daisy.club

Courtyard By Marriott Phuket, Patong Beach Resort

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

74 /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

- Courtyard By Marriott Phuket, Patong Beach Resort holds 6.5% blended non-branded search visibility, ranking #1; the current leader Courtyard By Marriott Phuket, Patong Beach Resort holds 6.5%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 68%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
6.5%
Ranks #1 blended and #17 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
68% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Courtyard By Marriott Phuket, Patong Beach Resort leads at 6.5%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Courtyard By Marriott Phuket, Patong Beach Resort records 6.5% blended SOV, ranking #1, while Courtyard By Marriott Phuket, Patong Beach Resort leads with 6.5%. The category remains fragmented, with "Other" brands accounting for 63.2% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Patong Beach Phuket hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott P.	6.5%
2	Katathani Phuket Beach .	5.8%
3	Anona Sunset Boutique	3.9%
4	Dinso Resort & Villas P.	3.9%
5	InterContinental Phuket.	3.2%
6	Le Méridien Phuket Beac.	3.2%
7	Holiday Inn Resort Phuk.	2.6%
8	Ocean Front Beach Resort	2.6%
9	Pullman Phuket Karon Be.	2.6%
10	The SIS Kata	2.6%
	Other	63.2%

Brand SOV 6.5% Brand Rank #1 Total Brands 82 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott P.	12.7%
2	Dinso Resort & Villas P.	5.6%
3	Holiday Inn Resort Phuk.	5.6%
4	Le Méridien Phuket Beac.	4.2%
5	Ocean Front Beach Resort	4.2%
6	Patong Beach Hotel	4.2%
7	The SIS Kata	4.2%
8	Anona Sunset Boutique	2.8%
9	Chateau Du Village Pato.	2.8%
10	Eden Resort & Villas Ph.	2.8%
	Other	50.7%

Brand SOV 12.7% Brand Rank #1 Total Brands 43 Avg. SOV 2.3%

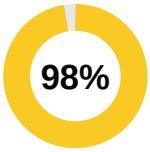
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	8.3%
2	InterContinental Phuket.	6%
3	Anona Sunset Boutique	4.8%
4	Centara Karon Villas Ph.	3.6%
5	Malisa Villa Suites	3.6%
6	Pullman Phuket Arcadia .	3.6%
7	Pullman Phuket Karon Be.	3.6%
8	Pullman Phuket Panwa Be.	3.6%
9	Anantara Mai Khao Phuke.	2.4%
10	Dinso Resort & Villas P.	2.4%
	Other	58.3%
17	Courtyard By Marriott P.	1.2%

Brand SOV 1.2% Brand Rank #17 Total Brands 53 Avg. SOV 1.9%

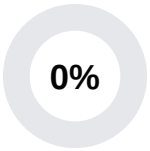
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Courtyard By Marriott Phuket, Patong Beach Resort 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
18%	13%	68%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its excellent location in Patong Beach, multiple pools with family-friendly features like water slides and foam parties, and a wide range of daily activities, making it a strong choice for families and those wanting convenience.

Neutral: Guest feedback is mixed on room size and soundproofing; while some find rooms compact but adequate, others note noise from connecting doors or street-facing units, and breakfast quality is described as average with limited variety.

Negative: Several guests feel the hotel is overpriced for the room quality, describing rooms as small and basic compared to similarly priced alternatives, with inconsistent service and some reports of poor sound insulation and unhelpful front desk responses.

5 OPPORTUNITIES

1 Capture broad discovery demand
Courtyard By Marriott Phuket, Patong Beach Resort ranks #17 in broad search with 1.2% SOV, while Katathani Phuket Beach Resort leads at 8.3%. 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: The hotel is praised for its excellent location in Patong Beach, multiple pools with family-friendly features like water slides and foam parties, and a wide range of daily activities, making it a strong choice for families and those wanting convenience. 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 (18%) but specific: Several guests feel the hotel is overpriced for the room quality, describing rooms as small and basic compared to similarly priced alternatives, with inconsistent service and some reports of poor sound insulation and unhelpful front desk responses. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 74 / 100 to 86-96 / 100 through keyword-led content, KOC proof, and stronger brand association.