

Park Hyatt Siem Reap

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

79 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Park Hyatt Siem Reap holds 14.8% blended non-branded search visibility, ranking #1; the current leader Park Hyatt Siem Reap holds 14.8%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 97%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE

14.8%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.



BRANDED SEARCH

100%

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



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

97% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

0%

Park Hyatt Siem Reap leads at 14.8%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Park Hyatt Siem Reap records 14.8% blended SOV, ranking #1, while Park Hyatt Siem Reap leads with 14.8%. The category remains fragmented, with “Other” brands accounting for 46.6% of visibility.

Search terms: Broad Search: Siem Reap hotel recommendations • Narrow Search: Siem Reap city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	14.8%
2	Eightfold Urban Resort	6.8%
3	Hotel Vellita Siem Reap	5.7%
4	Raffles Grand Hotel d'A.	5.7%
5	Amansara	4.5%
6	Jaya House River Park	4%
7	Angkor Village Hotel	3.4%
8	Peak Elite Boutique Hot.	2.8%
9	Shinta Mani Angkor	2.8%
10	Viroth's Villa	2.8%
	Other	46.6%

Brand SOV 14.8% Brand Rank #1 Total Brands 52 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	12.5%
2	Hotel Vellita Siem Reap	5%
3	The Community - Siem Re.	5%
4	Eightfold Urban Resort	3.8%
5	Rambutan Resort	3.8%
6	Shinta Mani Angkor	3.8%
7	Amansara	2.5%
8	Angkor Village Hotel	2.5%
9	Baitong Heritage Hotel	2.5%
10	Golden Temple Hotel	2.5%
	Other	56.3%

Brand SOV 12.5% Brand Rank #1 Total Brands 43 Avg. SOV 2.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	16.7%
2	Eightfold Urban Resort	9.4%
3	Raffles Grand Hotel d'A.	8.3%
4	Amansara	6.3%
5	Hotel Vellita Siem Reap	6.3%
6	Jaya House River Park	6.3%
7	Angkor Village Hotel	4.2%
8	Viroth's Villa	4.2%
9	Peak Elite Boutique Hot.	3.1%
10	Golden Temple Hotel	2.1%
	Other	33.3%

Brand SOV 16.7% Brand Rank #1 Total Brands 37 Avg. SOV 2.7%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Park Hyatt Siem Reap appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

0%

POSITIVE

97%

WHAT PEOPLE ARE SAYING

 **Positive:** Guests consistently praise the attentive service, immersive Khmer cultural activities, central yet tranquil location, and strong value for the price.

 **Neutral:** The hotel is compact with modest public areas, and while breakfast is refined, the menu variety is limited; room sizes vary and some facilities show age.

 **Negative:** Some guests noted extra charges for services like luggage transfer and tuk-tuk stops, inconsistent dinner quality, and dated or firm room furnishings.

5 OPPORTUNITIES

1

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.

2

Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the attentive service, immersive Khmer cultural activities, central yet tranquil location, and strong value for the price. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3

Address recurring trust concerns

Negative feedback is lower-volume (3%) but specific: Some guests noted extra charges for services like luggage transfer and tuk-tuk stops, inconsistent dinner quality, and dated or firm room furnishings. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.