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PARKROYAL Langkawi Resort

Rednote Search Visibility Audit

Audit period: November 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

- PARKROYAL Langkawi Resort holds 8.8% blended non-branded search visibility, ranking #2; the current leader The Ritz-Carlton, Langkawi holds 16.7%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 79%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
8.8%
Ranks #2 blended and #3 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
79% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.9%
The Ritz-Carlton, Langkawi leads at 16.7%, ahead by 7.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

PARKROYAL Langkawi Resort records 8.8% blended SOV, ranking #2, while The Ritz-Carlton, Langkawi leads with 16.7%. The category remains fragmented, with "Other" brands accounting for 42.1% of visibility.

Search terms: Broad Search: Langkawi resort hotel recommendations • Narrow Search: Langkawi sea view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Langk.	16.7%
2	PARKROYAL Langkawi Reso.	8.8%
3	Four Seasons Resort Lan.	7.9%
4	Holiday Villa Beach Res.	5.3%
5	Hilton Burau Bay Langka.	4.4%
6	Pelangi Beach Resort & .	4.4%
7	Tanjung Rhu Resort	2.6%
8	Temple Tree Resort Lang.	2.6%
9	The St. Regis Langkawi	2.6%
10	The Westin Langkawi Res.	2.6%
	Other	42.1%

Brand SOV 8.8% Brand Rank #2 Total Brands 51 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	PARKROYAL Langkawi Reso.	12.5%
2	The Ritz-Carlton, Langk.	12.5%
3	Holiday Villa Beach Res.	7.5%
4	Pelangi Beach Resort & .	7.5%
5	Four Seasons Resort Lan.	5%
6	Tanjung Rhu Resort	5%
7	The Westin Langkawi Res.	5%
8	Ambong Rainforest Retre.	2.5%
9	Attitude Resort	2.5%
10	Baba Boutique House Lan.	2.5%
	Other	37.5%

Brand SOV 12.5% Brand Rank #1 Total Brands 25 Avg. SOV 4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Langk.	18.9%
2	Four Seasons Resort Lan.	9.5%
3	PARKROYAL Langkawi Reso.	6.8%
4	Hilton Burau Bay Langka.	6.8%
5	Holiday Villa Beach Res.	4.1%
6	The St. Regis Langkawi	4.1%
7	Pelangi Beach Resort & .	2.7%
8	Temple Tree Resort Lang.	2.7%
9	The Bayou Hotel	2.7%
10	Anantara Desaru Coast R.	1.4%
	Other	40.5%

Brand SOV 6.8% Brand Rank #3 Total Brands 40 Avg. SOV 2.5%

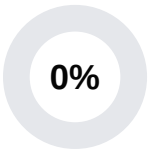
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



PARKROYAL Langkawi Resort 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	NEUTRAL	POSITIVE
8%	13%	79%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praised the resort's prime location, new and clean facilities, family-oriented features like kids' pools and clubs, stunning infinity pools, private beach access, warm and attentive service, and a breakfast spread with many Chinese-friendly options, delivering strong value for a relaxing beach getaway.

Neutral: The property offers a convenient location near the airport and Pantai Cenang, with modern amenities and a family-friendly atmosphere, though opinions vary on room size and the overall quality of the beach and breakfast.

Negative: Some guests reported inconsistent food quality, particularly dinner buffets with less-fresh seafood and underwhelming breakfast options, along with a beach that did not match promotional photos, plus minor issues such as average soundproofing and occasional water temperature fluctuations.

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: Guests consistently praised the resort's prime location, new and clean facilities, family-oriented features like kids' pools and clubs, stunning infinity pools, private beach access, warm and attentive service, and a breakfast spread with many Chinese-friendly options, delivering strong value for a relaxing beach getaway. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (8%) but specific: Some guests reported inconsistent food quality, particularly dinner buffets with less-fresh seafood and underwhelming breakfast options, along with a beach that did not match promotional photos, plus minor issues such as average soundproofing and occasional water temperature fluctuations. 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.