

Dusit Thani Bangkok

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

78 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- Dusit Thani Bangkok holds 9.7% blended non-branded search visibility, ranking #1; the current leader Dusit Thani Bangkok holds 9.7%.
- Branded Search Visibility is 98%, while Brand Control is 5.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 85%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

SHARE OF VOICE

9.7%

Ranks #1 blended and #2 broad across selected non-branded keyword runs.

BRANDED SEARCH

98%

39/40 branded-search posts mention the selected brand.

BRAND CONTROL

5%

2/39 qualifying branded-search posts are brand-owned from Dusit Thani Bangkok.

SENTIMENT

85% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

0%

Dusit Thani Bangkok leads at 9.7%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Dusit Thani Bangkok records 9.7% blended SOV, ranking #1, while Dusit Thani Bangkok leads with 9.7%. The category remains fragmented, with “Other” brands accounting for 65% of visibility.

Search terms: Broad Search: Bangkok hotel selection guide • Narrow Search: Bangkok hotels near Silom

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	9.7%
2	Aman Nai Lert Bangkok	4.9%
3	137 Pillars Suites & Re.	3.9%
4	The Ritz-Carlton, Bangk.	3.9%
5	Grande Centre Point Sur.	2.9%
6	137 Pillars House Chian.	1.9%
7	Anantara Siam Bangkok H.	1.9%
8	Bizotel Premier Hotel &	1.9%
9	Conrad Bangkok	1.9%
10	Eastin Grand Hotel Phay.	1.9%
	Other	65%

Brand SOV 9.7% Brand Rank #1 Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	14.9%
2	The Ritz-Carlton, Bangk.	8.5%
3	137 Pillars Suites & Re.	4.3%
4	Moxy Bangkok Ratchapras.	4.3%
5	Radisson Hotel Chateau .	4.3%
6	137 Pillars House Chian.	2.1%
7	AETAS Lumpini	2.1%
8	Aman Nai Lert Bangkok	2.1%
9	Anajak Bangkok	2.1%
10	Anantara Siam Bangkok H.	2.1%
	Other	53.2%

Brand SOV 14.9% Brand Rank #1 Total Brands 35 Avg. SOV 2.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Aman Nai Lert Bangkok	7.1%
2	Dusit Thani Bangkok	5.4%
3	137 Pillars Suites & Re.	3.6%
4	Bizotel Premier Hotel &	3.6%
5	Eastin Grand Hotel Phay.	3.6%
6	Grande Centre Point Sur.	3.6%
7	Mandarin Oriental, Bang.	3.6%
8	The Peninsula Bangkok	3.6%
9	The Quarter Ratchayothi.	3.6%
10	The Sukhothai Bangkok	3.6%
	Other	58.9%

Brand SOV 5.4% Brand Rank #2 Total Brands 43 Avg. SOV 2.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

98%

Dusit Thani Bangkok appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

5%

2/39 branded-search posts that mention the selected brand are from Dusit Thani Bangkok (5%).

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

8%

POSITIVE

85%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the stunning window views overlooking Lumpini Park, the beautiful infinity pool, elegant Thai-modern design, convenient location near BTS/MRT and shopping, and overall comfortable stay.

Neutral:

The hotel is a newly reopened iconic Bangkok property with a central location near Lumpini Park, connected to a shopping mall, and features design by André Fu.

Negative:

Some guests reported poor service, delayed housekeeping, average breakfast, and one unsettling experience with lights and TV turning on by themselves, which affected their stay.

5 OPPORTUNITIES

1 Increase brand-owned control

Only 5.1% 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.

2 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the stunning window views overlooking Lumpini Park, the beautiful infinity pool, elegant Thai-modern design, convenient location near BTS/MRT and shopping, and overall comfortable stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Some guests reported poor service, delayed housekeeping, average breakfast, and one unsettling experience with lights and TV turning on by themselves, which affected their stay. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 78 / 100 to 90-100 / 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

Daisy Visibility Index™