

Barbados

Luxury market digest



2025/26
season

Barbados has evolved from a seasonal retreat into a year-round base for high-net-worth buyers seeking lifestyle and investment opportunities. This report examines the island's luxury property market, new development activity, and the rise of branded residences, while exploring how its refined social scene, strong infrastructure, and welcoming community continue to underpin global appeal.

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Longer stays, larger homes

Shifts in demand, inventory and investor behaviour signal a new phase for Barbados' high-end property market

Barbados has long been a favoured winter-retreat for the wealthy, but for a growing number of high-net worth buyers, it's become year-round base for working, living and investing.

The desire for a long-term base is driving prime property market activity: sales of US\$2 million properties by Terra Luxury, Knight Frank's partner on the Island, surged 67% year-on-year between July and October 2025. Growing demand for high-specification properties suited to year-round living has prompted developers to act. New inventory is emerging across key estates such as Apes Hill, Royal Westmoreland alongside the island's first wave of branded residences, due to arrive from 2027 onwards (see next page).

Buyers tend to begin by visiting, before renting, then purchasing, so increases in tourism over time often translate into property sales. In 2024, Barbados welcomed approximately 704,340 stay-over visitors, up 10.6% on 2023 and slightly ahead of pre-pandemic 2019 levels. That momentum has continued into this year: between January and August 2025, there were around 503,000 arrivals, a year-on-year increase of 5.43%.

The United States has now surpassed the United Kingdom as the island's

leading source of international visitors, driven by increased airlift capacity – more than 60,000 additional airline seats were added for the 2025 winter season, according to Barbados Tourism Marketing.

Activity in the holiday rental market is also rising; transactions by Blue Sky Luxury, part of Terra Luxury, climbed 16% annually during the year through October. Yields vary by property type and location, but well-positioned villas in prime areas typically achieve annual returns of 3–5%.

Barbados has a wide residential offering, spanning high-profile golf estates to gated marina communities and standalone beachfront villas. The Platinum Coast on the west side of the island is home to most of the prime stock, including estates like Sandy Lane, Royal Westmoreland, and Apes Hill. Sugar Hill offers privacy and scale, while Port St Charles and Pendry Residences provide direct marina access.

Entry points also span a wide range. Apartments begin at around US\$500,000 in well-located developments, while standalone homes in established estates like Sugar Hill and Royal Westmoreland often range from US\$1.5 million to US\$7 million. Beachfront villas on the Platinum Coast can reach US\$30 million or more, while ultra-prime

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properties in Sandy Lane command prices in excess of US\$10 million.

Developers are focusing on products that are easier to manage, rent out, and maintain – appealing to part-time residents seeking low-hassle ownership. These are typically high-amenity homes managed by an estate or brand. Apes Hill has seen a wave of new development, and developers are increasingly turning to apartments and townhouses, which previously didn't exist at scale. That includes Gibbs Grove, a collection of ten three-bedroom residences by the Grove Group.

Amenities surpass those that of many smaller Caribbean islands. There are around six golf courses on Barbados, for example, four of which are championship-level. The Apes Hill championship course is located 1,000 feet above sea level with panoramic sea views and has recently reopened after major redevelopment.

Residency pathways are also part of the island's long-term appeal. The Barbados Welcome Stamp, introduced in 2020, allows remote workers and digital professionals to live on the island for up to 12 months. For those seeking a more permanent base, the Special Entry and Residence Permit (SERP) offers long-term residency for high-net-worth individuals, with eligibility in Category 1 requiring a minimum investment of US\$2 million and a net worth of at least US\$5 million.

Together, these residency routes – alongside improvements to property stock and lifestyle infrastructure – are formalising the shift from short-term tourism to more permanent patterns of living and investment.



My Barbados

Andrew Blandford-Newson, Associate, International Residential

What makes Barbados stand out in the Caribbean?

It's a very well-established island – great infrastructure, direct flights to the UK, US and Canada, and a strong year-round social calendar. You've got everything from championship golf courses to polo, horse racing and international cricket. It's also outside the hurricane belt, which is increasingly important to buyers thinking about security of investment.

How would you characterise the buyer profile?

Barbados appeals to a broad range of personalities. You've got long-time British and Canadian buyers who know the island well, and an increasing number of US buyers too. Some are looking for privacy on a golf estate, others want marina access or a beachfront villa. It's

diverse, and that's reflected in the homes available.

What does your ideal weekend on the island look like?

For me, a typical weekend starts with a peaceful walk along Gibbs Beach, which is especially beautiful in the early morning. Then it's golf at Sandy Lane, followed by lunch and an afternoon swim. Later, I would head out to meet friends for sundowners along the west coast, which offers plenty of great options. A personal favourite is Sea Shed, known for its lively atmosphere and fantastic food.

What's behind the high return rate among visitors?

The lifestyle is what draws people in, but it's the community that keeps them here. Barbados has a relaxed energy. It's a place where you can really unwind, but still get things done.



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67%

YEAR-ON-YEAR INCREASE OF US\$2 MILLION+ PROPERTIES SOLD BY TERRA LUXURY, KNIGHT FRANK'S PARTNER ON THE ISLAND.
*July to October 2025

BRANDS ON THE BEACH



In the world of luxury real estate, branded residences have become one of the most in-demand segments – driven by buyers seeking five-star homes with all the benefits of hotel-style living.

The sector has expanded rapidly, with the number of branded schemes worldwide rising from 169 in 2011 to 611 today, according to Knight Frank's *The Residence Report*. That figure is expected to reach 1,019 by 2030, with unit numbers projected to surpass 162,000.

The drivers behind this global trend are already evident in Barbados – buyers are seeking larger, more practical homes for extended stays, paired with the convenience of 'lock-and-leave' living: properties that are serviced, managed, and offer the comfort of hotel-style amenities. It's little surprise, then, that branded residences are expected to arrive on the island as early as 2026.

Two headline developments are currently underway. Pendry Residences Barbados, which is being delivered by the contemporary luxury subsidiary of California-based Montage International, will perch on the island's northwest coast. The project will include 46 fully furnished private villas with access to hotel resort facilities. Meanwhile, the Hyatt Ziva development, opening in 2027, will combine several hundred hotel rooms with 28 high-end condominiums, offering a full-service beachfront experience.

While these two projects mark the beginning of the branded residences sector in Barbados, growth in neighbouring markets – most notably the Bahamas – suggests more won't be far behind.

BARBADOS KEY ISLAND LOCATIONS



Recent Research



The Wealth Report 2025



The Residence Report 2025/26



Global Super-Prime Intelligence Q2 2025

We like questions, if you've got one about our research, or would like some property advice, we would love to hear from you.

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