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Banyan Tree Krabi

Rednote Search Visibility Audit

Audit period: June 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

- Banyan Tree Krabi holds 6% blended non-branded search visibility, ranking #4; the current leader Pimalai Resort & Spa holds 13.3%.
- Branded search visibility is 55%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 84%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
6%
Ranks #4 blended and #3 broad across selected non-branded keyword runs.

BRANDED SEARCH
55%
22/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
84% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.3%
Pimalai Resort & Spa leads at 13.3%, ahead by 7.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Banyan Tree Krabi records 6% blended SOV, ranking #4, while Pimalai Resort & Spa leads with 13.3%. The category remains fragmented, with "Other" brands accounting for 49.4% of visibility.

Search terms: Broad Search: Krabi hotel guide • Narrow Search: Krabi hotels with private pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Pimalai Resort & Spa	13.3%
2	Phulay Bay, A Ritz-Carl.	8.4%
3	Rayavadee Krabi	8.4%
4	Banyan Tree Krabi	6%
5	Anyavee Krabi Beach Res.	2.4%
6	Atour Hotel	2.4%
7	Infinite Ao Nang Hotel	2.4%
8	Infinity Ao Nang Hotel	2.4%
9	JI Hotel	2.4%
10	Krabi La Playa Resort	2.4%
	Other	49.4%

Brand SOV 6% Brand Rank #4 Total Brands 43 Avg. SOV 2.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rayavadee Krabi	15.4%
2	Pimalai Resort & Spa	10.3%
3	Banyan Tree Krabi	7.7%
4	Phulay Bay, A Ritz-Carl.	7.7%
5	Anyavee Krabi Beach Res.	5.1%
6	Layana Resort & Spa	5.1%
7	PANAN Hotel Krabi	5.1%
8	Adam Hotel	2.6%
9	Ascott Embassy Sathorn .	2.6%
10	De Malee	2.6%
	Other	35.9%

Brand SOV 7.7% Brand Rank #3 Total Brands 24 Avg. SOV 4.2%

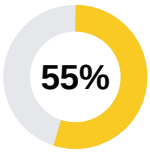
BROAD SEARCH

Rank	Brand	Share of Voice
1	Pimalai Resort & Spa	15.9%
2	Phulay Bay, A Ritz-Carl.	9.1%
3	Banyan Tree Krabi	4.5%
4	Atour Hotel	4.5%
5	JI Hotel	4.5%
6	Rainforest Hotel At Ao .	4.5%
7	Rayavadee Resort	4.5%
8	Vienna Hotel	4.5%
9	Amanzoe	2.3%
10	Anawa Krabi	2.3%
	Other	43.2%

Brand SOV 4.5% Brand Rank #3 Total Brands 29 Avg. SOV 3.4%

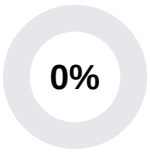
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Banyan Tree Krabi appears in 22/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	16%	84%

WHAT PEOPLE ARE SAYING

Positive: The resort offers a serene and private tropical escape with a beautiful private beach, stunning sunsets, and excellent facilities for a relaxing stay.

Neutral: The hotel is often featured in travel guides and promotions, with some guests noting its suitability for families and its secluded location.

Negative: Some guests find the hotel average compared to other options, and its isolated location means limited access to nearby amenities like convenience stores.

5 OPPORTUNITIES

1. **Make branded search more consistent**
Banyan Tree Krabi appears in 22/40 branded-search posts (55%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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 offers a serene and private tropical escape with a beautiful private beach, stunning sunsets, and excellent facilities for a relaxing stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

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