

Patina Maldives, Fari Islands

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

44 /100

EMERGING PRESENCE

Visibility is currently in the emerging presence band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Patina Maldives, Fari Islands holds 4% blended non-branded search visibility, ranking #5; the current leader Baglioni Resort Maldives holds 12%.
- Branded search visibility is 75%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 90%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
4%

Ranks #5 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
75%

30/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%

No detected Rednote account

SENTIMENT
90% Positive

Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8%

Baglioni Resort Maldives leads at 12%, ahead by 8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Patina Maldives, Fari Islands records 4% blended SOV, ranking #5, while Baglioni Resort Maldives leads with 12%. The category remains fragmented, with “Other” brands accounting for 54.4% of visibility.

Search terms: Broad Search: Maldives resort • Narrow Search: Maldives food hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Baglioni Resort Maldives	12%
2	The Ritz-Carlton Maldiv.	7.2%
3	OZEN By Atmosphere At M.	4.8%
4	Anantara Madivaru Maldi.	4%
5	Patina Maldives, Fari I.	4%
6	Cheval Blanc Randheli	3.2%
7	JOALI Maldives	3.2%
8	Allia Maldives	2.4%
9	Club Med Kani	2.4%
10	Melia Whale Reef Island	2.4%
	Other	54.4%

Brand SOV 4% Brand Rank #5 Total Brands 65 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Baglioni Resort Maldives	25%
2	OZEN By Atmosphere At M.	6.7%
3	The Ritz-Carlton Maldiv.	5%
4	Allia Maldives	3.3%
5	Anantara Madivaru Maldi.	3.3%
6	Melia Whale Reef Island	3.3%
7	One&Only Reethi Rah	3.3%
8	Patina Maldives, Fari I.	3.3%
9	Sun Siyam Olhuveli	3.3%
10	Aman Maldives	1.7%
	Other	41.7%

Brand SOV 3.3% Brand Rank #8 Total Brands 35 Avg. SOV 2.9%

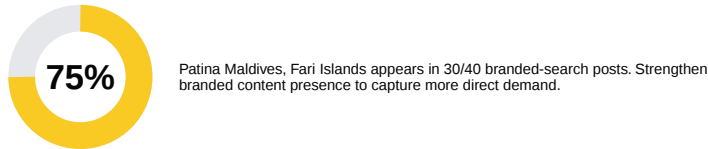
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	9.2%
2	Anantara Madivaru Maldi.	4.6%
3	Cheval Blanc Randheli	4.6%
4	JOALI Maldives	4.6%
5	Patina Maldives, Fari I.	4.6%
6	Ayada Maldives	3.1%
7	Club Med Kani	3.1%
8	JW Marriott Kaafu Atoll.	3.1%
9	OZEN By Atmosphere At M.	3.1%
10	The St. Regis Maldives .	3.1%
	Other	56.9%

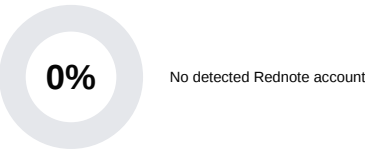
Brand SOV 4.6% Brand Rank #5 Total Brands 46 Avg. SOV 2.2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

7%

POSITIVE

90%

WHAT PEOPLE ARE SAYING

- Positive:** The resort is consistently celebrated for its contemporary design, diverse and delicious dining options especially well-suited to Chinese tastes, exceptional child-friendly policies with free kids' meals and a well-run club, attentive Chinese-speaking service, and beautiful lagoon views.
- Neutral:** While the island's vegetation has matured and the overall look is neat, the sand can be slightly coarse, some beach areas have breakwaters, and the speedboat transfer may be bumpy.
- Negative:** Common drawbacks include very limited snorkeling directly from the villas, room privacy concerns due to open bathroom layouts, occasional pushy upselling for paid dining add-ons and supplements within the half-board plan, and isolated reports of unequal treatment towards Chinese guests.

5 OPPORTUNITIES

- Launch an owned Rednote presence**
No detected Rednote account is connected to this brand. Creating or linking an official account is an opportunity to own branded-search results and provide clear booking, amenities, and location proof.
- Turn positive sentiment into proof**
Users already respond positively to: The resort is consistently celebrated for its contemporary design, diverse and delicious dining options especially well-suited to Chinese tastes, exceptional child-friendly policies with free kids' meals and a well-run club, attentive Chinese-speaking service, and beautiful lagoon views. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- Address recurring trust concerns**
Negative feedback is lower-volume (3%) but specific: Common drawbacks include very limited snorkeling directly from the villas, room privacy concerns due to open bathroom layouts, occasional pushy upselling for paid dining add-ons and supplements within the half-board plan, and isolated reports of unequal treatment towards Chinese guests. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 44 / 100 to 56-66 / 100 through keyword-led content, KOC proof, and stronger brand association.