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Chatrium Grand Bangkok

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

62 /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

- Chatrium Grand Bangkok holds 3% blended non-branded search visibility, ranking #3; the current leader Kimpton Maa-Lai Bangkok holds 4.2%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 74%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
3%
Ranks #3 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
90%
36/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
74% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
1.2%
Kimpton Maa-Lai Bangkok leads at 4.2%, ahead by 1.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Chatrium Grand Bangkok records 3% blended SOV, ranking #3, while Kimpton Maa-Lai Bangkok leads with 4.2%. The category remains fragmented, with "Other" brands accounting for 73.2% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok Siam district hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Kimpton Maa-Lai Bangkok	4.2%
2	The Ritz-Carlton, Bangk.	3.6%
3	Chatrium Grand Bangkok	3%
4	The Siam	3%
5	Sindhorn Kempinski Hote.	2.4%
6	The Bentley Hotel Pratu.	2.4%
7	Vince Hotel Pratunam	2.4%
8	Waldorf Astoria Bangkok	2.4%
9	Dusit Thani Bangkok	1.8%
10	Grand Hyatt Erawan Bang.	1.8%
	Other	73.2%

Brand SOV 3% Brand Rank #3 Total Brands 90 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Chatrium Grand Bangkok	8.2%
2	Kimpton Maa-Lai Bangkok	6.6%
3	The Siam	6.6%
4	Grande Centre Point Pre.	4.9%
5	Grand Hyatt Erawan Bang.	3.3%
6	Holiday Inn Express Ban.	3.3%
7	InterContinental Bangko.	3.3%
8	Mercure Bangkok Siam	3.3%
9	Siam Kempinski Hotel Ba.	3.3%
10	Sindhorn Kempinski Hote.	3.3%
	Other	54.1%

Brand SOV 8.2% Brand Rank #1 Total Brands 42 Avg. SOV 2.4%

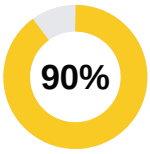
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Bangk.	4.7%
2	Vince Hotel Pratunam	3.7%
3	Dusit Thani Bangkok	2.8%
4	Kimpton Maa-Lai Bangkok	2.8%
5	Mandarin Oriental, Bang.	2.8%
6	The Bentley Hotel Pratu.	2.8%
7	ABCQQ Hotel	1.9%
8	Aman Nai Lert Bangkok	1.9%
9	Asia Hotel Bangkok	1.9%
10	Banyan Tree Bangkok	1.9%
	Other	72.9%

Brand SOV 0% Brand Rank - Total Brands 71 Avg. SOV 1.4%

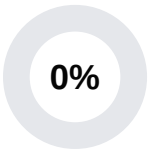
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Chatrium Grand Bangkok appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
6%	20%	74%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's prime location near Siam Paragon, with a free shuttle bus, spacious rooms, complimentary minibar, and attentive service that often includes thoughtful treats like chocolates and macarons, making it especially popular for families.

Neutral: Breakfast receives mixed reviews—some find it varied and satisfying while others consider it average—and the air conditioning is noted to be quite loud, which may affect light sleepers.

Negative: A few guests mention that the beds and pillows are too soft, causing back discomfort, and the children's play area is small and underwhelming, with one reviewer suggesting the hotel is not particularly recommended unless proximity to the mall is a priority.

5 OPPORTUNITIES

1 Capture broad discovery demand
Chatrium Grand Bangkok ranks - in broad search with 0% SOV, while The Ritz-Carlton, Bangkok leads at 4.7%. 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 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's prime location near Siam Paragon, with a free shuttle bus, spacious rooms, complimentary minibar, and attentive service that often includes thoughtful treats like chocolates and macarons, making it especially popular for families. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (6%) but specific: A few guests mention that the beds and pillows are too soft, causing back discomfort, and the children's play area is small and underwhelming, with one reviewer suggesting the hotel is not particularly recommended unless proximity to the mall is a priority. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 62 / 100 to 74-84 / 100 through keyword-led content, KOC proof, and stronger brand association.