

Duxton Reserve Singapore, Autograph Collection



Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

27 /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

- Duxton Reserve Singapore, Autograph Collection holds 0% blended non-branded search visibility, ranking -; the current leader Raffles Hotel Singapore holds 7.7%.
- Branded search visibility is 70%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 70%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

0%

Ranks - blended and - 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

70% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

7.7%

Raffles Hotel Singapore leads at 7.7%, ahead by 7.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Duxton Reserve Singapore, Autograph Collection records 0% blended SOV, ranking -, while Raffles Hotel Singapore leads with 7.7%. The category remains fragmented, with "Other" brands accounting for 55.6% of visibility.

Search terms: Broad Search: "Autograph Collection Singapore" Narrow Search: "Autograph Collection Singapore" Other Search: "Autograph Collection Singapore"

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Raffles Hotel Singapore	7.7%
2	Fairmont Singapore	7%
3	Pan Pacific Orchard, Si.	4.9%
4	Conrad Singapore Orchard	4.2%
5	Marina Bay Sands	4.2%
6	Parkroyal Collection Pi.	3.5%
7	Sofitel Singapore City .	3.5%
8	Swissôtel The Stamford	3.5%
9	JW Marriott Hotel Singa.	2.8%
10	Mandarin Oriental, Sing.	2.8%
	Other	55.6%

Brand SOV 0% Brand Rank - Total Brands 58 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Raffles Hotel Singapore	12.7%
2	Marina Bay Sands	6.3%
3	Parkroyal Collection Pi.	6.3%
4	Conrad Singapore Orchard	4.8%
5	Conrad Centennial Singa.	3.2%
6	Hilton Singapore Orchard	3.2%
7	JW Marriott Hotel Singa.	3.2%
8	Mercure ICON Singapore .	3.2%
9	Pan Pacific Orchard, Si.	3.2%
10	Sofitel Singapore City .	3.2%
	Other	50.8%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	11.4%
2	Pan Pacific Orchard, Si.	6.3%
3	Mandarin Oriental, Sing.	5.1%
4	Conrad Singapore Orchard	3.8%
5	Mondrian Singapore Duxt.	3.8%
6	Raffles Hotel Singapore	3.8%
7	Sofitel Singapore City .	3.8%
8	Swissôtel The Stamford	3.8%
9	The Ritz-Carlton, Mille.	3.8%
10	Andaz Singapore	2.5%
	Other	51.9%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

70%

Duxton Reserve Singapore, Autograph Collection appears in 28/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

7%

NEUTRAL

22%

POSITIVE

70%

WHAT PEOPLE ARE SAYING

Positive:

The hotel delivers an exceptional sense of place through its meticulous restoration of 19th-century heritage shophouses, with a striking black-and-gold theatrical design by Anouska Hempel that creates a memorable, photogenic ambiance. Service is frequently praised as warm and attentive, and elite members enjoy generous Marriott loyalty perks such as suite upgrades, complimentary welcome wine, and high-quality à-la-carte food and cocktails at Yellow Pot and Anouska's Bar.

Neutral:

As a small boutique property housed in a conserved landmark, there are inherent trade-offs—rooms are compact with unconventional layouts, and on-site recreational facilities like the gym and pool require a short walk to a sister hotel.

Negative:

The historic structure shows its age with persistent musty smells, creaky old flooring, and a single, extremely slow elevator, which collectively detract from the sense of comfort and luxury.

5 OPPORTUNITIES

1

Capture broad discovery demand

Duxton Reserve Singapore, Autograph Collection ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 11.4%. 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: The hotel delivers an exceptional sense of place through its meticulous restoration of 19th-century heritage shophouses, with a striking black-and-gold theatrical design by Anouska Hempel that creates a memorable, photogenic ambiance. Service is frequently praised as warm and attentive, and elite members enjoy generous Marriott loyalty perks such as suite upgrades, complimentary welcome wine, and high-quality à-la-carte food and cocktails at Yellow Pot and Anouska's Bar. 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: The historic structure shows its age with persistent musty smells, creaky old flooring, and a single, extremely slow elevator, which collectively detract from the sense of comfort and luxury. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.