

The Coral Executive Lounge Thailand

Rednote Search Visibility Audit

Audit period: September 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

- The Coral Executive Lounge Thailand holds 12% blended non-branded search visibility, ranking #2; the current leader Suvarnabhumi Airport holds 26.3%.
- 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 make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE

12%

Ranks #2 blended and #2 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)

14.3%

Suvarnabhumi Airport leads at 26.3%, ahead by 14.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Coral Executive Lounge Thailand records 12% blended SOV, ranking #2, while Suvarnabhumi Airport leads with 26.3%. The category remains fragmented, with “Other” brands accounting for 29.5% of visibility.

Search terms: Broad Search: Thailand airport lounge • Narrow Search: Thailand airport VIP lounge booking

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Suvarnabhumi Airport	26.3%
2	The Coral Executive Lou.	12%
3	Phuket International Ai.	9.7%
4	Thai Airways Royal Orch.	5.1%
5	Miracle Lounge	4.1%
6	Miracle First Class Lou.	3.2%
7	Plaza Premium Lounge	2.8%
8	The Coral Finest Busine.	2.8%
9	Don Mueang Internationa.	2.3%
10	The Coral Finest Busine.	2.3%
	Other	29.5%

Brand SOV 12% Brand Rank #2 Total Brands 53 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Suvarnabhumi Airport	32.3%
2	The Coral Executive Lou.	8.1%
3	Phuket International Ai.	7.1%
4	Don Mueang Internationa.	3%
5	Miracle Lounge	3%
6	Plaza Premium Lounge	3%
7	Chiang Mai Internationa.	2%
8	Hong Kong International.	2%
9	Miracle First Class Lou.	2%
10	Royal Orchid Lounge	2%
	Other	35.4%

Brand SOV 8.1% Brand Rank #2 Total Brands 43 Avg. SOV 2.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Suvarnabhumi Airport	21.2%
2	The Coral Executive Lou.	15.3%
3	Phuket International Ai.	11.9%
4	Thai Airways Royal Orch.	8.5%
5	Miracle Lounge	5.1%
6	The Coral Finest Busine.	5.1%
7	Miracle First Class Lou.	4.2%
8	The Coral Finest Busine.	3.4%
9	Plaza Premium Lounge	2.5%
10	Thai Airways Royal Silk.	2.5%
	Other	20.3%

Brand SOV 15.3% Brand Rank #2 Total Brands 26 Avg. SOV 3.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

60%

The Coral Executive Lounge Thailand 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

17%

NEUTRAL

0%

POSITIVE

83%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently highlight the free 15-minute Thai shoulder/neck massage as a standout perk, along with comfortable, quiet seating, plentiful charging points, and a good variety of food and drinks that are regularly replenished by attentive staff.

Neutral:

The experience varies noticeably by location: some lounges are spacious and well-equipped, while others are compact with limited seating and simpler food options; hot dishes may need to be requested from staff, and amenities like showers or restrooms differ across branches.

Negative:

Several reviews criticize specific branches for being cramped, crowded, and stuffy, with subpar food; others note overly cold air conditioning, lack of bottled water, or paid extras like showers and sleep areas, making the value questionable unless entry is free.

5 OPPORTUNITIES

1 Make branded search more consistent

The Coral Executive Lounge Thailand 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.

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 highlight the free 15-minute Thai shoulder/neck massage as a standout perk, along with comfortable, quiet seating, plentiful charging points, and a good variety of food and drinks that are regularly replenished by attentive staff. 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 (17%) but specific: Several reviews criticize specific branches for being cramped, crowded, and stuffy, with subpar food; others note overly cold air conditioning, lack of bottled water, or paid extras like showers and sleep areas, making the value questionable unless entry is free. 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.

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™