

JW Marriott Maldives Kaafu Atoll Island Resort

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

68 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- JW Marriott Maldives Kaafu Atoll Island Resort holds **4.1%** blended non-branded search visibility, ranking **#2**; the current leader Soneva Jani Maldives holds **4.7%**.
- Branded search visibility is **83%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **82%**; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE

4.1%

Ranks #2 blended and #7 broad across selected non-branded keyword runs.



BRANDED SEARCH

83%

33/40 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)

0.6%

Soneva Jani Maldives leads at 4.7%, ahead by 0.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

JW Marriott Maldives Kaafu Atoll Island Resort records 4.1% blended SOV, ranking #2, while Soneva Jani Maldives leads with 4.7%. The category remains fragmented, with “Other” brands accounting for 72% of visibility.

Search terms: Broad Search: Maldives hotel recommendations • Narrow Search: Maldives honeymoon water villa hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Soneva Jani Maldives	4.7%
2	JW Marriott Maldives Ka.	4.1%
3	Alla Kothaifaru Maldiv.	3.6%
4	W Maldives	3.1%
5	Ayada Maldives	2.1%
6	Centara Grand Island Re.	2.1%
7	Cheval Blanc Randheli	2.1%
8	Conrad Maldives Rangali.	2.1%
9	Hilton Maldives Amingir.	2.1%
10	JOALI Maldives	2.1%
	Other	72%

Brand SOV 4.1% Brand Rank #2 Total Brands 94 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Maldives Ka.	5.9%
2	Alla Kothaifaru Maldiv.	4.9%
3	Centara Mirage Lagoon M.	2.9%
4	DusitD2 Feydhoo Maldives	2.9%
5	Hilton Maldives Amingir.	2.9%
6	Sheraton Maldives Full .	2.9%
7	Soneva Jani Maldives	2.9%
8	.Here Baa Atoll Maldives	2%
9	Anantara Dhigu Maldives.	2%
10	Ayada Maldives	2%
	Other	68.6%

Brand SOV 5.9% Brand Rank #1 Total Brands 65 Avg. SOV 1.5%

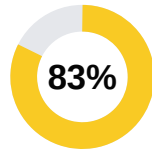
BROAD SEARCH

Rank	Brand	Share of Voice
1	Soneva Jani Maldives	6.6%
2	JOALI Maldives	4.4%
3	W Maldives	4.4%
4	Cheval Blanc Randheli	3.3%
5	Furaveri Maldives	3.3%
6	Meeru Maldives Resort I.	3.3%
7	JW Marriott Maldives Ka.	2.2%
8	Alla Kothaifaru Maldiv.	2.2%
9	Ayada Maldives	2.2%
10	Centara Grand Island Re.	2.2%
	Other	65.9%

Brand SOV 2.2% Brand Rank #7 Total Brands 60 Avg. SOV 1.7%

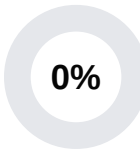
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



JW Marriott Maldives Kaafu Atoll Island Resort appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

18%

POSITIVE

82%

WHAT PEOPLE ARE SAYING



Positive: The dining options are repeatedly praised as a ‘foodie island,’ offering a wide variety that blends Chinese and Western tastes. The water villas and beach villas feature modern, spacious designs with private pools and net beds, providing stunning ocean and lagoon views. Thoughtful service details (such as birthday decorations, handwritten cards, and farewell send-offs on departure) make it ideal for honeymoons and family trips.



Neutral: The hotel is close to Male airport, making speedboat transfers convenient. Some areas of the island are still being completed, and public areas can be quite sunny in the afternoon. Although the butler service is enthusiastic, the number of Chinese-speaking butlers is limited, and response times may be slower during peak periods.



Negative: Some posts mention that service response was not timely enough (e.g., waiting over 20 minutes for a buggy), a few rooms had air conditioning leaks or odors, snorkeling conditions are average for the Maldives, and occasional aircraft noise can be heard due to proximity to the airport flight path.

5 OPPORTUNITIES

1 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.

2

Turn positive sentiment into proof

Users already respond positively to: The dining options are repeatedly praised as a ‘foodie island,’ offering a wide variety that blends Chinese and Western tastes. The water villas and beach villas feature modern, spacious designs with private pools and net beds, providing stunning ocean and lagoon views. Thoughtful service details (such as birthday decorations, handwritten cards, and farewell send-offs on departure) make it ideal for honeymoons and family trips. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 68 / 100 to 80-90 / 100 through keyword-led content, KOC proof, and stronger brand association.