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Le Méridien Khao Lak Resort & Spa

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

58 /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

- Le Méridien Khao Lak Resort & Spa holds 8.6% blended non-branded search visibility, ranking #4; the current leader JW Marriott Khao Lak Resort & Spa holds 16.4%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
8.6%
Ranks #4 blended and #9 broad across selected non-branded keyword runs.

BRANDED SEARCH
98%
39/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.8%
JW Marriott Khao Lak Resort & Spa leads at 16.4%, ahead by 7.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Le Méridien Khao Lak Resort & Spa records 8.6% blended SOV, ranking #4, while JW Marriott Khao Lak Resort & Spa leads with 16.4%. The category remains fragmented, with "Other" brands accounting for 24.2% of visibility.

Search terms: Broad Search: Khao Lak resort hotel recommendations • Narrow Search: Khao Lak family resort hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Khao Lak Re.	16.4%
2	Eden Beach Khao Lak Res.	13.3%
3	The Sands Khao Lak By K.	11.7%
4	Le Méridien Khao Lak Re.	8.6%
5	Khao Lak Marriott Beach.	7%
6	Marriott Vacation Club,.	6.3%
7	Nang Thong Beach Resort	3.9%
8	The Little Shore Khao L.	3.9%
9	Grand Mercure Khao Lak .	2.3%
10	JW Marriott Phuket Reso.	2.3%
	Other	24.2%

Brand SOV 8.6% Brand Rank #4 Total Brands 34 Avg. SOV 2.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Sands Khao Lak By K.	19%
2	JW Marriott Khao Lak Re.	17.2%
3	Le Méridien Khao Lak Re.	15.5%
4	Khao Lak Marriott Beach.	8.6%
5	Eden Beach Khao Lak Res.	6.9%
6	Marriott Vacation Club,.	5.2%
7	Grand Mercure Khao Lak .	3.4%
8	JW Marriott Phuket Reso.	3.4%
9	AVANI Hotels	1.7%
10	Devasom Khao Lak Beach .	1.7%
	Other	17.2%

Brand SOV 15.5% Brand Rank #3 Total Brands 20 Avg. SOV 5%

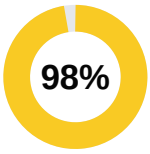
BROAD SEARCH

Rank	Brand	Share of Voice
1	Eden Beach Khao Lak Res.	18.6%
2	JW Marriott Khao Lak Re.	15.7%
3	Marriott Vacation Club,.	7.1%
4	Nang Thong Beach Resort	7.1%
5	Khao Lak Marriott Beach.	5.7%
6	The Little Shore Khao L.	5.7%
7	The Sands Khao Lak By K.	5.7%
8	Phu Khao Lak Resort	4.3%
9	Le Méridien Khao Lak Re.	2.9%
10	Kokotel Khao Lak Montana	2.9%
	Other	24.3%

Brand SOV 2.9% Brand Rank #9 Total Brands 26 Avg. SOV 3.8%

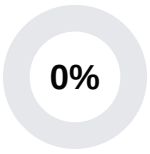
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Le Méridien Khao Lak Resort & Spa appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
8%	6%	86%

WHAT PEOPLE ARE SAYING

Positive: Multiple posts praise the resort as an ideal family-friendly destination, highlighting its multiple pools, kids club, abundant daily activities, diverse dining options, and scenic beach with beautiful sunsets; guests also note friendly service and good value for money.

Neutral: Some posts mention the hotel's remote location, limited shuttle service, and relatively compact property size without strong praise or criticism.

Negative: A few posts strongly criticize the resort for its isolated setting, poor beach quality with rocks and debris, inadequate children's facilities, noise from events, and issues with service and refunds, calling the ratings inflated.

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: Multiple posts praise the resort as an ideal family-friendly destination, highlighting its multiple pools, kids club, abundant daily activities, diverse dining options, and scenic beach with beautiful sunsets; guests also note friendly service and good value for money. 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 (8%) but specific: A few posts strongly criticize the resort for its isolated setting, poor beach quality with rocks and debris, inadequate children's facilities, noise from events, and issues with service and refunds, calling the ratings inflated. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 58 / 100 to 70-80 / 100 through keyword-led content, KOC proof, and stronger brand association.