

Oasia Hotel Downtown, Singapore



Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

51 /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

- Oasia Hotel Downtown, Singapore holds 2.9% blended non-branded search visibility, ranking #9; the current leader Parkroyal Collection Pickering, Singapore holds 5.7%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 69%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.9%
Ranks #9 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
80%
32/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
69% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.8%
Parkroyal Collection Pickering, Singapore leads at 5.7%, ahead by 2.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Oasia Hotel Downtown, Singapore records 2.9% blended SOV, ranking #9, while Parkroyal Collection Pickering, Singapore leads with 5.7%. The category remains fragmented, with "Other" brands accounting for 62.1% of visibility.

Search terms: Broad Search: Singapore boutique design hotel • Narrow Search: Singapore CBD business hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Parkroyal Collection Pl.	5.7%
2	Fairmont Singapore	5%
3	Marina Bay Sands	4.3%
4	Pan Pacific Orchard	4.3%
5	QT Hotel Singapore	4.3%
6	Carlton Hotel Singapore	2.9%
7	Mercure ICON Singapore .	2.9%
8	Oasia Hotel Downtown	2.9%
9	Oasia Hotel Downtown, S.	2.9%
10	Raffles Hotel Singapore	2.9%
	Other	62.1%

Brand SOV 2.9% Brand Rank #9 Total Brands 76 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	9.5%
2	Carlton Hotel Singapore	5.4%
3	Marina Bay Sands	5.4%
4	Mercure ICON Singapore .	5.4%
5	Oasia Hotel Downtown, S.	5.4%
6	Sofitel Singapore City .	5.4%
7	Amara Singapore	4.1%
8	Mondrian Singapore Duxt.	4.1%
9	QT Hotel Singapore	4.1%
10	Carlton City Hotel Sing.	2.7%
	Other	48.6%

Brand SOV 5.4% Brand Rank #5 Total Brands 43 Avg. SOV 2.3%

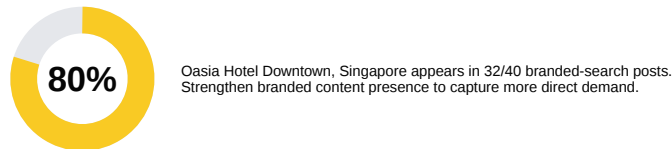
BROAD SEARCH

Rank	Brand	Share of Voice
1	Parkroyal Collection Pl.	10.6%
2	Pan Pacific Orchard	9.1%
3	Oasia Hotel Downtown	6.1%
4	QT Hotel Singapore	4.5%
5	The Singapore EDITION	4.5%
6	COMO Metropolitan Singa.	3%
7	Conrad Centennial Singa.	3%
8	Conrad Singapore Orchard	3%
9	Furama City Centre	3%
10	Marina Bay Sands	3%
	Other	50%

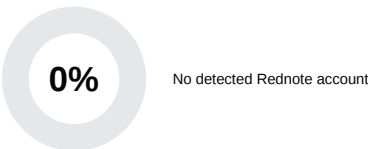
Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

3 BRANDED SEARCH & BRAND CONTROL

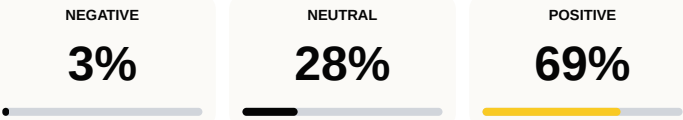
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** The hotel's location is exceptionally convenient, just steps from Tanjong Pagar MRT and within walking distance to Chinatown and Maxwell Food Centre, making it ideal for exploring downtown. The striking red-and-green vertical garden facade by WOHA and airy sky gardens create a unique, nature-infused staycation experience.
- Neutral:** Room sizes are generally compact, though efficiently designed, and views can vary, with some rooms facing less scenic back sides.
- Negative:** The food and beverage offerings, including breakfast and happy hour selections, are often described as limited and mediocre in quality, which may disappoint guests expecting a higher standard.

5 OPPORTUNITIES

- Capture broad discovery demand**
Oasia Hotel Downtown, Singapore ranks - in broad search with 0% SOV, while Parkroyal Collection Pickering, Singapore leads at 10.6%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 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.
- Turn positive sentiment into proof**
Users already respond positively to: The hotel's location is exceptionally convenient, just steps from Tanjong Pagar MRT and within walking distance to Chinatown and Maxwell Food Centre, making it ideal for exploring downtown. The striking red-and-green vertical garden facade by WOHA and airy sky gardens create a unique, nature-infused staycation experience. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- Address recurring trust concerns**
Negative feedback is lower-volume (3%) but specific: The food and beverage offerings, including breakfast and happy hour selections, are often described as limited and mediocre in quality, which may disappoint guests expecting a higher standard. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 51 / 100 to 63-73 / 100 through keyword-led content, KOC proof, and stronger brand association.