daisy.club

# Rain Tree Khao Yai Hotel

## Rednote Search Visibility Audit

Audit period: October 2026

### DAISY VISIBILITY INDEX

**15 /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

- Rain Tree Khao Yai Hotel holds 0% blended non-branded search visibility, ranking -; the current leader InterContinental Khao Yai Resort holds 22.6%.
- Branded search visibility is 28%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; 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**
28%
11/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
0%
No detected Rednote account

**SENTIMENT**
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
22.6%
InterContinental Khao Yai Resort leads at 22.6%, ahead by 22.6%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**Rain Tree Khao Yai Hotel records 0% blended SOV, ranking -, while InterContinental Khao Yai Resort leads with 22.6%. The category remains fragmented, with "Other" brands accounting for 29.6% of visibility.**

**Search terms: Broad Search: Khao Yai hotel recommendations • Narrow Search: Khao Yai family hotel**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | InterContinental Khao Y. | 22.6% |
| 2 | Mövenpick Resort Khao Y. | 15.7% |
| 3 | Malai Khao Yai Resort | 12.2% |
| 4 | Thames Valley Khao Yai . | 4.3% |
| 5 | ATTA Lakeside Resort Su. | 3.5% |
| 6 | Grand Hyatt Kaua'i Reso. | 3.5% |
| 7 | Lacol Khaoyai - A Chatr. | 2.6% |
| 8 | SALA Khaoyai | 2.6% |
| 9 | Capella Ubud | 1.7% |
| 10 | Khao Yai Hansar Thai We. | 1.7% |
| | Other | 29.6% |

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

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | InterContinental Khao Y. | 18% |
| 2 | Mövenpick Resort Khao Y. | 13.1% |
| 3 | Malai Khao Yai Resort | 11.5% |
| 4 | ATTA Lakeside Resort Su. | 4.9% |
| 5 | Grand Hyatt Kaua'i Reso. | 3.3% |
| 6 | La Cocotte Villa & Farm. | 3.3% |
| 7 | Lacol Khaoyai - A Chatr. | 3.3% |
| 8 | More Than Sleep | 3.3% |
| 9 | Roukh Kiri Khaoyai Hotel | 3.3% |
| 10 | Thames Valley Khao Yai . | 3.3% |
| | Other | 32.8% |

**Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%**

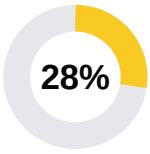
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | InterContinental Khao Y. | 27.8% |
| 2 | Mövenpick Resort Khao Y. | 18.5% |
| 3 | Malai Khao Yai Resort | 13% |
| 4 | SALA Khaoyai | 5.6% |
| 5 | Thames Valley Khao Yai . | 5.6% |
| 6 | Grand Hyatt Kaua'i Reso. | 3.7% |
| 7 | Khao Yai Hansar Thai We. | 3.7% |
| 8 | Toscana Valley | 3.7% |
| 9 | ATTA Lakeside Resort Su. | 1.9% |
| 10 | Capella Ubud | 1.9% |
| | Other | 14.8% |

**Brand SOV 0% Brand Rank - Total Brands 18 Avg. SOV 5.6%**

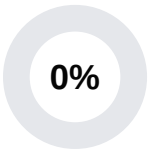
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Rain Tree Khao Yai Hotel appears in 11/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




No detected Rednote account

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 18% | 0% | 82% |

### WHAT PEOPLE ARE SAYING

**Positive:** Guests consistently praise the hotel's immersive natural setting, literary-themed rooms and library, family-friendly amenities like kids' play areas and organic farm activities, plus good value for money, making it a popular choice for nature-loving families and weekend escapes from Bangkok.

**Neutral:** The hotel is quite remote, requiring a car or paid hotel transfer, and some advertised activities (e.g., stargazing, morning hikes) may not be available depending on season or weather, so guests should check the hotel's schedule in advance.

**Negative:** A few guests reported disappointing experiences: the outdoor pool was dirty with leaves, staff could seem indifferent, the property felt eerily quiet when occupancy was low, and scheduled activities like guided walks were not offered during their stay, leaving them feeling misled.

## 5 OPPORTUNITIES

**1 Capture broad discovery demand**
Rain Tree Khao Yai Hotel ranks - in broad search with 0% SOV, while InterContinental Khao Yai Resort leads at 27.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

**2 Make branded search more consistent**
Rain Tree Khao Yai Hotel appears in 11/40 branded-search posts (28%). 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 consistently praise the hotel's immersive natural setting, literary-themed rooms and library, family-friendly amenities like kids' play areas and organic farm activities, plus good value for money, making it a popular choice for nature-loving families and weekend escapes from Bangkok. 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 (18%) but specific: A few guests reported disappointing experiences: the outdoor pool was dirty with leaves, staff could seem indifferent, the property felt eerily quiet when occupancy was low, and scheduled activities like guided walks were not offered during their stay, leaving them feeling misled. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

**Near-term goal: move from 15 / 100 to 27-37 / 100 through keyword-led content, KOC proof, and stronger brand association.**