

Park Hyatt Maldives Hadahaa

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

63 /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

- Park Hyatt Maldives Hadahaa holds **1.6%** blended non-branded search visibility, ranking **#8**; the current leader OZEN LIFE Maadhoo holds **2.7%**.
- Branded search visibility is **100%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **93%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.6%

Ranks #8 blended and #58 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

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

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

93% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

1.1%

OZEN LIFE Maadhoo leads at 2.7%, ahead by 1.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Park Hyatt Maldives Hadahaa records 1.6% blended SOV, ranking #8, while OZEN LIFE Maadhoo leads with 2.7%. The category remains fragmented, with “Other” brands accounting for 79.5% of visibility.

Search terms: Broad Search: Maldives hotel recommendations • Narrow Search: Maldives honeymoon hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	OZEN LIFE Maadhoo	2.7%
2	W Maldives	2.7%
3	Centara Grand Island Re.	2.2%
4	OZEN RESERVE BOLIFUSHI	2.2%
5	Amilla Maldives Resort .	1.9%
6	The Ritz-Carlton Maldiv.	1.9%
7	Villa Nautica Paradise .	1.9%
8	Park Hyatt Maldives Had.	1.6%
9	Ellaidhoo Maldives By C.	1.6%
10	Lily Beach Resort & Spa	1.6%
	Other	79.5%

Brand SOV 1.6% Brand Rank #8 Total Brands 141 Avg. SOV 0.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	OZEN LIFE Maadhoo	3.7%
2	W Maldives	3.7%
3	Park Hyatt Maldives Had.	3%
4	Amilla Maldives Resort .	3%
5	Lily Beach Resort & Spa	3%
6	Dusit Thani Maldives	2.4%
7	Ellaidhoo Maldives By C.	2.4%
8	Machchafushi Island Res.	2.4%
9	OZEN RESERVE BOLIFUSHI	2.4%
10	The Ritz-Carlton Maldiv.	2.4%
	Other	71.3%

Brand SOV 3% Brand Rank #3 Total Brands 89 Avg. SOV 1.1%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Centara Grand Island Re.	2.5%
2	Angsana Velavaru	2%
3	OZEN LIFE Maadhoo	2%
4	OZEN RESERVE BOLIFUSHI	2%
5	Soneva Jani	2%
6	The St. Regis Maldives .	2%
7	W Maldives	2%
8	Allia Kothaifaru Maldiv.	1.5%
9	Atmosphere Kanifushi Ma.	1.5%
10	Conrad Maldives Rangali.	1.5%
	Other	81.1%
58	Park Hyatt Maldives Had.	0.5%

Brand SOV 0.5% Brand Rank #58 Total Brands 111 Avg. SOV 0.9%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Park Hyatt Maldives Hadahaa appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

5%

POSITIVE

93%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the exceptional house reef for snorkeling and diving, with abundant marine life like turtles and sharks, along with attentive service including Chinese-speaking staff and a quiet, understated luxury atmosphere.

Neutral:

The resort is remote, requiring a domestic flight plus speedboat transfer, which some travelers find tiring, but this remoteness also preserves a more natural and uncrowded environment.

Negative:

Some guests found the rooms dated and rustic for the price, with heavy sliding doors and small slippery water villa ladders, and a few noted coral bleaching and limited dining variety.

5 OPPORTUNITIES

1

Capture broad discovery demand

Park Hyatt Maldives Hadahaa ranks #58 in broad search with 0.5% SOV, while Centara Grand Island Resort & Spa Maldives leads at 2.5%. 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: Guests consistently praise the exceptional house reef for snorkeling and diving, with abundant marine life like turtles and sharks, along with attentive service including Chinese-speaking staff and a quiet, understated luxury atmosphere. 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 (3%) but specific: Some guests found the rooms dated and rustic for the price, with heavy sliding doors and small slippery water villa ladders, and a few noted coral bleaching and limited dining variety. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 63 / 100 to 75-85 / 100 through keyword-led content, KOC proof, and stronger brand association.

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

Daisy Visibility Index™