daisy.club

Nobu Hotel Manila

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

14 /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

- Nobu Hotel Manila holds 0.7% blended non-branded search visibility, ranking #33; the current leader Conrad Manila holds 15.1%.
- Branded search visibility is 23%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 78%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.7%
Ranks #33 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
23%
9/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
78% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
14.4%
Conrad Manila leads at 15.1%, ahead by 14.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Nobu Hotel Manila records 0.7% blended SOV, ranking #33, while Conrad Manila leads with 15.1%. The category remains fragmented, with "Other" brands accounting for 46.7% of visibility.

Search terms: Broad Search: Manila hotel recommendations • Narrow Search: Hotels near Manila Bay

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Conrad Manila	15.1%
2	The Peninsula Manila	11.8%
3	Grand Hyatt Manila	5.9%
4	Okada Manila	4.6%
5	Hyatt Regency Manila, C.	3.9%
6	Belmont Hotel Manila	2.6%
7	Savoy Hotel Manila	2.6%
8	The Westin Manila	2.6%
9	Holiday Inn Express Man.	2%
10	Mandarin Oriental Makat.	2%
	Other	46.7%
33	Nobu Hotel Manila	0.7%

Brand SOV 0.7% Brand Rank #33 Total Brands 57 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Conrad Manila	15.4%
2	Hyatt Regency Manila, C.	6.4%
3	Okada Manila	6.4%
4	Belmont Hotel Manila	5.1%
5	Savoy Hotel Manila	5.1%
6	Holiday Inn Express Man.	3.8%
7	The Peninsula Manila	3.8%
8	Achievers Airport Hotel	2.6%
9	Bayprime Hotel	2.6%
10	City Of Dreams Manila	2.6%
	Other	46.2%
20	Nobu Hotel Manila	1.3%

Brand SOV 1.3% Brand Rank #20 Total Brands 37 Avg. SOV 2.7%

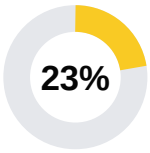
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	20.3%
2	Conrad Manila	14.9%
3	Grand Hyatt Manila	9.5%
4	The Westin Manila	5.4%
5	Mandarin Oriental Makat.	4.1%
6	The Peninsula Shanghai	4.1%
7	InterContinental Manila	2.7%
8	Makati Shangri-La, Mani.	2.7%
9	Mandarin Oriental, Mani.	2.7%
10	Mandarin Oriental, Saig.	2.7%
	Other	31.1%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

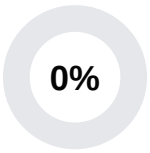
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Nobu Hotel Manila appears in 9/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
22%	0%	78%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its luxurious design, efficient check-in, thoughtful free minibar items, and convenient location near shopping and dining, with a generally positive overall stay experience.

Neutral: While the hotel's Japanese-style rooms are spacious and clean, the air conditioning is difficult to adjust and can be too cold or too hot, and there was an unpleasant odor in the bathroom on the second night.

Negative: The Sunday brunch buffet at the Nobu restaurant was rated as the worst five-star hotel buffet, requiring reservations and not accepting walk-ins, which was a major disappointment.

5 OPPORTUNITIES

1 Capture broad discovery demand
Nobu Hotel Manila ranks - in broad search with 0% SOV, while The Peninsula Manila leads at 20.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Nobu Hotel Manila appears in 9/40 branded-search posts (23%). 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 praised for its luxurious design, efficient check-in, thoughtful free minibar items, and convenient location near shopping and dining, with a generally positive overall stay experience. 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 (22%) but specific: The Sunday brunch buffet at the Nobu restaurant was rated as the worst five-star hotel buffet, requiring reservations and not accepting walk-ins, which was a major disappointment. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 14 / 100 to 26-36 / 100 through keyword-led content, KOC proof, and stronger brand association.