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KIORI Hotels — Corrected November 2026

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

48 /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

- KIORI Hotels — Corrected November 2026 holds 0.9% blended non-branded search visibility, ranking #19; the current leader Park Hyatt Kyoto holds 8.3%.
- Branded Search Visibility is 88%, while Brand Control is 40%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 91%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.9%
Ranks #19 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
88%
35/40 branded-search posts mention the selected brand.

BRAND CONTROL
40%
14/35 qualifying branded-search posts are brand-owned from KIORI Hotels — Corrected November 2026.

SENTIMENT
91% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.4%
Park Hyatt Kyoto leads at 8.3%, ahead by 7.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

KIORI Hotels — Corrected November 2026 records 0.9% blended SOV, ranking #19, while Park Hyatt Kyoto leads with 8.3%. The category remains fragmented, with "Other" brands accounting for 62% of visibility.

Search terms: Broad Search: Kyoto boutique hotel recommendations • Narrow Search: Kyoto machiya style hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	8.3%
2	Hotel The Mitsui Kyoto	6.5%
3	Capella Kyoto	4.6%
4	Courtyard By Marriott K.	3.7%
5	Daiwa Roynet Hotel Kyot.	3.7%
6	Aman Kyoto	2.8%
7	THE HIRAMATSU KYOTO	2.8%
8	Ace Hotel Kyoto	1.9%
9	Garner Hotel Kyoto Shij.	1.9%
10	HANARE By Tokyu Stay Ky.	1.9%
	Other	62%
19	KIORI Hotels — Correcte.	0.9%

Brand SOV 0.9% Brand Rank #19 Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Capella Kyoto	7.5%
2	Courtyard By Marriott K.	7.5%
3	Hotel The Mitsui Kyoto	7.5%
4	Daiwa Roynet Hotel Kyot.	5.7%
5	Garner Hotel Kyoto Shij.	3.8%
6	HANARE By Tokyu Stay Ky.	3.8%
7	Karasuma Kyoto Hotel	3.8%
8	MUJI BASE KYOTO	3.8%
9	Park Hyatt Kyoto	3.8%
10	THE HIRAMATSU KYOTO	3.8%
	Other	49.1%
11	KIORI Hotels — Correcte.	1.9%

Brand SOV 1.9% Brand Rank #11 Total Brands 36 Avg. SOV 2.8%

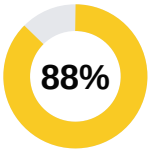
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	12.7%
2	Aman Kyoto	5.5%
3	Hotel The Mitsui Kyoto	5.5%
4	HOSHINOYA Kyoto	3.6%
5	Kikusui	3.6%
6	Kyoto Century Hotel	3.6%
7	Roku Kyoto	3.6%
8	Six Senses Kyoto	3.6%
9	Ace Hotel Kyoto	1.8%
10	Andaz Shenzhen	1.8%
	Other	54.5%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

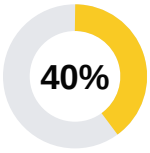
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



KIORI Hotels — Corrected November 2026 appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



14/35 branded-search posts that mention the selected brand are from KIORI Hotels — Corrected November 2026 (40%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	9%	91%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise KIORI Hotels for their thoughtful blend of traditional Kyoto townhouse aesthetics with modern comfort, spacious rooms by local standards, and welcoming communal spaces with free evening drinks and light breakfast, making them feel like a true local stay rather than a standard hotel.

Neutral: The brand operates multiple properties across Kyoto, each with slightly different features such as varying room sizes, some with closed or frosted windows, and some without full dining facilities, so experiences can differ by location.

Negative: Some guests noted that certain rooms are small with limited storage, and a few properties have design quirks like fully transparent shower areas or sealed windows that may not suit everyone.

5 OPPORTUNITIES

1 Capture broad discovery demand

KIORI Hotels — Corrected November 2026 ranks - in broad search with 0% SOV, while Park Hyatt Kyoto leads at 12.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise KIORI Hotels for their thoughtful blend of traditional Kyoto townhouse aesthetics with modern comfort, spacious rooms by local standards, and welcoming communal spaces with free evening drinks and light breakfast, making them feel like a true local stay rather than a standard hotel. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 48 / 100 to 60-70 / 100 through keyword-led content, KOC proof, and stronger brand association.