

Snowhotel Kirkenes

Rednote Search Visibility Audit

Audit period: July 2026



DAISY VISIBILITY INDEX

64 /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

- Snowhotel Kirkenes holds 31.1% blended non-branded search visibility, ranking #1; the current leader Snowhotel Kirkenes holds 31.1%.
- Branded search visibility is 63%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 70%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
31.1%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
63%

25/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%

No detected Rednote account

SENTIMENT
70% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)
0%

Snowhotel Kirkenes leads at 31.1%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Snowhotel Kirkenes records 31.1% blended SOV, ranking #1, while Snowhotel Kirkenes leads with 31.1%. The category remains fragmented, with "Other" brands accounting for 40.2% of visibility.

Search terms: Broad Search: Kirkenes hotel recommendations • Narrow Search: Kirkenes aurora hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Snowhotel Kirkenes	31.1%
2	Scandic Kirkenes	8.3%
3	Thon Hotel Kirkenes	4.5%
4	Icehotel	3.8%
5	Kakslautanen Arctic Re.	3%
6	Manshausen Island Resort	3%
7	Arctic SnowHotel & Glas.	1.5%
8	Lapland Village	1.5%
9	Sorrisniva Igloo Hotel	1.5%
10	X Hotel	1.5%
	Other	40.2%

Brand SOV 31.1% Brand Rank #1 Total Brands 62 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Snowhotel Kirkenes	39.2%
2	Icehotel	5.4%
3	Scandic Kirkenes	5.4%
4	Thon Hotel Kirkenes	4.1%
5	Kakslautanen Arctic Re.	2.7%
6	Lapland Village	2.7%
7	Sorrisniva Igloo Hotel	2.7%
8	YHotel	2.7%
9	Arctic SnowHotel & Glas.	1.4%
10	Arctic Treehouse	1.4%
	Other	32.4%

Brand SOV 39.2% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

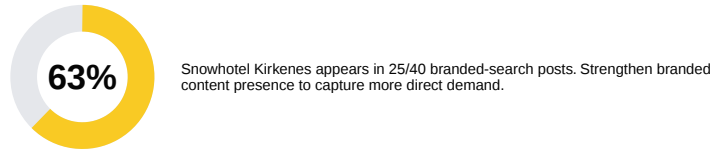
BROAD SEARCH

Rank	Brand	Share of Voice
1	Snowhotel Kirkenes	20.7%
2	Scandic Kirkenes	12.1%
3	Manshausen Island Resort	6.9%
4	Thon Hotel Kirkenes	5.2%
5	Kakslautanen Arctic Re.	3.4%
6	X Hotel	3.4%
7	AERA Panorama Glass Lod.	1.7%
8	Arctic Ocean View Hotel	1.7%
9	Arctic SnowHotel & Glas.	1.7%
10	Aurora Queen Resort	1.7%
	Other	41.4%

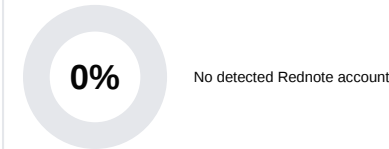
Brand SOV 20.7% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

3 BRANDED SEARCH & BRAND CONTROL

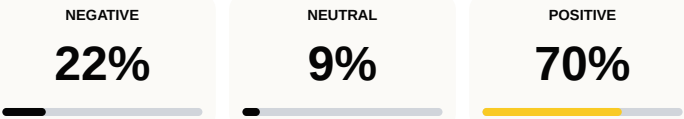
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests love the unique King Crab Safari and the magical Arctic experiences, including husky interactions and northern lights, making it a bucket-list destination.
- Neutral:** The hotel is situated outside Kirkenes, with ice rooms that are basic and have shared bathrooms, offering a novelty stay rather than comfort.
- Negative:** The ice rooms are often too cold and lack privacy, with inconvenient facilities; off-season visits may find limited activities and poor conditions.

5 OPPORTUNITIES

- Make branded search more consistent**
Snowhotel Kirkenes appears in 25/40 branded-search posts (63%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.
- 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 love the unique King Crab Safari and the magical Arctic experiences, including husky interactions and northern lights, making it a bucket-list destination. 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 (22%) but specific: The ice rooms are often too cold and lack privacy, with inconvenient facilities; off-season visits may find limited activities and poor conditions. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 64 / 100 to 76-86 / 100 through keyword-led content, KOC proof, and stronger brand association.