daisy.club

Fairmont Doha

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

62 /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

- Fairmont Doha holds 6.7% blended non-branded search visibility, ranking #5; the current leader Raffles Doha holds 10.7%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 92%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
6.7%
Ranks #5 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
92% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4%
Raffles Doha leads at 10.7%, ahead by 4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Fairmont Doha records 6.7% blended SOV, ranking #5, while Raffles Doha leads with 10.7%. The category remains fragmented, with "Other" brands accounting for 38% of visibility.

Search terms: Broad Search: Doha hotel recommendations • Narrow Search: Doha hotels with sea view

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Raffles Doha	10.7%
2	Rosewood Doha	10%
3	Park Hyatt Doha	8.7%
4	The Chedi Katara Hotel .	8.7%
5	Fairmont Doha	6.7%
6	Mandarin Oriental, Doha	5.3%
7	Sharq Village & Spa, A .	4.7%
8	Four Seasons Hotel Doha	2.7%
9	Waldorf Astoria Doha We.	2.7%
10	The St. Regis Doha	2%
	Other	38%

Brand SOV 6.7% Brand Rank #5 Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rosewood Doha	10.5%
2	Raffles Doha	7.9%
3	The Chedi Katara Hotel .	7.9%
4	Fairmont Doha	6.6%
5	Mandarin Oriental, Doha	3.9%
6	Park Hyatt Doha	3.9%
7	Waldorf Astoria Doha We.	3.9%
8	Four Seasons Hotel Doha	2.6%
9	Park Hotel Vitznau	2.6%
10	Sharq Village & Spa, A .	2.6%
	Other	47.4%

Brand SOV 6.6% Brand Rank #4 Total Brands 45 Avg. SOV 2.2%

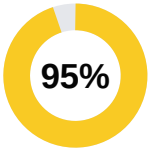
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Doha	13.5%
2	Raffles Doha	13.5%
3	Rosewood Doha	9.5%
4	The Chedi Katara Hotel .	9.5%
5	Fairmont Doha	6.8%
6	Mandarin Oriental, Doha	6.8%
7	Sharq Village & Spa, A .	6.8%
8	Al Samriya, Doha, Autog.	2.7%
9	Four Seasons Hotel Doha	2.7%
10	Marriott Marquis City C.	2.7%
	Other	25.7%

Brand SOV 6.8% Brand Rank #5 Total Brands 26 Avg. SOV 3.8%

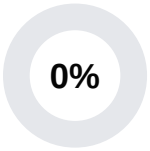
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Fairmont Doha appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	5%	92%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's spectacular Arabian Gulf and skyline views from rooms and terraces, its strong value for money among ultra-luxury Doha hotels, attentive service, satisfying breakfast and afternoon tea, and dramatic architecture that makes it a top choice for photography and special-event stays.

Neutral: Fairmont Doha occupies one half of the iconic Katara Towers, a landmark building in Lusail inspired by Qatar's national emblem, and is noted for its record-holding lobby chandelier and high-altitude lounge.

Negative: A guest reported that during a public holiday, the Gold Lounge and its pool were closed, the public pool was crowded, and they found the location inconvenient and management disorganized, describing the experience as superficially impressive but disappointing in practice.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's spectacular Arabian Gulf and skyline views from rooms and terraces, its strong value for money among ultra-luxury Doha hotels, attentive service, satisfying breakfast and afternoon tea, and dramatic architecture that makes it a top choice for photography and special-event stays. 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 (3%) but specific: A guest reported that during a public holiday, the Gold Lounge and its pool were closed, the public pool was crowded, and they found the location inconvenient and management disorganized, describing the experience as superficially impressive but disappointing in practice. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 62 / 100 to 74-84 / 100 through keyword-led content, KOC proof, and stronger brand association.