

Patina Hotels & Resorts

Rednote Search Visibility Audit

Audit period: August 2026



DAISY VISIBILITY INDEX

12 /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 Hotels & Resorts holds 0% blended non-branded search visibility, ranking -; the current leader Soneva Jani Maldives holds 4.4%.
- Branded search visibility is 5%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
0%

Ranks - blended and - broad across selected non-branded key-word runs.



BRANDED SEARCH
5%

2/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
100% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
4.4%

Soneva Jani Maldives leads at 4.4%, ahead by 4.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Patina Hotels & Resorts records 0% blended SOV, ranking -, while Soneva Jani Maldives leads with 4.4%. The category remains fragmented, with “Other” brands accounting for 73.1% of visibility.

Search terms: Broad Search: Maldives design hotels • Narrow Search: Maldives family-friendly resorts

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Soneva Jani Maldives	4.4%
2	Waldorf Astoria Maldiv.	3.3%
3	JOALI Maldives	2.7%
4	JW Marriott Maldives Ka.	2.7%
5	Sun Siyam Iru Fushi	2.7%
6	Arena Beach Hotel	2.2%
7	Baglioni Resort Maldives	2.2%
8	JOALI BEING Maldives	2.2%
9	Kuramathi Maldives	2.2%
10	Meyyafushi Maldives	2.2%
	Other	73.1%

Brand SOV 0% Brand Rank - Total Brands 97 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Soneva Jani Maldives	6%
2	Arena Beach Hotel	4.5%
3	Kuramathi Maldives	4.5%
4	Baglioni Resort Maldives	3%
5	Cocoon Maldives	3%
6	Four Seasons Resort Mal.	3%
7	JW Marriott Maldives Ka.	3%
8	Sheraton Maldives Full .	3%
9	Siyam World Maldives	3%
10	The St. Regis Maldives .	3%
	Other	64.2%

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

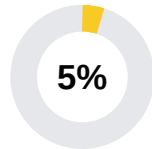
BROAD SEARCH

Rank	Brand	Share of Voice
1	JOALI Maldives	3.5%
2	Meyyafushi Maldives	3.5%
3	Soneva Jani Maldives	3.5%
4	Sun Siyam Iru Fushi	3.5%
5	Waldorf Astoria Maldiv.	3.5%
6	.Here Baa Atoll, Maldiv.	2.6%
7	Constance Moofushi Mald.	2.6%
8	Finolhu, A Seaside Coll.	2.6%
9	JOALI BEING Maldives	2.6%
10	JW Marriott Maldives Ka.	2.6%
	Other	69.6%

Brand SOV 0% Brand Rank - Total Brands 77 Avg. SOV 1.3%

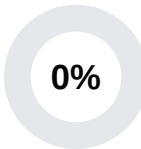
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Patina Hotels & Resorts 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

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING



Positive: Guests praise the resort as beautiful, enjoyable, and visually appealing, with a strong desire to return, while design-focused reviews highlight its sophisticated use of framing techniques that create a sense of luxury and spatial depth.



Neutral: The property's interior design is analyzed as a case study, showing how framing elements can be applied to residential spaces, indicating a design-forward approach that may appeal to architecture enthusiasts.



Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

Patina Hotels & Resorts ranks - in broad search with 0% SOV, while JOALI Maldives leads at 3.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

Patina Hotels & Resorts 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 Turn positive sentiment into proof

Users already respond positively to: Guests praise the resort as beautiful, enjoyable, and visually appealing, with a strong desire to return, while design-focused reviews highlight its sophisticated use of framing techniques that create a sense of luxury and spatial depth. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.