MediaRoom

# Not ready for summer to end? Tripadvisor names Best Beaches in the World for 2023 to inspire sun-seekers

**Baia do Sancho, Brazil revealed as world's best beach in Travelers' Choice Awards 2023**
**Two Australian beaches amongst top 25 in world, with Cable Beach in Broome ranked No. 3**
**Aussie beaches make a big splash, securing 7 spots in the top 10 South Pacific beaches**

**SYDNEY, AUS, 1 March, 2023** – Tripadvisor, the world's largest travel guidance platform, today announced the Best of the Best Beaches for 2023 as part of its annual Travelers' Choice® Awards–with two Australian beaches named in the top 25 on the planet.

Tripadvisor analysed tens of millions of reviews submitted by millions of global travellers over the past 12-months. Looking at the quality and quantity of ratings for beach experiences, Tripadvisor was able to determine travellers' absolute favourite beaches of the year. While summer might be coming to an end, this highly-anticipated annual list offers perfect guidance for Aussies looking to chase the sun and sand this year and plan their own unforgettable beach trips, at home and abroad.

"As a huge beach fan myself, I know the impossible-to-resist allure of sunshine and turquoise water—and certainly, there's plenty of that on this year's list," said Sarah Firshein, the Head of Editorial at Tripadvisor. "But there are some delightful surprises as well. In addition to the much-loved beaches of the Caribbean, the South Pacific and Hawaii, our community is really looking to kick up their experiences, even exploring cooler destinations like Reynisfjara Beach in Iceland. So whether you're looking to pack a windbreaker or a swimsuit, our list has something for a wide range of travellers—and it might even convince the most ardent beach sceptics to embrace some time on the sand."

**The Global Winners**

Climbing six places from last year to the No. 1 spot is **Baia do Sancho, Brazil** located on the island of Fernando de Noronha, around 350 kilometres off the coast of Brazil. Off the beaten track and only accessible by a series of steep ladders and steps, Baia de Sancho is not only famous for its picture perfect turquoise waters and unspoiled white sand beach, but also the exotic array of wildlife, including dolphins, rays, turtles and friendly crabs that crawl the shoreline.

One of two Caribbean beaches to make it into the top 10 in the world, **Eagle Beach in Aruba**, was named No. 2, while Australia has once again been recognised as a world-class beach destination, with two entries in the top 25. Famous for its sunset camel rides, **Cable Beach in Broome, Western Australia** made the podium as the No. 3 best beach in the world, while **Manly Beach in Sydney, New South Wales** ranked 13.

A new entry to the world list for 2023 is the dramatic **Reynisfjara Beach in Vik, Iceland** at No. 4. With its world famous black sands and imposing rock formations towering over the shore, some may recognize this striking backdrop from Game of Thrones. But with waves of up to 40 metres and freezing waters, this is a beach best admired from the safety of the coast.

**Top South Pacific Beaches**

Closer to home, Australia dominated the list of the best beaches in the South Pacific for 2023, securing 7 entries in the top 10. Climbing from second position in 2022, Cable Beach **in Broome, Western Australia** was named the No.1 beach in the South Pacific for 2023. Famous the world over for its iconic shoreline camel tours and spectacular sunsets, this 22 kilometre stretch of pristine white sand is lapped by stunning turquoise waters and bounded by golden sand dunes and red ochre cliffs. Planning a visit to Australia's best beach? The Broome Sunset Camel Tour is not to be missed.

A newcomer to the top 10 this year, Manly Beach **in Sydney's Northern Beaches** ranked second, attracting praise not only for its stunning natural beauty but proximity to world-class restaurants, shopping and recreation. As one Tripadvisor reviewer noted, "Bondi takes all the credit and attention but Manly is equally good."

Emily Bay **on Norfolk Island** climbed up three spots this year to take third position, while three Queensland beaches–Mooloolaba Beach **in the Sunshine Coast** and Four Mile Beach **in Port Douglas**, Whitehaven Beach **in the Whitsundays**–all made the top 10.

**Top 10 Beaches in the South Pacific for 2023**

1. Cable Beach - Broome, WA, Australia
2. Manly Beach - Sydney, NSW, Australia
3. Emily Bay - Norfolk Island, Australia
4. Mooloolaba Beach - Mooloolaba, Qld, Australia
5. Matira Beach - Society Island, Bora Bora, French Polynesia
6. Four Mile Beach - Port Douglas, Qld, Australia
7. Whitehaven Beach - Whitsunday Island, Qld, Australia

8. Tahunanui Beach - Nelson, New Zealand
9. Turquoise Bay - Exmouth, WA, Australia
10. Natadola Beach - Sigatoka, Fiji

Beaches is the second category to be released in Tripadvisor's 2023 Travelers' Choice Awards, following Destinations in January. See all the Travelers' Choice Best of the Best Beach winners for 2023 here: tripadvisor.com/TravelersChoice-Beaches.

**Top 10 Beaches in the World for 2023**

1. **Baia do Sancho – Fernando de Noronha, Brazil**

Traveller tip: *"A very beautiful beach, a pretty much postcard beach…there are some pretty cool crabs and...from the top you can see big sharks and rays swimming really close to the shore. The sea is the calmest first thing in the morning, so go as soon as the centre opens at 9am to get your snorkelling in."* - @akeyaranu

2. **Eagle Beach – Aruba, Caribbean**

Traveller tip: *"Best beach on Aruba! Not crowded, white sand and water colour to die for. Went to most of them and this one wins."* - *@896lynny*

3. **Cable Beach – Broome, Australia**

Traveller tip: *"Cable Beach is an iconic place in Broome and with pristine white sand that stretches for many kilometres, it is easy to see why. It is popular with locals and tourists who can enjoy a range of activities from swimming and sunbathing to walking and running. It is a perfect place to relax. The sunsets are very special too."* - @TWal1

4. **Reynisfjara Beach – Vik, Iceland**

Traveller tip: *"Stunning beach. Breathtaking views. If the weather is bad and cloudy, the beach is even more beautiful. Don't miss this unique beach!"* - @198galinam

5. **Grace Bay Beach – Turks and Caicos, Caribbean**

Traveller tip: *"I've been to a few islands and plenty of beaches and so far this beach here, takes the cake. The photos here are beautiful, but I promise you, they do it NO JUSTICE. It's almost unreal when you're there and see how white the sand is and how blue the water is. The sand feels like flour, it's so soft and the water is a little salty and clean."* - @Blaxicana_B

6. **Praia da Falésia – Algarve, Portugal**

Traveller tip: *"This is a stunning looking beach … the sun catches the different coloured orange and yellow sands in the tall cliffs which reflect a warm hue. The actual beach sand is a fine grain golden yellow. The waves crash into the beach with a genteel ferocity that creates a white surf for the swimmers and surfers alike."* - @machinmad

7. **Radhanagar Beach – Havelock Island, India**

Traveller tip: *"One of the best beaches in Asia. Photos don't do justice to the place. It is a place to experience and soak in the surrealism and nature's beauty at this place."* - @Jhaiyam

8. **Spiaggia dei Conigli – Sicily, Italy**

Traveller tip: *"The best beach of the island by far…if it is constantly rated the best beach in 'Europe,' there must be a reason! The water and colour of the sand are so unique. Speechless."* - @ GC_TPH

9. **Varadero Beach – Cuba, Caribbean**

Traveller tip: "*OMG nothing compares! BEST beach and water I have ever experienced. Soft white sand and clear blue warm water. It's hypnotic."* - @ susiemcgill

10. **Ka'anapali Beach – Maui, Hawaii**

Traveller tip: *"This is such a beautiful beach… there is ample sand and grass to sit on and really great snorkelling. The fish and turtles are plentiful… it feels really safe to go out far. The whales jumping in the distance is a wonderful way to just sit on shore and relax."* - @claytonairmail

**END**

**Methodology**

The Travelers' Choice Best of the Best Awards honour travellers' favourite beaches worldwide, based on the quality and quantity of reviews and ratings from Tripadvisor travellers for beaches, gathered over the 12-month period from January 1, 2022, through December 31, 2022.

**About Tripadvisor**

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travellers, from planning to booking to taking a trip. Travellers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travellers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.

* Source: SimilarWeb, unique users de-duplicated monthly, January 2023

** Source: Tripadvisor internal log files

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