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Sofitel Phnom Penh Phokeethra

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

35 /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

- Sofitel Phnom Penh Phokeethra holds 0.9% blended non-branded search visibility, ranking #31; the current leader Hyatt Regency Phnom Penh holds 11.6%.
- Branded search visibility is 83%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 81%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.9%
Ranks #31 blended and #23 broad across selected non-branded keyword runs.

BRANDED SEARCH
83%
33/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
81% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.7%
Hyatt Regency Phnom Penh leads at 11.6%, ahead by 10.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Phnom Penh Phokeethra records 0.9% blended SOV, ranking #31, while Hyatt Regency Phnom Penh leads with 11.6%. The category remains fragmented, with "Other" brands accounting for 36.6% of visibility.

Search terms: Broad Search: recommended hotels in Phnom Penh • Narrow Search: hotels in Phnom Penh city center

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Hyatt Regency Phnom Penh	11.6%
2	Steigenberger Hotel Phn.	10.7%
3	Rosewood Phnom Penh	8%
4	Courtyard By Marriott P.	7.1%
5	Palace Gate Hotel & Res.	6.3%
6	Baitong Hotel & Resort	5.4%
7	JD POLMAN HOTEL	3.6%
8	Pavilion Hotel	3.6%
9	Raffles Hotel Le Royal	3.6%
10	Shangri-La Hotel, Phnom.	3.6%
	Other	36.6%
31	Sofitel Phnom Penh Phok.	0.9%

Brand SOV 0.9% Brand Rank #31 Total Brands 39 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hyatt Regency Phnom Penh	13.5%
2	Steigenberger Hotel Phn.	13.5%
3	Courtyard By Marriott P.	7.7%
4	Shangri-La Hotel, Phnom.	5.8%
5	Fairfield By Marriott P.	3.8%
6	Le Botum Hotel	3.8%
7	Palace Gate Hotel & Res.	3.8%
8	Pavilion Hotel	3.8%
9	Rosewood Phnom Penh	3.8%
10	Soladia Hotel	3.8%
	Other	36.5%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

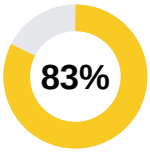
BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	11.7%
2	Hyatt Regency Phnom Penh	10%
3	Baitong Hotel & Resort	8.3%
4	Palace Gate Hotel & Res.	8.3%
5	Steigenberger Hotel Phn.	8.3%
6	Courtyard By Marriott P.	6.7%
7	JD POLMAN HOTEL	5%
8	Raffles Hotel Le Royal	5%
9	Capri By Fraser Phnom P.	3.3%
10	Pavilion Hotel	3.3%
	Other	30%
23	Sofitel Phnom Penh Phok.	1.7%

Brand SOV 1.7% Brand Rank #23 Total Brands 26 Avg. SOV 3.8%

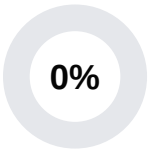
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sofitel Phnom Penh Phokeethra appears in 33/40 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%	13%	81%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's lush tropical gardens, elegant French colonial style, attentive service (including welcome flowers, birthday cakes, and free minibar), and versatile dining options, making it a top choice for both family stays and upscale events.

Neutral: The hotel is frequently described as a well-established five-star property in central Phnom Penh, offering a mix of business and leisure amenities such as multiple pools, tennis courts, and proximity to the AEON mall, though some note it leans more toward a business-leisure hybrid.

Negative: A few posts mention that while the French restaurant's food looks appealing, the taste is underwhelming, and for families with very young children, the hotel lacks baby-specific amenities like crib rails and infant toiletries.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sofitel Phnom Penh Phokeethra ranks #23 in broad search with 1.7% SOV, while Rosewood Phnom Penh leads at 11.7%. 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: Guests consistently praise the hotel's lush tropical gardens, elegant French colonial style, attentive service (including welcome flowers, birthday cakes, and free minibar), and versatile dining options, making it a top choice for both family stays and upscale events. 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: A few posts mention that while the French restaurant's food looks appealing, the taste is underwhelming, and for families with very young children, the hotel lacks baby-specific amenities like crib rails and infant toiletries. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.