

Sunway Resort Hotel

Rednote Search Visibility Audit

Audit period: August 2026



DAISY VISIBILITY INDEX

50 /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

- Sunway Resort Hotel holds 4.3% blended non-branded search visibility, ranking #3; the current leader Renaissance Kuala Lumpur Hotel holds 12.9%.
- Branded Search Visibility is 73%, while Brand Control is 27.6%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 93%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS



SHARE OF VOICE
4.3%

Ranks #3 blended and #9 broad across selected non-branded keyword runs.



BRANDED SEARCH
73%

29/40 branded-search posts mention the selected brand.



BRAND CONTROL
28%

8/29 qualifying branded-search posts are brand-owned from Sunway Resort Hotel.



SENTIMENT
93% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
8.6%

Renaissance Kuala Lumpur Hotel leads at 12.9%, ahead by 8.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sunway Resort Hotel records 4.3% blended SOV, ranking #3, while Renaissance Kuala Lumpur Hotel leads with 12.9%. The category remains fragmented, with “Other” brands accounting for 56% of visibility.

Search terms: Broad Search: Kuala Lumpur resort hotel guide • Narrow Search: Kuala Lumpur family-friendly hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Renaissance Kuala Lumpu.	12.9%
2	Lane Hotel	8.6%
3	Sunway Resort Hotel	4.3%
4	Imperial Luxury Hotel	3.4%
5	The Magellan Sutura Res.	3.4%
6	M Resort & Hotel Kuala .	2.6%
7	Sheraton Imperial Kuala.	2.6%
8	Summer MOMO House	2.6%
9	Eaton Hotel	1.7%
10	Four Points By Sheraton	1.7%
	Other	56%

Brand SOV 4.3% Brand Rank #3 Total Brands 68 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Renaissance Kuala Lumpu.	26%
2	Sunway Resort Hotel	6%
3	Four Points By Sheraton	4%
4	Ibis Kuala Lumpur City .	4%
5	M Resort & Hotel Kuala .	4%
6	Sheraton Imperial Kuala.	4%
7	The Magellan Sutura Res.	4%
8	Wild Wild Wonderland	4%
9	Allia Bangsar	2%
10	Amari Johor Bahru	2%
	Other	40%

Brand SOV 6% Brand Rank #2 Total Brands 30 Avg. SOV 3.3%

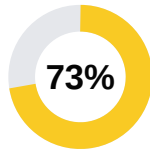
BROAD SEARCH

Rank	Brand	Share of Voice
1	Lane Hotel	15.2%
2	Imperial Luxury Hotel	4.5%
3	Summer MOMO House	4.5%
4	Eaton Hotel	3%
5	Hyatt Centric Kota Kina.	3%
6	Parkroyal Collection Ku.	3%
7	Renaissance Kuala Lumpu.	3%
8	Sleeping Lion Suites	3%
9	Sunway Resort Hotel	3%
10	The Magellan Sutura Res.	3%
	Other	54.5%

Brand SOV 3% Brand Rank #9 Total Brands 45 Avg. SOV 2.2%

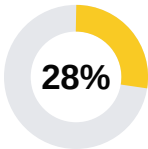
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sunway Resort Hotel appears in 29/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



8/29 branded-search posts that mention the selected brand are from Sunway Resort Hotel (28%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

7%

POSITIVE

93%

WHAT PEOPLE ARE SAYING



Positive: The hotel is highly praised as a one-stop family-friendly resort, with direct access to Sunway Lagoon water park and Sunway Pyramid mall, plus extensive on-site amenities like multiple pools, kids' zones, a well-equipped gym, and quality dining options that make it easy to relax without leaving the complex.



Neutral: The hotel's layout and elevator system can be confusing, with multiple lobbies and floors that make navigation tricky, though staff are generally friendly and helpful.



Negative: The water park is not included with the hotel stay and requires a separate ticket, and some guests felt pressured during check-in to upgrade their room at an additional cost.

5 OPPORTUNITIES

1 Increase brand-owned control

Only 27.6% 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 highly praised as a one-stop family-friendly resort, with direct access to Sunway Lagoon water park and Sunway Pyramid mall, plus extensive on-site amenities like multiple pools, kids' zones, a well-equipped gym, and quality dining options that make it easy to relax without leaving the complex. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 50 / 100 to 62-72 / 100 through keyword-led content, KOC proof, and stronger brand association.