

The Westin Nirup Island Resort & Spa

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

60 /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

- The Westin Nirup Island Resort & Spa holds 9.2% blended non-branded search visibility, ranking #3; the current leader Turi Beach Resort holds 16.3%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 87%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
9.2%
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
87% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.1%
Turi Beach Resort leads at 16.3%, ahead by 7.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Westin Nirup Island Resort & Spa records 9.2% blended SOV, ranking #3, while Turi Beach Resort leads with 16.3%. The category remains fragmented, with “Other” brands accounting for 39.7% of visibility.

Search terms: Broad Search: Batam hotel recommendations • Narrow Search: Batam private island hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Turi Beach Resort	16.3%
2	Montigo Resorts, Nongsa	10.6%
3	The Westin Nirup Island.	9.2%
4	Batam Marriott Hotel Ha.	5%
5	Hotel Indigo Bintan Lag.	4.3%
6	HARRIS Resort Bareleng .	3.5%
7	Batam View Beach Resort	2.8%
8	Grand Mercure Batam Cen.	2.8%
9	Nagoya Hill Hotel	2.8%
10	Woda Villa & Spa	2.8%
	Other	39.7%

Brand SOV 9.2% Brand Rank #3 Total Brands 44 Avg. SOV 2.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Turi Beach Resort	20%
2	Montigo Resorts, Nongsa	14.3%
3	The Westin Nirup Island.	11.4%
4	Batam Marriott Hotel Ha.	8.6%
5	HARRIS Resort Barelang .	5.7%
6	Batam View Beach Resort	4.3%
7	Grand Mercure Batam Cen.	4.3%
8	Holiday Inn Resort Batam	2.9%
9	Radisson Golf & Convent.	2.9%
10	The BCC Hotel & Residen.	2.9%
	Other	22.9%

Brand SOV 11.4% Brand Rank #3 Total Brands 25 Avg. SOV 4%

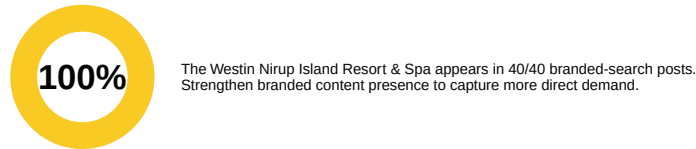
BROAD SEARCH

Rank	Brand	Share of Voice
1	Turi Beach Resort	12.7%
2	Hotel Indigo Bintan Lag.	8.5%
3	The Westin Nirup Island.	7%
4	Montigo Resorts, Nongsa	7%
5	Four Points By Sheraton.	4.2%
6	Holiday Inn Resort Bint.	4.2%
7	Nagoya Hill Hotel	4.2%
8	ARTOTEL Batam	2.8%
9	Club Med Bintan Island	2.8%
10	Harris Hotel & Suites N.	2.8%
	Other	43.7%

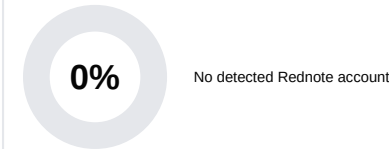
Brand SOV 7% Brand Rank #3 Total Brands 36 Avg. SOV 2.8%

3 BRANDED SEARCH & BRAND CONTROL

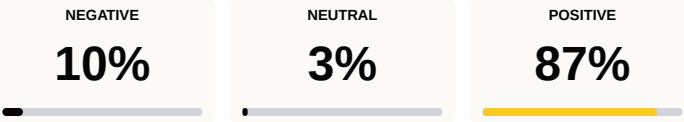
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests consistently praise the resort's convenient 45-minute ferry ride from Singapore, brand-new facilities, and attentive staff, making it an ideal weekend escape for families and couples seeking a quiet, scenic island retreat with good value for money.
- Neutral:** The resort is still in its early operational phase, with some facilities like villas and certain amenities under development, and the island's small size and limited activities may not suit those seeking a fully polished, action-packed resort experience.
- Negative:** Some guests noted issues with room amenities such as unreliable hot water, low water pressure, and awkward bathroom layouts, while the beach quality, mosquito presence, and overall 'resort feel' were considered underwhelming compared to more established destinations.

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 convenient 45-minute ferry ride from Singapore, brand-new facilities, and attentive staff, making it an ideal weekend escape for families and couples seeking a quiet, scenic island retreat with good value for money. 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 (10%) but specific: Some guests noted issues with room amenities such as unreliable hot water, low water pressure, and awkward bathroom layouts, while the beach quality, mosquito presence, and overall 'resort feel' were considered underwhelming compared to more established destinations. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 60 / 100 to 72-82 / 100 through keyword-led content, KOC proof, and stronger brand association.