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Bürgenstock Resort Lake Lucerne

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

80 /100

CATEGORY LEADER

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

EXECUTIVE READOUT

- Bürgenstock Resort Lake Lucerne holds 37.7% blended non-branded search visibility, ranking #1; the current leader Bürgenstock Resort Lake Lucerne holds 37.7%.
- Branded Search Visibility is 95%, while Brand Control is 13.2%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 95%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

SHARE OF VOICE
37.7%
Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
13%
5/38 qualifying branded-search posts are brand-owned from Burgenstock Resort.

SENTIMENT
95% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Bürgenstock Resort Lake Lucerne leads at 37.7%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Bürgenstock Resort Lake Lucerne records 37.7% blended SOV, ranking #1, while Bürgenstock Resort Lake Lucerne leads with 37.7%. The category remains fragmented, with "Other" brands accounting for 32.3% of visibility.

Search terms: Broad Search: Lucerne hotel guide • Narrow Search: Lucerne lake view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Bürgenstock Resort Lake.	37.7%
2	Hotel Villa Honegg	6.2%
3	Mandarin Oriental Palac.	4.6%
4	HERMITAGE Lake Lucerne	3.8%
5	Belvédère Strandhotel	3.1%
6	Hotel Luzernerhof	3.1%
7	Park Hotel Vitznau	3.1%
8	Hotel Du Nord, Interlak.	2.3%
9	Radisson Blu Hotel, Luc.	2.3%
10	Hotel Seegarten Marina	1.5%
	Other	32.3%

Brand SOV 37.7% Brand Rank #1 Total Brands 50 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Bürgenstock Resort Lake.	64.4%
2	Hotel Villa Honegg	11.9%
3	HERMITAGE Lake Lucerne	5.1%
4	Park Hotel Vitznau	5.1%
5	Belvédère Strandhotel	1.7%
6	Bürgenstock Collection	1.7%
7	Campus Hotel Hertenstein	1.7%
8	Hotel Glacier	1.7%
9	Hotel Montana Zurich	1.7%
10	Mandarin Oriental Palac.	1.7%
	Other	3.4%

Brand SOV 64.4% Brand Rank #1 Total Brands 12 Avg. SOV 8.3%

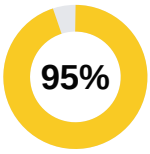
BROAD SEARCH

Rank	Brand	Share of Voice
1	Bürgenstock Resort Lake.	15.5%
2	Mandarin Oriental Palac.	7%
3	Hotel Luzernerhof	5.6%
4	Belvédère Strandhotel	4.2%
5	Hotel Du Nord, Interlak.	4.2%
6	Radisson Blu Hotel, Luc.	4.2%
7	HERMITAGE Lake Lucerne	2.8%
8	Hotel Seegarten Marina	2.8%
9	Warwick Geneva	2.8%
10	Alpen Resort & Spa	1.4%
	Other	49.3%

Brand SOV 15.5% Brand Rank #1 Total Brands 45 Avg. SOV 2.2%

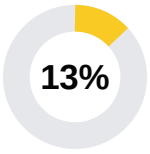
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Bürgenstock Resort Lake Lucerne appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



5/38 branded-search posts that mention the selected brand are from Burgenstock Resort (13%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	3%	95%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the resort's iconic cliffside infinity pool and sweeping views over Lake Lucerne and the Alps, along with its expansive Alpine Spa, diverse dining options, and unique arrival by boat and funicular, making it a destination in itself.

Neutral: The resort offers a distinctive but involved access route via boat and vintage funicular, and while many find the experience worth it, the high price point and weather-dependent scenery are recurring considerations.

Negative: Some guests report disorganized service and management, particularly during busy periods, and note that the experience can be underwhelming in overcast weather; the cost is also frequently mentioned as a drawback.

5 OPPORTUNITIES

1 Increase brand-owned control
Only 13.2% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

2 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the resort's iconic cliffside infinity pool and sweeping views over Lake Lucerne and the Alps, along with its expansive Alpine Spa, diverse dining options, and unique arrival by boat and funicular, making it a destination in itself. 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 (3%) but specific: Some guests report disorganized service and management, particularly during busy periods, and note that the experience can be underwhelming in overcast weather; the cost is also frequently mentioned as a drawback. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 80 / 100 to 92-100 / 100 through keyword-led content, KOC proof, and stronger brand association.