

Capella Hotels And Resorts

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

60 /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

Capella Hotels And Resorts holds 1.6% blended non-branded search visibility, ranking #6; the current leader The Ritz-Carlton holds 2.9%.

Branded Search Visibility is 100%, while Brand Control is 2.5%, indicating how much branded-search visibility comes from owned sources.

Positive sentiment is 87%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.6%

Ranks #6 blended and #8 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

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

BRAND CONTROL

3%

1/40 qualifying branded-search posts are brand-owned from Capella Hotels And Resorts.

SENTIMENT

87% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

1.3%

The Ritz-Carlton leads at 2.9%, ahead by 1.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Capella Hotels And Resorts records 1.6% blended SOV, ranking #6, while The Ritz-Carlton leads with 2.9%. The category remains fragmented, with “Other” brands accounting for 82% of visibility.

Search terms: Broad Search: luxury hotel group recommendations • Narrow Search: luxury hotels for honeymoon

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton	2.9%
2	Aman	2.3%
3	Raffles Hotels & Resorts	1.9%
4	Six Senses	1.9%
5	Sofitel Legend	1.9%
6	Capella Hotels And Reso.	1.6%
7	Park Hyatt	1.6%
8	Accor	1.3%
9	Belmond	1.3%
10	Cheval Blanc	1.3%
	Other	82%

Brand SOV 1.6% Brand Rank #6 Total Brands 198 Avg. SOV 0.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Teneri.	4.5%
2	Four Seasons Resort Tam.	3.4%
3	One&Only Mandarin	3.4%
4	The Ritz-Carlton	3.4%
5	Capella Hotels And Reso.	2.3%
6	Aman	2.3%
7	Montage Laguna Beach	2.3%
8	Our Habitas AlUla	2.3%
9	Rosewood Hong Kong	2.3%
10	Shebara Resort	2.3%
	Other	71.6%

Brand SOV 2.3% Brand Rank #5 Total Brands 71 Avg. SOV 1.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton	2.7%
2	Aman	2.2%
3	Raffles Hotels & Resorts	2.2%
4	Six Senses	2.2%
5	Sofitel Legend	2.2%
6	Accor	1.8%
7	Park Hyatt	1.8%
8	Capella Hotels And Reso.	1.3%
9	Belmond	1.3%
10	Cheval Blanc	1.3%
	Other	80.7%

Brand SOV 1.3% Brand Rank #8 Total Brands 155 Avg. SOV 0.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Capella Hotels And Resorts appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

3%

1/40 branded-search posts that mention the selected brand are from Capella Hotels And Resorts (3%).

4 SENTIMENT ANALYSIS

NEGATIVE

13%

NEUTRAL

0%

POSITIVE

87%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise Capella's immersive design, serene natural settings, and attentive service, with standout breakfasts and thoughtful touches like turndown gifts and personalized celebrations.

Neutral: While most experiences are positive, some properties are noted as smaller or more urban, and a few guests mention that room layouts or locations may not suit everyone.

Negative: Service quality can be inconsistent across properties, with some guests reporting understaffing, slow responses, or unprofessional behavior, and a few mention issues with privacy, maintenance, or value for money.

5 OPPORTUNITIES

1 Capture broad discovery demand

Capella Hotels And Resorts ranks #9 in broad search with 1.3% SOV, while The Ritz-Carlton leads at 2.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control

Only 2.5% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

3 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise Capella's immersive design, serene natural settings, and attentive service, with standout breakfasts and thoughtful touches like turndown gifts and personalized celebrations. 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 (13%) but specific: Service quality can be inconsistent across properties, with some guests reporting understaffing, slow responses, or unprofessional behavior, and a few mention issues with privacy, maintenance, or value for money. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 60 / 100 to 72-82 / 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 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™