daisy.club

KIORI Hotel Kyoto

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

8 /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

- KIORI Hotel Kyoto holds 0% blended non-branded search visibility, ranking -; the current leader Agora Kyoto Karasuma holds 7.6%.
- Branded search visibility is 13%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 60%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
13%
5/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
60% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.6%
Agora Kyoto Karasuma leads at 7.6%, ahead by 7.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

KIORI Hotel Kyoto records 0% blended SOV, ranking -, while Agora Kyoto Karasuma leads with 7.6%. The category remains fragmented, with "Other" brands accounting for 69.6% of visibility.

Search terms: Broad Search: Kyoto boutique hotel recommendations • Narrow Search: Kyoto machiya-style hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Agora Kyoto Karasuma	7.6%
2	Park Hyatt Kyoto	4.3%
3	Capella Kyoto	3.3%
4	Ace Hotel Kyoto	2.2%
5	Aman Kyoto	2.2%
6	Banyan Tree Higashiyama.	2.2%
7	Courtyard By Marriott K.	2.2%
8	Guest House Koiya	2.2%
9	Hiiragiya Ryokan	2.2%
10	Hilton Kyoto	2.2%
	Other	69.6%

Brand SOV 0% Brand Rank - Total Brands 67 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Agora Kyoto Karasuma	9.1%
2	Courtyard By Marriott K.	3.6%
3	Guest House Koiya	3.6%
4	Hyatt Regency Kyoto	3.6%
5	Karasuma Rokkaku Brilli.	3.6%
6	Kyoto Machiya	3.6%
7	Sotetsu Fresa Inn Kyoto.	3.6%
8	Ace Hotel Kyoto	1.8%
9	Aman Kyoto	1.8%
10	Aman Tokyo	1.8%
	Other	63.6%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

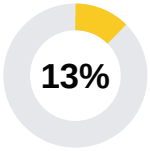
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	8.1%
2	Agora Kyoto Karasuma	5.4%
3	Banyan Tree Higashiyama.	5.4%
4	Capella Kyoto	5.4%
5	Hilton Kyoto	5.4%
6	Hotel Utano Kyoto Besho	5.4%
7	The Shinmonzen	5.4%
8	Ace Hotel Kyoto	2.7%
9	Aman Kyoto	2.7%
10	Granbell Hotel Kyoto	2.7%
	Other	51.4%

Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%

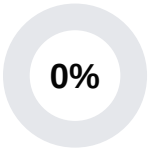
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



KIORI Hotel Kyoto appears in 5/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE 20%

NEUTRAL 20%

POSITIVE 60%

WHAT PEOPLE ARE SAYING

Positive: The hotel offers a quiet yet central location near Nishiki Market and Shijo-Karasuma, with spacious, spotlessly clean rooms, modern amenities, friendly Chinese-speaking staff, and excellent early-booking value, including free matcha tea.

Neutral: As a newly opened hotel, it has limited online presence and guest reviews, leading some travelers to feel uncertain about booking.

Negative: Bathroom design lacks privacy—the shower area is completely transparent and the room has no door—while sealed, frosted windows prevent any outside view.

5 OPPORTUNITIES

1 Capture broad discovery demand
KIORI Hotel Kyoto ranks - in broad search with 0% SOV, while Park Hyatt Kyoto leads at 8.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
KIORI Hotel Kyoto appears in 5/40 branded-search posts (13%). 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 offers a quiet yet central location near Nishiki Market and Shijo-Karasuma, with spacious, spotlessly clean rooms, modern amenities, friendly Chinese-speaking staff, and excellent early-booking value, including free matcha tea. 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 (20%) but specific: Bathroom design lacks privacy—the shower area is completely transparent and the room has no door—while sealed, frosted windows prevent any outside view. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 8 / 100 to 20-30 / 100 through keyword-led content, KOC proof, and stronger brand association.