



Amara Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

44 /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

- Amara Singapore holds **2.2%** blended non-branded search visibility, ranking **#12**; the current leader Oasia Hotel Downtown Singapore holds **8.8%**.
- Branded search visibility is **90%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **83%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE

2.2%

Ranks #12 blended and - broad across selected non-branded keyword runs.



BRANDED SEARCH

90%

36/40 branded-search posts mention the selected brand.



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

83% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

6.6%

Oasia Hotel Downtown Singapore leads at 8.8%, ahead by 6.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amara Singapore records 2.2% blended SOV, ranking #12, while Oasia Hotel Downtown Singapore leads with 8.8%. The category remains fragmented, with "Other" brands accounting for 52.2% of visibility.

Search terms: Broad Search: Singapore value for money hotel • Narrow Search: hotel near Tanjong Pagar MRT

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Oasia Hotel Downtown Si.	8.8%
2	Conrad Singapore Orchard	5.1%
3	Mandarin Oriental, Sing.	5.1%
4	ST Signature Tanjong Pa.	5.1%
5	Pan Pacific Singapore	4.4%
6	Sofitel Singapore City .	4.4%
7	The Ritz-Carlton, Mille.	4.4%
8	Fairmont Singapore	3.7%
9	Grand Hyatt Singapore	3.7%
10	Fraser's House, A Luxury.	2.9%
	Other	52.2%
12	Amara Singapore	2.2%

Brand SOV 2.2% Brand Rank #12 Total Brands 54 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Oasia Hotel Downtown Si.	13%
2	ST Signature Tanjong Pa.	9.1%
3	Sofitel Singapore City .	7.8%
4	Orchid Hotel Singapore	5.2%
5	Amara Singapore	3.9%
6	Conrad Singapore Orchard	3.9%
7	Duxton Reserve Singapor.	3.9%
8	Fraser's House, A Luxury.	3.9%
9	Pan Pacific Singapore	3.9%
10	Atour Hotels	2.6%
	Other	42.9%

Brand SOV 3.9% Brand Rank #5 Total Brands 36 Avg. SOV 2.8%

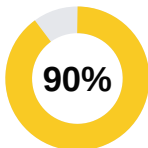
BROAD SEARCH

Rank	Brand	Share of Voice
1	Grand Hyatt Singapore	8.5%
2	Mandarin Oriental, Sing.	8.5%
3	Conrad Singapore Orchard	6.8%
4	The Ritz-Carlton, Mille.	6.8%
5	Fairmont Singapore	5.1%
6	Hotel Mi Singapore	5.1%
7	Marina Bay Sands	5.1%
8	Pan Pacific Singapore	5.1%
9	Conrad Singapore Marina.	3.4%
10	Grand Mercure Singapore.	3.4%
	Other	42.4%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

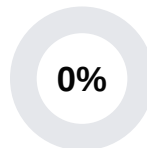
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Amara Singapore appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

11%

NEUTRAL

6%

POSITIVE

83%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's central location near Tanjong Pagar MRT and Chinatown, spacious and newly renovated rooms, and good value for money, with several noting the convenient access to local eateries, supermarkets, and transport options.



Neutral: The hotel offers a solid but not exceptional experience: breakfast is decent, rooms are comfortable, and the design is modern, though check-in can be slow and service quality varies depending on the staff member.



Negative: Multiple guests report frustrating check-in delays, with some being denied early check-in despite availability, and one guest felt unfairly treated compared to others, while another experienced a long wait and a mix-up with a promised dinner compensation.

5 OPPORTUNITIES

1 Capture broad discovery demand

Amara Singapore ranks - in broad search with 0% SOV, while Grand Hyatt Singapore leads at 8.5%. 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: Guests consistently praise the hotel's central location near Tanjong Pagar MRT and Chinatown, spacious and newly renovated rooms, and good value for money, with several noting the convenient access to local eateries, supermarkets, and transport options. 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 (11%) but specific: Multiple guests report frustrating check-in delays, with some being denied early check-in despite availability, and one guest felt unfairly treated compared to others, while another experienced a long wait and a mix-up with a promised dinner compensation. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 44 / 100 to 56-66 / 100 through keyword-led content, KOC proof, and stronger brand association.