

Holiday Inn Singapore Little India

Rednote Search Visibility Audit

Audit period: July 2026



daisy.club

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

- Holiday Inn Singapore Little India holds **3.1%** blended non-branded search visibility, ranking **#5**; the current leader Shangri-La Rasa Sentosa, Singapore holds **4.6%**.
- Branded search visibility is **60%**, 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

3.1%

Ranks #5 blended and - broad across selected non-branded keyword runs.



BRANDED SEARCH

60%

24/40 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)

1.5%

Shangri-La Rasa Sentosa, Singapore leads at 4.6%, ahead by 1.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Singapore Little India records 3.1% blended SOV, ranking #5, while Shangri-La Rasa Sentosa, Singapore leads with 4.6%. The category remains fragmented, with “Other” brands accounting for 70% of visibility.

Search terms: Broad Search: Singapore family-friendly hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	4.6%
2	Pan Pacific Singapore	3.8%
3	Andaz Singapore	3.1%
4	Fairmont Singapore	3.1%
5	Holiday Inn Singapore L.	3.1%
6	JEN Singapore Orchardga.	3.1%
7	Conrad Centennial Singa.	2.3%
8	Grand Mercure Singapore.	2.3%
9	Hilton Singapore Orchard	2.3%
10	Hotel Mi Rochor	2.3%
	Other	70%

Brand SOV 3.1% Brand Rank #5 Total Brands 75 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Holiday Inn Singapore L.	11.1%
2	Pan Pacific Singapore	11.1%
3	Shangri-La Rasa Sentosa.	8.3%
4	Andaz Singapore	5.6%
5	PARKROYAL COLLECTION Pl.	5.6%
6	Shangri-La Hotel, Singa.	5.6%
7	Wanderlust Hotel Singap.	5.6%
8	Empress Hotel Singapore	2.8%
9	Fairmont Singapore	2.8%
10	Grand Hyatt Singapore	2.8%
	Other	38.9%

Brand SOV 11.1% Brand Rank #1 Total Brands 24 Avg. SOV 4.2%

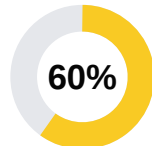
BROAD SEARCH

Rank	Brand	Share of Voice
1	JEN Singapore Orchardga.	4.3%
2	Conrad Centennial Singa.	3.2%
3	Fairmont Singapore	3.2%
4	Hotel Mi Rochor	3.2%
5	Marina Bay Sands Singap.	3.2%
6	Mercure ICON Singapore .	3.2%
7	Raffles Hotel Singapore	3.2%
8	Shangri-La Rasa Sentosa.	3.2%
9	Swissôtel The Stamford .	3.2%
10	Andaz Singapore	2.1%
	Other	68.1%

Brand SOV 0% Brand Rank - Total Brands 64 Avg. SOV 1.6%

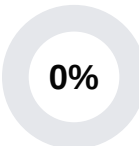
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Holiday Inn Singapore Little India appears in 24/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

13%

NEUTRAL

8%

POSITIVE

79%

WHAT PEOPLE ARE SAYING



Positive: The hotel is consistently praised for its excellent location directly connected to Farrer Park MRT station, high value for money, clean rooms, and well-maintained facilities including a long swimming pool, gym, and family-friendly loft rooms.



Neutral: Rooms are often described as compact, some fixtures like clotheslines may be out of order, and the breakfast offering is heavily Indian-focused, which may not suit all guests.



Negative: There are serious cleanliness issues reported, such as stained sofa beds and strong lingering odors, combined with unresponsive housekeeping service and poor breakfast hygiene.

5 OPPORTUNITIES

1 Capture broad discovery demand

Holiday Inn Singapore Little India ranks - in broad search with 0% SOV, while JEN Singapore Orchardgateway By Shangri-La leads at 4.3%. 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 Singapore Little India appears in 24/40 branded-search posts (60%). 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: The hotel is consistently praised for its excellent location directly connected to Farrer Park MRT station, high value for money, clean rooms, and well-maintained facilities including a long swimming pool, gym, and family-friendly loft rooms. 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 (13%) but specific: There are serious cleanliness issues reported, such as stained sofa beds and strong lingering odors, combined with unresponsive housekeeping service and poor breakfast hygiene. 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.