

Taj Exotica Resort & Spa, Maldives

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

41 /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

- Taj Exotica Resort & Spa, Maldives holds 0.4% blended non-branded search visibility, ranking #55; the current leader The Ritz-Carlton Maldives, Fari Islands holds 3.5%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 74%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

**SHARE OF VOICE**
0.4%
Ranks #55 blended and #35 broad across selected non-branded keyword runs.

**BRANDED SEARCH**
98%
39/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
0%
No detected Rednote account

**SENTIMENT**
74% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
3.1%
The Ritz-Carlton Maldives, Fari Islands leads at 3.5%, ahead by 3.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Taj Exotica Resort & Spa, Maldives records 0.4% blended SOV, ranking #55, while The Ritz-Carlton Maldives, Fari Islands leads with 3.5%. The category remains fragmented, with “Other” brands accounting for 79% of visibility.
Search terms: Broad Search: Maldives island selection guide • Narrow Search: Maldives honeymoon hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	3.5%
2	Cheval Blanc Randheli	1.9%
3	Conrad Maldives Rangali.	1.9%
4	Huvafen Fushi	1.9%
5	OZEN LIFE Maadhoo	1.9%
6	Park Hyatt Maldives Had.	1.9%
7	Soneva Jani	1.9%
8	Villa Nautica Paradise .	1.9%
9	W Maldives	1.9%
10	Waldorf Astoria Maldiv.	1.9%
	Other	79%
55	Taj Exotica Resort & Sp.	0.4%

Brand SOV 0.4% Brand Rank #55 Total Brands 142 Avg. SOV 0.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Centara Grand Island Re.	3.3%
2	Conrad Maldives Rangali.	3.3%
3	Grand Park Kodhipparu M.	3.3%
4	OZEN LIFE Maadhoo	3.3%
5	Sheraton Maldives Full .	3.3%
6	The Ritz-Carlton Maldiv.	3.3%
7	Villa Nautica Paradise .	3.3%
8	Waldorf Astoria Maldiv.	3.3%
9	dusitD2 Feydhoo Maldives	2.2%
10	Hotel Riu Atoll	2.2%
	Other	69.6%

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

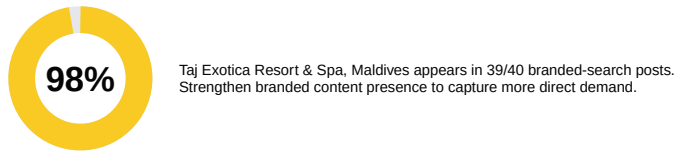
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	3.6%
2	Cheval Blanc Randheli	2.4%
3	Huvafen Fushi	2.4%
4	Park Hyatt Maldives Had.	2.4%
5	Soneva Jani	2.4%
6	W Maldives	2.4%
7	.Here Baa Atoll	1.8%
8	Bvlgari Resort Ranfushi	1.8%
9	Finolhu, A Seaside Coll.	1.8%
10	Four Seasons Resort Mal.	1.8%
	Other	77%
35	Taj Exotica Resort & Sp.	0.6%

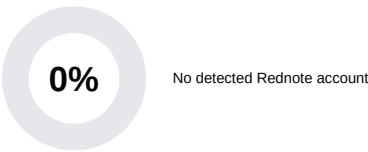
Brand SOV 0.6% Brand Rank #35 Total Brands 108 Avg. SOV 0.9%

3 BRANDED SEARCH & BRAND CONTROL

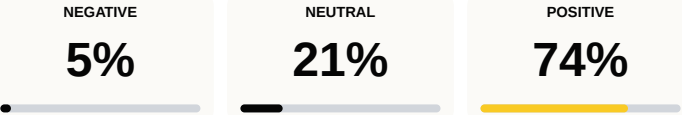
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** The lagoon and glassy sea were repeatedly praised as stunning, being the biggest highlight; quick island transfer, all-inclusive dining with rich options (especially Indian and Chinese cuisine at the 24-degree restaurant), generally attentive service (responsive butler, kid-friendly), great value for money, and suitable for honeymoons and family vacations.
- Neutral:** Island access is convenient (speedboat 15–20 minutes); the lagoon scenery is beautiful but lacks color variation; snorkeling conditions are average, suitable for casual water play rather than deep diving; on-island activities are limited, ideal for a laid-back vacation.
- Negative:** Some guests reported aging facilities (e.g., plastic sheeting on roofs, frosted bathroom glass) and uneven service, with posts mentioning possible differential treatment of Chinese guests and disappointing dishes at the Mediterranean restaurant.

5 OPPORTUNITIES

- 1 Capture broad discovery demand**
Taj Exotica Resort & Spa, Maldives ranks #35 in broad search with 0.6% SOV, while The Ritz-Carlton Maldives, Fari Islands leads at 3.6%. 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: The lagoon and glassy sea were repeatedly praised as stunning, being the biggest highlight; quick island transfer, all-inclusive dining with rich options (especially Indian and Chinese cuisine at the 24-degree restaurant), generally attentive service (responsive butler, kid-friendly), great value for money, and suitable for non-emotions and family vacations. 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: Some guests reported aging facilities (e.g., plastic sheeting on roofs, frosted bathroom glass) and uneven service, with posts mentioning possible differential treatment of Chinese guests and disappointing dishes at the Mediterranean restaurant. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 41 / 100 to 53-63 / 100 through keyword-led content, KOC proof, and stronger brand association.