



Mövenpick Hotel Sukhumvit 15 Bangkok

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

29 / 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

- Mövenpick Hotel Sukhumvit 15 Bangkok holds **0.8%** blended non-branded search visibility, ranking **#67**; the current leader Carlton Hotel Bangkok Sukhumvit holds **3.3%**.
- Branded search visibility is **48%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **67%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE

0.8%

Ranks #67 blended and - broad across selected non-branded keyword runs.



BRANDED SEARCH

48%

19/40 branded-search posts mention the selected brand.



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

67% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

2.5%

Carlton Hotel Bangkok Sukhumvit leads at 3.3%, ahead by 2.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mövenpick Hotel Sukhumvit 15 Bangkok records 0.8% blended SOV, ranking #67, while Carlton Hotel Bangkok Sukhumvit leads with 3.3%. The category remains fragmented, with "Other" brands accounting for 74.4% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok hotels near Sukhumvit

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Carlton Hotel Bangkok S.	3.3%
2	Grande Centre Point Ter.	3.3%
3	Solaria Nishitetsu Hote.	3.3%
4	Ascella Bangkok Hotel	2.5%
5	Dusit Thani Bangkok	2.5%
6	InterContinental Bangkok	2.5%
7	InterContinental Bangko.	2.5%
8	Sun And Moon Hotel - Be.	2.5%
9	Avani Sukhumvit Bangkok.	1.7%
10	Conrad Bangkok	1.7%
	Other	74.4%
67	Mövenpick Hotel Sukhumv.	0.8%

Brand SOV 0.8% Brand Rank #67 Total Brands 88 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Grande Centre Point Ter.	5.4%
2	Solaria Nishitetsu Hote.	5.4%
3	Carlton Hotel Bangkok S.	4.1%
4	Avani Sukhumvit Bangkok.	2.7%
5	Hilton Bangkok Grande A.	2.7%
6	InterContinental Bangko.	2.7%
7	KROMO Bangkok, Curio Co.	2.7%
8	Shama Lakeview Asoke Ba.	2.7%
9	Mövenpick Hotel Sukhumv.	1.4%
10	515 Victory	1.4%
	Other	68.9%

Brand SOV 1.4% Brand Rank #9 Total Brands 61 Avg. SOV 1.6%

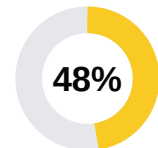
BROAD SEARCH

Rank	Brand	Share of Voice
1	Ascella Bangkok Hotel	6.4%
2	Dusit Thani Bangkok	6.4%
3	Conrad Bangkok	4.3%
4	Grand Nikko Bangkok Sat.	4.3%
5	InterContinental Bangkok	4.3%
6	L-Seven Hotel, Bangkok	4.3%
7	Moxy Bangkok Ratchapras.	4.3%
8	Sun And Moon Hotel - Be.	4.3%
9	The Sukosol Hotel Bangk.	4.3%
10	ABCQQ Hotel Bangkok	2.1%
	Other	55.3%

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

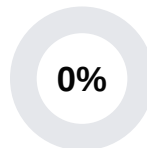
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Mövenpick Hotel Sukhumvit 15 Bangkok appears in 19/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

17%

NEUTRAL

17%

POSITIVE

67%

WHAT PEOPLE ARE SAYING



Positive: The hotel is praised for its convenient location near BTS stations and Terminal 21, with complimentary tuk-tuk shuttle service, and guests appreciate the warm service, free chocolate hour, and overall good value for money.



Neutral: The hotel offers a mix of experiences: breakfast variety is limited, the rooftop pool is on the smaller side and can get crowded, and the property shows some signs of age, though it remains comfortable and well-maintained.



Negative: Some guests feel the executive rooms are overpriced for what they offer, and there are occasional complaints about inconsistent front desk service, including perceived discrimination, as well as the pool being too small for the number of guests.

5 OPPORTUNITIES

1 Capture broad discovery demand

Mövenpick Hotel Sukhumvit 15 Bangkok ranks - in broad search with 0% SOV, while Ascella Bangkok Hotel leads at 6.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

Mövenpick Hotel Sukhumvit 15 Bangkok appears in 19/40 branded-search posts (48%). 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: The hotel is praised for its convenient location near BTS stations and Terminal 21, with complimentary tuk-tuk shuttle service, and guests appreciate the warm service, free chocolate hour, and overall good value for money. 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 feel the executive rooms are overpriced for what they offer, and there are occasional complaints about inconsistent front desk service, including perceived discrimination, as well as the pool being too small for the number of guests. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.