daisy.club

The Peninsula Paris

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

51 /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

- The Peninsula Paris holds 2.6% blended non-branded search visibility, ranking #9; the current leader Shangri-La Paris holds 7.2%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 91%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
2.6%
Ranks #9 blended and #4 broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
91% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.6%
Shangri-La Paris leads at 7.2%, ahead by 4.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Peninsula Paris records 2.6% blended SOV, ranking #9, while Shangri-La Paris leads with 7.2%. The category remains fragmented, with "Other" brands accounting for 58.8% of visibility.

Search terms: Broad Search: Luxury hotels in Paris recommendations • Narrow Search: Hotels near Arc de Triomphe Paris

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Paris	7.2%
2	Ritz Paris	5.9%
3	Pullman Paris Tour Eiff.	5.2%
4	Hôtel De Crillon, A Ros.	4.6%
5	Hôtel Balzac Paris	3.3%
6	Hôtel Plaza Athénée Par.	3.3%
7	Le Bristol Paris	3.3%
8	Le Meurice	3.3%
9	The Peninsula Paris	2.6%
10	Airelles Château De Ver.	2.6%
	Other	58.8%

Brand SOV 2.6% Brand Rank #9 Total Brands 81 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Pullman Paris Tour Eiff.	10.9%
2	Hôtel Balzac Paris	9.1%
3	Splendid Etoile Hotel	5.5%
4	Château Voltaire	3.6%
5	Shangri-La Paris	3.6%
6	Best Western Premier Tr.	1.8%
7	Citadines Saint-Germain.	1.8%
8	H4 Hotel Wyndham Paris .	1.8%
9	Hotel Belfast Paris	1.8%
10	Hotel Cabane	1.8%
	Other	58.2%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

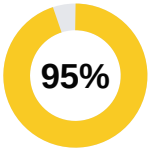
BROAD SEARCH

Rank	Brand	Share of Voice
1	Ritz Paris	9.2%
2	Shangri-La Paris	9.2%
3	Hôtel De Crillon, A Ros.	6.1%
4	The Peninsula Paris	4.1%
5	Airelles Château De Ver.	4.1%
6	Cheval Blanc Paris	4.1%
7	Four Seasons Hotel Geor.	4.1%
8	Hôtel Plaza Athénée Par.	4.1%
9	Le Bristol Paris	4.1%
10	Le Meurice	4.1%
	Other	46.9%

Brand SOV 4.1% Brand Rank #4 Total Brands 47 Avg. SOV 2.1%

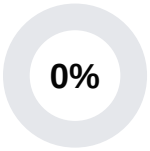
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Peninsula Paris appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
9%	0%	91%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently highlight the hotel's prime location near the Arc de Triomphe and Champs-Élysées, its spacious, well-appointed rooms with thoughtful details like Chinese-language controls and amenities, and exceptional service that feels welcoming to Chinese visitors, including personal touches like monogrammed teddy bears for children and flexible check-in; the rooftop restaurant offers stunning Eiffel Tower views, making it a memorable, palace-like stay.

Neutral: Dining feedback is mixed: the breakfast is praised for quality but noted to be slow, and the Michelin-starred restaurant has variable reviews—standout views and seafood dishes, but occasional misses like overly salty or unremarkable courses; afternoon tea and the LiLi Chinese restaurant are appreciated, though prices are high.

Negative: Some guests report housekeeping oversights such as missing bath salts and no water replenishment, and the spa experience can feel inattentive; the rooftop restaurant's midday sun can be uncomfortable, and certain dishes or services there have disappointed relative to its two-star rating.

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: Guests consistently highlight the hotel's prime location near the Arc de Triomphe and Champs-Élysées, its spacious, well-appointed rooms with thoughtful details like Chinese-language controls and amenities, and exceptional service that feels welcoming to Chinese visitors, including personal touches like monogrammed teddy bears for children and flexible check-in; the rooftop restaurant offers stunning Eiffel Tower views, making it a memorable, palace-like stay. 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: Some guests report housekeeping oversights such as missing bath salts and no water replenishment, and the spa experience can feel inattentive; the rooftop restaurant's midday sun can be uncomfortable, and certain dishes or services there have disappointed relative to its two-star rating. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 51 / 100 to 63-73 / 100 through keyword-led content, KOC proof, and stronger brand association.