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Excelsior Hotel Gallia, A Luxury Collection Hotel, Milan

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

43 /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

- Excelsior Hotel Gallia, A Luxury Collection Hotel, Milan holds 7.2% blended non-branded search visibility, ranking #2; the current leader Park Hyatt Milano holds 16.2%.
- Branded search visibility is 70%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 59%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
7.2%
Ranks #2 blended and #3 broad across selected non-branded keyword runs.

BRANDED SEARCH
70%
28/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
59% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9%
Park Hyatt Milano leads at 16.2%, ahead by 9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Excelsior Hotel Gallia, A Luxury Collection Hotel, Milan records 7.2% blended SOV, ranking #2, while Park Hyatt Milano leads with 16.2%. The category remains fragmented, with "Other" brands accounting for 44.1% of visibility.

Search terms: Broad Search: Milan hotel recommendations • Narrow Search: hotels near Milan Central Station

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Milano	16.2%
2	Excelsior Hotel Gallia,.	7.2%
3	NYX Hotel Milan	6.3%
4	Palazzo Loreto Hotel Mi.	6.3%
5	Portrait Milano	4.5%
6	Crowne Plaza Milan City	3.6%
7	Hotel Calimala	3.6%
8	Cardano Hotel Malpensa	2.7%
9	Four Seasons Hotel Mila.	2.7%
10	Hilton Milan	2.7%
	Other	44.1%

Brand SOV 7.2% Brand Rank #2 Total Brands 46 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	NYX Hotel Milan	11.8%
2	Park Hyatt Milano	11.8%
3	Palazzo Loreto Hotel Mi.	9.8%
4	Excelsior Hotel Gallia,.	7.8%
5	Crowne Plaza Milan City	5.9%
6	Best Western Hotel Madi.	3.9%
7	Hilton Milan	3.9%
8	Hotel Calimala	3.9%
9	Puccini Hotel Milan, Ta.	3.9%
10	Sheraton Milan San Siro	3.9%
	Other	33.3%

Brand SOV 7.8% Brand Rank #4 Total Brands 27 Avg. SOV 3.7%

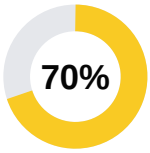
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Milano	20%
2	Portrait Milano	8.3%
3	Excelsior Hotel Gallia,.	6.7%
4	Four Seasons Hotel Mila.	5%
5	Mandarin Oriental, Milan	5%
6	Bulgari Hotel Milano	3.3%
7	Cardano Hotel Malpensa	3.3%
8	Hotel Calimala	3.3%
9	Palazzo Loreto Hotel Mi.	3.3%
10	Room Mate Giulia	3.3%
	Other	38.3%

Brand SOV 6.7% Brand Rank #3 Total Brands 32 Avg. SOV 3.1%

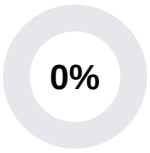
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Excelsior Hotel Gallia, A Luxury Collection Hotel, Milan appears in 28/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
19%	22%	59%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the exceptional breakfast with made-to-order dishes, the convenient free shuttle to central sights, and the impressive rooftop pool and Shiseido spa with skyline views. The blend of historic architecture and modern interiors is highlighted as a visual highlight, and value is seen as strong given the location and amenities.

Neutral: The hotel is a frequent celebrity and fashion-week choice, with a prime location directly beside Milano Centrale and a design that mixes a historic Art Deco facade with a modern tower. Rooms are noted as spacious by European standards, though the style reads more business-like than some other luxury properties, and the brand's pricing is lower than top-tier Milan hotels.

Negative: Service lapses and surrounding area issues stand out: at least one guest reported being unfairly passed over for the hotel shuttle without explanation, and multiple posts mention poor nighttime safety around the Central Station. Maintenance of the property has also been described as lacking, and one guest reported being charged for a canceled booking.

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 Address recurring trust concerns

Negative feedback is lower-volume (19%) but specific: Service lapses and surrounding area issues stand out: at least one guest reported being unfairly passed over for the hotel shuttle without explanation, and multiple posts mention poor nighttime safety around the Central Station. Maintenance of the property has also been described as lacking, and one guest reported being charged for a canceled booking. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 43 / 100 to 55-65 / 100 through keyword-led content, KOC proof, and stronger brand association.