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Moxy Tokyo Kinshicho

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

46 /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

- Moxy Tokyo Kinshicho holds 5.9% blended non-branded search visibility, ranking #2; the current leader Sotetsu Fresa Inn Tokyo Kinshicho holds 10.9%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 38%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
5.9%
Ranks #2 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
38% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5%
Sotetsu Fresa Inn Tokyo Kinshicho leads at 10.9%, ahead by 5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Moxy Tokyo Kinshicho records 5.9% blended SOV, ranking #2, while Sotetsu Fresa Inn Tokyo Kinshicho leads with 10.9%. The category remains fragmented, with "Other" brands accounting for 62.4% of visibility.

Search terms: Broad Search: Tokyo hotel recommendations • Narrow Search: hotels near Kinshicho

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sotetsu Fresa Inn Tokyo.	10.9%
2	Moxy Tokyo Kinshicho	5.9%
3	Hotel Chinzanso Tokyo	4%
4	Vessel Inn Asakusa Tsuk.	4%
5	Asakusa View Hotel	3%
6	Aman Tokyo	2%
7	Dai-Ichi Hotel Ryogoku	2%
8	Hotel Crown Hills Ueno .	2%
9	Imperial Hotel, Tokyo	2%
10	JW Marriott Hotel Tokyo	2%
	Other	62.4%

Brand SOV 5.9% Brand Rank #2 Total Brands 65 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sotetsu Fresa Inn Tokyo.	26.8%
2	Moxy Tokyo Kinshicho	14.6%
3	Asakusa View Hotel	7.3%
4	Dai-Ichi Hotel Ryogoku	4.9%
5	Hotel Crown Hills Ueno .	4.9%
6	Richmond Hotel Tokyo	4.9%
7	Super Hotel Tokyo Kinsh.	4.9%
8	Hotel AMANEK Asakusa Ek.	2.4%
9	Inubosaki Kanko Hotel	2.4%
10	Keisei Richmond Hotel T.	2.4%
	Other	24.4%

Brand SOV 14.6% Brand Rank #2 Total Brands 20 Avg. SOV 5%

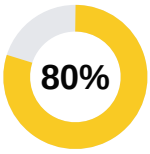
BROAD SEARCH

Rank	Brand	Share of Voice
1	Hotel Chinzanso Tokyo	6.7%
2	Vessel Inn Asakusa Tsuk.	5%
3	Aman Tokyo	3.3%
4	Imperial Hotel, Tokyo	3.3%
5	JW Marriott Hotel Tokyo	3.3%
6	SOIL Nihonbashi Hotel	3.3%
7	The Okura Tokyo	3.3%
8	The Prince Park Tower T.	3.3%
9	1 Hotel Tokyo	1.7%
10	Andaz Tokyo Toranomon H.	1.7%
	Other	65%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

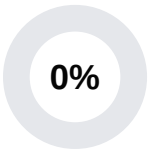
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Moxy Tokyo Kinshicho appears in 32/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
31%	31%	38%

WHAT PEOPLE ARE SAYING

Positive: The hotel's youthful, design-forward industrial style, complete with a striking lobby lounge, welcoming staff, and free welcome drinks, made it stand out as a fun and comfortable base, especially for those who appreciate boutique aesthetics and a lively common area.

Neutral: The hotel's location is convenient for access to JR Kinshicho Station, nearby shopping, and sights like Tokyo Skytree, but the immediate area transforms at night into a busy entertainment district with bars and clubs, which some guests found lively rather than unsafe.

Negative: The rooms are noticeably small, even by Japanese standards, and the surrounding nightlife area includes a red-light district with street soliciting and noise, which made some guests uncomfortable, especially families or solo women. Elite breakfast perks were also seen as stingy, with no complimentary breakfast for most members.

5 OPPORTUNITIES

1 Capture broad discovery demand
Moxy Tokyo Kinshicho ranks - in broad search with 0% SOV, while Hotel Chinzanso Tokyo leads at 6.7%. 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 (31%) but specific: The rooms are noticeably small, even by Japanese standards, and the surrounding nightlife area includes a red-light district with street soliciting and noise, which made some guests uncomfortable, especially families or solo women. Elite breakfast perks were also seen as stingy, with no complimentary breakfast for most members. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 46 / 100 to 58-68 / 100 through keyword-led content, KOC proof, and stronger brand association.