

Hyatt Regency Phuket Resort

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

41 /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

- Hyatt Regency Phuket Resort holds **1.4%** blended non-branded search visibility, ranking **#15**; the current leader Katathani Phuket Beach Resort holds **13.4%**.
- Branded search visibility is **98%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **87%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE

1.4%

Ranks #15 blended and - broad across selected non-branded key-word runs.



BRANDED SEARCH

98%

39/40 branded-search posts mention the selected brand.



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

87% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

12%

Katathani Phuket Beach Resort leads at 13.4%, ahead by 12%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hyatt Regency Phuket Resort records 1.4% blended SOV, ranking #15, while Katathani Phuket Beach Resort leads with 13.4%. The category remains fragmented, with "Other" brands accounting for 50.7% of visibility.

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

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	13.4%
2	Anona Sunset Boutique	4.9%
3	InterContinental Phuket.	4.9%
4	Pamookkoo Resort	4.9%
5	Paradox Resort Phuket	4.2%
6	The Shore At Katathani	4.2%
7	Pullman Phuket Arcadia .	3.5%
8	Wyndham Garden Phuket K.	3.5%
9	Anantara Mai Khao Phuke.	2.8%
10	Le Méridien Phuket Beac.	2.8%
	Other	50.7%
15	Hyatt Regency Phuket Re.	1.4%

Brand SOV 1.4% Brand Rank #15 Total Brands 61 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	20%
2	InterContinental Phuket.	10%
3	Pamookkoo Resort	8.3%
4	Wyndham Garden Phuket K.	6.7%
5	Hyatt Regency Phuket Re.	3.3%
6	Anantara Mai Khao Phuke.	3.3%
7	Anona Sunset Boutique	3.3%
8	Phuket Marriott Resort .	3.3%
9	Pullman Phuket Arcadia .	3.3%
10	Sunwing Kamala Beach	3.3%
	Other	35%

Brand SOV 3.3% Brand Rank #5 Total Brands 30 Avg. SOV 3.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	8.5%
2	Anona Sunset Boutique	6.1%
3	Paradox Resort Phuket	6.1%
4	Le Méridien Phuket Beac.	4.9%
5	Renaissance Phuket Reso.	4.9%
6	The Shore At Katathani	4.9%
7	Pullman Phuket Arcadia .	3.7%
8	Thavorn Palm Beach Reso.	3.7%
9	Anantara	2.4%
10	Anantara Mai Khao Phuke.	2.4%
	Other	52.4%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

98%

Hyatt Regency Phuket Resort appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

5%

POSITIVE

87%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the resort's exceptional service, stunning sea views, and abundant on-site activities, making it ideal for a quiet, relaxing getaway.



Neutral: The hotel is somewhat remote and requires transport to nearby attractions, and while the rooms are well-maintained, the facilities show signs of age.



Negative: The pool area is limited with only two pools, and the private beach is not suitable for swimming due to rocks and tides, which may disappoint some guests.

5 OPPORTUNITIES

1 Capture broad discovery demand

Hyatt Regency Phuket Resort ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 8.5%. 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: Guests consistently praise the resort's exceptional service, stunning sea views, and abundant on-site activities, making it ideal for a quiet, relaxing getaway. 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 (8%) but specific: The pool area is limited with only two pools, and the private beach is not suitable for swimming due to rocks and tides, which may disappoint some guests. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.