

Ascott Star KLCC Kuala Lumpur

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

34 /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

- Ascott Star KLCC Kuala Lumpur holds **0%** blended non-branded search visibility, ranking -; the current leader Eaton Residences holds **9%**.
- Branded search visibility is **83%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **88%**; 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

83%

33/40 branded-search posts mention the selected brand.



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

88% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

9%

Eaton Residences leads at 9%, ahead by 9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ascott Star KLCC Kuala Lumpur records **0%** blended SOV, ranking -, while Eaton Residences leads with **9%**. The category remains fragmented, with "Other" brands accounting for **51.8%** of visibility.

Search terms: Broad Search: Kuala Lumpur hotel recommendations • Narrow Search: Hotels near KLCC Kuala Lumpur

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Eaton Residences	9%
2	The FACE Style	6%
3	Sleeping Lion Suites	5.4%
4	The FACE Suites	5.4%
5	Armani Residence Kuala .	4.8%
6	Imperial Lexis Kuala Lu.	4.8%
7	Armani Residence And Ho.	3.6%
8	Traders Hotel Kuala Lum.	3.6%
9	W Kuala Lumpur	3.6%
10	Banyan Tree Kuala Lumpur	1.8%
	Other	51.8%

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

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eaton Residences	9.8%
2	The Face Style	8.5%
3	THE FACE Suites	8.5%
4	Traders Hotel, Kuala Lu.	6.1%
5	W Kuala Lumpur	6.1%
6	EQ Kuala Lumpur	3.7%
7	Four Points By Sheraton.	3.7%
8	Imperial Lexis Kuala Lu.	3.7%
9	Armani Residence And Ho.	2.4%
10	Armani Residence Kuala .	2.4%
	Other	45.1%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

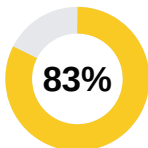
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sleeping Lion Suites	10.7%
2	Eaton Residences	8.3%
3	Armani Residence Kuala .	7.1%
4	Imperial Lexis Kuala Lu.	6%
5	Armani Residence And Ho.	4.8%
6	Hyatt Centric Kota Kina.	3.6%
7	The FACE Style	3.6%
8	Hilton Garden Inn Kuala.	2.4%
9	Royce Residence KLCC By.	2.4%
10	Scarletz	2.4%
	Other	48.8%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

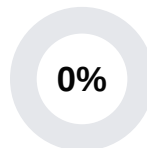
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ascott Star KLCC Kuala Lumpur appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

13%

POSITIVE

88%

WHAT PEOPLE ARE SAYING



Positive: The hotel's standout features are its unbeatable location and stunning views of the Petronas Twin Towers, especially from high-floor rooms and the infinity pool; the Alva sky dining venue is highly praised for its ambiance and photo opportunities, and the spacious suites are ideal for families or groups.



Neutral: The property offers spacious, well-equipped apartment-style rooms with kitchens and laundry facilities, and its location near KLCC is convenient; the Alva restaurant provides good views but food is often described as average, and the rooftop pool experience varies depending on time of day.



Negative: Breakfast quality is a recurring disappointment, with several posts describing it as poor, limited in options, or overcrowded; service also occasionally falls short of five-star standards, and the rooftop pool can be uncomfortably hot and small.

5 OPPORTUNITIES

1 Capture broad discovery demand

Ascott Star KLCC Kuala Lumpur ranks - in broad search with 0% SOV, while Sleeping Lion Suites leads at 10.7%. 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 Turn positive sentiment into proof

Users already respond positively to: The hotel's standout features are its unbeatable location and stunning views of the Petronas Twin Towers, especially from high-floor rooms and the infinity pool; the Alva sky dining venue is highly praised for its ambiance and photo opportunities, and the spacious suites are ideal for families or groups. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 34 / 100 to 46-56 / 100 through keyword-led content, KOC proof, and stronger brand association.