daisy.club

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: ° a[f4DÑ¾ÁR— Search: ° a[f4DÑ¾ÁR—

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%

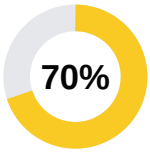
BROAD SEARCH

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%

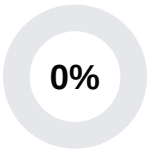
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Duxton Reserve Singapore, Autograph Collection appears in 28/40 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%	22%	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.

Near-term goal: move from 27 / 100 to 39-49 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026