



Capella Hotels And Resorts

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

15 /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

- Capella Hotels And Resorts holds 1% blended non-branded search visibility, ranking #18; the current leader The Ritz-Carlton holds 2.9%.
- Branded search visibility is 3%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1%

Ranks #18 blended and #21 broad across selected non-branded key-word runs.

BRANDED SEARCH

3%

1/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

0% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

1.9%

The Ritz-Carlton leads at 2.9%, ahead by 1.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Capella Hotels And Resorts records 1% blended SOV, ranking #18, while The Ritz-Carlton leads with 2.9%. The category remains fragmented, with “Other” brands accounting for 82.3% of visibility.

Search terms: Broad Search: top luxury hotel brand recommendations • Narrow Search: private resort hotel recommendations

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton	2.9%
2	Aman	2.3%
3	Raffles Hotels & Resorts	1.9%
4	Six Senses	1.9%
5	Sofitel Legend	1.9%
6	Park Hyatt	1.6%
7	Accor	1.3%
8	Belmond	1.3%
9	Cheval Blanc	1.3%
10	Dorchester Collection	1.3%
	Other	82.3%
18	Capella Hotels And Reso.	1%

Brand SOV 1% Brand Rank #18 Total Brands 200 Avg. SOV 0.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Teneri.	4.5%
2	Four Seasons Resort Tam.	3.4%
3	One&Only Mandarin	3.4%
4	The Ritz-Carlton	3.4%
5	Aman	2.3%
6	Montage Laguna Beach	2.3%
7	Our Habitas AlUla	2.3%
8	Rosewood Hong Kong	2.3%
9	Shebara Resort	2.3%
10	Soneva Jani	2.3%
	Other	71.6%
27	Capella Hotels And Reso.	1.1%

Brand SOV 1.1% Brand Rank #27 Total Brands 72 Avg. SOV 1.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton	2.7%
2	Aman	2.2%
3	Raffles Hotels & Resorts	2.2%
4	Six Senses	2.2%
5	Sofitel Legend	2.2%
6	Accor	1.8%
7	Park Hyatt	1.8%
8	Belmond	1.3%
9	Cheval Blanc	1.3%
10	Dorchester Collection	1.3%
	Other	80.7%
21	Capella Hotels And Reso.	0.9%

Brand SOV 0.9% Brand Rank #21 Total Brands 156 Avg. SOV 0.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

3%

Capella Hotels And Resorts appears in 1/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

Capella Hotels And Resorts ranks #21 in broad search with 0.9% SOV, while The Ritz-Carlton leads at 2.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

Capella Hotels And Resorts appears in 1/40 branded-search posts (3%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.