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Wyndham Grand Phuket Kalim Bay

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

19 /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

- Wyndham Grand Phuket Kalim Bay holds 0% blended non-branded search visibility, ranking -; the current leader Katathani Phuket Beach Resort holds 8.5%.
- Branded search visibility is 30%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
30%
12/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.5%
Katathani Phuket Beach Resort leads at 8.5%, ahead by 8.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Wyndham Grand Phuket Kalim Bay records 0% blended SOV, ranking -, while Katathani Phuket Beach Resort leads with 8.5%. The category remains fragmented, with "Other" brands accounting for 62.3% of visibility.

Search terms: Broad Search: Phuket sea view hotel recommendations • Narrow Search: Phuket hotels with infinity pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	8.5%
2	The Racha	6.2%
3	Paradox Resort Phuket	3.8%
4	Baan Sailom Resort	3.1%
5	Ban Raya Resort And Spa	3.1%
6	Rayaburi Resort	3.1%
7	Renaissance Phuket Reso.	3.1%
8	Anantara Layan Phuket R.	2.3%
9	Anona Sunset Boutique	2.3%
10	Baan Karonburi Resort	2.3%
	Other	62.3%

Brand SOV 0% Brand Rank - Total Brands 71 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Racha	8.6%
2	Katathani Phuket Beach .	5.2%
3	Rayaburi Resort	5.2%
4	Anona Sunset Boutique	3.4%
5	Ban Raya Resort And Spa	3.4%
6	Courtyard By Marriott P.	3.4%
7	Eden Resort & Villas Ph.	3.4%
8	Paradox Resort Phuket	3.4%
9	Renaissance Phuket Reso.	3.4%
10	Airbnb	1.7%
	Other	58.6%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

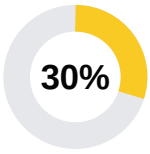
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	11.1%
2	Baan Karonburi Resort	4.2%
3	Baan Sailom Resort	4.2%
4	Paradox Resort Phuket	4.2%
5	The Racha	4.2%
6	Anantara Layan Phuket R.	2.8%
7	Aurico Kata Resort & Spa	2.8%
8	Ban Raya Resort And Spa	2.8%
9	Centara Villas Phuket	2.8%
10	Chanalai Hillside Resort	2.8%
	Other	58.3%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

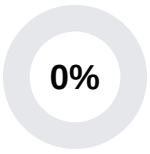
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Wyndham Grand Phuket Kalim Bay appears in 12/40 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%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the private infinity pools with ocean views, spacious suites, and serene cliff-top setting, describing it as ideal for relaxed vacations and romantic escapes; the breakfast variety and shuttle service to Patong also earn frequent mentions.

Neutral: The hotel sits on a hillside, so getting around relies on the scheduled shuttle bus, and it has no private beach; some note that the breakfast, while abundant, may not fully suit Chinese tastes and that the surrounding area offers little commercial activity.

Negative: Several posts highlight that the discounted rates require attending a 90-minute timeshare sales presentation, which may feel like a burden, and a few guests mention that staying more than two nights could become boring due to the quiet, isolated location.

5 OPPORTUNITIES

1 Capture broad discovery demand
Wyndham Grand Phuket Kalim Bay ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 11.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Wyndham Grand Phuket Kalim Bay appears in 12/40 branded-search posts (30%). 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: Guests consistently praise the private infinity pools with ocean views, spacious suites, and serene cliff-top setting, describing it as ideal for relaxed vacations and romantic escapes; the breakfast variety and shuttle service to Patong also earn frequent mentions. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 19 / 100 to 31-41 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: August 2026