daisy.club

Carlton Cannes

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

78 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Carlton Cannes holds 31.6% blended non-branded search visibility, ranking #1; the current leader Carlton Cannes holds 31.6%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 92%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
31.6%
Ranks #1 blended and #1 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
92% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Carlton Cannes leads at 31.6%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Carlton Cannes records 31.6% blended SOV, ranking #1, while Carlton Cannes leads with 31.6%. The category remains fragmented, with "Other" brands accounting for 20.4% of visibility.

Search terms: Broad Search: Cannes hotel recommendations • Narrow Search: Cannes beachfront hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Carlton Cannes	31.6%
2	Hotel Martinez, The Unb.	21.1%
3	JW Marriott Cannes	7.2%
4	Canopy By Hilton Cannes	5.3%
5	Hôtel Barrière Le Majes.	4.6%
6	Hôtel Du Cap-Eden-Roc	2.6%
7	Palm Beach Cannes	2.6%
8	Mondrian Cannes	2%
9	Aman	1.3%
10	Belle Plage Residence	1.3%
	Other	20.4%

Brand SOV 31.6% Brand Rank #1 Total Brands 32 Avg. SOV 3.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Carlton Cannes	25%
2	Hotel Martinez, The Unb.	25%
3	Canopy By Hilton Cannes	9.4%
4	JW Marriott Cannes	7.8%
5	Hôtel Barrière Le Majes.	4.7%
6	Belle Plage Residence	3.1%
7	Blue Dream Cannes	3.1%
8	Cannes Villa Saint Barth	3.1%
9	Hôtel Barrière Le Gray .	3.1%
10	La Bastide De l'Olivera.	3.1%
	Other	12.5%

Brand SOV 25% Brand Rank #1 Total Brands 16 Avg. SOV 6.3%

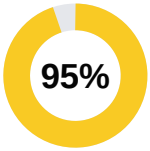
BROAD SEARCH

Rank	Brand	Share of Voice
1	Carlton Cannes	36.4%
2	Hotel Martinez, The Unb.	18.2%
3	JW Marriott Cannes	6.8%
4	Hôtel Barrière Le Majes.	4.5%
5	Hôtel Du Cap-Eden-Roc	3.4%
6	Aman	2.3%
7	Canopy By Hilton Cannes	2.3%
8	Hilton	2.3%
9	Hotel Alfonso XIII	2.3%
10	Mondrian Cannes	2.3%
	Other	19.3%

Brand SOV 36.4% Brand Rank #1 Total Brands 25 Avg. SOV 4%

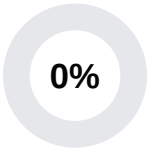
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Carlton Cannes 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
0%	8%	92%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's exceptional service, elegant Belle Époque design, prime seafront location on the Croisette, and luxurious amenities such as the renovated rooms, spa, private beach, and cinematic history—many call it the top hotel in Cannes.

Neutral: The hotel is a historic, iconic property that underwent a major renovation and reopened as a Regent in 2023; reviews note that while some amenities like breakfast and minibar are generous, details like shower drainage and parking logistics can be inconsistent.

Negative: The hotel's prices are very high, especially during peak season when rooms can cost thousands of euros per night, and extra charges like parking (up to €90 per night) and beach loungers can add up.

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 praise the hotel's exceptional service, elegant Belle Époque design, prime seafront location on the Croisette, and luxurious amenities such as the renovated rooms, spa, private beach, and cinematic history—many call it the top hotel in Cannes. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 78 / 100 to 90-100 / 100 through keyword-led content, KOC proof, and stronger brand association.