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Radisson RED Phuket Patong Beach

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

37 /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

- Radisson RED Phuket Patong Beach holds 0% blended non-branded search visibility, ranking -; the current leader The Surin Phuket holds 5.7%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 92%; 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
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
92% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.7%
The Surin Phuket leads at 5.7%, ahead by 5.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Radisson RED Phuket Patong Beach records 0% blended SOV, ranking -, while The Surin Phuket leads with 5.7%. The category remains fragmented, with "Other" brands accounting for 62.9% of visibility.

Search terms: Broad Search: Phuket design hotels • Narrow Search: Hotels near Patong Beach

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Surin Phuket	5.7%
2	Sawaddi Patong Resort &.	4.8%
3	The Shore At Katathani	4.8%
4	Anona Sunset	3.8%
5	The Racha	3.8%
6	Aman	2.9%
7	Anantara Mai Khao Phuke.	2.9%
8	Katathani Phuket Beach .	2.9%
9	Panwaburi Beachfront Re.	2.9%
10	Pullman Phuket Arcadia .	2.9%
	Other	62.9%

Brand SOV 0% Brand Rank - Total Brands 62 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Surin Phuket	8.5%
2	Aman	6.4%
3	The Shore At Katathani	6.4%
4	Courtyard By Marriott P.	4.3%
5	Eden Resort & Villas Ph.	4.3%
6	Sawaddi Patong Resort &.	4.3%
7	The Racha	4.3%
8	Anantara Mai Khao Phuke.	2.1%
9	Anona Sunset	2.1%
10	Avista Hideaway Phuket .	2.1%
	Other	55.3%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

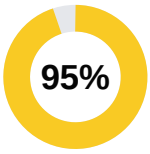
BROAD SEARCH

Rank	Brand	Share of Voice
1	Anona Sunset	5.2%
2	Panwaburi Beachfront Re.	5.2%
3	Pullman Phuket Arcadia .	5.2%
4	Sawaddi Patong Resort &.	5.2%
5	Amanpuri	3.4%
6	Anantara Mai Khao Phuke.	3.4%
7	Aurico Kata Resort & Spa	3.4%
8	Baan Raya Resort & Spa	3.4%
9	Katathani Phuket Beach .	3.4%
10	Pullman Phuket Karon Be.	3.4%
	Other	58.6%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

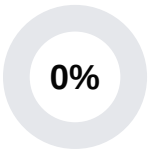
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Radisson RED Phuket Patong Beach appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	6%	92%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's prime location near Patong Beach and nightlife, its stylish industrial-art design, and strong value for money, with many highlighting the rooftop pool, diverse dining options, and quiet rooms despite the lively surroundings.

Neutral: The hotel is positioned as a convenient base for exploring Patong, though it is not close to venues for island-wide events like the Laguna Phuket Triathlon or Saphan Hin concerts, requiring taxi rides of 20–50 minutes.

Negative: Some guests report significant noise issues, particularly in street-facing rooms, with traffic and Hard Rock music audible from evening hours, and one reviewer noted that the hotel lacks a resort atmosphere and that some 'sea view' rooms do not actually offer a sea view.

5 OPPORTUNITIES

1 Capture broad discovery demand
Radisson RED Phuket Patong Beach ranks - in broad search with 0% SOV, while Anona Sunset leads at 5.2%. 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 hotel's prime location near Patong Beach and nightlife, its stylish industrial-art design, and strong value for money, with many highlighting the rooftop pool, diverse dining options, and quiet rooms despite the lively surroundings. 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 (3%) but specific: Some guests report significant noise issues, particularly in street-facing rooms, with traffic and Hard Rock music audible from evening hours, and one reviewer noted that the hotel lacks a resort atmosphere and that some 'sea view' rooms do not actually offer a sea view. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.