

Amara Bangkok

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

44 /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

- Amara Bangkok holds 1.9% blended non-branded search visibility, ranking #7; the current leader Dusit Thani Bangkok holds 5.6%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 79%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.9%

Ranks #7 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH

80%

32/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

79% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

3.7%

Dusit Thani Bangkok leads at 5.6%, ahead by 3.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amara Bangkok records 1.9% blended SOV, ranking #7, while Dusit Thani Bangkok leads with 5.6%. The category remains fragmented, with “Other” brands accounting for 68.5% of visibility. Search terms: Broad Search: Bangkok good value hotel • Narrow Search: Bangkok hotel infinity pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	5.6%
2	Bangkok Marriott Hotel .	4.6%
3	InterContinental Bangkok	4.6%
4	Bangkok City Rama 9 Hot.	3.7%
5	Ascott Thonglor Bangkok	2.8%
6	Voco Bangkok Surawong	2.8%
7	Amara Bangkok	1.9%
8	137 Pillars Suites & Re.	1.9%
9	Banyan Tree Bangkok	1.9%
10	Centre Point Plus Hotel.	1.9%
	Other	68.5%

Brand SOV 1.9% Brand Rank #7 Total Brands 73 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	7.1%
2	Bangkok Marriott Hotel .	5.7%
3	Ascott Thonglor Bangkok	4.3%
4	InterContinental Bangkok	4.3%
5	Voco Bangkok Surawong	4.3%
6	Amara Bangkok	2.9%
7	137 Pillars Suites & Re.	2.9%
8	Bangkok City Rama 9 Hot.	2.9%
9	Banyan Tree Bangkok	2.9%
10	Grande Centre Point Pre.	2.9%
	Other	60%

Brand SOV 2.9% Brand Rank #6 Total Brands 49 Avg. SOV 2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Bangkok City Rama 9 Hot.	5.3%
2	Eastin Grand Hotel Phay.	5.3%
3	InterContinental Bangkok	5.3%
4	L-Seven Hotel	5.3%
5	Sun And Moon Hotel - Be.	5.3%
6	ASAI Bangkok Chinatown	2.6%
7	Avani Sukhumvit Bangkok.	2.6%
8	Bangkok Marriott Hotel .	2.6%
9	Bizotel Premier Hotel &.	2.6%
10	Centre Point Plus Hotel.	2.6%
	Other	60.5%

Brand SOV 0% Brand Rank - Total Brands 33 Avg. SOV 3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

80%

Amara Bangkok appears in 32/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

10%

NEUTRAL

10%

POSITIVE

79%

WHAT PEOPLE ARE SAYING

Positive:

The rooftop infinity pool with direct views of the Mahanakhon skyscraper is repeatedly praised as a standout photo spot, and the central Silom location is considered very convenient for exploring the city.

Neutral:

The hotel is described as older and showing its age, with room sizes and facilities generally considered average for the price point.

Negative:

Several guests report significant noise issues from thin walls and connecting rooms, and some mention the pool can feel crowded and less clean than expected.

5 OPPORTUNITIES

1

Capture broad discovery demand

Amara Bangkok ranks - in broad search with 0% SOV, while Bangkok City Rama 9 Hotel leads at 5.3%. 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

Turn positive sentiment into proof

Users already respond positively to: The rooftop infinity pool with direct views of the Mahanakhon skyscraper is repeatedly praised as a standout photo spot, and the central Silom location is considered very convenient for exploring the city. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4

Address recurring trust concerns

Negative feedback is lower-volume (10%) but specific: Several guests report significant noise issues from thin walls and connecting rooms, and some mention the pool can feel crowded and less clean than expected. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 44 / 100 to 56-66 / 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™