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Shangri-La Singapore

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

39 /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

- Shangri-La Singapore holds 1.8% blended non-branded search visibility, ranking #18; the current leader Marina Bay Sands holds 7%.
- Branded search visibility is 65%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 96%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.8%
Ranks #18 blended and #15 broad across selected non-branded keyword runs.

BRANDED SEARCH
65%
26/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
96% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.2%
Marina Bay Sands leads at 7%, ahead by 5.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Shangri-La Singapore records 1.8% blended SOV, ranking #18, while Marina Bay Sands leads with 7%. The category remains fragmented, with "Other" brands accounting for 55.6% of visibility.

Search terms: Broad Search: Singapore family-friendly hotel recommendations • Narrow Search: Hotels near Orchard Road, Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	7%
2	Shangri-La Rasa Sentosa.	5.8%
3	Fairmont Singapore	5.3%
4	PARKROYAL COLLECTION Ma.	4.7%
5	The Ritz-Carlton, Mille.	4.7%
6	Mandarin Oriental, Sing.	4.1%
7	Pan Pacific Singapore	4.1%
8	Conrad Singapore Orchard	3.5%
9	Carlton Hotel Singapore	2.9%
10	Holiday Inn Singapore A.	2.3%
	Other	55.6%
18	Shangri-La Singapore	1.8%

Brand SOV 1.8% Brand Rank #18 Total Brands 68 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	6%
2	Shangri-La Rasa Sentosa.	6%
3	Carlton Hotel Singapore	4.8%
4	Pan Pacific Singapore	4.8%
5	Fairmont Singapore	3.6%
6	Grand Hyatt Singapore	3.6%
7	Holiday Inn Singapore A.	3.6%
8	Mandai Rainforest Resor.	3.6%
9	The Ritz-Carlton, Mille.	3.6%
10	The Singapore EDITION	3.6%
	Other	56.6%
14	Shangri-La Singapore	2.4%

Brand SOV 2.4% Brand Rank #14 Total Brands 42 Avg. SOV 2.4%

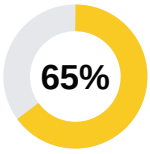
BROAD SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	8%
2	Fairmont Singapore	6.8%
3	PARKROYAL COLLECTION Ma.	6.8%
4	Mandarin Oriental, Sing.	5.7%
5	Shangri-La Rasa Sentosa.	5.7%
6	The Ritz-Carlton, Mille.	5.7%
7	Conrad Singapore Orchard	4.5%
8	PARKROYAL COLLECTION Pi.	4.5%
9	Raffles Singapore	4.5%
10	Pan Pacific Singapore	3.4%
	Other	44.3%
15	Shangri-La Singapore	1.1%

Brand SOV 1.1% Brand Rank #15 Total Brands 45 Avg. SOV 2.2%

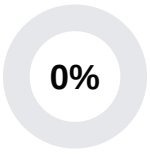
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Shangri-La Singapore appears in 26/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
4%	0%	96%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's lush tropical garden setting in the heart of Orchard Road, its extensive family-friendly facilities like the Buds play area and pools, and the warm, attentive service that makes it a top choice for family stays.

Neutral: The hotel is the original 1971 Shangri-La, offering multiple wings, extensive gardens, and a range of dining and family facilities; rooms are compact and the location is a short taxi ride from the MRT.

Negative: Several guests note that the location is inconvenient for public transport, requiring taxis, and that rooms are small; some also mention mediocre breakfast quality, weak USB charging, and occasional maintenance issues like a gecko in the fridge.

5 OPPORTUNITIES

1 Capture broad discovery demand
Shangri-La Singapore ranks #15 in broad search with 1.1% SOV, while Marina Bay Sands leads at 8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Shangri-La Singapore appears in 26/40 branded-search posts (65%). 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 lush tropical garden setting in the heart of Orchard Road, its extensive family-friendly facilities like the Buds play area and pools, and the warm, attentive service that makes it a top choice for family stays. 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 (4%) but specific: Several guests note that the location is inconvenient for public transport, requiring taxis, and that rooms are small; some also mention mediocre breakfast quality, weak USB charging, and occasional maintenance issues like a gecko in the fridge. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 39 / 100 to 51-61 / 100 through keyword-led content, KOC proof, and stronger brand association.