

The Singapore EDITION

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

59 /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

- The Singapore EDITION holds 4.7% blended non-branded search visibility, ranking #3; the current leader Fairmont Singapore holds 7.6%.
- Branded search visibility is 88%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 85%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
4.7%

Ranks #3 blended and #5 broad across selected non-branded keyword runs.



BRANDED SEARCH
88%

35/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
85% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
2.9%

Fairmont Singapore leads at 7.6%, ahead by 2.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Singapore EDITION records 4.7% blended SOV, ranking #3, while Fairmont Singapore leads with 7.6%. The category remains fragmented, with “Other” brands accounting for 56.9% of visibility.

Search terms: Broad Search: Singapore niche design hotels • Narrow Search: Singapore couple hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	7.6%
2	Conrad Singapore Orchard	6.6%
3	The Singapore EDITION	4.7%
4	Raffles Hotel Singapore	4.3%
5	Pan Pacific Singapore	3.8%
6	Shangri-La Rasa Sentosa.	3.8%
7	Andaz Singapore	3.3%
8	W Singapore - Sentosa C.	3.3%
9	JW Marriott Hotel Singa.	2.8%
10	Mandarin Oriental, Sing.	2.8%
	Other	56.9%

Brand SOV 4.7% Brand Rank #3 Total Brands 71 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Conrad Singapore Orchard	8.7%
2	Fairmont Singapore	6.8%
3	JW Marriott Hotel Singa.	4.9%
4	Raffles Hotel Singapore	4.9%
5	The Singapore EDITION	4.9%
6	Andaz Singapore	2.9%
7	Four Seasons Hotel Sing.	2.9%
8	Hilton Singapore Orchard	2.9%
9	Mondrian Singapore Duxt.	2.9%
10	Shangri-La Rasa Sentosa.	2.9%
	Other	55.3%

Brand SOV 4.9% Brand Rank #5 Total Brands 54 Avg. SOV 1.9%

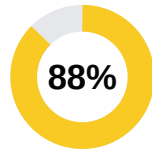
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	8.3%
2	Pan Pacific Singapore	5.6%
3	Conrad Singapore Orchard	4.6%
4	Shangri-La Rasa Sentosa.	4.6%
5	The Singapore EDITION	4.6%
6	W Singapore - Sentosa C.	4.6%
7	Andaz Singapore	3.7%
8	Capella Singapore	3.7%
9	Mandarin Oriental, Sing.	3.7%
10	Marina Bay Sands Singap.	3.7%
	Other	52.8%

Brand SOV 4.6% Brand Rank #5 Total Brands 44 Avg. SOV 2.3%

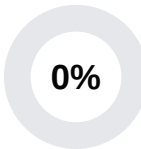
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Singapore EDITION appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

15%

POSITIVE

85%

WHAT PEOPLE ARE SAYING



Positive: The hotel impresses with consistently excellent, proactive service—from the concierge swiftly resolving payment issues to the friendly, professional staff at breakfast and check-in, making guests feel warmly welcomed and well-cared for throughout their stay.



Neutral: The semi-buffet breakfast format offers high-quality, made-to-order dishes like the signature lobster laksa, but its limited variety and à la carte restrictions may not satisfy those seeking a more abundant or family-friendly spread.



Negative: Guest rooms are frequently described as lacking scenic views and having a minimalist interior that some find plain or reminiscent of budget hotel design, which can make the space feel underwhelming, especially given the staycation positioning.

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: The hotel impresses with consistently excellent, proactive service—from the concierge swiftly resolving payment issues to the friendly, professional staff at breakfast and check-in, making guests feel warmly welcomed and well-cared for throughout their stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 59 / 100 to 71-81 / 100 through keyword-led content, KOC proof, and stronger brand association.