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Mia Saigon – Luxury Boutique Hotel

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

32 /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

- Mia Saigon – Luxury Boutique Hotel holds 2% blended non-branded search visibility, ranking #16; the current leader Park Hyatt Saigon holds 11%.
- Branded search visibility is 53%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2%
Ranks #16 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
53%
21/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9%
Park Hyatt Saigon leads at 11%, ahead by 9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mia Saigon – Luxury Boutique Hotel records 2% blended SOV, ranking #16, while Park Hyatt Saigon leads with 11%. The category remains fragmented, with "Other" brands accounting for 50% of visibility.

Search terms: Broad Search: Ho Chi Minh City boutique hotel • Narrow Search: Ho Chi Minh City river view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	11%
2	Vinpearl Landmark 81, A.	8%
3	Amanaki Thao Dien Hotel	5%
4	Hôtel Des Arts Saigon -.	5%
5	Le Méridien Saigon	5%
6	Renaissance Riverside H.	4%
7	Fusion Suites Saigon	3%
8	Hilton Saigon	3%
9	Hotel Indigo Saigon The.	3%
10	President Maison Signat.	3%
	Other	50%
16	Mia Saigon – Luxury Bou.	2%

Brand SOV 2% Brand Rank #16 Total Brands 51 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Vinpearl Landmark 81, A.	8.6%
2	Amanaki Thao Dien Hotel	6.9%
3	Park Hyatt Saigon	6.9%
4	Renaissance Riverside H.	6.9%
5	Hilton Saigon	5.2%
6	Le Méridien Saigon	5.2%
7	Mia Saigon – Luxury Bou.	3.4%
8	Hotel Indigo Saigon The.	3.4%
9	President Maison Signat.	3.4%
10	Hotel	3.4%
	Other	46.6%

Brand SOV 3.4% Brand Rank #7 Total Brands 37 Avg. SOV 2.7%

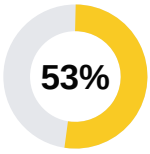
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	16.7%
2	Hôtel Des Arts Saigon -.	9.5%
3	Vinpearl Landmark 81, A.	7.1%
4	Fairy Hotel	4.8%
5	Fusion Suites Saigon	4.8%
6	Le Méridien Saigon	4.8%
7	New World Saigon Hotel	4.8%
8	Silverland Ben Thanh Ho.	4.8%
9	Amanaki Thao Dien Hotel	2.4%
10	Anima Boutique Hotel	2.4%
	Other	38.1%

Brand SOV 0% Brand Rank - Total Brands 26 Avg. SOV 3.8%

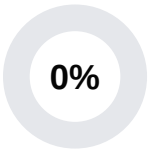
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Mia Saigon – Luxury Boutique Hotel appears in 21/40 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%	14%	86%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's stunning French colonial and cream-toned design, which is highly photogenic and paired with excellent, personalized service, delicious breakfasts, and a beautiful pool area that creates a relaxing resort-like atmosphere.

Neutral: The hotel is located in District 2, which is a quiet, less touristy area, but it is far from the city center and requires taxis, though a complimentary speedboat service is provided.

Negative: The remote location is a major drawback for many, as it feels isolated and necessitates expensive taxi rides for any trip outside the hotel, and the overall stay is considered pricey.

5 OPPORTUNITIES

1 Capture broad discovery demand
Mia Saigon – Luxury Boutique Hotel ranks - in broad search with 0% SOV, while Park Hyatt Saigon leads at 16.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Mia Saigon – Luxury Boutique Hotel appears in 21/40 branded-search posts (53%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's stunning French colonial and cream-toned design, which is highly photogenic and paired with excellent, personalized service, delicious breakfasts, and a beautiful pool area that creates a relaxing resort-like atmosphere. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 32 / 100 to 44-54 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: July 2026