

Amara Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

35 /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

- Amara Singapore holds 0.4% blended non-branded search visibility, ranking #44; the current leader Oasia Hotel Downtown, Singapore holds 5.9%.
- Branded search visibility is 82%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

**SHARE OF VOICE**
0.4%
Ranks #44 blended and - broad across selected non-branded keyword runs.

**BRANDED SEARCH**
82%
42/51 branded-search posts mention the selected brand.

**BRAND CONTROL**
0%
No detected Rednote account

**SENTIMENT**
83% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
5.5%
Oasia Hotel Downtown, Singapore leads at 5.9%, ahead by 5.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amara Singapore records 0.4% blended SOV, ranking #44, while Oasia Hotel Downtown, Singapore leads with 5.9%. The category remains fragmented, with "Other" brands accounting for 58.2% of visibility.

Search terms: Broad Search: value-for-money hotels Singapore • Narrow Search: hotels near Tanjong Pagar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Oasia Hotel Downtown, S.	5.9%
2	Fairmont Singapore	5.5%
3	Pan Pacific Singapore	5.1%
4	Conrad Singapore Orchard	4.2%
5	Marina Bay Sands	4.2%
6	Mondrian Singapore Duxt.	3.8%
7	Mercure ICON Singapore .	3.4%
8	Shangri-La Rasa Sentosa.	3.4%
9	Sofitel Singapore City .	3.4%
10	Conrad Singapore Marina.	3%
	Other	58.2%
44	Amara Singapore	0.4%

Brand SOV 0.4% Brand Rank #44 Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Oasia Hotel Downtown, S.	12.8%
2	Sofitel Singapore City .	8.5%
3	ST Signature Tanjong Pa.	7.4%
4	Mondrian Singapore Duxt.	6.4%
5	Carlton City Hotel Sing.	4.3%
6	Duxton Reserve Singapor.	4.3%
7	Fairmont Singapore	4.3%
8	Pan Pacific Singapore	4.3%
9	Conrad Singapore Orchard	3.2%
10	Mercure ICON Singapore .	3.2%
	Other	41.5%
17	Amara Singapore	1.1%

Brand SOV 1.1% Brand Rank #17 Total Brands 42 Avg. SOV 2.4%

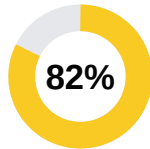
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	6.3%
2	Marina Bay Sands	5.6%
3	Pan Pacific Singapore	5.6%
4	Conrad Singapore Orchard	4.9%
5	Shangri-La Rasa Sentosa.	4.9%
6	Conrad Singapore Marina.	4.2%
7	Mandarin Oriental, Sing.	3.5%
8	Mercure ICON Singapore .	3.5%
9	The Ritz-Carlton, Mille.	3.5%
10	Hotel Mi Singapore	2.8%
	Other	55.2%

Brand SOV 0% Brand Rank - Total Brands 53 Avg. SOV 1.9%

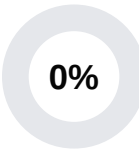
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



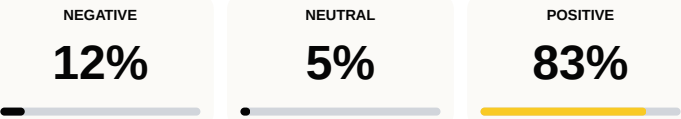
Amara Singapore appears in 42/51 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests praised the hotel's excellent location, large and clean rooms, good value for money, helpful Chinese-speaking staff, and thoughtful design details that create a welcoming atmosphere.
- Neutral:** The hotel offers a convenient location near Tanjong Pagar MRT, spacious newly renovated rooms, and a decent breakfast, though check-in can be slow during peak times.
- Negative:** Guests reported long waits for early check-in, with some feeling unfairly treated compared to others, and slow front-desk service that required follow-ups for promised compensation.

5 OPPORTUNITIES

- Capture broad discovery demand**
Amara Singapore ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 6.3%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 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.
- Turn positive sentiment into proof**
Users already respond positively to: Guests praised the hotel's excellent location, large and clean rooms, good value for money, helpful Chinese-speaking staff, and thoughtful design details that create a welcoming atmosphere. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- Address recurring trust concerns**
Negative feedback is lower-volume (12%) but specific: Guests reported long waits for early check-in, with some feeling unfairly treated compared to others, and slow front-desk service that required follow-ups for promised compensation. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.