daisy.club

Village Hotel Sentosa

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

32 /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

- Village Hotel Sentosa holds 3.2% blended non-branded search visibility, ranking #6; the current leader Shangri-La Rasa Sentosa, Singapore holds 17.6%.
- Branded search visibility is 65%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 58%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
3.2%
Ranks #6 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
65%
26/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
58% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
14.4%
Shangri-La Rasa Sentosa, Singapore leads at 17.6%, ahead by 14.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Village Hotel Sentosa records 3.2% blended SOV, ranking #6, while Shangri-La Rasa Sentosa, Singapore leads with 17.6%. The category remains fragmented, with "Other" brands accounting for 48.7% of visibility.

Search terms: Broad Search: Singapore family-friendly hotel recommendations • Narrow Search: ° a#Ø™¦GR—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	17.6%
2	Fairmont Singapore	5.9%
3	The Outpost Hotel Sento.	5.3%
4	Marina Bay Sands	3.7%
5	W Singapore - Sentosa C.	3.7%
6	Village Hotel Sentosa	3.2%
7	Resorts World Sentosa -.	3.2%
8	Siloso Beach Resort, Se.	3.2%
9	Mandarin Oriental, Sing.	2.7%
10	Resorts World Sentosa -.	2.7%
	Other	48.7%

Brand SOV 3.2% Brand Rank #6 Total Brands 61 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	24.7%
2	Fairmont Singapore	4.9%
3	Resorts World Sentosa -.	4.9%
4	Siloso Beach Resort, Se.	4.9%
5	W Singapore - Sentosa C.	4.9%
6	Village Hotel Sentosa	3.7%
7	Marina Bay Sands	3.7%
8	Sofitel Singapore Sento.	3.7%
9	Conrad Singapore Orchard	2.5%
10	InterContinental Singap.	2.5%
	Other	39.5%

Brand SOV 3.7% Brand Rank #6 Total Brands 33 Avg. SOV 3%

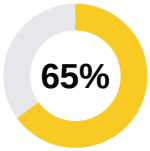
BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	12.3%
2	The Outpost Hotel Sento.	7.5%
3	Fairmont Singapore	6.6%
4	Marina Bay Sands	3.8%
5	Village Hotel Sentosa	2.8%
6	Capella Singapore	2.8%
7	Mandarin Oriental, Sing.	2.8%
8	Resorts World Sentosa -.	2.8%
9	The Ritz-Carlton, Mille.	2.8%
10	The Singapore EDITION	2.8%
	Other	52.8%

Brand SOV 2.8% Brand Rank #5 Total Brands 49 Avg. SOV 2%

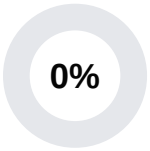
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Village Hotel Sentosa appears in 26/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
4%	39%	58%

WHAT PEOPLE ARE SAYING

Positive: The hotel features beautiful, family-friendly pools with ocean views, multiple themed areas, and children's play zones, making it a highlight for guests.

Neutral: The location on Sentosa Island is convenient, with easy walking access to the monorail, beaches, and attractions, though the entrance can be tricky to find initially.

Negative: Rooms are consistently described as small and dated, with limited space for luggage, and some guests find the breakfast options to be disappointing and poor value.

5 OPPORTUNITIES

1 Make branded search more consistent
Village Hotel Sentosa appears in 26/40 branded-search posts (65%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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 Address recurring trust concerns
Negative feedback is lower-volume (4%) but specific: Rooms are consistently described as small and dated, with limited space for luggage, and some guests find the breakfast options to be disappointing and poor value. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 32 / 100 to 44-54 / 100 through keyword-led content, KOC proof, and stronger brand association.