

Holiday Inn Bangkok Silom

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

35 /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

- Holiday Inn Bangkok Silom holds 1.3% blended non-branded search visibility, ranking #15; the current leader Grande Centre Point Surawong Bangkok holds 3.9%.
- Branded search visibility is 58%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 61%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

1.3%

Ranks #15 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH

58%

23/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

61% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

2.6%

Grande Centre Point Surawong Bangkok leads at 3.9%, ahead by 2.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Bangkok Silom records 1.3% blended SOV, ranking #15, while Grande Centre Point Surawong Bangkok leads with 3.9%. The category remains fragmented, with “Other” brands accounting for 74% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok Silom district hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Grande Centre Point Sur.	3.9%
2	Bangkok Marriott Hotel .	3.2%
3	The Sukosol Hotel	3.2%
4	Dusit Thani Bangkok	2.6%
5	Grand Nikko Bangkok Sat.	2.6%
6	The Quarter Ratchayothi.	2.6%
7	Bizotel Premier Hotel &.	1.9%
8	Eastin Grand Hotel Phay.	1.9%
9	InterContinental Bangkok	1.9%
10	Sathorn Vista, Bangkok .	1.9%
	Other	74%
15	Holiday Inn Bangkok Sil.	1.3%

Brand SOV 1.3% Brand Rank #15 Total Brands 98 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Bangkok Marriott Hotel .	4.7%
2	Grand Nikko Bangkok Sat.	3.5%
3	Grande Centre Point Sur.	3.5%
4	Solaria Nishitetsu Hote.	3.5%
5	The St. Regis Bangkok	3.5%
6	The Sukosol Hotel	3.5%
7	Holiday Inn Bangkok Sil.	2.4%
8	Capella Bangkok	2.4%
9	Dusit Thani Bangkok	2.4%
10	Grand Hyatt Erawan Bang.	2.4%
	Other	68.2%

Brand SOV 2.4% Brand Rank #7 Total Brands 60 Avg. SOV 1.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Quarter Ratchayothi.	5.8%
2	Bizotel Premier Hotel &.	4.3%
3	Eastin Grand Hotel Phay.	4.3%
4	Grande Centre Point Sur.	4.3%
5	Dusit Thani Bangkok	2.9%
6	dusitD2 Samyan Bangkok	2.9%
7	L7 Hotel Huai Khwang	2.9%
8	Livable Hotel Bangkok	2.9%
9	Queensland Hotel	2.9%
10	The Sukosol Hotel	2.9%
	Other	63.8%

Brand SOV 0% Brand Rank - Total Brands 53 Avg. SOV 1.9%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

58%

Holiday Inn Bangkok Silom appears in 23/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

17%

NEUTRAL

22%

POSITIVE

61%

WHAT PEOPLE ARE SAYING

Positive:

Guests frequently praised the hotel's excellent location near BTS, shops, and restaurants, its strong value when booked with IHG points, and the standout executive lounge with city views; service was often described as warm and accommodating, with some guests receiving thoughtful upgrades, early check-in, or personalized touches like welcome-back letters.

Neutral:

The hotel is a well-located, older business property in Silom, about a 7-10 minute walk from BTS Surasak, with heavy nearby traffic; facilities like the executive lounge, pool, and gym are present but vary in quality, and room conditions depend on whether they have been renovated.

Negative:

Several guests noted dated rooms with worn furniture, inconsistent water pressure, old towels, and slow housekeeping; some IHG elite members also felt recognition was inconsistent, with upgrades or standard perks not always delivered as expected.

5 OPPORTUNITIES

1

Capture broad discovery demand

Holiday Inn Bangkok Silom ranks - in broad search with 0% SOV, while The Quarter Ratchayothin By UHG leads at 5.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

Holiday Inn Bangkok Silom appears in 23/40 branded-search posts (58%). 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.

4

Turn positive sentiment into proof

Users already respond positively to: Guests frequently praised the hotel's excellent location near BTS, shops, and restaurants, its strong value when booked with IHG points, and the standout executive lounge with city views; service was often described as warm and accommodating, with some guests receiving thoughtful upgrades, early check-in, or personalized touches like welcome-back letters. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5

Address recurring trust concerns

Negative feedback is lower-volume (17%) but specific: Several guests noted dated rooms with worn furniture, inconsistent water pressure, old towels, and slow housekeeping; some IHG elite members also felt recognition was inconsistent, with upgrades or standard perks not always delivered as expected. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

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