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New World Phu Quoc Resort

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

31 /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

- New World Phu Quoc Resort holds 1.6% blended non-branded search visibility, ranking #18; the current leader Regent Phu Quoc holds 11.9%.
- Branded search visibility is 63%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 74%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.6%
Ranks #18 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
63%
25/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
74% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.3%
Regent Phu Quoc leads at 11.9%, ahead by 10.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

New World Phu Quoc Resort records 1.6% blended SOV, ranking #18, while Regent Phu Quoc leads with 11.9%. The category remains fragmented, with "Other" brands accounting for 51.6% of visibility.

Search terms: Broad Search: how to choose Phu Quoc resort • Narrow Search: hotels near Sunset Town Phu Quoc

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Regent Phu Quoc	11.9%
2	JW Marriott Phu Quoc Em.	7.1%
3	Ocean Bay Resort & Spa .	5.6%
4	InterContinental Phu Qu.	4%
5	Sailing Club Signature .	4%
6	Dusit Princess Moonrise.	3.2%
7	Hilton Phu Quoc Resort	3.2%
8	Nadine Resort Phu Quoc	3.2%
9	Narcissus Hotel Phu Quoc	3.2%
10	Premier Village Phu Quo.	3.2%
	Other	51.6%
18	New World Phu Quoc Reso.	1.6%

Brand SOV 1.6% Brand Rank #18 Total Brands 54 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Regent Phu Quoc	14.1%
2	JW Marriott Phu Quoc Em.	7.8%
3	InterContinental Phu Qu.	4.7%
4	Premier Village Phu Quo.	4.7%
5	New World Phu Quoc Reso.	3.1%
6	Hilton Phu Quoc Resort	3.1%
7	La Festa Phu Quoc, Curi.	3.1%
8	Sailing Club Signature .	3.1%
9	Sakurakyo Hotel & Spa P.	3.1%
10	Sheraton Phu Quoc Long .	3.1%
	Other	50%

Brand SOV 3.1% Brand Rank #5 Total Brands 41 Avg. SOV 2.4%

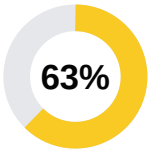
BROAD SEARCH

Rank	Brand	Share of Voice
1	Ocean Bay Resort & Spa .	9.7%
2	Regent Phu Quoc	9.7%
3	JW Marriott Phu Quoc Em.	6.5%
4	Dusit Princess Moonrise.	4.8%
5	Nadine Resort Phu Quoc	4.8%
6	Narcissus Hotel Phu Quoc	4.8%
7	Sailing Club Signature .	4.8%
8	Seashells Phu Quoc Hote.	4.8%
9	Crowne Plaza Phu Quoc S.	3.2%
10	Famiana Resort	3.2%
	Other	43.5%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

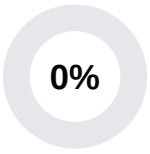
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



New World Phu Quoc Resort appears in 25/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
9%	17%	74%

WHAT PEOPLE ARE SAYING

Positive: The resort is highly recommended for families, featuring spacious private-pool villas, a complimentary water park and beach activities, and a prime location on a stunning white-sand beach shared with JW Marriott.

Neutral: The villa layout suits multi-generational groups and the setting feels cooler and less typically Vietnamese, though experiences with room readiness and housekeeping can vary.

Negative: Some guests find the rooms cramped with uncomfortable beds, and report rigid service such as refusal to provide a spare key when locked out, resulting in poor sleep and an overnight stay in a public lounge.

5 OPPORTUNITIES

1 Capture broad discovery demand
New World Phu Quoc Resort ranks - in broad search with 0% SOV, while Ocean Bay Resort & Spa Phu Quoc leads at 9.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
New World Phu Quoc Resort appears in 25/40 branded-search posts (63%). 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: The resort is highly recommended for families, featuring spacious private-pool villas, a complimentary water park and beach activities, and a prime location on a stunning white-sand beach shared with JW Marriott. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (9%) but specific: Some guests find the rooms cramped with uncomfortable beds, and report rigid service such as refusal to provide a spare key when locked out, resulting in poor sleep and an overnight stay in a public lounge. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 31 / 100 to 43-53 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026