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Novotel Living Bangkok Sukhumvit Legacy

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

18 /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

- Novotel Living Bangkok Sukhumvit Legacy holds 0% blended non-branded search visibility, ranking -; the current leader InterContinental Bangkok Sukhumvit holds 4.7%.
- Branded search visibility is 30%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 92%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
30%
12/40 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)
4.7%
InterContinental Bangkok Sukhumvit leads at 4.7%, ahead by 4.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Novotel Living Bangkok Sukhumvit Legacy records 0% blended SOV, ranking -, while InterContinental Bangkok Sukhumvit leads with 4.7%. The category remains fragmented, with "Other" brands accounting for 74.8% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok Sukhumvit family hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangko.	4.7%
2	Kimpton Maa-Lai Bangkok	4.7%
3	Ascott Thonglor Bangkok	2.4%
4	Rosewood Bangkok	2.4%
5	Sindhorn Kempinski Hote.	2.4%
6	The Ritz-Carlton, Bangk.	2.4%
7	Bangkok Marriott Marqui.	1.6%
8	Centre Point Hotel Sukh.	1.6%
9	COMO Metropolitan Bangk.	1.6%
10	Fairmont Bangkok Sukhum.	1.6%
	Other	74.8%

Brand SOV 0% Brand Rank - Total Brands 86 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Centre Point Hotel Sukh.	3.8%
2	Fairmont Bangkok Sukhum.	3.8%
3	InterContinental Bangko.	3.8%
4	Shama Sukhumvit Bangkok	3.8%
5	Staybridge Suites Bangk.	3.8%
6	Arawana Express Chinato.	1.9%
7	Ascott Thonglor Bangkok	1.9%
8	Aspire Sukhumvit - Rama.	1.9%
9	Avani Sukhumvit Bangkok.	1.9%
10	Balance Independent Sui.	1.9%
	Other	71.2%

Brand SOV 0% Brand Rank - Total Brands 47 Avg. SOV 2.1%

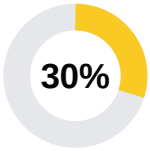
BROAD SEARCH

Rank	Brand	Share of Voice
1	Kimpton Maa-Lai Bangkok	6.7%
2	InterContinental Bangko.	5.3%
3	Rosewood Bangkok	4%
4	Sindhorn Kempinski Hote.	4%
5	The Ritz-Carlton, Bangk.	4%
6	Ascott Thonglor Bangkok	2.7%
7	Bangkok Marriott Marqui.	2.7%
8	COMO Metropolitan Bangk.	2.7%
9	Four Points By Sheraton.	2.7%
10	Grand Nikko Bangkok Sat.	2.7%
	Other	62.7%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

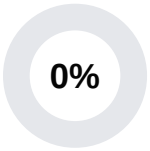
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Novotel Living Bangkok Sukhumvit Legacy appears in 12/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	8%	92%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's prime Sukhumvit location near BTS stations and shopping malls, its spacious rooms with kitchenettes and family-friendly amenities like a kids' club, pool with a small slide, and attentive staff who even help watch children.

Neutral: The hotel is generally described as good value at around 800+ RMB per night, though breakfast is not included in that rate and the breakfast selection is considered average, albeit with fresh ingredients.

Negative: Some guests report that rooms can feel stuffy, the air conditioning is noisy, and the room layout is unusual, with a very large walk-in closet.

5 OPPORTUNITIES

1 Capture broad discovery demand
Novotel Living Bangkok Sukhumvit Legacy ranks - in broad search with 0% SOV, while Kimpton Maa-Lai Bangkok leads at 6.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Novotel Living Bangkok Sukhumvit Legacy appears in 12/40 branded-search posts (30%). 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 consistently praise the hotel's prime Sukhumvit location near BTS stations and shopping malls, its spacious rooms with kitchenettes and family-friendly amenities like a kids' club, pool with a small slide, and attentive staff who even help watch children. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 18 / 100 to 30-40 / 100 through keyword-led content, KOC proof, and stronger brand association.