

Parkroyal Langkawi Resort

Rednote Search Visibility Audit

Audit period: July 2026



daisy.club

DAISY VISIBILITY INDEX

71 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Parkroyal Langkawi Resort holds **11.9%** blended non-branded search visibility, ranking **#1**; the current leader Parkroyal Langkawi Resort holds **11.9%**.
- Branded search visibility is **85%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **72%**; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
11.9%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.



BRANDED SEARCH
85%

34/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
72% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

Parkroyal Langkawi Resort leads at 11.9%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Parkroyal Langkawi Resort records **11.9%** blended SOV, ranking **#1**, while Parkroyal Langkawi Resort leads with **11.9%**. The category remains fragmented, with “Other” brands accounting for **43.7%** of visibility.

Search terms: Broad Search: Langkawi beach hotel recommendations • Narrow Search: Langkawi infinity pool hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Parkroyal Langkawi Reso.	11.9%
2	Holiday Villa Beach Res.	8.7%
3	Best Star Resort	5.6%
4	Hilton Langkawi Resort	5.6%
5	The Ritz-Carlton, Langk.	4.8%
6	The St. Regis Langkawi	4.8%
7	Attitude Resort Langkawi	4%
8	Cenang Arch Hotel	4%
9	Four Seasons Resort Lan.	4%
10	Camar Resort Langkawi	3.2%
	Other	43.7%

Brand SOV 11.9% Brand Rank #1 Total Brands 44 Avg. SOV 2.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Parkroyal Langkawi Reso.	17%
2	Holiday Villa Beach Res.	11.3%
3	Best Star Resort	7.5%
4	Four Seasons Resort Lan.	5.7%
5	Berjaya Langkawi Resort	3.8%
6	Casa Del Mar Langkawi	3.8%
7	Cenang Arch Hotel	3.8%
8	Hilton Langkawi Resort	3.8%
9	Langkawi Wave Villa Res.	3.8%
10	Rainbow Resort Langkawi	3.8%
	Other	35.8%

Brand SOV 17% Brand Rank #1 Total Brands 27 Avg. SOV 3.7%

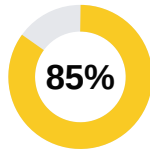
BROAD SEARCH

Rank	Brand	Share of Voice
1	Parkroyal Langkawi Reso.	8.2%
2	Hilton Langkawi Resort	6.8%
3	Holiday Villa Beach Res.	6.8%
4	Attitude Resort Langkawi	5.5%
5	The Bayou Hotel Langkawi	5.5%
6	The Ritz-Carlton, Langk.	5.5%
7	The St. Regis Langkawi	5.5%
8	Best Star Resort	4.1%
9	Camar Resort Langkawi	4.1%
10	Cenang Arch Hotel	4.1%
	Other	43.8%

Brand SOV 8.2% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

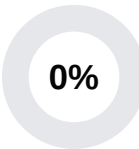
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Parkroyal Langkawi Resort appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

16%

NEUTRAL

13%

POSITIVE

72%

WHAT PEOPLE ARE SAYING



Positive: The resort features a highly praised dual infinity pool design that offers stunning sunset views, excellent family-friendly amenities such as a kids' club and splash pool, and a direct connection to a clean beach in a convenient location near the airport and restaurants.



Neutral: Rooms are generally considered unremarkable compared to the appealing pool areas, with some guests noting the accommodation feels standard while the resort's value is concentrated in its outdoor facilities.



Negative: Multiple guests have reported serious safety and service issues, including a child being cut by tiles in the children's pool with an unhelpful management response, repeated overcharging of local taxes at check-out, and food that is sometimes inedible at the buffet.

5 OPPORTUNITIES

1

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.

2

Turn positive sentiment into proof

Users already respond positively to: The resort features a highly praised dual infinity pool design that offers stunning sunset views, excellent family-friendly amenities such as a kids' club and splash pool, and a direct connection to a clean beach in a convenient location near the airport and restaurants. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3

Address recurring trust concerns

Negative feedback is lower-volume (16%) but specific: Multiple guests have reported serious safety and service issues, including a child being cut by tiles in the children's pool with an unhelpful management response, repeated overcharging of local taxes at check-out, and food that is sometimes inedible at the buffet. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 71 / 100 to 83-93 / 100 through keyword-led content, KOC proof, and stronger brand association.