



COMO Metropolitan Bangkok

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

48 /100

EMERGING PRESENCE

Visibility is currently in the emerging presence band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

COMO Metropolitan Bangkok holds 1.5% blended non-branded search visibility, ranking #18; the current leader Dusit Thani Bangkok holds 6.9%.

Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.

Positive sentiment is 95%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.5%

Ranks #18 blended and #17 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

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

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

95% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

5.4%

Dusit Thani Bangkok leads at 6.9%, ahead by 5.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

COMO Metropolitan Bangkok records 1.5% blended SOV, ranking #18, while Dusit Thani Bangkok leads with 6.9%. The category remains fragmented, with "Other" brands accounting for 66.2% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	6.9%
2	Grande Centre Point Lum.	3.8%
3	InterContinental Bangkok	3.8%
4	The Sukhothai Bangkok	3.8%
5	Saan Hotel Sathorn - Ch.	3.1%
6	The Ritz-Carlton, Bangk.	3.1%
7	Best Western Click Sath.	2.3%
8	Capella Bangkok	2.3%
9	Grand Nikko Bangkok Sat.	2.3%
10	InterContinental Bangko.	2.3%
	Other	66.2%
18	COMO Metropolitan Bangk.	1.5%

Brand SOV 1.5% Brand Rank #18 Total Brands 75 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Grande Centre Point Lum.	6.8%
2	Saan Hotel Sathorn - Ch.	5.4%
3	Best Western Click Sath.	4.1%
4	Grand Nikko Bangkok Sat.	4.1%
5	AETAS Lumpini Hotel	2.7%
6	ASAI Bangkok Sathorn	2.7%
7	Bangkok City Rama 9 Hot.	2.7%
8	Courtyard By Marriott B.	2.7%
9	Dusit Thani Bangkok	2.7%
10	InterContinental Bangkok	2.7%
	Other	63.5%
22	COMO Metropolitan Bangk.	1.4%

Brand SOV 1.4% Brand Rank #22 Total Brands 52 Avg. SOV 1.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	12.5%
2	InterContinental Bangkok	5.4%
3	The Sukhothai Bangkok	5.4%
4	Waldorf Astoria Bangkok	5.4%
5	137 Pillars Suites & Re.	3.6%
6	Capella Bangkok	3.6%
7	Eastin Grand Hotel Phay.	3.6%
8	HOP INN Bangkok Onnut S.	3.6%
9	InterContinental Bangko.	3.6%
10	Sindhorn Kempinski Hote.	3.6%
	Other	50%
17	COMO Metropolitan Bangk.	1.8%

Brand SOV 1.8% Brand Rank #17 Total Brands 35 Avg. SOV 2.9%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

COMO Metropolitan Bangkok appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

3%

POSITIVE

95%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's minimalist, artful design—especially the recently renovated white-and-black rooms—and highlight the lush, private pool area as a standout for relaxation and photos. Service is also repeatedly noted as attentive and warm, with thoughtful touches like welcome drinks, neatly tidied rooms, and friendly staff, all at a strong value-for-money price point.

Neutral: The Sathorn location is described as central yet quiet, within walking distance of Lumpini Park and Central Park, though some guests note it is a bit far from the BTS station and that the overall public areas are compact. The on-site Michelin-starred restaurant Nahm receives mixed reviews on value, and breakfast is available but with limited buffet options and à la carte ordering.

Negative: Several reviewers criticize the breakfast as overpriced for its quality and variety, with one calling it a serious letdown. Others mention lingering new-renovation smell in rooms, and one guest found bathroom and shower finishes lacking in quality and detail despite the spacious room.

5 OPPORTUNITIES

1

Capture broad discovery demand

COMO Metropolitan Bangkok ranks #17 in broad search with 1.8% SOV, while Dusit Thani Bangkok leads at 12.5%. 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: Guests consistently praise the hotel's minimalist, artful design—especially the recently renovated white-and-black rooms—and highlight the lush, private pool area as a standout for relaxation and photos. Service is also repeatedly noted as attentive and warm, with thoughtful touches like welcome drinks, neatly tidied rooms, and friendly staff, all at a strong value-for-money price point. 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 (3%) but specific: Several reviewers criticize the breakfast as overpriced for its quality and variety, with one calling it a serious letdown. Others mention lingering new-renovation smell in rooms, and one guest found bathroom and shower finishes lacking in quality and detail despite the spacious room. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 48 / 100 to 60-70 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: September 2026 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™