

Taj Exotica Resort & Spa, Maldives

Rednote Search Visibility Audit

Audit period: July 2026



DAISY VISIBILITY INDEX

37 /100

LOW VISIBILITY

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

EXECUTIVE READOUT

- Taj Exotica Resort & Spa, Maldives holds **1.2%** blended non-branded search visibility, ranking **#34**; the current leader The Ritz-Carlton Maldives, Fari Islands holds **6%**.
- Branded search visibility is **73%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **81%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
1.2%

Ranks #34 blended and #51 broad across selected non-branded keyword runs.



BRANDED SEARCH
73%

29/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
81% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
4.8%

The Ritz-Carlton Maldives, Fari Islands leads at 6%, ahead by 4.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Taj Exotica Resort & Spa, Maldives records 1.2% blended SOV, ranking #34, while The Ritz-Carlton Maldives, Fari Islands leads with 6%. The category remains fragmented, with "Other" brands accounting for 71.4% of visibility.

Search terms: Broad Search: Maldives luxury hotel recommendations • Narrow Search: Maldives couples hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	6%
2	JW Marriott Maldives Re.	3.6%
3	Ozen Reserve Bolifushi	3%
4	Sun Siyam Iru Fushi	3%
5	Ayada Maldives	2.4%
6	Kuramathi Maldives	2.4%
7	Soneva Jani	2.4%
8	Sun Siyam World Maldives	2.4%
9	Ecobo Maldives Thinadhoo	1.8%
10	Huvafen Fushi Maldives	1.8%
	Other	71.4%
34	Taj Exotica Resort & Sp.	1.2%

Brand SOV 1.2% Brand Rank #34 Total Brands 98 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	6.3%
2	JW Marriott Maldives Re.	3.2%
3	Ozen Reserve Bolifushi	3.2%
4	Sun Siyam Iru Fushi	3.2%
5	Waldorf Astoria Maldiv.	3.2%
6	Angsana Velavaru	2.1%
7	Bandos Maldives	2.1%
8	Coco Bodu Hithi	2.1%
9	Ecobo Maldives Thinadhoo	2.1%
10	Emerald Faarufushi Reso.	2.1%
	Other	70.5%
61	Taj Exotica Resort & Sp.	1.1%

Brand SOV 1.1% Brand Rank #61 Total Brands 67 Avg. SOV 1.5%

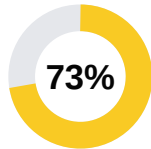
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	5.5%
2	Ayada Maldives	4.1%
3	JW Marriott Maldives Re.	4.1%
4	Sun Siyam World Maldives	4.1%
5	Barceló Whale Shark Isl.	2.7%
6	Kuramathi Maldives	2.7%
7	Ozen Reserve Bolifushi	2.7%
8	Soneva Jani	2.7%
9	Sun Siyam Iru Fushi	2.7%
10	W Maldives	2.7%
	Other	65.8%
51	Taj Exotica Resort & Sp.	1.4%

Brand SOV 1.4% Brand Rank #51 Total Brands 58 Avg. SOV 1.7%

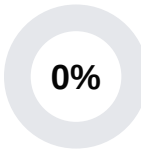
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Taj Exotica Resort & Spa, Maldives appears in 29/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

12%

POSITIVE

81%

WHAT PEOPLE ARE SAYING



Positive: The resort is consistently praised for its stunning, vast lagoon with clear turquoise waters, offering a beautiful setting that guests describe as breathtaking and perfect for relaxation.



Neutral: The resort's all-inclusive plan is specifically noted to exclude minibar drinks, and meal plans can vary between packages, as some guests receive broader dining access than initially offered.



Negative: The resort has multiple reports of inconsistent service and hidden costs, including a price discrepancy at the spa and unclear breakfast billing rules that led to unexpected charges.

5 OPPORTUNITIES

1 Capture broad discovery demand

Taj Exotica Resort & Spa, Maldives ranks #51 in broad search with 1.4% SOV, while The Ritz-Carlton Maldives, Fari Islands leads at 5.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 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.

3 Turn positive sentiment into proof

Users already respond positively to: The resort is consistently praised for its stunning, vast lagoon with clear turquoise waters, offering a beautiful setting that guests describe as breathtaking and perfect for relaxation. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: The resort has multiple reports of inconsistent service and hidden costs, including a price discrepancy at the spa and unclear breakfast billing rules that led to unexpected charges. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.