

QT Singapore

Rednote Search Visibility Audit

Audit period: June 2026



daisy.club

DAISY VISIBILITY INDEX

37 /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

- QT Singapore holds **0.8%** blended non-branded search visibility, ranking **#46**; the current leader Marina Bay Sands holds **8.8%**.
- Branded Search Visibility is **75%**, while Brand Control is **16.7%**, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is **86%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE

0.8%

Ranks #46 blended and #36 broad across selected non-branded keyword runs.



BRANDED SEARCH

75%

30/40 branded-search posts mention the selected brand.



BRAND CONTROL

17%

5/30 qualifying branded-search posts are brand-owned from QT Singapore.



SENTIMENT

86% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

8%

Marina Bay Sands leads at 8.8%, ahead by 8%.

2 SHARE OF VOICE Non-Branded Search Visibility

QT Singapore records 0.8% blended SOV, ranking #46, while Marina Bay Sands leads with 8.8%. The category remains fragmented, with "Other" brands accounting for 52% of visibility.

Search terms: Broad Search: Singapore design hotel • Narrow Search: Singapore business hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	8.8%
2	Raffles Hotel Singapore	7.2%
3	Fairmont Singapore	5.6%
4	Four Seasons Hotel Sing.	4.8%
5	Mandarin Oriental, Sing.	4.8%
6	The Singapore EDITION	4.8%
7	Conrad Singapore Orchard	3.2%
8	PARKROYAL COLLECTION Ma.	3.2%
9	The St. Regis Singapore	3.2%
10	Artyzen Singapore	2.4%
	Other	52%
46	QT Hotel Singapore	0.8%

Brand SOV 0.8% Brand Rank #46 Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	14%
2	Raffles Hotel Singapore	9.3%
3	The Singapore EDITION	7%
4	Conrad Singapore Orchard	4.7%
5	Fairmont Singapore	4.7%
6	JEN Singapore Orchardga.	4.7%
7	Mandarin Oriental, Sing.	4.7%
8	Parkroyal Collection Ma.	4.7%
9	Aloft Singapore Novena	2.3%
10	Ascott	2.3%
	Other	41.9%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

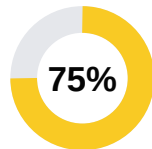
BROAD SEARCH

Rank	Brand	Share of Voice
1	Four Seasons Hotel Sing.	7.3%
2	Fairmont Singapore	6.1%
3	Marina Bay Sands	6.1%
4	Raffles Hotel Singapore	6.1%
5	Mandarin Oriental, Sing.	4.9%
6	Artyzen Singapore	3.7%
7	The Singapore EDITION	3.7%
8	The St. Regis Singapore	3.7%
9	Conrad Singapore Orchard	2.4%
10	Duxton Reserve Singapor.	2.4%
	Other	53.7%
36	QT Hotel Singapore	1.2%

Brand SOV 1.2% Brand Rank #36 Total Brands 47 Avg. SOV 2.1%

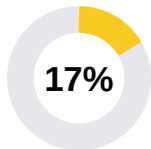
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



QT Singapore appears in 30/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



5/30 branded-search posts that mention the selected brand are from QT Singapore (17%).

4 SENTIMENT ANALYSIS

NEGATIVE

7%

NEUTRAL

7%

POSITIVE

86%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's striking design, rooftop pool with skyline views, and unbeatable location next to Lau Pa Sat and multiple MRT stations.



Neutral: The bold modern heritage design may not suit all tastes, and many guests describe the rooms as compact but well laid out.



Negative: A few guests reported that room sizes can feel small, stroller access is inconvenient, and minibar prices are high, with occasional lapses in housekeeping.

5 OPPORTUNITIES

1 Capture broad discovery demand

QT Singapore ranks #36 in broad search with 1.2% SOV, while Four Seasons Hotel Singapore leads at 7.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control

Only 16.7% 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.

3 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the hotel's striking design, rooftop pool with skyline views, and unbeatable location next to Lau Pa Sat and multiple MRT stations. 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: A few guests reported that room sizes can feel small, stroller access is inconvenient, and minibar prices are high, with occasional lapses in housekeeping. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.