

The Reverie Saigon

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

52 /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

- The Reverie Saigon holds 0.9% blended non-branded search visibility, ranking #55; the current leader MEANDER Saigon holds 6.1%.
- Branded Search Visibility is 100%, while Brand Control is 30%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

**SHARE OF VOICE**
0.9%
Ranks #55 blended and #31 broad across selected non-branded keyword runs.

**BRANDED SEARCH**
100%
40/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
30%
12/40 qualifying branded-search posts are brand-owned from The Reverie Saigon.

**SENTIMENT**
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
5.2%
MEANDER Saigon leads at 6.1%, ahead by 5.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Reverie Saigon records 0.9% blended SOV, ranking #55, while MEANDER Saigon leads with 6.1%. The category remains fragmented, with “Other” brands accounting for 59.1% of visibility.

Search terms: Broad Search: 酒店 Narrow Search: 酒店 - 酒店

BLENDED SEARCH

Rank	Brand	Share of Voice
1	MEANDER Saigon	6.1%
2	Park Hyatt Saigon	6.1%
3	President Maison Signat.	5.2%
4	ANIMA - Vietnamese Cont.	4.3%
5	Fusion Suites Saigon	4.3%
6	Mai House Saigon Hotel	3.5%
7	NOLA Hotel	3.5%
8	Cherry Boutique Hotel	2.6%
9	Fusion Suites Sai Gon	2.6%
10	Hotel Nikko Saigon	2.6%
	Other	59.1%
55	The Reverie Saigon	0.9%

Brand SOV 0.9% Brand Rank #55 Total Brands 55 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	ANIMA - Vietnamese Cont.	7.4%
2	Fusion Suites Sai Gon	5.6%
3	MEANDER Saigon	5.6%
4	President Maison Signat.	5.6%
5	Silverland Sil Hotel	5.6%
6	Caravelle Saigon Hotel	3.7%
7	Hotel Majestic Saigon	3.7%
8	Icon Saigon - LifeStyle.	3.7%
9	KIN Hotel Thi Sach Edit.	3.7%
10	Le Méridien Saigon	3.7%
	Other	51.9%

Brand SOV 0% Brand Rank - Total Brands 37 Avg. SOV 2.7%

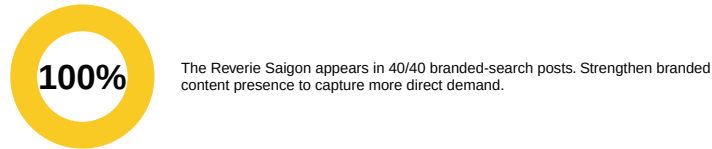
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	11.5%
2	Fusion Suites Saigon	8.2%
3	MEANDER Saigon	6.6%
4	Mai House Saigon Hotel	4.9%
5	NOLA Hotel	4.9%
6	President Maison Signat.	4.9%
7	Silverland Hotel	4.9%
8	Cherry Boutique Hotel	3.3%
9	CityHouse VIBE Abora	3.3%
10	Hotel Nikko Saigon	3.3%
	Other	44.3%
31	The Reverie Saigon	1.6%

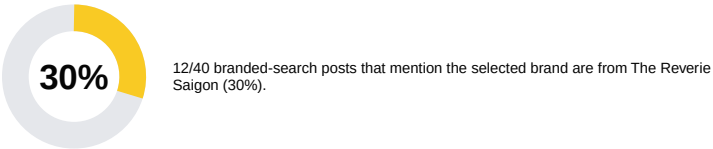
Brand SOV 1.6% Brand Rank #31 Total Brands 32 Avg. SOV 3.1%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING

-  **Positive:** Guests consistently praise the hotel's opulent Italian-inspired design, from the lavish lobby with Murano glass and Baldi clocks to the beautifully appointed rooms, along with its prime location in District 1 and standout breakfast, making it a top recommendation for stays in Saigon.
-  **Neutral:** The hotel is located in the heart of Ho Chi Minh City's District 1, near many attractions, and guests mention nightly rates around 1,700 RMB or 250 USD, with some noting that special packages can offer better value.
-  **Negative:** No theme available.

5 OPPORTUNITIES

- Capture broad discovery demand**
The Reverie Saigon ranks #31 in broad search with 1.6% SOV, while Park Hyatt Saigon leads at 11.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

- Turn positive sentiment into proof**
Users already respond positively to: Guests consistently praise the hotel's opulent Italian-inspired design, from the lavish lobby with Murano glass and Baldi clocks to the beautifully appointed rooms, along with its prime location in District 1 and standout breakfast, making it a top recommendation for stays in Saigon. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 52 / 100 to 64-74 / 100 through keyword-led content, KOC proof, and stronger brand association.