daisy.club

Kimpton Kitalay Samui

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

59 /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

- Kimpton Kitalay Samui holds 7% blended non-branded search visibility, ranking #4; the current leader Conrad Koh Samui holds 14.7%.
- Branded Search Visibility is 95%, while Brand Control is 15.8%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 87%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

SHARE OF VOICE
7%
Ranks #4 blended and #3 broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
16%
6/38 qualifying branded-search posts are brand-owned from Kimpton Kitalay Samui.

SENTIMENT
87% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.7%
Conrad Koh Samui leads at 14.7%, ahead by 7.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Kimpton Kitalay Samui records 7% blended SOV, ranking #4, while Conrad Koh Samui leads with 14.7%. The category remains fragmented, with "Other" brands accounting for 35.7% of visibility.

Search terms: Broad Search: Koh Samui hotel guide • Narrow Search: Koh Samui family hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Conrad Koh Samui	14.7%
2	The Ritz-Carlton, Koh S.	9.3%
3	Four Seasons Resort Koh.	7.8%
4	Kimpton Kitalay Samui	7%
5	Hyatt Regency Koh Samui	6.2%
6	Silavadee Pool Spa Reso.	4.7%
7	Banyan Tree Samui	3.9%
8	Holiday Inn Resort Samu.	3.9%
9	Six Senses Samui	3.9%
10	InterContinental Koh Sa.	3.1%
	Other	35.7%

Brand SOV 7% Brand Rank #4 Total Brands 43 Avg. SOV 2.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Conrad Koh Samui	11.8%
2	Hyatt Regency Koh Samui	11.8%
3	Holiday Inn Resort Samu.	9.8%
4	Four Seasons Resort Koh.	7.8%
5	Kimpton Kitalay Samui	5.9%
6	InterContinental Koh Sa.	3.9%
7	Six Senses Samui	3.9%
8	The Flow Samui Beach Re.	3.9%
9	Amari Koh Samui	2%
10	Ammatara Pura Pool Vill.	2%
	Other	37.3%

Brand SOV 5.9% Brand Rank #5 Total Brands 29 Avg. SOV 3.4%

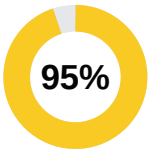
BROAD SEARCH

Rank	Brand	Share of Voice
1	Conrad Koh Samui	16.7%
2	The Ritz-Carlton, Koh S.	14.1%
3	Kimpton Kitalay Samui	7.7%
4	Four Seasons Resort Koh.	7.7%
5	Silavadee Pool Spa Reso.	6.4%
6	Banyan Tree Samui	5.1%
7	Six Senses Samui	3.8%
8	Centara Reserve Samui	2.6%
9	Garrya Tongsai Bay Samui	2.6%
10	Hyatt Regency Koh Samui	2.6%
	Other	30.8%

Brand SOV 7.7% Brand Rank #3 Total Brands 28 Avg. SOV 3.6%

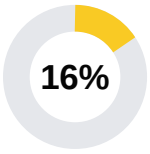
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Kimpton Kitalay Samui appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



6/38 branded-search posts that mention the selected brand are from Kimpton Kitalay Samui (16%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	13%	87%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's serene beachfront location, stylish village-inspired design, and thoughtful amenities such as free social hour, kids club, and water activities, making it ideal for relaxed family or couple getaways.

Neutral: The hotel is generally well-regarded, but some guests note that breakfast, while varied, may not suit all tastes, and the beach sand is not as fine as expected.

Negative: A few guests mention that the breakfast options are too Western-oriented for some Asian palates, and the villa layout with separate bathroom and bedroom rooms can be inconvenient for moving between spaces.

5 OPPORTUNITIES

1 Increase brand-owned control
Only 15.8% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

2 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's serene beachfront location, stylish village-inspired design, and thoughtful amenities such as free social hour, kids club, and water activities, making it ideal for relaxed family or couple getaways. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 59 / 100 to 71-81 / 100 through keyword-led content, KOC proof, and stronger brand association.