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Phuket Marriott Resort & Spa, Merlin Beach

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

- Phuket Marriott Resort & Spa, Merlin Beach holds 5.5% blended non-branded search visibility, ranking #2; the current leader Katathani Phuket Beach Resort holds 10.3%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
5.5%
Ranks #2 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 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)
4.8%
Katathani Phuket Beach Resort leads at 10.3%, ahead by 4.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Phuket Marriott Resort & Spa, Merlin Beach records 5.5% blended SOV, ranking #2, while Katathani Phuket Beach Resort leads with 10.3%. The category remains fragmented, with "Other" brands accounting for 64.1% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket family resort hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	10.3%
2	Phuket Marriott Resort .	5.5%
3	Anona Sunset Boutique H.	4.1%
4	Rosewood Phuket	3.4%
5	JW Marriott Phuket Reso.	2.8%
6	The Racha	2.8%
7	Courtyard By Marriott P.	2.1%
8	Pullman Phuket Panwa Be.	2.1%
9	Amanpuri	1.4%
10	Aurico Kata Resort & Spa	1.4%
	Other	64.1%

Brand SOV 5.5% Brand Rank #2 Total Brands 84 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Phuket Marriott Resort .	12.5%
2	Katathani Phuket Beach .	10.9%
3	Courtyard By Marriott P.	4.7%
4	The Racha	4.7%
5	Anona Sunset Boutique H.	3.1%
6	Ban Raya Resort & Spa	3.1%
7	Holiday Inn Resort Phuk.	3.1%
8	JW Marriott Phuket Reso.	3.1%
9	Le Méridien Phuket Beac.	3.1%
10	Rosewood Phuket	3.1%
	Other	48.4%

Brand SOV 12.5% Brand Rank #1 Total Brands 41 Avg. SOV 2.4%

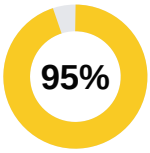
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	9.9%
2	Anona Sunset Boutique H.	4.9%
3	Pullman Phuket Panwa Be.	3.7%
4	Rosewood Phuket	3.7%
5	Bandara Pool Villas, Ph.	2.5%
6	Banyan Tree Phuket	2.5%
7	Centara Karon Villas Ph.	2.5%
8	Chanalai Garden Resort	2.5%
9	Four Points By Sheraton.	2.5%
10	Howard Johnson By Wyndh.	2.5%
	Other	63%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

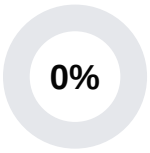
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Phuket Marriott Resort & Spa, Merlin Beach appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
9%	6%	86%

WHAT PEOPLE ARE SAYING

Positive: The hotel's private beach and coral reef offer excellent snorkeling and tide-pooling experiences, with abundant family-friendly activities and attentive service that make it a top pick for family vacations.

Neutral: The property has an older, traditional resort design with some dated features, and room locations can vary in convenience, with some zones having smaller pools or less sunlight.

Negative: Water quality in the rooms is noticeably poor, some rooms are small, and the overall atmosphere can feel crowded and less like a five-star resort.

5 OPPORTUNITIES

1 Capture broad discovery demand
Phuket Marriott Resort & Spa, Merlin Beach ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 9.9%. 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's private beach and coral reef offer excellent snorkeling and tide-pooling experiences, with abundant family-friendly activities and attentive service that make it a top pick for family vacations. 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 (9%) but specific: Water quality in the rooms is noticeably poor, some rooms are small, and the overall atmosphere can feel crowded and less like a five-star resort. 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.