

Holiday Inn Resort Phuket

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

38 /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

Holiday Inn Resort Phuket holds 3.2% blended non-branded search visibility, ranking #4; the current leader Katathani Phuket Beach Resort holds 9.6%.

Branded search visibility is 60%, 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

SHARE OF VOICE

3.2%

Ranks #4 blended and #14 broad across selected non-branded keyword runs.

BRANDED SEARCH

60%

24/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

83% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

6.4%

Katathani Phuket Beach Resort leads at 9.6%, ahead by 6.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Resort Phuket records 3.2% blended SOV, ranking #4, while Katathani Phuket Beach Resort leads with 9.6%. The category remains fragmented, with “Other” brands accounting for 59.2% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket Patong Beach hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach.	9.6%
2	Anona Sunset Boutique H.	5.6%
3	The Surin Phuket	4.8%
4	Holiday Inn Resort Phuk.	3.2%
5	Courtyard By Marriott P.	3.2%
6	Le Méridien Phuket Beac.	3.2%
7	Pamookkoo Resort	3.2%
8	The Shore At Katathani	3.2%
9	Chanalai Romantica Reso.	2.4%
10	Dinso Resort & Villas P.	2.4%
	Other	59.2%

Brand SOV 3.2% Brand Rank #4 Total Brands 67 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach.	16.4%
2	Anona Sunset Boutique H.	7.3%
3	Courtyard By Marriott P.	7.3%
4	Holiday Inn Resort Phuk.	5.5%
5	Dinso Resort & Villas P.	5.5%
6	Le Méridien Phuket Beac.	5.5%
7	Pamookkoo Resort	5.5%
8	Amari Phuket	3.6%
9	Phuket Leelavadee Hua T.	3.6%
10	Phuket Marriott Resort .	3.6%
	Other	36.4%

Brand SOV 5.5% Brand Rank #4 Total Brands 30 Avg. SOV 3.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Surin Phuket	8.6%
2	The Shore At Katathani	5.7%
3	Anona Sunset Boutique H.	4.3%
4	Chanalai Romantica Reso.	4.3%
5	Katathani Phuket Beach .	4.3%
6	Pullman Phuket Arcadia .	4.3%
7	Renaissance Phuket Reso.	4.3%
8	The Nai Harn Phuket	4.3%
9	Amanpuri	2.9%
10	Anantara	2.9%
	Other	54.3%
14	Holiday Inn Resort Phuk.	1.4%

Brand SOV 1.4% Brand Rank #14 Total Brands 45 Avg. SOV 2.2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

60%

Holiday Inn Resort Phuket appears in 24/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

13%

NEUTRAL

4%

POSITIVE

83%

WHAT PEOPLE ARE SAYING

Positive: The hotel is consistently praised as a top family-friendly choice in Patong, with excellent kids' facilities including multiple pools, a kids club, and easy beach access, plus attentive service and spacious, well-equipped rooms that make it a reliable and comfortable stay.

Neutral: The hotel offers a mix of older and newer buildings, with breakfast described as adequate but not particularly tailored to Chinese tastes, and pool access varies by room zone, which can be slightly confusing.

Negative: Some guests found the hotel crowded and noisy, with reports of loud music from neighboring rooms late into the night, and a few felt the value was not high for the price, especially compared to other options.

5 OPPORTUNITIES

1

Capture broad discovery demand

Holiday Inn Resort Phuket ranks #14 in broad search with 1.4% SOV, while The Surin Phuket leads at 8.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

Holiday Inn Resort Phuket appears in 24/40 branded-search posts (60%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3

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.

4

Turn positive sentiment into proof

Users already respond positively to: The hotel is consistently praised as a top family-friendly choice in Patong, with excellent kids' facilities including multiple pools, a kids club, and easy beach access, plus attentive service and spacious, well-equipped rooms that make it a reliable and comfortable stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5

Address recurring trust concerns

Negative feedback is lower-volume (13%) but specific: Some guests found the hotel crowded and noisy, with reports of loud music from neighboring rooms late into the night, and a few felt the value was not high for the price, especially compared to other options. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 38 / 100 to 50-60 / 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

Daisy Visibility Index™