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Kwanza Resort By SUNRISE

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

0 /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

- Kwanza Resort By SUNRISE holds 0% blended non-branded search visibility, ranking -; the current leader The Mora Zanzibar holds 13.9%.
- Branded search visibility is 5%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
5%
2/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13.9%
The Mora Zanzibar leads at 13.9%, ahead by 13.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Kwanza Resort By SUNRISE records 0% blended SOV, ranking -, while The Mora Zanzibar leads with 13.9%. The category remains fragmented, with "Other" brands accounting for 38.3% of visibility.

Search terms: Broad Search: Zanzibar hotel recommendations • Narrow Search: Zanzibar ocean view hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Mora Zanzibar	13.9%
2	Hotel Riu Jambo	10%
3	Be Zanzibar Boutique Ho.	6.1%
4	Hotel Riu Palace Swahili	5.6%
5	Meliá Zanzibar	5%
6	Zuri Zanzibar	5%
7	Hotel Riu Palace Zanzib.	4.4%
8	Le Mersenne Zanzibar, A.	4.4%
9	Tembo House Hotel	4.4%
10	Park Hyatt Zanzibar	2.8%
	Other	38.3%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Mora Zanzibar	15.5%
2	Be Zanzibar Boutique Ho.	9.5%
3	Hotel Riu Jambo	9.5%
4	Le Mersenne Zanzibar, A.	7.1%
5	Hotel Riu Palace Swahili	6%
6	Meliá Zanzibar	6%
7	Tembo House Hotel	4.8%
8	Zuri Zanzibar	4.8%
9	Hotel Riu Palace Zanzib.	3.6%
10	Bamboo Zanzibar	2.4%
	Other	31%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

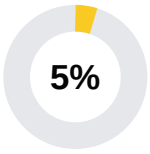
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Mora Zanzibar	12.5%
2	Hotel Riu Jambo	10.4%
3	Hotel Riu Palace Swahili	5.2%
4	Hotel Riu Palace Zanzib.	5.2%
5	Zuri Zanzibar	5.2%
6	Meliá Zanzibar	4.2%
7	Tembo House Hotel	4.2%
8	Be Zanzibar Boutique Ho.	3.1%
9	Park Hyatt Zanzibar	3.1%
10	RIU Hotels & Resorts	3.1%
	Other	43.8%

Brand SOV 0% Brand Rank - Total Brands 37 Avg. SOV 2.7%

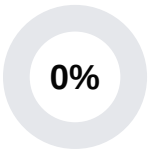
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Kwanza Resort By SUNRISE appears in 2/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
50%	50%	0%

WHAT PEOPLE ARE SAYING

Positive: The rooms are new, spacious, and have great views. The gym is well-equipped, and the staff are friendly. The sunset views are as beautiful as those in Kendwa, making it ideal for guests who enjoy quiet surroundings and sea views.

Neutral: The hotel rooms are spacious, new, and have good views. Staff are friendly and attentive, and the gym is well-equipped. The sunset views are nice, but the location is remote with few nearby restaurants or activities. During the off-season, hotel activities are scarce, and staff English proficiency is average, making communication sometimes difficult.

Negative: Guests reported that the price is high and value for money is low. The breakfast buffet had flies and bees, the tap water was salty and required bottled water for brushing teeth, and an additional $5 per person per night tax was charged at check-in. The buffet had limited variety and was not worth the price.

5 OPPORTUNITIES

1 Capture broad discovery demand
Kwanza Resort By SUNRISE ranks - in broad search with 0% SOV, while The Mora Zanzibar leads at 12.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Kwanza Resort By SUNRISE appears in 2/40 branded-search posts (5%). 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 (50%) but specific: Guests reported that the price is high and value for money is low. The breakfast buffet had flies and bees, the tap water was salty and required bottled water for brushing teeth, and an additional $5 per person per night tax was charged at check-in. The buffet had limited variety and was not worth the price. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.