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Amara Sanctuary Sentosa

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

42 /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 Sanctuary Sentosa holds 2.2% blended non-branded search visibility, ranking #12; the current leader Shangri-La Rasa Sentosa, Singapore holds 9.9%.
- Branded search visibility is 88%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 79%; 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
88%
35/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
79% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.7%
Shangri-La Rasa Sentosa, Singapore leads at 9.9%, ahead by 7.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amara Sanctuary Sentosa records 2.2% blended SOV, ranking #12, while Shangri-La Rasa Sentosa, Singapore leads with 9.9%. The category remains fragmented, with "Other" brands accounting for 46.4% of visibility.

Search terms: Broad Search: Sentosa hotel guide • Narrow Search: Sentosa couples hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	9.9%
2	Village Hotel Sentosa	9.4%
3	The Outpost Hotel Sento.	6.1%
4	Capella Singapore	5.5%
5	Marina Bay Sands	4.4%
6	Raffles Sentosa Singapo.	4.4%
7	Hotel Ora	3.9%
8	Hotel Michael	3.3%
9	Sofitel Singapore Sento.	3.3%
10	The Laurus, A Luxury Co.	3.3%
	Other	46.4%
12	Amara Sanctuary Sentosa	2.2%

Brand SOV 2.2% Brand Rank #12 Total Brands 56 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	11.5%
2	Village Hotel Sentosa	11.5%
3	The Outpost Hotel Sento.	9%
4	Hotel Ora	7.7%
5	Amara Sanctuary Sentosa	5.1%
6	Capella Singapore	5.1%
7	Hotel Michael	5.1%
8	Raffles Sentosa Singapo.	5.1%
9	The Barracks Hotel Sent.	5.1%
10	The Laurus, A Luxury Co.	5.1%
	Other	29.5%

Brand SOV 5.1% Brand Rank #5 Total Brands 28 Avg. SOV 3.6%

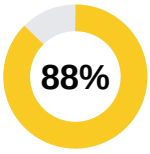
BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	8.7%
2	Village Hotel Sentosa	7.8%
3	Capella Singapore	5.8%
4	Marina Bay Sands	5.8%
5	Sofitel Singapore Sento.	4.9%
6	Raffles Sentosa Singapo.	3.9%
7	The Outpost Hotel Sento.	3.9%
8	Conrad Singapore Marina.	2.9%
9	Fairmont Singapore	2.9%
10	Mandarin Oriental, Sing.	2.9%
	Other	50.5%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

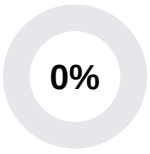
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Amara Sanctuary Sentosa appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
15%	6%	79%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's lush tropical setting with free-roaming peacocks, multiple pools including an infinity pool with sea views, spacious rooms, generous free minibar, and a varied breakfast; its location near Palawan Beach and Universal Studios, plus free shuttle service, makes it a convenient and good-value choice for families and couples.

Neutral: The hotel offers practical amenities like free shuttle buses and easy access to Sentosa's attractions, but service is described as professional yet not overly warm, with limited Chinese-speaking staff; some guests note the property's layout involves slopes and stone paths that can be tiring.

Negative: Several guests report issues with front desk service, including inflexible room assignments and forced upgrades that separated parties, as well as poor soundproofing, slippery floors, early-morning bird noise, occasional insects, and no bottled water in rooms; some also mention the hotel is less suitable for young children due to lack of kid-friendly facilities and difficult stroller access.

5 OPPORTUNITIES

1 Capture broad discovery demand
Amara Sanctuary Sentosa ranks - in broad search with 0% SOV, while Shangri-La Rasa Sentosa, Singapore leads at 8.7%. 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 lush tropical setting with free-roaming peacocks, multiple pools including an infinity pool with sea views, spacious rooms, generous free minibar, and a varied breakfast; its location near Palawan Beach and Universal Studios, plus free shuttle service, makes it a convenient and good-value choice for families and couples. 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 (15%) but specific: Several guests report issues with front desk service, including inflexible room assignments and forced upgrades that separated parties, as well as poor soundproofing, slippery floors, early-morning bird noise, occasional insects, and no bottled water in rooms; some also mention the hotel is less suitable for young children due to lack of kid-friendly facilities and difficult stroller access. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 42 / 100 to 54-64 / 100 through keyword-led content, KOC proof, and stronger brand association.