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City Park Hotel Bangkok Pratunam By PCL

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

10 /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

- City Park Hotel Bangkok Pratunam By PCL holds 0% blended non-branded search visibility, ranking -; the current leader First Pride Hotel Bangkok holds 6.9%.
- Branded search visibility is 15%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 67%; 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
15%
6/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
67% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.9%
First Pride Hotel Bangkok leads at 6.9%, ahead by 6.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

City Park Hotel Bangkok Pratunam By PCL records 0% blended SOV, ranking -, while First Pride Hotel Bangkok leads with 6.9%. The category remains fragmented, with "Other" brands accounting for 66.4% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Hotels near Pratunam Market, Bangkok

BLENDED SEARCH

Rank	Brand	Share of Voice
1	First Pride Hotel Bangk.	6.9%
2	The Bentley Hotel Pratu.	6.9%
3	Centara Watergate Pavil.	3.1%
4	The Sukosol Bangkok	3.1%
5	Bangkok Marriott Marqui.	2.3%
6	First House Hotel	2.3%
7	Kimpton Maa-Lai Bangkok	2.3%
8	Marwin Terra Hotel	2.3%
9	Sun And Moon Hotel	2.3%
10	The Quarter Ratchayothi.	2.3%
	Other	66.4%

Brand SOV 0% Brand Rank - Total Brands 80 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	First Pride Hotel Bangk.	13.3%
2	The Bentley Hotel Pratu.	10%
3	Centara Watergate Pavil.	6.7%
4	Vince Hotel Bangkok Pra.	5%
5	ABCQQ Hotel	3.3%
6	Ascella Bangkok Hotel	3.3%
7	First House Hotel	3.3%
8	Lemontea Hotel	3.3%
9	MeedeeStay Bangkok	3.3%
10	Moxy Bangkok	3.3%
	Other	45%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

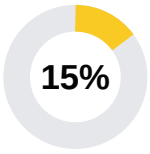
BROAD SEARCH

Rank	Brand	Share of Voice
1	Kimpton Maa-Lai Bangkok	4.2%
2	Sun And Moon Hotel	4.2%
3	The Bentley Hotel Pratu.	4.2%
4	The Quarter Ratchayothi.	4.2%
5	Bangkok City Rama 9 Hot.	2.8%
6	Bangkok Marriott Marqui.	2.8%
7	Dusit Thani Bangkok	2.8%
8	Four Points By Sheraton.	2.8%
9	Marwin Terra Hotel	2.8%
10	Park Hyatt Bangkok	2.8%
	Other	66.2%

Brand SOV 0% Brand Rank - Total Brands 53 Avg. SOV 1.9%

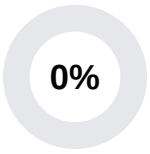
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



City Park Hotel Bangkok Pratunam By PCL appears in 6/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
17%	17%	67%

WHAT PEOPLE ARE SAYING

Positive: Guests highlight the hotel's very convenient location near Pratunam Market and Platinum Mall, clean and new rooms, friendly staff, early check-in, daily housekeeping with snack and drink refills, and good value for money.

Neutral: A detailed Bangkok itinerary lists the hotel as the accommodation for five nights, with the total hotel cost around RM673.81 for two people, but gives no particular praise or criticism.

Negative: One guest strongly advises avoiding the hotel because corridors and rooms felt stuffy and hot, the air conditioning took 2–3 hours to cool, shower water pressure was inconsistent, and there was no breakfast area.

5 OPPORTUNITIES

1 Capture broad discovery demand
City Park Hotel Bangkok Pratunam By PCL ranks - in broad search with 0% SOV, while Kimpton Maa-Lai Bangkok leads at 4.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
City Park Hotel Bangkok Pratunam By PCL appears in 6/40 branded-search posts (15%). 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guests highlight the hotel's very convenient location near Pratunam Market and Platinum Mall, clean and new rooms, friendly staff, early check-in, daily housekeeping with snack and drink refills, and good value for money. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (17%) but specific: One guest strongly advises avoiding the hotel because corridors and rooms felt stuffy and hot, the air conditioning took 2–3 hours to cool, shower water pressure was inconsistent, and there was no breakfast area. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 10 / 100 to 22-32 / 100 through keyword-led content, KOC proof, and stronger brand association.