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Trunk Bay in St. John Soars to Number 6 in World's 50 Best Beaches List

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Unrecognizable woman in white bikini sunbathing under a pink umbrella at a beautiful beach in Trunk Bay, St. John, U.S. Virgin Islands. By. GETTY IMAGES

Trunk Bay, located in St. John USVI has made a remarkable achievement by ranking number six in the [list of the World's 50 Best Beaches 2023](#), as announced by Banana Boat.

This esteemed list is the result of collaboration with over 750 of the world's leading travel influencers and professionals, including distinguished names like Jyo Shankar, Pilot Madeleine, and Dame Traveler. Unlike any other list, it is based on the votes of Beach Ambassadors along with a multitude of the world's most experienced and respected travel influencers, journalists, editors, and agents.

Brianna Bostick, Associate Manager of PR & Brand Partnerships at Banana Boat, emphasized the mission of the list, stating, "We believe in creating experiences that help you enjoy, embrace, and say 'yes' to more fun outdoors. We are proud to present a list of world-class beaches that help you achieve this, especially as we approach the summer months."

The World's 50 Best Beaches list, presented by Banana Boat, serves as a snapshot of the opinions and experiences of top travel influencers and professionals worldwide. The ranking of each beach is based on five significant criteria: sheer untouched nature, remoteness, swimmability, annual days of sunshine, and average annual temperature. The three beaches that clinched the top spots are Lucky Bay in Australia, Anse Source D'Argent of the Seychelles, and Hidden Beach in the Philippines.

Tine Holst, Co-Founder of The World's 50 Best Beaches, explained that the study comes at an opportune moment when many travelers are daydreaming of their ideal summer beach vacation. The list aims to uncover often overlooked hidden gems, and Trunk Bay's high placement certainly puts the spotlight on the breathtaking beauty of the U.S. Virgin Islands.

The process of creating this list involved months of consultation with top travel influencers and professionals and subsequent organization of their submitted beaches based on the number of votes and the ranking according to the set criteria.