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Radisson RED Phuket Patong Beach

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

28 /100

LOW VISIBILITY

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

EXECUTIVE READOUT

- Radisson RED Phuket Patong Beach holds 0% blended non-branded search visibility, ranking -; the current leader Dinso Resort & Villas Phuket, Vignette Collection holds 4.2%.
- Branded search visibility is 68%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
68%
27/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
83% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.2%
Dinso Resort & Villas Phuket, Vignette Collection leads at 4.2%, ahead by 4.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Radisson RED Phuket Patong Beach records 0% blended SOV, ranking -, while Dinso Resort & Villas Phuket, Vignette Collection leads with 4.2%. The category remains fragmented, with "Other" brands accounting for 68.4% of visibility.

Search terms: Broad Search: Phuket design hotel • Narrow Search: Phuket hotel near nightlife

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas P.	4.2%
2	Katathani Phuket Beach .	4.2%
3	The Racha	4.2%
4	Holiday Inn Resort Phuk.	3.2%
5	Malisa Villa Suites	3.2%
6	The Shore At Katathani	3.2%
7	The SIS Kata Resort	3.2%
8	Anantara Layan Phuket R.	2.1%
9	Anona Sunset Boutique	2.1%
10	Baan Karonburi Resort	2.1%
	Other	68.4%

Brand SOV 0% Brand Rank - Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas P.	7.3%
2	Holiday Inn Resort Phuk.	4.9%
3	Patong Beach Hotel	4.9%
4	The SIS Kata Resort	4.9%
5	Amari Phuket	2.4%
6	Anantara Layan Phuket R.	2.4%
7	Anona Sunset Boutique	2.4%
8	BS Airport Hotel	2.4%
9	Chanalai Romantica Reso.	2.4%
10	Chateau Du Village Pato.	2.4%
	Other	63.4%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

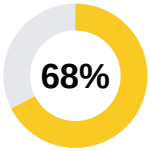
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	7.4%
2	The Racha	7.4%
3	Malisa Villa Suites	5.6%
4	The Shore At Katathani	5.6%
5	Baan Karonburi Resort	3.7%
6	Baan Sailom Resort	3.7%
7	Bamgo Hotel Phuket	3.7%
8	Anantara Layan Phuket R.	1.9%
9	Andamantra Resort & Vil.	1.9%
10	Anona Sunset Boutique	1.9%
	Other	57.4%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

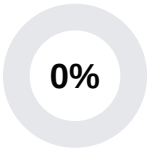
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Radisson RED Phuket Patong Beach appears in 27/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
9%

NEUTRAL
9%

POSITIVE
83%

WHAT PEOPLE ARE SAYING

Positive: The hotel boasts a prime location steps from Patong Beach and nightlife, with a trendy industrial design, spacious rooms, and family-friendly amenities, offering great value especially in low season.

Neutral: The hotel adopts a youthful, self-service concept with fewer staff, appealing to independent travelers who prefer a modern, hands-off approach over traditional hospitality.

Negative: Noise from the street and nearby bars is a common complaint, especially for street-facing rooms, and some guests feel the price is high for the experience.

5 OPPORTUNITIES

1 Capture broad discovery demand
Radisson RED Phuket Patong Beach ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 7.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Radisson RED Phuket Patong Beach appears in 27/40 branded-search posts (68%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Turn positive sentiment into proof
Users already respond positively to: The hotel boasts a prime location steps from Patong Beach and nightlife, with a trendy industrial design, spacious rooms, and family-friendly amenities, offering great value especially in low season. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (9%) but specific: Noise from the street and nearby bars is a common complaint, especially for street-facing rooms, and some guests feel the price is high for the experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 28 / 100 to 40-50 / 100 through keyword-led content, KOC proof, and stronger brand association.