

Kowloon Shangri-La, Hong Kong

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

44 /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

- Kowloon Shangri-La, Hong Kong holds 2.5% blended non-branded search visibility, ranking #8; the current leader Rosewood Hong Kong holds 12.2%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

2.5%

Ranks #8 blended and #10 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

94% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

9.7%

Rosewood Hong Kong leads at 12.2%, ahead by 9.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Kowloon Shangri-La, Hong Kong records 2.5% blended SOV, ranking #8, while Rosewood Hong Kong leads with 12.2%. The category remains fragmented, with “Other” brands accounting for 44.7% of visibility.

Search terms: Broad Search: Hong Kong hotel guide • Narrow Search: Hotels near Tsim Sha Tsui

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Rosewood Hong Kong	12.2%
2	Regent Hong Kong	11.2%
3	Kimpton Tsim Sha Tsui H.	7.1%
4	The Ritz-Carlton, Hong .	5.1%
5	The Peninsula Hong Kong	4.6%
6	Harbour Grand Kowloon	4.1%
7	The Langham, Hong Kong	3.6%
8	Kowloon Shangri-La, Hon.	2.5%
9	InterContinental Grand .	2.5%
10	JW Marriott Hotel Hong .	2.5%
	Other	44.7%

Brand SOV 2.5% Brand Rank #8 Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Regent Hong Kong	10.8%
2	Rosewood Hong Kong	9.7%
3	Kimpton Tsim Sha Tsui H.	6.5%
4	Hong Kong Harbour Hotel	4.3%
5	The Langham, Hong Kong	4.3%
6	The Peninsula Hong Kong	4.3%
7	The Ritz-Carlton, Hong .	4.3%
8	Kowloon Shangri-La, Hon.	3.2%
9	Hyatt Centric Victoria .	3.2%
10	JW Marriott Hotel Hong .	3.2%
	Other	46.2%

Brand SOV 3.2% Brand Rank #8 Total Brands 43 Avg. SOV 2.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Hong Kong	14.4%
2	Regent Hong Kong	11.5%
3	Kimpton Tsim Sha Tsui H.	7.7%
4	Harbour Grand Kowloon	5.8%
5	The Ritz-Carlton, Hong .	5.8%
6	The Peninsula Hong Kong	4.8%
7	InterContinental Grand .	3.8%
8	The Langham, Hong Kong	2.9%
9	The Royal Garden	2.9%
10	Kowloon Shangri-La, Hon.	1.9%
	Other	38.5%

Brand SOV 1.9% Brand Rank #10 Total Brands 40 Avg. SOV 2.5%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

90%

Kowloon Shangri-La, Hong Kong appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

3%

POSITIVE

94%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praised the spacious rooms with stunning Victoria Harbour views, the excellent dining options including a Michelin-starred restaurant and popular bakery items, and the family-friendly amenities such as free extra beds for children.

Neutral:

The hotel is described as a classic, established property with a convenient location near Tsim Sha Tsui East, offering easy access to the harbour and nearby attractions.

Negative:

Some guests noted that the facilities feel dated, and one mentioned the lack of a disposable bathtub liner, though this was seen as reasonable.

5 OPPORTUNITIES

1

Capture broad discovery demand

Kowloon Shangri-La, Hong Kong ranks #14 in broad search with 1.9% SOV, while Rosewood Hong Kong leads at 14.4%. 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 praised the spacious rooms with stunning Victoria Harbour views, the excellent dining options including a Michelin-starred restaurant and popular bakery items, and the family-friendly amenities such as free extra beds for children. 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 (3%) but specific: Some guests noted that the facilities feel dated, and one mentioned the lack of a disposable bathtub liner, though this was seen as reasonable. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.