

Capella Singapore

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

75 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Capella Singapore holds **4.9%** blended non-branded search visibility, ranking **#2**; the current leader Shangri-La's Rasa Sentosa Resort & Spa, Singapore holds **5.4%**.
- Branded search visibility is **100%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **92%**; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
4.9%

Ranks #2 blended and #5 broad across selected non-branded key-word runs.



BRANDED SEARCH
100%

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



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
92% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0.5%

Shangri-La's Rasa Sentosa Resort & Spa, Singapore leads at 5.4%, ahead by 0.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Capella Singapore records 4.9% blended SOV, ranking #2, while Shangri-La's Rasa Sentosa Resort & Spa, Singapore leads with 5.4%. The category remains fragmented, with "Other" brands accounting for 59.6% of visibility.

Search terms: Broad Search: Singapore luxury hotel • Narrow Search: Singapore luxury resort

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La's Rasa Sento.	5.4%
2	Capella Singapore	4.9%
3	Fairmont Singapore	4.5%
4	Mandarin Oriental, Sing.	4.5%
5	The Singapore EDITION	4.5%
6	JW Marriott Hotel Singa.	4%
7	Four Seasons Hotel Sing.	3.1%
8	InterContinental Singap.	3.1%
9	Marina Bay Sands	3.1%
10	Raffles Hotel Sentosa S.	3.1%
	Other	59.6%

Brand SOV 4.9% Brand Rank #2 Total Brands 65 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La's Rasa Sento.	9.1%
2	Capella Singapore	6.8%
3	The Laurus, A Luxury Co.	5.7%
4	Fairmont Singapore	4.5%
5	Hilton Kuala Lumpur	3.4%
6	Mandarin Oriental, Sing.	3.4%
7	Raffles Hotel Sentosa S.	3.4%
8	Resorts World Sentosa	3.4%
9	Sofitel Singapore City .	3.4%
10	Banyan Tree Mandai	2.3%
	Other	54.5%

Brand SOV 6.8% Brand Rank #2 Total Brands 43 Avg. SOV 2.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Singapore EDITION	5.9%
2	JW Marriott Hotel Singa.	5.2%
3	Mandarin Oriental, Sing.	5.2%
4	Fairmont Singapore	4.4%
5	Capella Singapore	3.7%
6	Four Seasons Hotel Sing.	3.7%
7	InterContinental Singap.	3.7%
8	Marina Bay Sands	3.7%
9	Conrad Centennial Singa.	3%
10	Conrad Singapore Orchard	3%
	Other	58.5%

Brand SOV 3.7% Brand Rank #5 Total Brands 45 Avg. SOV 2.2%

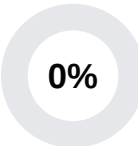
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



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

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

5%

NEUTRAL

3%

POSITIVE

92%

WHAT PEOPLE ARE SAYING



Positive: Capella Singapore is widely praised for its serene, private rainforest setting that blends colonial heritage with modern design, offering exceptional dining, attentive service, and family-friendly amenities.



Neutral: Some guests note that while the resort atmosphere is relaxing, certain facilities show signs of age and service can be inconsistent.



Negative: A few visitors report disappointing service encounters, such as slow breakfast service and unprofessional spa staff, detracting from the luxury experience.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof

Users already respond positively to: Capella Singapore is widely praised for its serene, private rainforest setting that blends colonial heritage with modern design, offering exceptional dining, attentive service, and family-friendly amenities. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (5%) but specific: A few visitors report disappointing service encounters, such as slow breakfast service and unprofessional spa staff, detracting from the luxury experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 75 / 100 to 87-97 / 100 through keyword-led content, KOC proof, and stronger brand association.