

Patina Hotels And Resorts

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

60 /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

- Patina Hotels And Resorts holds 2.1% blended non-branded search visibility, ranking #5; the current leader Vakkaru Maldives holds 3.2%.
- Branded Search Visibility is 88%, while Brand Control is 5.7%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 77%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

 SHARE OF VOICE
2.1%
Ranks #5 blended and #2 broad across selected non-branded keyword runs.

 BRANDED SEARCH
88%
35/40 branded-search posts mention the selected brand.

 BRAND CONTROL
6%
2/35 qualifying branded-search posts are brand-owned from Patina Hotels And Resorts.

 SENTIMENT
77% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

 COMPETITIVE GAP (BLENDED SEARCH)
1.1%
Vakkaru Maldives leads at 3.2%, ahead by 1.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Patina Hotels And Resorts records 2.1% blended SOV, ranking #5, while Vakkaru Maldives leads with 3.2%. The category remains fragmented, with “Other” brands accounting for 77.9% of visibility.

Search terms: Broad Search: Luxury design hotel recommendations • Narrow Search: Maldives overwater villa hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Vakkaru Maldives	3.2%
2	Cheval Blanc Randheli	2.6%
3	The Ritz-Carlton Maldiv.	2.6%
4	Waldorf Astoria Osaka	2.6%
5	Patina Hotels And Resor.	2.1%
6	Park Hyatt Maldives Had.	2.1%
7	The Ritz-Carlton, Osaka	2.1%
8	Baros Maldives	1.6%
9	Conrad Maldives Rangali.	1.6%
10	Emerald Faarufushi Reso.	1.6%
	Other	77.9%

Brand SOV 2.1% Brand Rank #5 Total Brands 130 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Vakkaru Maldives	5.3%
2	Cheval Blanc Randheli	3.2%
3	Conrad Maldives Rangali.	3.2%
4	Emerald Faarufushi Reso.	3.2%
5	Huafeni Fushi	3.2%
6	JW Marriott Maldives Ka.	3.2%
7	Milaidhoo Maldives	3.2%
8	Villa Nautica Paradise .	3.2%
9	Jumeirah Olhahali Island	2.1%
10	Kiaali Residence	2.1%
	Other	68.1%

Brand SOV 0% Brand Rank - Total Brands 72 Avg. SOV 1.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Waldorf Astoria Osaka	5.2%
2	Patina Hotels And Resor.	4.2%
3	The Ritz-Carlton, Osaka	4.2%
4	Four Seasons Hotel Osaka	3.1%
5	The Ritz-Carlton Maldiv.	3.1%
6	Baros Maldives	2.1%
7	Cheval Blanc Randheli	2.1%
8	InterContinental Osaka	2.1%
9	JOALI BEING	2.1%
10	OZEN RESERVE BOLIFUSHI	2.1%
	Other	69.8%

Brand SOV 4.2% Brand Rank #2 Total Brands 74 Avg. SOV 1.4%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

88%

Patina Hotels And Resorts appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

6%

2/35 branded-search posts that mention the selected brand are from Patina Hotels And Resorts (6%).

4 SENTIMENT ANALYSIS

NEGATIVE
9%

NEUTRAL
15%

POSITIVE
77%

WHAT PEOPLE ARE SAYING

 **Positive:** Guests consistently praise the brand's striking architectural and interior design, describing it as a standout aesthetic experience that blends minimalist, Japanese-inspired elements with a relaxed, artful atmosphere, and they also highlight attentive service and strong family-friendly amenities.

 **Neutral:** The brand is noted for its convenient location near Osaka Castle and its quick speedboat access in the Maldives, but some guests find the surrounding areas less walkable and the overall experience more suited to those who prioritize design and relaxation over extensive sightseeing or diving.

 **Negative:** Several guests report inconsistent dining quality, with some restaurants and breakfast options falling short of expectations, and the Maldives property's artificial island setting offers weak snorkeling and sometimes rough speedboat transfers, while the Osaka property has some operational and layout inconveniences.

5 OPPORTUNITIES

1 Increase brand-owned control
Only 5.7% 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 brand's striking architectural and interior design, describing it as a standout aesthetic experience that blends minimalist, Japanese-inspired elements with a relaxed, artful atmosphere, and they also highlight attentive service and strong family-friendly amenities. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (9%) but specific: Several guests report inconsistent dining quality, with some restaurants and breakfast options falling short of expectations, and the Maldives property's artificial island setting offers weak snorkeling and sometimes rough speedboat transfers, while the Osaka property has some operational and layout inconveniences. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.