Barbados’ western “Platinum Coast” attracts most tourists, but its quiet eastern side offers quiet beauty and a new luxury resort. Go World Travel is reader-supported and may earn a commission from purchases made through links in this piece. The western shore of the island of Barbados is lined with low, tony resorts in pastel hues, their gated entryways opening into landscaped courtyards and grand hotel entrances. The rooms face talcum-soft beaches where, just 20 feet out, the water is as clear as a vodka martini. Here on the “Platinum Coast” of Barbados, celebrities quietly frolic in spacious villas and generously walleted British, European, and American tourists lay in for their week of paradisiacal holiday. On our recent visit to the island, we stayed on the east coast. There wasn’t a celebrity to be seen, but from our balcony, the Atlantic was a gorgeous riot of breaking waves. As we sipped our rum in the late evening, overlooking the immense ocean shimmering beneath a nearly full moon, we’d hear a deep, powerful boom as the waves broke against high limestone outcroppings. The first time we heard it, we thought it was thunder. This means that the east coast of Barbados offers a very different experience from the West. While this is the case in much of the Caribbean, it’s particularly true in Barbados, the region’s easternmost island by 100 miles. It’s fully exposed to an unbroken ocean expanse extending over 3,000 miles to West Africa. Habitation and settlement in the east have fluctuated over the years, but the area remains largely undeveloped. This presents some challenges for a visitor, both in finding accommodations and getting to some of the island’s attractions. But it offers something you simply can’t find on the Platinum Coast: A powerful taste of nature, some true Bajan culture, and splendid isolation. Things are so quiet and calm in the east some locals call it the “Medicated Coast.” The east coast resort where we stayed, the Wyndham Grand Sam Lord’s Castle, is pretty grand indeed. Comprising a cluster of four- to five-story buildings holding 422 rooms and suites, it’s a commanding contemporary structure overlooking a stretch of beach ideal for invigorating strolls and undisturbed lounging but far too rough for swimming. The Sam Lord has four pools, two of which are the centerpiece of the bi-level main courtyard, surrounded by cabanas and lounges. The rooms are generous, the mattresses are a joy, and the bathrooms offer marble-lined showers that, if they were in your friend’s house, you’d be jealous of. The Wyndham is an all-inclusive, which pretty much has to be given how few restaurants, bars, and things to do are located in the east. We found the food good — though curiously its main dining venue is a Mediterranean grill, serving a typical international tourist’s menu: pasta, fish, sushi, burgers, tacos, and such, mostly well-prepared.