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Banyan Tree Kuala Lumpur

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

36 /100

LOW VISIBILITY

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

EXECUTIVE READOUT

- Banyan Tree Kuala Lumpur holds 2.6% blended non-branded search visibility, ranking #7; the current leader Park Hyatt Kuala Lumpur holds 11.7%.
- Branded search visibility is 60%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
2.6%
Ranks #7 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
60%
24/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.1%
Park Hyatt Kuala Lumpur leads at 11.7%, ahead by 9.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Banyan Tree Kuala Lumpur records 2.6% blended SOV, ranking #7, while Park Hyatt Kuala Lumpur leads with 11.7%. The category remains fragmented, with "Other" brands accounting for 42.9% of visibility.

Search terms: Broad Search: Kuala Lumpur high-rise view hotel reviews • Narrow Search: Kuala Lumpur family-friendly hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kuala Lumpur	11.7%
2	Eaton Residences KLCC	10.4%
3	W Kuala Lumpur	9.1%
4	Imperial Lexis Kuala Lu.	6.5%
5	Kimpton Naluri Hotel Ku.	5.2%
6	Traders Hotel Kuala Lum.	3.9%
7	Banyan Tree Kuala Lumpur	2.6%
8	Arte By Thomas Chan	2.6%
9	Hyatt Centric Kuala Lum.	2.6%
10	KLCC View Hotel	2.6%
	Other	42.9%

Brand SOV 2.6% Brand Rank #7 Total Brands 38 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eaton Residences KLCC	16.7%
2	Hyatt Centric Kuala Lum.	6.7%
3	Imperial Lexis Kuala Lu.	6.7%
4	Kimpton Naluri Hotel Ku.	6.7%
5	Renaissance Kuala Lumpu.	6.7%
6	†a	6.7%
7	Arte By Thomas Chan	3.3%
8	Courtyard By Marriott K.	3.3%
9	Deface Platinum 2 Hotel.	3.3%
10	Element Kuala Lumpur	3.3%
	Other	36.7%

Brand SOV 0% Brand Rank - Total Brands 21 Avg. SOV 4.8%

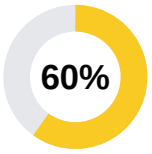
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kuala Lumpur	17%
2	W Kuala Lumpur	12.8%
3	Eaton Residences KLCC	6.4%
4	Imperial Lexis Kuala Lu.	6.4%
5	Banyan Tree Kuala Lumpur	4.3%
6	Kimpton Naluri Hotel Ku.	4.3%
7	Pavilion Hotel Kuala Lu.	4.3%
8	Traders Hotel Kuala Lum.	4.3%
9	Agile Bukit Bintang	2.1%
10	Arte By Thomas Chan	2.1%
	Other	36.2%

Brand SOV 4.3% Brand Rank #5 Total Brands 27 Avg. SOV 3.7%

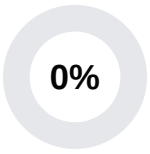
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Banyan Tree Kuala Lumpur appears in 24/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	14%	86%

WHAT PEOPLE ARE SAYING

Positive: The rooftop bar offers breathtaking Twin Towers views, excellent service, and a prime central location.

Neutral: The bar is open to non-guests with no reservation needed and a relaxed dress code.

Negative: Some guests were disappointed with the hotel stay and would not return.

5 OPPORTUNITIES

1 Make branded search more consistent
Banyan Tree Kuala Lumpur appears in 24/40 branded-search posts (60%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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 rooftop bar offers breathtaking Twin Towers views, excellent service, and a prime central location. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.