

Batam Marriott Hotel Harbour Bay

Rednote Search Visibility Audit

Audit period: September 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

- Batam Marriott Hotel Harbour Bay holds 8.8% blended non-branded search visibility, ranking #2; the current leader Turi Beach Resort holds 13.6%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

8.8%

Ranks #2 blended and #3 broad across selected non-branded keyword runs.

BRANDED SEARCH

80%

32/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

94% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

4.8%

Turi Beach Resort leads at 13.6%, ahead by 4.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Batam Marriott Hotel Harbour Bay records 8.8% blended SOV, ranking #2, while Turi Beach Resort leads with 13.6%. The category remains fragmented, with "Other" brands accounting for 37.6% of visibility.

Search terms: Broad Search: Batam Island hotel guide • Narrow Search: hotels near Batam Island pier

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Turi Beach Resort	13.6%
2	Batam Marriott Hotel Ha.	8.8%
3	Montigo Resorts, Nongsa	8%
4	Grand Mercure Batam Cen.	6.4%
5	ARTOTEL Batam	4.8%
6	Woda Villa & Spa	4.8%
7	YELLO Hotel Harbour Bay.	4.8%
8	Nagoya Hill Hotel	4%
9	Wyndham Panbil Batam	4%
10	HARRIS Hotel & Suites N.	3.2%
	Other	37.6%

Brand SOV 8.8% Brand Rank #2 Total Brands 37 Avg. SOV 2.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Turi Beach Resort	17.2%
2	Batam Marriott Hotel Ha.	10.3%
3	Grand Mercure Batam Cen.	6.9%
4	ARTOTEL Batam	5.2%
5	Montigo Resorts, Nongsa	5.2%
6	Woda Villa & Spa	5.2%
7	YELLO Hotel Harbour Bay.	5.2%
8	Four Points By Sheraton.	3.4%
9	HARRIS Resort Barelang .	3.4%
10	KTM Resort	3.4%
	Other	34.5%

Brand SOV 10.3% Brand Rank #2 Total Brands 26 Avg. SOV 3.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Montigo Resorts, Nongsa	10.4%
2	Turi Beach Resort	10.4%
3	Batam Marriott Hotel Ha.	7.5%
4	Grand Mercure Batam Cen.	6%
5	Ando Hotel Batam	4.5%
6	ARTOTEL Batam	4.5%
7	HARRIS Hotel & Suites N.	4.5%
8	Nagoya Hill Hotel	4.5%
9	Woda Villa & Spa	4.5%
10	Wyndham Panbil Batam	4.5%
	Other	38.8%

Brand SOV 7.5% Brand Rank #3 Total Brands 29 Avg. SOV 3.4%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

80%

Batam Marriott Hotel Harbour Bay appears in 32/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

7%

POSITIVE

94%

WHAT PEOPLE ARE SAYING

Positive:

The hotel is highly praised for its unbeatable location directly above the Harbour Bay ferry terminal, offering convenient access and stunning sea views. Guests consistently highlight the excellent breakfast variety, attentive service (including proactive upgrades for loyalty members), and relaxing amenities like the Infinity pool and rooftop bar, making it a top choice for short getaways and family trips.

Neutral:

Some guests note that the rooms lean toward a business-style decor rather than a strong resort feel, and the overall service can be described as adequate but not exceptional. The rooftop bar offers great views but is considered pricey, and the gym is small with mostly cardio equipment.

Negative:

A few practical drawbacks were mentioned, such as occasional elevator maintenance causing delays, limited bedside power outlets, and some food items (like the fruit platter and certain desserts) being underwhelming. Service details were also described as unremarkable by some reviewers.

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 hotel is highly praised for its unbeatable location directly above the Harbour Bay ferry terminal, offering convenient access and stunning sea views. Guests consistently highlight the excellent breakfast variety, attentive service (including proactive upgrades for loyalty members), and relaxing amenities like the infinity pool and rooftop bar, making it a top choice for short getaways 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 59 / 100 to 71-81 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: September 2026 • Collection coverage: complete • posts 160/160 • details 160/160

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