

Mia Resort Nha Trang

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

63 /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

- Mia Resort Nha Trang holds **9.3%** blended non-branded search visibility, ranking **#3**; the current leader JW Marriott Cam Ranh Bay Resort & Spa holds **14.8%**.
- Branded search visibility is **100%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **88%**; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

 SHARE OF VOICE
9.3%
Ranks #3 blended and #3 broad across selected non-branded keyword runs.

 BRANDED SEARCH
100%
40/40 branded-search posts mention the selected brand.

 BRAND CONTROL
0%
No detected Rednote account

 SENTIMENT
88% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

 COMPETITIVE GAP (BLENDED SEARCH)
5.5%
JW Marriott Cam Ranh Bay Resort & Spa leads at 14.8%, ahead by 5.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mia Resort Nha Trang records 9.3% blended SOV, ranking #3, while JW Marriott Cam Ranh Bay Resort & Spa leads with 14.8%. The category remains fragmented, with “Other” brands accounting for 28.7% of visibility.

Search terms: Broad Search: Nha Trang hotel recommendations • Narrow Search: Nha Trang sea view resort hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Cam Ranh Ba.	14.8%
2	The Anam Cam Ranh	12%
3	Mia Resort Nha Trang	9.3%
4	Fusion Resort Cam Ranh	7.4%
5	Radisson Blu Resort, Ca.	6.5%
6	The Westin Resort & Spa.	6.5%
7	Amiana Resort Nha Trang	4.6%
8	Ana Mandara Cam Ranh	3.7%
9	Hon Tam Resort Nha Trang	3.7%
10	Amanoi	2.8%
	Other	28.7%

Brand SOV 9.3% Brand Rank #3 Total Brands 30 Avg. SOV 3.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Mia Resort Nha Trang	10.4%
2	JW Marriott Cam Ranh Ba.	10.4%
3	Fusion Resort Cam Ranh	8.3%
4	The Anam Cam Ranh	8.3%
5	The Westin Resort & Spa.	8.3%
6	Hon Tam Resort Nha Trang	6.3%
7	Radisson Blu Resort, Ca.	6.3%
8	Amiana Resort Nha Trang	4.2%
9	Ana Mandara Cam Ranh	4.2%
10	Nha Trang Marriott Reso.	4.2%
	Other	29.2%

Brand SOV 10.4% Brand Rank #1 Total Brands 23 Avg. SOV 4.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Cam Ranh Ba.	18.3%
2	The Anam Cam Ranh	15%
3	Mia Resort Nha Trang	8.3%
4	Fusion Resort Cam Ranh	6.7%
5	Radisson Blu Resort, Ca.	6.7%
6	Amiana Resort Nha Trang	5%
7	The Westin Resort & Spa.	5%
8	Amanoi	3.3%
9	Amiana Resort Cam Ranh	3.3%
10	Ana Mandara Cam Ranh	3.3%
	Other	25%

Brand SOV 8.3% Brand Rank #3 Total Brands 22 Avg. SOV 4.5%

3 BRANDED SEARCH & BRAND CONTROL

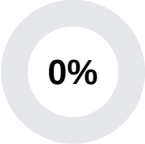
BRANDED SEARCH



100%

Mia Resort Nha Trang appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

5%

POSITIVE

88%

WHAT PEOPLE ARE SAYING

 **Positive:** Guests consistently praise the resort's warm, personalized service, stunning sea views and photogenic lobby, and the overall value for money, especially for a quiet, relaxing stay with good Vietnamese food and free amenities like tennis courts and shuttle service.

 **Neutral:** The resort is noted for its remote location away from the city center, limited on-site dining and entertainment options, and a rocky beach with strong waves that is not ideal for swimming.

 **Negative:** Some guests report issues with certain villa layouts (e.g., multi-bedroom units with small rooms, shared bathrooms, and no elevator), hot and unairconditioned public areas, and inconsistent food quality or pricing, with some finding the spa underwhelming and minibar charges unclear.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the resort's warm, personalized service, stunning sea views and photogenic lobby, and the overall value for money, especially for a quiet, relaxing stay with good Vietnamese food and free amenities like tennis courts and shuttle service. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Some guests report issues with certain villa layouts (e.g., multi-bedroom units with small rooms, shared bathrooms, and no elevator), hot and unairconditioned public areas, and inconsistent food quality or pricing, with some finding the spa underwhelming and minibar charges unclear. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 63 / 100 to 75-85 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: September 2026 • Collection coverage: complete • posts 160/160 • details 160/160

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