay proved popular amongst the more than 1000 travel professionals who voted this year.

Coming off a [record-shattering year for tourism](#) in 2024, the inclusion of two of the territory’s beaches in “Top 50” rankings bode well for the continued success of the U.S. Virgin Islands’ tourism product in 2025 and beyond.