

The Regent Hong Kong

Rednote Search Visibility Audit

Audit period: August 2026



daisy.club

DAISY VISIBILITY INDEX

77 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- The Regent Hong Kong holds **16.8%** blended non-branded search visibility, ranking **#1**; the current leader The Regent Hong Kong holds **16.8%**.
- Branded search visibility is **98%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **84%**; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
16.8%

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



BRANDED SEARCH
98%

39/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
84% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

The Regent Hong Kong leads at 16.8%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Regent Hong Kong records 16.8% blended SOV, ranking #1, while The Regent Hong Kong leads with 16.8%. The category remains fragmented, with "Other" brands accounting for 44.9% of visibility.

Search terms: Broad Search: Hong Kong Regent Hotel • Narrow Search: hotels near Victoria Harbour

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Regent Hong Kong	16.8%
2	Rosewood Hong Kong	8.7%
3	The Peninsula Hong Kong	5.6%
4	Kimpton Tsim Sha Tsui H.	5.1%
5	Kowloon Shangri-La, Hon.	4.1%
6	Four Seasons Hotel Hong.	3.1%
7	Grand Hyatt Hong Kong	3.1%
8	Kerry Hotel Hong Kong	3.1%
9	Mandarin Oriental, Hong.	3.1%
10	Metropark Hotel Mongkok	2.6%
	Other	44.9%

Brand SOV 16.8% Brand Rank #1 Total Brands 63 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Regent Hong Kong	11.9%
2	Rosewood Hong Kong	10.2%
3	The Peninsula Hong Kong	8.5%
4	Kowloon Shangri-La, Hon.	6.8%
5	Kimpton Tsim Sha Tsui H.	5.1%
6	Grand Hyatt Hong Kong	3.4%
7	Kerry Hotel Hong Kong	3.4%
8	Metropark Hotel Mongkok	3.4%
9	The Langham Hong Kong	3.4%
10	The Ritz-Carlton, Hong .	3.4%
	Other	40.7%

Brand SOV 11.9% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

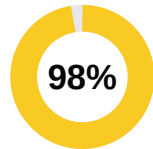
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Regent Hong Kong	19%
2	Rosewood Hong Kong	8%
3	Kimpton Tsim Sha Tsui H.	5.1%
4	The Peninsula Hong Kong	4.4%
5	Four Seasons Hotel Hong.	3.6%
6	Mandarin Oriental, Hong.	3.6%
7	Grand Hyatt Hong Kong	2.9%
8	Kerry Hotel Hong Kong	2.9%
9	Kowloon Shangri-La, Hon.	2.9%
10	The Murray Hong Kong, A.	2.9%
	Other	44.5%

Brand SOV 19% Brand Rank #1 Total Brands 52 Avg. SOV 1.9%

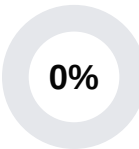
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Regent Hong Kong appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

6%

NEUTRAL

9%

POSITIVE

84%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's unbeatable Victoria Harbour views, prime Tsim Sha Tsui location near K11 and the Star Ferry, and attentive service, with many calling it a top choice for harbor-facing stays.



Neutral: The hotel offers a mix of modern luxury and design-forward details, with rooms starting around 45 sqm, Diptyque or Ferragamo amenities, and multiple dining venues, though some guests note that base rooms may not always be upgraded.



Negative: Several guests report service and hardware issues, including misconfigured bathroom amenities, a toilet flush that pinched a hand, slow delivery of requested pillows, poor soundproofing, and quirky room layouts such as an oddly placed bathtub, making the experience feel below the expected luxury standard.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the hotel's unbeatable Victoria Harbour views, prime Tsim Sha Tsui location near K11 and the Star Ferry, and attentive service, with many calling it a top choice for harbor-facing stays. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (6%) but specific: Several guests report service and hardware issues, including misconfigured bathroom amenities, a toilet flush that pinched a hand, slow delivery of requested pillows, poor soundproofing, and quirky room layouts such as an oddly placed bathtub, making the experience feel below the expected luxury standard. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 77 / 100 to 89-99 / 100 through keyword-led content, KOC proof, and stronger brand association.