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Novotel Living Bangkok Sukhumvit Legacy

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

16 /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

- Novotel Living Bangkok Sukhumvit Legacy holds 0% blended non-branded search visibility, ranking -; the current leader Hilton Bangkok Grande Asoke holds 3.8%.
- Branded search visibility is 20%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
20%
8/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.8%
Hilton Bangkok Grande Asoke leads at 3.8%, ahead by 3.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Novotel Living Bangkok Sukhumvit Legacy records 0% blended SOV, ranking -, while Hilton Bangkok Grande Asoke leads with 3.8%. The category remains fragmented, with "Other" brands accounting for 74.2% of visibility.

Search terms: Broad Search: Bangkok hotel guide • Narrow Search: Bangkok Sukhumvit apartment hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Hilton Bangkok Grande A.	3.8%
2	Ascott Thonglor Bangkok	3%
3	Grande Centre Point Lum.	3%
4	137 Pillars Suites Bang.	2.3%
5	InterContinental Bangko.	2.3%
6	Kimpton Maa-Lai Bangkok	2.3%
7	Rosewood Bangkok	2.3%
8	Shama Lakeview Asoke Ba.	2.3%
9	Sindhorn Kempinski Hote.	2.3%
10	Staybridge Suites Bangk.	2.3%
	Other	74.2%

Brand SOV 0% Brand Rank - Total Brands 90 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hilton Bangkok Grande A.	10.2%
2	Shama Lakeview Asoke Ba.	6.1%
3	137 Pillars Suites Bang.	4.1%
4	Fraser Suites Sukhumvit.	4.1%
5	Grande Centre Point Lum.	4.1%
6	Solaria Nishitetsu Hote.	4.1%
7	Staybridge Suites Bangk.	4.1%
8	Aman Nai Lert Bangkok	2%
9	Anantara Riverside Bang.	2%
10	Ascott Thonglor Bangkok	2%
	Other	57.1%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Ascott Thonglor Bangkok	3.6%
2	InterContinental Bangko.	3.6%
3	Rosewood Bangkok	3.6%
4	Sindhorn Kempinski Hote.	3.6%
5	Valia Hotel Bangkok	3.6%
6	COMO Metropolitan Bangk.	2.4%
7	Dado 9 Home	2.4%
8	Grande Centre Point Lum.	2.4%
9	Kimpton Maa-Lai Bangkok	2.4%
10	Kromo Bangkok, Curio Co.	2.4%
	Other	69.9%

Brand SOV 0% Brand Rank - Total Brands 65 Avg. SOV 1.5%

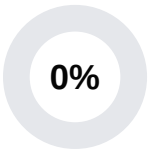
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Novotel Living Bangkok Sukhumvit Legacy appears in 8/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Excellent location near Asok BTS and Sukhumvit MRT, with spacious, well-equipped rooms and family-friendly amenities like bunk beds, a kids' playroom, and a rooftop pool, plus attentive staff.

Neutral: Breakfast offers fresh ingredients but limited variety, and the hotel provides good value for money without being luxurious.

Negative: Some guests reported stuffy rooms, noisy air conditioning, and an unusual room layout, and breakfast selection was not extensive.

5 OPPORTUNITIES

1 Capture broad discovery demand
Novotel Living Bangkok Sukhumvit Legacy ranks - in broad search with 0% SOV, while Ascott Thonglor Bangkok leads at 3.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Novotel Living Bangkok Sukhumvit Legacy appears in 8/40 branded-search posts (20%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Turn positive sentiment into proof
Users already respond positively to: Excellent location near Asok BTS and Sukhumvit MRT, with spacious, well-equipped rooms and family-friendly amenities like bunk beds, a kids' playroom, and a rooftop pool, plus attentive staff. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 16 / 100 to 28-38 / 100 through keyword-led content, KOC proof, and stronger brand association.