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Twinpalms MontAzure Phuket

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

18 /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

- Twinpalms MontAzure Phuket holds 0.6% blended non-branded search visibility, ranking #59; the current leader Katathani Phuket Beach Resort holds 8.8%.
- Branded search visibility is 43%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 59%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.6%
Ranks #59 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
43%
17/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
59% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.2%
Katathani Phuket Beach Resort leads at 8.8%, ahead by 8.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Twinpalms MontAzure Phuket records 0.6% blended SOV, ranking #59, while Katathani Phuket Beach Resort leads with 8.8%. The category remains fragmented, with "Other" brands accounting for 51.6% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket sea view hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	8.8%
2	The Shore At Katathani	8.2%
3	Anantara Mai Khao Phuke.	6.3%
4	Anona Sunset Boutique H.	4.4%
5	InterContinental Phuket.	3.8%
6	Paradox Phuket	3.8%
7	The Surin Phuket	3.8%
8	Wyndham Garden Phuket K.	3.8%
9	The Racha	3.1%
10	Amanpuri	2.5%
	Other	51.6%
59	Twinpalms MontAzure Phu.	0.6%

Brand SOV 0.6% Brand Rank #59 Total Brands 60 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	10%
2	Anantara Mai Khao Phuke.	8.3%
3	Wyndham Garden Phuket K.	8.3%
4	Anona Sunset Boutique H.	6.7%
5	InterContinental Phuket.	6.7%
6	Katathani Phuket Beach .	6.7%
7	Hyatt Regency Phuket Re.	5%
8	Namaka Resort Kamala	5%
9	The Surin Phuket	5%
10	Andara Resort & Villas	3.3%
	Other	35%
30	Twinpalms MontAzure Phu.	1.7%

Brand SOV 1.7% Brand Rank #30 Total Brands 30 Avg. SOV 3.3%

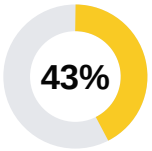
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	10.1%
2	The Shore At Katathani	7.1%
3	Anantara Mai Khao Phuke.	5.1%
4	Paradox Phuket	4%
5	The Racha	4%
6	Amanpuri	3%
7	Anona Sunset Boutique H.	3%
8	Centara Karon Villas Ph.	3%
9	Kata Rocks	3%
10	Le Méridien Phuket Beac.	3%
	Other	54.5%

Brand SOV 0% Brand Rank - Total Brands 52 Avg. SOV 1.9%

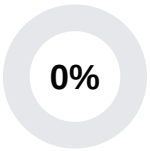
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Twinpalms MontAzure Phuket appears in 17/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
29%

NEUTRAL
12%

POSITIVE
59%

WHAT PEOPLE ARE SAYING

Positive: Guests praise the hotel as a newer, stylish property with a private beach, spacious apartment-style suites, and a relaxing, quiet atmosphere ideal for slow-paced holidays; the breakfast and on-site dining receive compliments, and the personalized touches like pillow and scent choices are well received.

Neutral: The hotel is located on Kamala Beach, sharing a private beach area with the adjacent InterContinental, and offers a minimalist, design-forward aesthetic; while it has a small public area and only one full-service restaurant, its beachfront position and quiet setting appeal to those seeking a less crowded stay.

Negative: Common complaints include persistent noise from street traffic and neighboring hotel equipment, inconsistent service from non-front-desk staff, room maintenance issues such as broken USB ports and TV glitches, poor water quality, and extra charges for basic amenities like mosquito spray; some guests also felt the hotel was not transparent about room availability and late checkout.

5 OPPORTUNITIES

1 Capture broad discovery demand
Twinpalms MontAzure Phuket ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 10.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Twinpalms MontAzure Phuket appears in 17/40 branded-search posts (43%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Address recurring trust concerns
Negative feedback is lower-volume (29%) but specific: Common complaints include persistent noise from street traffic and neighboring hotel equipment, inconsistent service from non-front-desk staff, room maintenance issues such as broken USB ports and TV glitches, poor water quality, and extra charges for basic amenities like mosquito spray; some guests also felt the hotel was not transparent about room availability and late checkout. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 18 / 100 to 30-40 / 100 through keyword-led content, KOC proof, and stronger brand association.