

Patina Maldives, Fari Islands

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

39 /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

Patina Maldives, Fari Islands holds 1.5% blended non-branded search visibility, ranking #25; the current leader Waldorf Astoria Maldives Ithaafushi holds 12.6%.

Branded search visibility is 93%, showing how consistently the brand appears in its own search demand.

Positive sentiment is 74%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.5%

Ranks #25 blended and #10 broad across selected non-branded keyword runs.

BRANDED SEARCH

93%

37/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

74% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

11.1%

Waldorf Astoria Maldives Ithaafushi leads at 12.6%, ahead by 11.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Patina Maldives, Fari Islands records 1.5% blended SOV, ranking #25, while Waldorf Astoria Maldives Ithaafushi leads with 12.6%. The category remains fragmented, with “Other” brands accounting for 58.5% of visibility.

Search terms: Broad Search: Maldives design hotels • Narrow Search: Maldives overwater villa hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Waldorf Astoria Maldiv.	12.6%
2	Allia Maldives	5.2%
3	Siyam World Maldives	5.2%
4	W Maldives	5.2%
5	Ayada Maldives	2.2%
6	Furaveri Island Resort	2.2%
7	Joali Maldives	2.2%
8	JW Marriott Maldives Ku.	2.2%
9	OBLU SELECT Sangeli	2.2%
10	Soneva Jani	2.2%
	Other	58.5%
25	Patina Maldives, Fari I.	1.5%

Brand SOV 1.5% Brand Rank #25 Total Brands 68 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Waldorf Astoria Maldiv.	13%
2	Siyam World Maldives	5.8%
3	Allia Maldives	4.3%
4	W Maldives	4.3%
5	Angsana Velavaru	2.9%
6	Furaveri Island Resort	2.9%
7	Joali Maldives	2.9%
8	Madi Fushi Island	2.9%
9	OBLU SELECT Sangeli	2.9%
10	Ozen Life Maadhoo	2.9%
	Other	55.1%
38	Patina Maldives, Fari I.	1.4%

Brand SOV 1.4% Brand Rank #38 Total Brands 43 Avg. SOV 2.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Waldorf Astoria Maldiv.	12.1%
2	Allia Maldives	6.1%
3	W Maldives	6.1%
4	Siyam World Maldives	4.5%
5	Arena	3%
6	Ayada Maldives	3%
7	Cheval Blanc Randheli	3%
8	JW Marriott Maldives Ku.	3%
9	The Standard, Huruvahli.	3%
10	Patina Maldives, Fari I.	1.5%
	Other	54.5%

Brand SOV 1.5% Brand Rank #10 Total Brands 46 Avg. SOV 2.2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

93%

Patina Maldives, Fari Islands appears in 37/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

6%

NEUTRAL

20%

POSITIVE

74%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praised the resort's striking minimalist design and photogenic scenery, as well as its exceptionally family-friendly atmosphere, highlighted by a solar-powered kids' club, free meals for children, and thoughtful touches like daily ice cream carts. The service was repeatedly described as warm and attentive, with staff remembering names and going out of their way to accommodate requests, and the dining options—especially the Chinese restaurant—were widely enjoyed.

Neutral: The resort is reachable by a 45–50 minute speedboat from Male, and it offers a shared shuttle to the neighboring Ritz-Carlton, allowing guests to visit both properties. Many posts noted the presence of Chinese-speaking butlers and a generally attentive service team, while also mentioning that the island's design and facilities are modern and well-maintained.

Negative: Several guests were disappointed by the poor snorkeling conditions, noting that the lagoon has few fish and the water under the overwater villas sits above sharp, painful reef rather than soft sand. Some also mentioned that the beach sand is coarse and uncomfortable to walk on barefoot, and a few felt the spa experience was underwhelming and that certain services or meals came with unexpected extra charges.

5 OPPORTUNITIES

1

Capture broad discovery demand

Patina Maldives, Fari Islands ranks #33 in broad search with 1.5% SOV, while Waldorf Astoria Maldives Ithaafushi leads at 12.1%. 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 praised the resort's striking minimalist design and photogenic scenery, as well as its exceptionally family-friendly atmosphere, highlighted by a solar-powered kids' club, free meals for children, and thoughtful touches like daily ice cream carts. The service was repeatedly described as warm and attentive, with staff remembering names and going out of their way to accommodate requests, and the dining options—especially the Chinese restaurant—were widely enjoyed. 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 (6%) but specific: Several guests were disappointed by the poor snorkeling conditions, noting that the lagoon has few fish and the water under the overwater villas sits above sharp, painful reef rather than soft sand. Some also mentioned that the beach sand is coarse and uncomfortable to walk on barefoot, and a few felt the spa experience was underwhelming and that certain services or meals came with unexpected extra charges. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 39 / 100 to 51-61 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: August 2026

Daisy Visibility Index™