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The Palace Hotel Kota Kinabalu

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

24 /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

- The Palace Hotel Kota Kinabalu holds 0% blended non-branded search visibility, ranking -; the current leader The Magellan Sutera Resort holds 17.8%.
- Branded search visibility is 63%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 65%; 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
63%
25/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
65% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
17.8%
The Magellan Sutera Resort leads at 17.8%, ahead by 17.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Palace Hotel Kota Kinabalu records 0% blended SOV, ranking -, while The Magellan Sutera Resort leads with 17.8%. The category remains fragmented, with "Other" brands accounting for 27.4% of visibility.

Search terms: Broad Search: Kota Kinabalu hotel recommendations • Narrow Search: Kota Kinabalu city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Magellan Sutera Res.	17.8%
2	The Pacific Sutera Hotel	15.3%
3	Shangri-La Tanjung Aru,.	8.9%
4	Hyatt Centric Kota Kina.	7.6%
5	Kota Kinabalu Marriott .	5.7%
6	Sheraton Kota Kinabalu	5.7%
7	Shangri-La Rasa Ria, Ko.	3.8%
8	Capital Hotel Kota Kina.	2.5%
9	Hilton Kota Kinabalu	2.5%
10	Le Méridien Kota Kinaba.	2.5%
	Other	27.4%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Magellan Sutera Res.	21.1%
2	Hyatt Centric Kota Kina.	12.3%
3	The Pacific Sutera Hotel	12.3%
4	Shangri-La Rasa Ria, Ko.	7%
5	Kota Kinabalu Marriott .	5.3%
6	Shangri-La Tanjung Aru,.	5.3%
7	Sheraton Kota Kinabalu	5.3%
8	Stanton Borneo Hotel	3.5%
9	Â Hotel	3.5%
10	Bunga Raya Island Resor.	1.8%
	Other	22.8%

Brand SOV 0% Brand Rank - Total Brands 23 Avg. SOV 4.3%

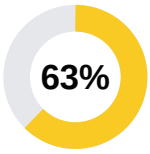
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Pacific Sutera Hotel	17%
2	The Magellan Sutera Res.	16%
3	Shangri-La Tanjung Aru,.	11%
4	Kota Kinabalu Marriott .	6%
5	Sheraton Kota Kinabalu	6%
6	Hyatt Centric Kota Kina.	5%
7	Capital Hotel Kota Kina.	3%
8	Hilton Kota Kinabalu	3%
9	Hyatt Regency Kinabalu	3%
10	Le Méridien Kota Kinaba.	3%
	Other	27%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

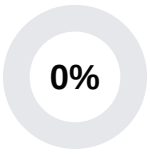
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Palace Hotel Kota Kinabalu appears in 25/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
17%	17%	65%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently describe The Palace Hotel Kota Kinabalu as a strong value pick in the city, with clean, well-equipped rooms, a pleasant pool and gym, a rich breakfast buffet, and notably friendly staff; the on-site Midas spa is also frequently praised as a relaxing highlight.

Neutral: The hotel sits on a hillside, so most guests rely on cheap Grab rides to reach Gaya Street and other sights; rooms are generally clean but can feel small, and the property is an older building that has been partially refreshed, with bedding and bathroom sizes drawing mixed comments.

Negative: Some guests report maintenance and comfort issues, including a noisy ventilation fan that disrupted sleep and a lingering musty smell in corridors and rooms, and one detailed complaint describes inconsistent front-desk responses and a refused refund after a room problem was dismissed as normal.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Palace Hotel Kota Kinabalu ranks - in broad search with 0% SOV, while The Pacific Sutera Hotel leads at 17%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Palace Hotel Kota Kinabalu appears in 25/40 branded-search posts (63%). 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: Guests consistently describe The Palace Hotel Kota Kinabalu as a strong value pick in the city, with clean, well-equipped rooms, a pleasant pool and gym, a rich breakfast buffet, and notably friendly staff; the on-site Midas spa is also frequently praised as a relaxing highlight. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (17%) but specific: Some guests report maintenance and comfort issues, including a noisy ventilation fan that disrupted sleep and a lingering musty smell in corridors and rooms, and one detailed complaint describes inconsistent front-desk responses and a refused refund after a room problem was dismissed as normal. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 24 / 100 to 36-46 / 100 through keyword-led content, KOC proof, and stronger brand association.