

JW Marriott Maldives Resort & Spa



Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

55 /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

- JW Marriott Maldives Resort & Spa holds 2.4% blended non-branded search visibility, ranking #5; the current leader Ozen Reserve Bolifushi holds 4.2%.
- Branded search visibility is 83%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 81%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
2.4%

Ranks #5 blended and #53 broad across selected non-branded keyword runs.



BRANDED SEARCH
83%

33/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
81% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
1.8%

Ozen Reserve Bolifushi leads at 4.2%, ahead by 1.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

JW Marriott Maldives Resort & Spa records 2.4% blended SOV, ranking #5, while Ozen Reserve Bolifushi leads with 4.2%. The category remains fragmented, with “Other” brands accounting for 75% of visibility.

Search terms: Broad Search: Maldives island selection guide • Narrow Search: Maldives overwater villa hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Ozen Reserve Bolifushi	4.2%
2	OZEN Life Maadhoo	3.3%
3	Ayada Maldives	2.4%
4	Joali Maldives	2.4%
5	JW Marriott Maldives Re.	2.4%
6	Patina Maldives, Fari I.	2.4%
7	Vilu Reef Beach & Spa R.	2.4%
8	Angsana Velavaru	1.9%
9	Centara Mirage Lagoon M.	1.9%
10	Cheval Blanc Randheli	1.9%
	Other	75%

Brand SOV 2.4% Brand Rank #5 Total Brands 107 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Maldives Re.	4.9%
2	OZEN Life Maadhoo	4.9%
3	Ozen Reserve Bolifushi	4.9%
4	Angsana Velavaru	3.7%
5	Centara Mirage Lagoon M.	3.7%
6	Olhuveli Beach & Spa Re.	3.7%
7	Vilu Reef Beach & Spa R.	3.7%
8	Hilton Maldives Amingir.	2.4%
9	Holiday Inn Resort Kand.	2.4%
10	Joali Maldives	2.4%
	Other	63.4%

Brand SOV 4.9% Brand Rank #1 Total Brands 57 Avg. SOV 1.8%

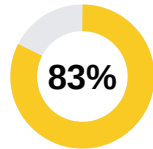
BROAD SEARCH

Rank	Brand	Share of Voice
1	Ozen Reserve Bolifushi	3.8%
2	Ayada Maldives	3.1%
3	Conrad Maldives Rangali.	3.1%
4	Lily Beach Resort & Spa	3.1%
5	Allia Kothaifaru Maldiv.	2.3%
6	Cheval Blanc Randheli	2.3%
7	Fushifaru Maldives	2.3%
8	Heritance Aarah Maldives	2.3%
9	Joali Maldives	2.3%
10	Kuramathi Maldives	2.3%
	Other	73.1%
53	JW Marriott Maldives Re.	0.8%

Brand SOV 0.8% Brand Rank #53 Total Brands 79 Avg. SOV 1.3%

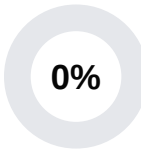
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



JW Marriott Maldives Resort & Spa appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

9%

NEUTRAL

9%

POSITIVE

81%

WHAT PEOPLE ARE SAYING



Positive: The resort is highly praised for its diverse and delicious dining options, spacious villas with private pools, and excellent family-friendly facilities including a kids' club and complimentary water sports.



Neutral: The island provides a relaxing atmosphere but lacks the classic multi-hued lagoon; some water villas face breakwaters, snorkeling from the villa is limited, and butler service can be inconsistent.



Negative: Some guests encountered billing disputes over activity credits, unresponsive butler service, and mediocre dining at certain venues, along with privacy concerns in bathroom design and limited snorkeling directly from water villas.

5 OPPORTUNITIES

1 Capture broad discovery demand

JW Marriott Maldives Resort & Spa ranks #53 in broad search with 0.8% SOV, while Ozen Reserve Bolifushi leads at 3.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

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 is highly praised for its diverse and delicious dining options, spacious villas with private pools, and excellent family-friendly facilities including a kids' club and complimentary water sports. 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 (9%) but specific: Some guests encountered billing disputes over activity credits, unresponsive butler service, and mediocre dining at certain venues, along with privacy concerns in bathroom design and limited snorkeling directly from water villas. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 55 / 100 to 67-77 / 100 through keyword-led content, KOC proof, and stronger brand association.