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Dusit Thani Mactan Cebu Resort

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

28 /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

- Dusit Thani Mactan Cebu Resort holds 1.4% blended non-branded search visibility, ranking #10; the current leader Shangri-La Mactan, Cebu holds 18.9%.
- Branded search visibility is 55%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
1.4%
Ranks #10 blended and #6 broad across selected non-branded keyword runs.

BRANDED SEARCH
55%
22/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
17.5%
Shangri-La Mactan, Cebu leads at 18.9%, ahead by 17.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Dusit Thani Mactan Cebu Resort records 1.4% blended SOV, ranking #10, while Shangri-La Mactan, Cebu leads with 18.9%. The category remains fragmented, with "Other" brands accounting for 28.7% of visibility.

Search terms: Broad Search: Cebu hotel recommendations • Narrow Search: Mactan Island beach hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Mactan, Cebu	18.9%
2	Sheraton Cebu Mactan Re.	15.4%
3	The Reef Island Resort .	14%
4	Crimson Resort & Spa Ma.	7.7%
5	The Reef Island Resort .	3.5%
6	Vista Mar Beach Resort .	3.5%
7	Fili Hotel NUSTAR Cebu	2.8%
8	Bluewater Maribago Beac.	2.1%
9	Bluewater Sumilon Islan.	2.1%
10	Dusit Thani Mactan Cebu.	1.4%
	Other	28.7%

Brand SOV 1.4% Brand Rank #10 Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Mactan, Cebu	23.3%
2	Sheraton Cebu Mactan Re.	13.7%
3	The Reef Island Resort .	9.6%
4	The Reef Island Resort .	6.8%
5	Crimson Resort And Spa .	5.5%
6	Bluewater Sumilon Islan.	4.1%
7	Vista Mar Beach Resort .	4.1%
8	Bohol Beach Club	2.7%
9	Belmont Hotel Mactan	1.4%
10	Bluewater Maribago Beac.	1.4%
	Other	27.4%

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

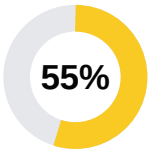
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Reef Island Resort .	18.6%
2	Sheraton Cebu Mactan Re.	17.1%
3	Shangri-La Mactan, Cebu	14.3%
4	Crimson Resort & Spa Ma.	10%
5	Fili Hotel NUSTAR Cebu	4.3%
6	Dusit Thani Mactan Cebu.	2.9%
7	Bluewater Maribago Beac.	2.9%
8	Coco Del Rey	2.9%
9	Fili Hotel At NUSTAR Ce.	2.9%
10	Munting Paraiso By Brav.	2.9%
	Other	21.4%

Brand SOV 2.9% Brand Rank #6 Total Brands 24 Avg. SOV 4.2%

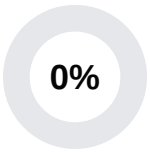
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Dusit Thani Mactan Cebu Resort appears in 22/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	14%	86%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the resort's stunning infinity pool and breathtaking sunset views, describing the overall environment as beautiful, relaxing, and ideal for a restorative getaway.

Neutral: The resort offers a reasonable price point and decent common areas, though some guests note that the rooms are compact and the facilities feel somewhat dated.

Negative: Several reviewers mention that the rooms are small and the facilities appear aged, and the beach area is rocky rather than sandy, which may disappoint those expecting a traditional beachfront stay.

5 OPPORTUNITIES

1 Make branded search more consistent
Dusit Thani Mactan Cebu Resort appears in 22/40 branded-search posts (55%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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 stunning infinity pool and breathtaking sunset views, describing the overall environment as beautiful, relaxing, and ideal for a restorative getaway. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 28 / 100 to 40-50 / 100 through keyword-led content, KOC proof, and stronger brand association.