

Mia Resort Nha Trang

Rednote Search Visibility Audit

Audit period: July 2026



DAISY VISIBILITY INDEX

55 /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

- Mia Resort Nha Trang holds 4.7% blended non-branded search visibility, ranking #5; the current leader The Anam Cam Ranh holds 12.6%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
4.7%

Ranks #5 blended and #4 broad across selected non-branded keyword runs.



BRANDED SEARCH
100%

40/40 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)
7.9%

The Anam Cam Ranh leads at 12.6%, ahead by 7.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mia Resort Nha Trang records 4.7% blended SOV, ranking #5, while The Anam Cam Ranh leads with 12.6%. The category remains fragmented, with “Other” brands accounting for 48% of visibility.

Search terms: Broad Search: best hotels in Nha Trang • Narrow Search: Nha Trang hotel with infinity pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Anam Cam Ranh	12.6%
2	Amanoi	7.1%
3	The Westin Resort & Spa.	5.5%
4	JW Marriott Hotel & Spa.	4.7%
5	Mia Resort Nha Trang	4.7%
6	Radisson Blu Resort Cam.	4.7%
7	Amiana Resort Nha Trang	3.1%
8	Ana Mandara Cam Ranh	3.1%
9	Fusion Resort Cam Ranh	3.1%
10	Komodo Hotel Nha Trang	3.1%
	Other	48%

Brand SOV 4.7% Brand Rank #5 Total Brands 48 Avg. SOV 2.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Anam Cam Ranh	10.5%
2	Amanoi	7%
3	Radisson Blu Resort Cam.	5.3%
4	The Westin Resort & Spa.	5.3%
5	Amiana Resort Nha Trang	3.5%
6	Ana Mandara Cam Ranh	3.5%
7	December Hotel	3.5%
8	Fusion Resort Cam Ranh	3.5%
9	InterContinental Nha Tr.	3.5%
10	L'Alaya Ninh Van Bay	3.5%
	Other	50.9%
11	Mia Resort Nha Trang	3.5%

Brand SOV 3.5% Brand Rank #11 Total Brands 36 Avg. SOV 2.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Anam Cam Ranh	14.3%
2	Amanoi	7.1%
3	JW Marriott Hotel & Spa.	7.1%
4	Mia Resort Nha Trang	5.7%
5	The Westin Resort & Spa.	5.7%
6	Komodo Hotel Nha Trang	4.3%
7	Radisson Blu Resort Cam.	4.3%
8	Vesna Hotel Nha Trang	4.3%
9	Amiana Resort Nha Trang	2.9%
10	Ana Mandara Cam Ranh	2.9%
	Other	41.4%

Brand SOV 5.7% Brand Rank #4 Total Brands 33 Avg. SOV 3%

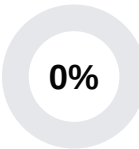
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Mia Resort Nha Trang appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING



Positive: The resort is celebrated for its breathtaking ocean-view lobby, private villa accommodations with direct beach access, and exceptionally warm, personalized service, offering a serene and luxurious escape.



Neutral: Located in a quiet area between the airport and Nha Trang city, the resort provides a peaceful retreat but requires transportation for off-site dining and attractions.



Negative: The beach is rocky with strong waves unsuitable for swimming, dining options are limited and overpriced, and some rooms and facilities appear dated.

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 is celebrated for its breathtaking ocean-view lobby, private villa accommodations with direct beach access, and exceptionally warm, personalized service, offering a serene and luxurious escape. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 55 / 100 to 67-77 / 100 through keyword-led content, KOC proof, and stronger brand association.