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Hotel Des Arts Saigon - MGallery

Rednote Search Visibility Audit

Audit period: August 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

- Hotel Des Arts Saigon - MGallery holds 1.6% blended non-branded search visibility, ranking #18; the current leader Park Hyatt Saigon holds 15.3%.
- Branded search visibility is 85%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
1.6%
Ranks #18 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
85%
34/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
94% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13.7%
Park Hyatt Saigon leads at 15.3%, ahead by 13.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hotel Des Arts Saigon - MGallery records 1.6% blended SOV, ranking #18, while Park Hyatt Saigon leads with 15.3%. The category remains fragmented, with "Other" brands accounting for 50.8% of visibility.

Search terms: Broad Search: •1ÑÁRow Search: á× Íg„R—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	15.3%
2	President Maison Signat.	6.5%
3	Fusion Suites Saigon	4.8%
4	The Reverie Saigon	4.8%
5	CityHouse - City Oasis	4%
6	Hotel Icon Saigon	3.2%
7	Meander Saigon	3.2%
8	Hilton Saigon	2.4%
9	KiN Hotel Ly Tu Trong E.	2.4%
10	Mai House Saigon	2.4%
	Other	50.8%
18	Hotel Des Arts Saigon -.	1.6%

Brand SOV 1.6% Brand Rank #18 Total Brands 53 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	President Maison Signat.	10.9%
2	Park Hyatt Saigon	9.1%
3	Fusion Suites Saigon	7.3%
4	CityHouse - City Oasis	5.5%
5	Hilton Saigon	3.6%
6	Hotel Icon Saigon	3.6%
7	La Siesta Hotel Ho Chi .	3.6%
8	La Siesta Premium Saigon	3.6%
9	MAI HOTEL	3.6%
10	Meander Saigon	3.6%
	Other	45.5%

Brand SOV 0% Brand Rank - Total Brands 33 Avg. SOV 3%

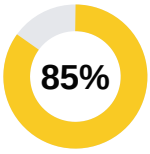
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	20.3%
2	The Reverie Saigon	8.7%
3	KiN Hotel Ly Tu Trong E.	4.3%
4	WM Hotel Hong Kong	4.3%
5	Hotel Des Arts Saigon -.	2.9%
6	CityHouse - City Oasis	2.9%
7	Fusion Suites Saigon	2.9%
8	Hotel Icon Saigon	2.9%
9	Mai House Saigon	2.9%
10	Meander Saigon	2.9%
	Other	44.9%

Brand SOV 2.9% Brand Rank #5 Total Brands 39 Avg. SOV 2.6%

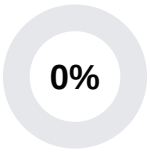
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hotel Des Arts Saigon - MGallery appears in 34/40 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%	6%	94%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's striking 1930s French-Indochinese art deco design, describing it as a living gallery with curated artworks and antiques throughout; the rooftop infinity pool and bar offer stunning city views, and the dining—especially breakfast, Vietnamese beef stew, and the Michelin-recommended Albion restaurant—receives frequent acclaim, alongside warm, attentive service.

Neutral: The hotel is centrally located in District 3, within walking distance of major landmarks, but rooms are relatively compact (around 30 sqm) and some guests note that lower floors can pick up street noise; pricing is seen as moderate for the category, with occasional promotions around 1,200–1,500 VND per night.

Negative: Several reviewers mention noise issues, particularly from nearby bars or street events on lower floors, and some find the rooms dated or lacking upgrades for loyalty members; the on-site spa and certain dining options are considered overpriced, and a few guests experienced minor cleanliness or service hiccups.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the hotel's striking 1930s French-Indochinese art deco design, describing it as a living gallery with curated artworks and antiques throughout; the rooftop infinity pool and bar offer stunning city views, and the dining—especially breakfast, Vietnamese beef stew, and the Michelin-recommended Albion restaurant—receives frequent acclaim, alongside warm, attentive service. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

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