daisy.club

The Outpost Hotel Sentosa

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

42 /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

- The Outpost Hotel Sentosa holds 3.8% blended non-branded search visibility, ranking #2; the current leader Marina Bay Sands holds 11.9%.
- Branded search visibility is 73%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 85%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
3.8%
Ranks #2 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
73%
29/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
85% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.1%
Marina Bay Sands leads at 11.9%, ahead by 8.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Outpost Hotel Sentosa records 3.8% blended SOV, ranking #2, while Marina Bay Sands leads with 11.9%. The category remains fragmented, with "Other" brands accounting for 58.5% of visibility.

Search terms: Broad Search: Singapore niche design hotel • Narrow Search: Sentosa couple hotel Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	11.9%
2	The Outpost Hotel Sento.	3.8%
3	Fairmont Singapore	3.8%
4	Raffles Hotel Singapore	3.8%
5	Shangri-La Rasa Sentosa.	3.8%
6	W Singapore - Sentosa C.	3.8%
7	Pan Pacific Orchard, Si.	3.1%
8	Capella Singapore	2.5%
9	COMO Metropolitan Singa.	2.5%
10	Equarius Hotel, Resorts.	2.5%
	Other	58.5%

Brand SOV 3.8% Brand Rank #2 Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	18.9%
2	The Outpost Hotel Sento.	8.1%
3	W Singapore - Sentosa C.	6.8%
4	Shangri-La Rasa Sentosa.	5.4%
5	Siloso Beach Resort Sen.	5.4%
6	Capella Singapore	4.1%
7	Village Hotel Sentosa	4.1%
8	Equarius Hotel, Resorts.	2.7%
9	Raffles Hotel Singapore	2.7%
10	Andaz Singapore	1.4%
	Other	40.5%

Brand SOV 8.1% Brand Rank #2 Total Brands 40 Avg. SOV 2.5%

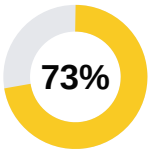
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	5.9%
2	Marina Bay Sands	5.9%
3	Pan Pacific Orchard, Si.	5.9%
4	Raffles Hotel Singapore	4.7%
5	Carlton Hotel Singapore	3.5%
6	COMO Metropolitan Singa.	3.5%
7	Swissotel The Stamford .	3.5%
8	The Ritz-Carlton, Mille.	3.5%
9	The Singapore EDITION	3.5%
10	Equarius Hotel, Resorts.	2.4%
	Other	57.6%

Brand SOV 0% Brand Rank - Total Brands 52 Avg. SOV 1.9%

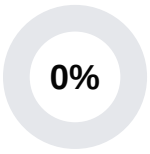
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Outpost Hotel Sentosa appears in 29/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
7%	7%	85%

WHAT PEOPLE ARE SAYING

Positive: The hotel's standout feature is its stunning, multi-tiered pool area, often compared to a Turkish cotton castle, which provides excellent photo opportunities and a relaxing, resort-like atmosphere for both adults and children.

Neutral: The hotel offers a convenient location on Sentosa Island with easy access to the beach, Universal Studios, and free island transportation, though the entrance is somewhat hidden within a parking area.

Negative: The breakfast is frequently criticized for its extremely limited and poorly replenished selection, and the guest rooms are consistently described as very small, with some experiencing dampness and unpleasant odors.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Outpost Hotel Sentosa ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 5.9%. 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: The hotel's standout feature is its stunning, multi-tiered pool area, often compared to a Turkish cotton castle, which provides excellent photo opportunities and a relaxing, resort-like atmosphere for both adults and 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 (7%) but specific: The breakfast is frequently criticized for its extremely limited and poorly replenished selection, and the guest rooms are consistently described as very small, with some experiencing dampness and unpleasant odors. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 42 / 100 to 54-64 / 100 through keyword-led content, KOC proof, and stronger brand association.

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