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Courtyard By Marriott Phuket, Patong Beach Resort

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

76 /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

- Courtyard By Marriott Phuket, Patong Beach Resort holds 5.6% blended non-branded search visibility, ranking #2; the current leader Katathani Phuket Beach Resort holds 7%.
- Branded Search Visibility is 93%, while Brand Control is 40.5%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 89%; the clearest next lever is turn positive sentiment into proof.

1 SCORE DRIVERS

SHARE OF VOICE
5.6%
Ranks #2 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
93%
37/40 branded-search posts mention the selected brand.

BRAND CONTROL
41%
15/37 qualifying branded-search posts are brand-owned from Courtyard By Marriott Phuket, Patong Beach Resort.

SENTIMENT
89% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
1.4%
Katathani Phuket Beach Resort leads at 7%, ahead by 1.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Courtyard By Marriott Phuket, Patong Beach Resort records 5.6% blended SOV, ranking #2, while Katathani Phuket Beach Resort leads with 7%. The category remains fragmented, with "Other" brands accounting for 69% of visibility.

Search terms: Broad Search: Phuket hotel guide • Narrow Search: hotels near Patong Beach

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	7%
2	Courtyard By Marriott P.	5.6%
3	Anona Sunset Boutique H.	2.8%
4	The Racha	2.8%
5	Aurico Kata Resort & Spa	2.1%
6	Centara Karon Villas Ph.	2.1%
7	Four Points By Sheraton.	2.1%
8	InterContinental Phuket.	2.1%
9	Malisa Villa Suites	2.1%
10	Marina Phuket Resort	2.1%
	Other	69%

Brand SOV 5.6% Brand Rank #2 Total Brands 80 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	12.1%
2	Courtyard By Marriott P.	6.1%
3	The Racha	4.5%
4	Anona Sunset Boutique H.	3%
5	Le Méridien Phuket Beac.	3%
6	Malisa Villa Suites	3%
7	Pamookkoo Resort	3%
8	Peach Blossom Resort	3%
9	Peach Hill Resort	3%
10	Phuket Marriott Resort .	3%
	Other	56.1%

Brand SOV 6.1% Brand Rank #2 Total Brands 44 Avg. SOV 2.3%

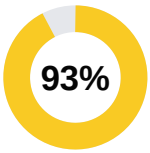
BROAD SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott P.	5.3%
2	Anona Sunset Boutique H.	2.6%
3	Aurico Kata Resort & Spa	2.6%
4	Centara Karon Villas Ph.	2.6%
5	Four Points By Sheraton.	2.6%
6	InterContinental Phuket.	2.6%
7	Katathani Phuket Beach .	2.6%
8	Keemala Phuket Resort	2.6%
9	Marina Phuket Resort	2.6%
10	Pullman Phuket Panwa Be.	2.6%
	Other	71.1%

Brand SOV 5.3% Brand Rank #1 Total Brands 62 Avg. SOV 1.6%

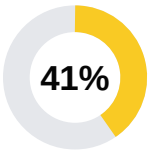
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Courtyard By Marriott Phuket, Patong Beach Resort appears in 37/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



15/37 branded-search posts that mention the selected brand are from Courtyard By Marriott Phuket, Patong Beach Resort (41%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
6%	6%	89%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its prime location near the beach and amenities, plus multiple pools and family-friendly activities that make it a strong choice for families.

Neutral: Rooms are generally compact, some face the street and can be noisy, and breakfast is described as average in taste.

Negative: Some guests report small rooms, poor soundproofing, and inconsistent front-desk service, with a few feeling the price is high for the quality.

5 OPPORTUNITIES

1 Turn positive sentiment into proof

Users already respond positively to: The hotel is praised for its prime location near the beach and amenities, plus multiple pools and family-friendly activities that make it a strong choice for families. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

2 Address recurring trust concerns

Negative feedback is lower-volume (6%) but specific: Some guests report small rooms, poor soundproofing, and inconsistent front-desk service, with a few feeling the price is high for the quality. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 76 / 100 to 88-98 / 100 through keyword-led content, KOC proof, and stronger brand association.