

Six Senses Ninh Van Bay

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

44 /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

● Six Senses Ninh Van Bay holds 1.7% blended non-branded search visibility, ranking #15; the current leader JW Marriott Cam Ranh Bay Resort & Spa holds 13.6%.

● Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.

● Positive sentiment is 90%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.7%

Ranks #15 blended and #19 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

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

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

90% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

11.9%

JW Marriott Cam Ranh Bay Resort & Spa leads at 13.6%, ahead by 11.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Six Senses Ninh Van Bay records 1.7% blended SOV, ranking #15, while JW Marriott Cam Ranh Bay Resort & Spa leads with 13.6%. The category remains fragmented, with “Other” brands accounting for 24.6% of visibility.

Search terms: Broad Search: Nha Trang resort recommendations • Narrow Search: Nha Trang pool villa hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Cam Ranh Ba.	13.6%
2	The Anam Cam Ranh	11%
3	The Westin Resort & Spa.	11%
4	Fusion Resort Cam Ranh	8.5%
5	Amanoi	6.8%
6	Mia Resort Nha Trang	6.8%
7	Ana Mandara Cam Ranh	5.1%
8	Nha Trang Marriott Reso.	5.1%
9	Amiana Resort Cam Ranh	4.2%
10	Radisson Blu Resort, Ca.	3.4%
	Other	24.6%
15	Six Senses Ninh Van Bay	1.7%

Brand SOV 1.7% Brand Rank #15 Total Brands 30 Avg. SOV 3.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Anam Cam Ranh	12.1%
2	JW Marriott Cam Ranh Ba.	10.3%
3	Mia Resort Nha Trang	10.3%
4	Fusion Resort Cam Ranh	8.6%
5	The Westin Resort & Spa.	8.6%
6	Ana Mandara Cam Ranh	6.9%
7	Nha Trang Marriott Reso.	6.9%
8	Amiana Resort Cam Ranh	5.2%
9	Amanoi	3.4%
10	Villa Le Corail, A Gran.	3.4%
	Other	24.1%
19	Six Senses Ninh Van Bay	1.7%

Brand SOV 1.7% Brand Rank #19 Total Brands 23 Avg. SOV 4.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Cam Ranh Ba.	16.7%
2	The Westin Resort & Spa.	13.3%
3	Amanoi	10%
4	The Anam Cam Ranh	10%
5	Fusion Resort Cam Ranh	8.3%
6	Radisson Blu Resort, Ca.	5%
7	Amiana Resort Cam Ranh	3.3%
8	Ana Mandara Cam Ranh	3.3%
9	Hon Tam Resort Nha Trang	3.3%
10	Mia Resort Nha Trang	3.3%
	Other	23.3%
19	Six Senses Ninh Van Bay	1.7%

Brand SOV 1.7% Brand Rank #19 Total Brands 21 Avg. SOV 4.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Six Senses Ninh Van Bay appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

5%

NEUTRAL

5%

POSITIVE

90%

WHAT PEOPLE ARE SAYING

● Positive: Guests consistently praise the resort's stunning natural setting, private villas with pools, and the immersive, activity-rich experience, highlighting the excellent breakfast, attentive service, and the unique sense of seclusion.

● Neutral: The resort is remote and only accessible by boat, which adds to its exclusivity but also means limited dining options and extra transfer costs; some guests note the facilities show age and the public areas can feel warm and humid.

● Negative: Several guests mention the high price point, with some feeling it does not match the value, citing dated rooms, inconsistent dinner quality, and additional charges for transfers and certain activities.

5 OPPORTUNITIES

1 Capture broad discovery demand

Six Senses Ninh Van Bay ranks #19 in broad search with 1.7% SOV, while JW Marriott Cam Ranh Bay Resort & Spa leads at 16.7%. 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 stunning natural setting, private villas with pools, and the immersive, activity-rich experience, highlighting the excellent breakfast, attentive service, and the unique sense of seclusion. 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 (5%) but specific: Several guests mention the high price point, with some feeling it does not match the value, citing dated rooms, inconsistent dinner quality, and additional charges for transfers and certain activities. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.