daisy.club

25hours Hotel Sydney The Olympia

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

21 /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

- 25hours Hotel Sydney The Olympia holds 0.9% blended non-branded search visibility, ranking #21; the current leader Shangri-La Hotel, Sydney holds 16.4%.
- Branded search visibility is 30%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.9%
Ranks #21 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
30%
12/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
15.5%
Shangri-La Hotel, Sydney leads at 16.4%, ahead by 15.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

25hours Hotel Sydney The Olympia records 0.9% blended SOV, ranking #21, while Shangri-La Hotel, Sydney leads with 16.4%. The category remains fragmented, with "Other" brands accounting for 36.4% of visibility.

Search terms: Broad Search: Sydney design hotels • Narrow Search: Sydney city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Hotel, Sydney	16.4%
2	Park Hyatt Sydney	8.2%
3	Four Seasons Hotel Sydn.	7.3%
4	Capella Sydney	6.4%
5	The Fullerton Hotel Syd.	5.5%
6	W Sydney	5.5%
7	InterContinental Sydney	4.5%
8	Crown Towers Sydney	3.6%
9	Sofitel Sydney Darling .	3.6%
10	Hyatt Regency Sydney	2.7%
	Other	36.4%
21	25hours Hotel Sydney Th.	0.9%

Brand SOV 0.9% Brand Rank #21 Total Brands 39 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Hotel, Sydney	16.7%
2	Park Hyatt Sydney	9.3%
3	Capella Sydney	5.6%
4	Crown Towers Sydney	5.6%
5	Four Seasons Hotel Sydn.	5.6%
6	Sofitel Sydney Darling .	5.6%
7	Caption By Hyatt Sydney	3.7%
8	Hyatt Regency Sydney	3.7%
9	InterContinental Sydney	3.7%
10	Kimpton Margot Sydney	3.7%
	Other	37%
15	25hours Hotel Sydney Th.	1.9%

Brand SOV 1.9% Brand Rank #15 Total Brands 26 Avg. SOV 3.8%

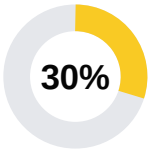
BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Hotel, Sydney	16.1%
2	Four Seasons Hotel Sydn.	8.9%
3	W Sydney	8.9%
4	Capella Sydney	7.1%
5	Park Hyatt Sydney	7.1%
6	The Fullerton Hotel Syd.	7.1%
7	InterContinental Sydney	5.4%
8	Hilton Sydney	3.6%
9	Silkari The Charrington.	3.6%
10	Crown Towers Sydney	1.8%
	Other	30.4%

Brand SOV 0% Brand Rank - Total Brands 27 Avg. SOV 3.7%

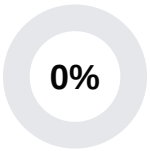
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



25hours Hotel Sydney The Olympia appears in 12/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: The hotel is widely praised for its immersive, cinema-inspired retro design and artistic atmosphere, seamlessly blending the historic Olympia Theatre's heritage with modern comforts, original artworks, and highly photogenic interiors.

Neutral: The hotel is located in the Paddington neighborhood, which is described as being outside the city center but offering a relaxed, stylish vibe.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
25hours Hotel Sydney The Olympia ranks - in broad search with 0% SOV, while Shangri-La Hotel, Sydney leads at 16.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
25hours Hotel Sydney The Olympia appears in 12/40 branded-search posts (30%). 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 widely praised for its immersive, cinema-inspired retro design and artistic atmosphere, seamlessly blending the historic Olympia Theatre's heritage with modern comforts, original artworks, and highly photogenic interiors. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 21 / 100 to 33-43 / 100 through keyword-led content, KOC proof, and stronger brand association.