

Banyan Tree Phuket

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

51 /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 Phuket holds 1.6% blended non-branded search visibility, ranking #13; the current leader The Shore At Katathani holds 4.9%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 85%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.6%

Ranks #13 blended and #29 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

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

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

85% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

3.3%

The Shore At Katathani leads at 4.9%, ahead by 3.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Banyan Tree Phuket records 1.6% blended SOV, ranking #13, while The Shore At Katathani leads with 4.9%. The category remains fragmented, with “Other” brands accounting for 68.6% of visibility.

Search terms: Broad Search: Phuket resort hotel recommendations • Narrow Search: Phuket couples hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	4.9%
2	Anantara Mai Khao Phuke.	4.3%
3	Katathani Phuket Beach .	4.3%
4	Malisa Villa Suites	3.8%
5	Paradox Resort Phuket	2.7%
6	Sunwing Bangtao Beach	2.7%
7	Anona Sunset Boutique	2.2%
8	InterContinental Phuket.	2.2%
9	SAii Laguna Phuket	2.2%
10	The Surin Phuket	2.2%
	Other	68.6%
13	Banyan Tree Phuket	1.6%

Brand SOV 1.6% Brand Rank #13 Total Brands 88 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	7.6%
2	Sunwing Bangtao Beach	6.3%
3	Malisa Villa Suites	5.1%
4	SAii Laguna Phuket	5.1%
5	Katathani Phuket Beach .	3.8%
6	Banyan Tree Phuket	2.5%
7	Angsana Laguna Phuket	2.5%
8	Avinara Beach Resort Ph.	2.5%
9	Cape Panwa Hotel	2.5%
10	Cassia Phuket	2.5%
	Other	59.5%

Brand SOV 2.5% Brand Rank #6 Total Brands 55 Avg. SOV 1.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Anantara Mai Khao Phuke.	7.5%
2	Katathani Phuket Beach .	4.7%
3	Paradox Resort Phuket	3.8%
4	Veranda Resort Phuket, .	3.8%
5	Anona Sunset Boutique	2.8%
6	InterContinental Phuket.	2.8%
7	Malisa Villa Suites	2.8%
8	The Shore At Katathani	2.8%
9	The Surin Phuket	2.8%
10	Amanpuri	1.9%
	Other	64.2%
29	Banyan Tree Phuket	0.9%

Brand SOV 0.9% Brand Rank #29 Total Brands 68 Avg. SOV 1.5%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

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

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

8%

POSITIVE

85%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the resort's exceptional service, private pool villas, and serene tropical setting, with many highlighting the memorable Rava Beach Club sunsets and the highly regarded spa as standout experiences.

Neutral:

The property is noted as the first Banyan Tree, with facilities that show some age but are generally well maintained; its location near the airport is convenient, though dining and activities outside the resort require a short drive.

Negative:

Several reviews mention inconsistent food quality, particularly room service and some restaurants, along with issues like mosquitoes, high spa prices, and occasional maintenance or service lapses that detract from the experience.

5 OPPORTUNITIES

1

Capture broad discovery demand

Banyan Tree Phuket ranks #29 in broad search with 0.9% SOV, while Anantara Mai Khao Phuket Villas leads at 7.5%. 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: Guests consistently praise the resort's exceptional service, private pool villas, and serene tropical setting, with many highlighting the memorable Rava Beach Club sunsets and the highly regarded spa as standout experiences. 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 (8%) but specific: Several reviews mention inconsistent food quality, particularly room service and some restaurants, along with issues like mosquitoes, high spa prices, and occasional maintenance or service lapses that detract from the experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 51 / 100 to 63-73 / 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

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