

Hotel Boss Singapore

Rednote Search Visibility Audit

Audit period: July 2026



DAISY VISIBILITY INDEX

52 /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

- Hotel Boss Singapore holds **4.1%** blended non-branded search visibility, ranking **#3**; the current leader Marina Bay Sands holds **7.1%**.
- Branded search visibility is **88%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **48%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE

4.1%

Ranks #3 blended and #21 broad across selected non-branded keyword runs.



BRANDED SEARCH

88%

35/40 branded-search posts mention the selected brand.



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

48% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

3%

Marina Bay Sands leads at 7.1%, ahead by 3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hotel Boss Singapore records 4.1% blended SOV, ranking #3, while Marina Bay Sands leads with 7.1%. The category remains fragmented, with “Other” brands accounting for 60.2% of visibility.

Search terms: Broad Search: affordable hotels Singapore • Narrow Search: triple room hotels Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	7.1%
2	V Hotel Lavender	6.1%
3	Hotel Boss Singapore	4.1%
4	Hotel Mi Rochor	4.1%
5	Hotel Royal Queens Sing.	4.1%
6	Mercure ICON Singapore .	4.1%
7	Conrad Singapore Orchard	3.1%
8	Lyf Bugis Singapore	3.1%
9	Andaz Singapore	2%
10	Empress Hotel Singapore	2%
	Other	60.2%

Brand SOV 4.1% Brand Rank #3 Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	V Hotel Lavender	11.3%
2	Hotel Boss Singapore	5.7%
3	Hotel Mi Rochor	5.7%
4	Marina Bay Sands	5.7%
5	Conrad Singapore Orchard	3.8%
6	Holiday Inn Singapore A.	3.8%
7	InterContinental Singap.	3.8%
8	Mercure ICON Singapore .	3.8%
9	Andaz Singapore	1.9%
10	Arianna Hotel	1.9%
	Other	52.8%

Brand SOV 5.7% Brand Rank #2 Total Brands 38 Avg. SOV 2.6%

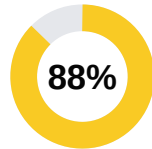
BROAD SEARCH

Rank	Brand	Share of Voice
1	Hotel Royal Queens Sing.	8.9%
2	Marina Bay Sands	8.9%
3	Empress Hotel Singapore	4.4%
4	Grand Mercure Singapore.	4.4%
5	Lyf Bugis Singapore	4.4%
6	Mercure ICON Singapore .	4.4%
7	30 Bencoolen Hotel	2.2%
8	Andaz Singapore	2.2%
9	BEAT.Sports Hostel	2.2%
10	Butternut Tree Hotel	2.2%
	Other	55.6%
21	Hotel Boss Singapore	2.2%

Brand SOV 2.2% Brand Rank #21 Total Brands 35 Avg. SOV 2.9%

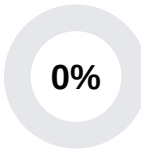
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hotel Boss Singapore appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

17%

NEUTRAL

35%

POSITIVE

48%

WHAT PEOPLE ARE SAYING



Positive: The hotel is frequently praised for its budget-friendly rates, excellent location near Lavender MRT station and bus stops, and the convenience of having many dining options and shops right downstairs.



Neutral: The compact room size and noticeable noise from corridors and plumbing are consistently reported, though several guests consider these acceptable given the central location and price.



Negative: Many reviews warn about extremely poor soundproofing, excessively cramped rooms where luggage barely opens, unadjustable cold air conditioning, and crowded common areas that create an unpleasant, sometimes unbearable stay.

5 OPPORTUNITIES

1 Capture broad discovery demand

Hotel Boss Singapore ranks #21 in broad search with 2.2% SOV, while Hotel Royal Queens Singapore leads at 8.9%. 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 Address recurring trust concerns

Negative feedback is lower-volume (17%) but specific: Many reviews warn about extremely poor soundproofing, excessively cramped rooms where luggage barely opens, unadjustable cold air conditioning, and crowded common areas that create an unpleasant, sometimes unbearable stay. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 52 / 100 to 64-74 / 100 through keyword-led content, KOC proof, and stronger brand association.