

PARKROYAL COLLECTION Pickering, Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

52 /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

- PARKROYAL COLLECTION Pickering, Singapore holds 3.6% blended non-branded search visibility, ranking #3; the current leader Marina Bay Sands holds 10.9%.
- Branded Search Visibility is 100%, while Brand Control is 2.5%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 92%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

SHARE OF VOICE

3.6%

Ranks #3 blended and #2 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

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

BRAND CONTROL

3%

1/40 qualifying branded-search posts are brand-owned from PARKROYAL COLLECTION Pickering, Singapore.

SENTIMENT

92% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

7.3%

Marina Bay Sands leads at 10.9%, ahead by 7.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

PARKROYAL COLLECTION Pickering, Singapore records 3.6% blended SOV, ranking #3, while Marina Bay Sands leads with 10.9%. The category remains fragmented, with “Other” brands accounting for 58% of visibility.

Search terms: Broad Search: Singapore hotel recommendations • Narrow Search: Singapore city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	10.9%
2	Raffles Singapore	4.3%
3	PARKROYAL COLLECTION Pi.	3.6%
4	Mandarin Oriental, Sing.	3.6%
5	Pan Pacific Singapore	3.6%
6	Raffles Sentosa Singapo.	3.6%
7	The Ritz-Carlton, Mille.	3.6%
8	Grand Hyatt Singapore	2.9%
9	Mercure ICON Singapore .	2.9%
10	PARKROYAL COLLECTION Ma.	2.9%
	Other	58%

Brand SOV 3.6% Brand Rank #3 Total Brands 66 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	9.1%
2	Raffles Singapore	6.1%
3	Holiday Inn Singapore A.	4.5%
4	Mercure ICON Singapore .	4.5%
5	Raffles Sentosa Singapo.	4.5%
6	PARKROYAL COLLECTION Pi.	3%
7	Hilton Singapore Orchard	3%
8	Mandarin Oriental, Sing.	3%
9	Pan Pacific Singapore	3%
10	The Ritz-Carlton, Mille.	3%
	Other	56.1%

Brand SOV 3% Brand Rank #6 Total Brands 46 Avg. SOV 2.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	12.5%
2	PARKROYAL COLLECTION Pi.	4.2%
3	Grand Hyatt Singapore	4.2%
4	Mandarin Oriental, Sing.	4.2%
5	Pan Pacific Singapore	4.2%
6	PARKROYAL COLLECTION Ma.	4.2%
7	The Ritz-Carlton, Mille.	4.2%
8	COMO Metropolitan Singa.	2.8%
9	Grand Mercure Singapore.	2.8%
10	Hotel Mi Singapore	2.8%
	Other	54.2%

Brand SOV 4.2% Brand Rank #2 Total Brands 45 Avg. SOV 2.2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

PARKROYAL COLLECTION Pickering, Singapore appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

3%

1/40 branded-search posts that mention the selected brand are from PARKROYAL COLLECTION Pickering, Singapore (3%).

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

0%

POSITIVE

92%

WHAT PEOPLE ARE SAYING

Positive:

The hotel is widely praised for its stunning vertical garden architecture and prime location near Chinatown and Clarke Quay, with many guests highlighting the beautiful greenery, photogenic pool area, and attentive service, including Chinese-language support and thoughtful upgrades.

Neutral:

Room size and views vary by type; some guests found standard rooms compact, while others appreciated the greenery-facing windows and practical amenities like free coffee and tea, making the stay comfortable but not universally spacious.

Negative:

A few guests were disappointed with the breakfast, describing it as limited in variety and not matching the quality of other five-star hotels, and some felt the room size and overall value did not justify the price, especially for those primarily seeking photo opportunities.

5 OPPORTUNITIES

1

Increase brand-owned control

Only 2.5% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

2

Turn positive sentiment into proof

Users already respond positively to: The hotel is widely praised for its stunning vertical garden architecture and prime location near Chinatown and Clarke Quay, with many guests highlighting the beautiful greenery, photogenic pool area, and attentive service, including Chinese-language support and thoughtful upgrades. 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 (8%) but specific: A few guests were disappointed with the breakfast, describing it as limited in variety and not matching the quality of other five-star hotels, and some felt the room size and overall value did not justify the price, especially for those primarily seeking photo opportunities. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 52 / 100 to 64-74 / 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

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