

Patina Maldives, Fari Islands



Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

43 /100

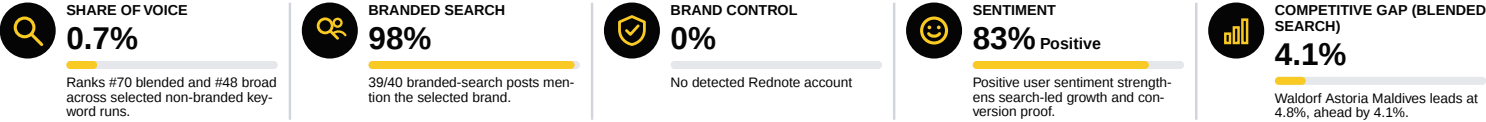
EMERGING PRESENCE

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 0.7% blended non-branded search visibility, ranking #70; the current leader Waldorf Astoria Maldives holds 4.8%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



2 SHARE OF VOICE Non-Branded Search Visibility

Patina Maldives, Fari Islands records 0.7% blended SOV, ranking #70, while Waldorf Astoria Maldives leads with 4.8%. The category remains fragmented, with “Other” brands accounting for 68% of visibility.

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

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Waldorf Astoria Maldives	4.8%
2	Milaidhoo Island Maldiv.	4.1%
3	Ayada Maldives	3.4%
4	Ozen Reserve Bolifushi	3.4%
5	Siyam World Resort	3.4%
6	Allia Maldives	2.7%
7	Sun Siyam Iru Fushi	2.7%
8	The Ritz-Carlton Maldiv.	2.7%
9	W Maldives	2.7%
10	Cora Cora Maldives	2%
	Other	68%
70	Patina Maldives, Fari I.	0.7%

Brand SOV 0.7% Brand Rank #70 Total Brands 82 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Milaidhoo Island Maldiv.	6.7%
2	Siyam World Resort	6.7%
3	Cora Cora Maldives	5%
4	Waldorf Astoria Maldives	5%
5	Allia Maldives	3.3%
6	Bandos Island Resort	3.3%
7	Lily Beach Resort & Spa	3.3%
8	NH Collection Maldives .	3.3%
9	Ozen Reserve Bolifushi	3.3%
10	Sun Siyam Iru Fushi	3.3%
	Other	56.7%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

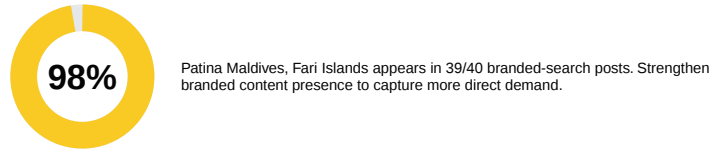
BROAD SEARCH

Rank	Brand	Share of Voice
1	Ayada Maldives	5.7%
2	Waldorf Astoria Maldives	4.6%
3	Joali Maldives	3.4%
4	Ozen Reserve Bolifushi	3.4%
5	W Maldives	3.4%
6	Allia Maldives	2.3%
7	Amilla Fushi	2.3%
8	Cocoon Maldives	2.3%
9	Huvafen Fushi	2.3%
10	InterContinental Maldiv.	2.3%
	Other	67.8%
48	Patina Maldives, Fari I.	1.1%

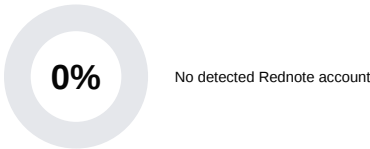
Brand SOV 1.1% Brand Rank #48 Total Brands 59 Avg. SOV 1.7%

3 BRANDED SEARCH & BRAND CONTROL

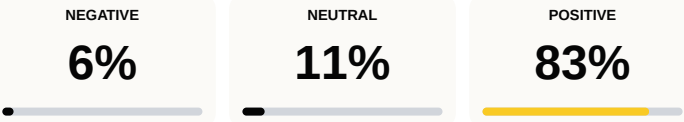
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests consistently praised the outstanding dining options (especially the Chinese restaurant), the exceptionally family-friendly policies with free kids' meals and activities, and the attentive, warm service from staff and Chinese-speaking butlers.
- Neutral:** The resort is a man-made island with mature vegetation and a stylish minimalist design, but its lagoon has limited marine life and the beach sand is not fine; overall it suits those prioritizing food, design, and family amenities over snorkeling.
- Negative:** Several guests were disappointed by the weak snorkeling and the coarse, rocky sand that made walking uncomfortable; some also mentioned pushy upsells for paid dining and a rough, bumpy return speedboat ride that stopped at another resort.

5 OPPORTUNITIES

- 1 Capture broad discovery demand**
Patina Maldives, Fari Islands ranks #48 in broad search with 1.1% SOV, while Ayada Maldives leads at 5.7%. 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: Guests consistently praised the outstanding dining options (especially the Chinese restaurant), the exceptionally family-friendly policies with free kids' meals and activities, and the attentive, warm service from staff and Chinese-speaking butlers. 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 (6%) but specific: Several guests were disappointed by the weak snorkeling and the coarse, rocky sand that made walking uncomfortable; some also mentioned pushy upsells for paid dining and a rough, bumpy return speedboat ride that stopped at another resort. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 43 / 100 to 55-65 / 100 through keyword-led content, KOC proof, and stronger brand association.