

PARADISE *Calling*

Combining world-class sailing, a vibrant culture, outstanding dining and a welcoming community, Antigua delivers a rare blend of natural beauty and modern luxury. India Cornwell pays a sun-kissed visit



Antigua has long been regarded as one of the Caribbean's most desirable destinations. With more than 300 golden-sand beaches, crystal-clear waters and a year-round tropical climate, it offers an exceptional lifestyle that continues to attract visitors from around the world.

Beyond its appeal as a holiday destination, the island is increasingly attracting attention as one of the Caribbean's most compelling real estate markets. A stable political environment, strong tourism sector, attractive tax advantages and a growing luxury property offering are placing the island firmly on the radar of international investors seeking both lifestyle and long-term value.

At the forefront of this growth is The Residences at Nikki Beach Resort & Spa Antigua, a landmark US\$400 million development located on the iconic shores of Jolly Beach. As Antigua's first branded residences and Nikki Beach's first branded residential project in the Western Hemisphere, the development marks a significant milestone for the island's luxury property market and highlights why now is an ideal time to invest.

Demand for luxury Caribbean property continues to increase as buyers seek destinations that offer both lifestyle appeal and investment potential. Antigua has emerged as a standout choice, attracting investors from the UK, Europe, North America and beyond. A key factor is accessibility. Antigua enjoys direct flights from major international hubs including London, Manchester, New York, Miami and Toronto, allowing owners to move easily between island life

and business commitments. Whether for holidays, seasonal stays or permanent relocation, the island offers convenience alongside exclusivity.

Recent investment in hospitality, marinas, leisure facilities and luxury residential developments has further enhanced appeal. As a result, the island continues to attract affluent travellers and second-home buyers seeking a sophisticated Caribbean destination without sacrificing modern comforts. Luxury yacht tourism, international events and an expanding hospitality sector have also contributed to the island's growing profile among high-net-worth individuals.

Despite this growth, Antigua has retained its authentic character. Historic harbours, colourful villages, local markets and a thriving arts and music scene create a distinctive sense of place that sets it apart from many other luxury destinations. The island's relaxed pace of life, combined with modern infrastructure and exceptional natural surroundings, continues to attract those looking for a balanced lifestyle in one of the world's most beautiful settings.

Developed by White Sand Development Ltd, part of the Ayre Group, in partnership with the Nikki Beach Hospitality Group, The Residences at Nikki Beach Resort & Spa Antigua introduces a new benchmark for luxury living in the Caribbean. Set along one of Antigua's most celebrated stretches of coastline, the development combines exceptional residential ownership with the unmistakable energy, style and world-renowned hospitality experience that has defined the Nikki Beach brand for more than two decades.

More than simply owning a beachfront residence,



owners become part of a globally recognised lifestyle brand synonymous with barefoot luxury, vibrant social experiences and sophisticated beachfront living. Inspired by Nikki Beach's iconic "Celebration of Life" philosophy, the experience is built around the brand's core pillars of music, dining, entertainment, fashion, film and art, creating a dynamic environment that extends far beyond traditional ownership.

The development will offer 134 homes, ranging from 127 studios and one-, two-, and three-bedroom branded residences to four-bedroom beachfront villas, alongside a resort with 82 hotel rooms. Ownership extends beyond the property itself. Residents will have access to a carefully curated lifestyle centred around wellness, leisure, dining and community. The development has been conceived to provide a comprehensive living experience where luxury, convenience and social connection come together. Amenities include an 11,000 square foot state-of-the-art wellness centre and spa, fitness facilities, landscaped outdoor spaces and an exclusive beach club experience. Multiple dining venues will range from relaxed beachfront settings to elevated evening experiences, including Nikki Beach's signature Escape restaurant concept.

Residents can also enjoy a programme of social events, entertainment and wellness activities that reflect the brand's globally recognised lifestyle offering. Families are equally well catered for, with dedicated facilities such as a Kids Club and Teens Lounge designed to ensure residents of all ages can enjoy the development's exceptional lifestyle offering.



The residences have been thoughtfully designed to reflect Antigua's natural beauty and relaxed coastal atmosphere. Created by acclaimed interior design studio ROAM, each home embodies the understated sophistication synonymous with the Nikki Beach brand. Open-plan layouts maximise natural light and space, while carefully selected materials and neutral colour palettes create a contemporary yet calming environment.

Floor-to-ceiling glazing frames sweeping views of the Caribbean Sea, marina and tropical gardens, creating a seamless connection between indoor and outdoor living. Spacious terraces encourage residents to embrace Antigua's climate and enjoy the island's spectacular scenery throughout the year. Sustainability and innovation are



also central to the development. Eco-conscious design features and integrated smart technologies provide modern functionality while supporting a more responsible approach to luxury living. Energy-efficient systems, sustainable materials and thoughtful landscaping have been incorporated to enhance both environmental performance and long-term value. The result is a collection of residences that feels both timeless and future-focused, designed to meet the expectations of today's global buyer while remaining closely connected to the island's natural surroundings.

While Antigua's lifestyle credentials are undeniable, its investment fundamentals are equally attractive. The island's stable government, investor-friendly policies and established legal framework provide confidence for international purchasers seeking a secure destination for property ownership. Combined with a robust tourism industry and growing demand for luxury accommodation, Antigua offers strong potential for both rental income and long-term capital appreciation.

The global popularity of branded residences continues to grow, with buyers increasingly attracted to developments backed by recognised hospitality brands. Enhanced services, premium amenities and international brand recognition have become key drivers of value in this sector. Branded residential developments often command greater buyer interest and stronger resale demand, making them particularly appealing from an investment perspective.

The Residences at Nikki Beach Resort & Spa Antigua is particularly well positioned to benefit from this trend. As

the first branded residential development of its kind on the island, it presents a rare opportunity to enter the market at a pivotal stage of growth. Antigua's Citizenship by Investment Programme further enhances its appeal. Eligible purchasers may apply for Antiguan citizenship through qualifying real estate investments, providing access to a range of travel and lifestyle benefits. For many international investors, this represents an additional layer of value alongside the property itself. Financially, Antigua remains highly attractive, with no capital gains tax and a thriving luxury rental market supported by year-round tourism demand. For buyers seeking a combination of personal enjoyment and investment performance, the island offers a compelling proposition.

As Antigua continues to establish itself as one of the Caribbean's premier luxury destinations, opportunities to secure property within landmark developments are becoming increasingly limited. The Residences at Nikki Beach Resort & Spa Antigua represents more than a real estate purchase, it is an opportunity to become part of a globally recognised lifestyle brand while investing in one of the region's most exciting and fast-growing markets. With a limited collection of residences, an exceptional beachfront location and a world-class amenity offering, the development is set to become one of the Caribbean's most sought-after addresses. Whether seeking a luxury second home, a permanent island residence or a strategic international investment, there has rarely been a more exciting time to look towards Antigua.

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