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Sofitel Singapore Sentosa Resort & Spa

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

39 /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

- Sofitel Singapore Sentosa Resort & Spa holds 2% blended non-branded search visibility, ranking #7; the current leader Shangri-La Rasa Sentosa, Singapore holds 12.2%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 54%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2%
Ranks #7 blended and #34 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
54% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.2%
Shangri-La Rasa Sentosa, Singapore leads at 12.2%, ahead by 10.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Singapore Sentosa Resort & Spa records 2% blended SOV, ranking #7, while Shangri-La Rasa Sentosa, Singapore leads with 12.2%. The category remains fragmented, with "Other" brands accounting for 51% of visibility.

Search terms: Broad Search: Singapore resort hotel recommendations • Narrow Search: Sentosa family-friendly hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	12.2%
2	Capella Singapore	11.2%
3	The Outpost Hotel Sento.	6.1%
4	Grand Hyatt Singapore	4.1%
5	Village Hotel Sentosa	4.1%
6	Fairmont Singapore	3.1%
7	Sofitel Singapore Sento.	2%
8	Amara Sanctuary Sentosa	2%
9	Lloyd's Inn	2%
10	Marina Bay Sands	2%
	Other	51%

Brand SOV 2% Brand Rank #7 Total Brands 53 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	21.2%
2	Capella Singapore	12.1%
3	Grand Hyatt Singapore	9.1%
4	Lloyd's Inn	6.1%
5	Village Hotel Sentosa	6.1%
6	Sofitel Singapore Sento.	3%
7	Banyan Tree Singapore	3%
8	Dusit Thani Laguna Sing.	3%
9	Fairmont Singapore	3%
10	Oasia Resort Sentosa	3%
	Other	30.3%

Brand SOV 3% Brand Rank #6 Total Brands 20 Avg. SOV 5%

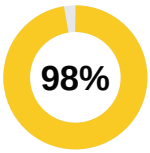
BROAD SEARCH

Rank	Brand	Share of Voice
1	Capella Singapore	10.8%
2	Shangri-La Rasa Sentosa.	7.7%
3	The Outpost Hotel Sento.	7.7%
4	Amara Sanctuary Sentosa	3.1%
5	Fairmont Singapore	3.1%
6	Marina Bay Sands	3.1%
7	Outpost	3.1%
8	Shangri-La	3.1%
9	The Laurus	3.1%
10	Village Hotel Sentosa	3.1%
	Other	52.3%
34	Sofitel Singapore Sento.	1.5%

Brand SOV 1.5% Brand Rank #34 Total Brands 43 Avg. SOV 2.3%

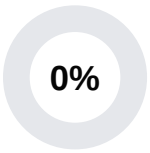
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sofitel Singapore Sentosa Resort & Spa appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
23%	23%	54%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the resort's lush tropical garden setting, frequent peacock sightings, and convenient walking access to nearby beaches, with many highlighting its strong value for money compared to other Sentosa hotels.

Neutral: The property is widely described as dated and in need of renovation, though several guests note that it remains clean and well-maintained; shuttle service and breakfast receive mixed but generally acceptable feedback.

Negative: Multiple reviews cite poor soundproofing between rooms, aging facilities, and inconsistent service—including limited Chinese-speaking staff and occasional issues with breakfast quality or amenity requests—leading some to feel it does not meet luxury expectations.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sofitel Singapore Sentosa Resort & Spa ranks #34 in broad search with 1.5% SOV, while Capella Singapore leads at 10.8%. 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 Address recurring trust concerns
Negative feedback is lower-volume (23%) but specific: Multiple reviews cite poor soundproofing between rooms, aging facilities, and inconsistent service—including limited Chinese-speaking staff and occasional issues with breakfast quality or amenity requests—leading some to feel it does not meet luxury expectations. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 39 / 100 to 51-61 / 100 through keyword-led content, KOC proof, and stronger brand association.