daisy.club

Vina Collective

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

0 /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

- Vina Collective holds 0% blended non-branded search visibility, ranking -; the current leader Park Hyatt Saigon holds 17.7%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
0%
0/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
17.7%
Park Hyatt Saigon leads at 17.7%, ahead by 17.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Vina Collective records 0% blended SOV, ranking -, while Park Hyatt Saigon leads with 17.7%. The category remains fragmented, with "Other" brands accounting for 40.7% of visibility.

Search terms: Broad Search: Ho Chi Minh City hotel recommendations • Narrow Search: Ho Chi Minh City central hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	17.7%
2	President Maison Signat.	8%
3	Vinpearl Landmark 81, A.	8%
4	Hotel Des Arts Saigon -.	4.4%
5	Renaissance Riverside H.	4.4%
6	Fusion Suites Saigon	3.5%
7	Icon Saigon - LifeStyle.	3.5%
8	Le Méridien Saigon	3.5%
9	MEANDER Saigon	3.5%
10	Equatorial Ho Chi Minh .	2.7%
	Other	40.7%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	19.4%
2	Vinpearl Landmark 81, A.	11.3%
3	Le Méridien Saigon	6.5%
4	Renaissance Riverside H.	6.5%
5	Equatorial Ho Chi Minh .	4.8%
6	President Maison Signat.	4.8%
7	Amanaki Thao Dien	3.2%
8	Fusion Suites Saigon	3.2%
9	Hotel Des Arts Saigon -.	3.2%
10	Hotel Indigo Saigon The.	3.2%
	Other	33.9%

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

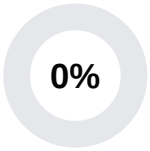
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	15.7%
2	President Maison Signat.	11.8%
3	Hotel Des Arts Saigon -.	5.9%
4	Icon Saigon - LifeStyle.	5.9%
5	The Reverie Saigon	5.9%
6	Fusion Suites Saigon	3.9%
7	MEANDER Saigon	3.9%
8	Vinpearl Landmark 81, A.	3.9%
9	Airbnb	2%
10	Airbnb By Luffy	2%
	Other	39.2%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

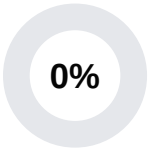
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Vina Collective appears in 0/40 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Vina Collective ranks - in broad search with 0% SOV, while Park Hyatt Saigon leads at 15.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Vina Collective appears in 0/40 branded-search posts (0%). 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.

Near-term goal: move from 0 / 100 to 12-22 / 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