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Sunshine Hotel & Residences Pattaya

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

14 /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

- Sunshine Hotel & Residences Pattaya holds 0% blended non-branded search visibility, ranking -; the current leader Akara Hotel Pattaya holds 9.9%.
- Branded search visibility is 13%, 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
13%
5/40 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)
9.9%
Akara Hotel Pattaya leads at 9.9%, ahead by 9.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sunshine Hotel & Residences Pattaya records 0% blended SOV, ranking -, while Akara Hotel Pattaya leads with 9.9%. The category remains fragmented, with "Other" brands accounting for 52.1% of visibility.

Search terms: Broad Search: Pattaya affordable hotel • Narrow Search: Pattaya hotels with kitchen

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Akara Hotel Pattaya	9.9%
2	Dusit Thani Pattaya	9.9%
3	Health Land Resort & Sp.	5.6%
4	Andaz Pattaya Jomtien B.	4.2%
5	Heritage By The Sea Pat.	4.2%
6	Best Western Premium Ne.	2.8%
7	Cape Dara Resort	2.8%
8	Centre Point Prime Hote.	2.8%
9	Grande Centre Point Pat.	2.8%
10	Hilton Pattaya	2.8%
	Other	52.1%

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

NARROW SEARCH

Rank	Brand	Share of Voice
1	Akara Hotel Pattaya	6.9%
2	Grande Centre Point Pat.	6.9%
3	Heritage By The Sea Pat.	6.9%
4	Jomtien Palm Beach Hote.	6.9%
5	Brighton Grand Hotel Pa.	3.4%
6	Centara Grand Mirage Be.	3.4%
7	Centre Point Prime Hote.	3.4%
8	Garden Cliff Resort & S.	3.4%
9	Garden Sea View Hotel	3.4%
10	Green Garden Hotel Patt.	3.4%
	Other	51.7%

Brand SOV 0% Brand Rank - Total Brands 25 Avg. SOV 4%

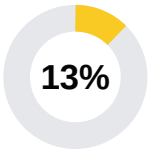
BROAD SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Pattaya	16.7%
2	Akara Hotel Pattaya	11.9%
3	Andaz Pattaya Jomtien B.	7.1%
4	Health Land Resort & Sp.	7.1%
5	Best Western Premium Ne.	4.8%
6	Cape Dara Resort	4.8%
7	OZO Pattaya	4.8%
8	Aston Hotel Pattaya	2.4%
9	Centre Point Prime Hote.	2.4%
10	Courtyard By Marriott	2.4%
	Other	35.7%

Brand SOV 0% Brand Rank - Total Brands 25 Avg. SOV 4%

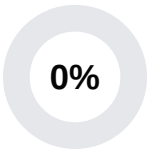
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sunshine Hotel & Residences Pattaya appears in 5/40 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: The hotel offers a convenient central location with proximity to the beach, nightlife, and local attractions, and provides comfortable, spacious accommodations suitable for couples and families with well-received breakfast options.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Sunshine Hotel & Residences Pattaya ranks - in broad search with 0% SOV, while Dusit Thani Pattaya leads at 16.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Sunshine Hotel & Residences Pattaya appears in 5/40 branded-search posts (13%). 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: The hotel offers a convenient central location with proximity to the beach, nightlife, and local attractions, and provides comfortable, spacious accommodations suitable for couples and families with well-received breakfast options. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 14 / 100 to 26-36 / 100 through keyword-led content, KOC proof, and stronger brand association.