

Holiday Inn Express Singapore Clarke Quay



Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

61 /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

- Holiday Inn Express Singapore Clarke Quay holds 3.7% blended non-branded search visibility, ranking #3; the current leader Marina Bay Sands holds 4.3%.
- Branded search visibility is 68%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 74%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
3.7%
Ranks #3 blended and #7 broad across selected non-branded keyword runs.

BRANDED SEARCH
68%
27/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
74% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0.6%
Marina Bay Sands leads at 4.3%, ahead by 0.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Express Singapore Clarke Quay records 3.7% blended SOV, ranking #3, while Marina Bay Sands leads with 4.3%. The category remains fragmented, with “Other” brands accounting for 68.7% of visibility.

Search terms: Broad Search: recommended hotels in Clarke Quay Singapore • Narrow Search: hotels near Clarke Quay MRT station

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	4.3%
2	Fairmont Singapore	3.7%
3	Holiday Inn Express Sin.	3.7%
4	The Ritz-Carlton, Mille.	3.7%
5	Conrad Singapore Orchard	3.1%
6	Grand Mercure Singapore.	3.1%
7	Conrad Centennial Singa.	2.5%
8	Ji Hotel Orchard Singap.	2.5%
9	Mercure ICON Singapore .	2.5%
10	The Fullerton Hotel Sin.	2.5%
	Other	68.7%

Brand SOV 3.7% Brand Rank #3 Total Brands 83 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	6.7%
2	Mercure ICON Singapore .	6.7%
3	Wyndham Singapore	6.7%
4	Grand Mercure Singapore.	5%
5	Holiday Inn Express Sin.	5%
6	KINN Habitat	5%
7	Carlton Hotel Singapore	3.3%
8	Grand Park City Hall	3.3%
9	Ji Hotel Orchard Singap.	3.3%
10	21 Carpenter Singapore	1.7%
	Other	53.3%

Brand SOV 5% Brand Rank #5 Total Brands 42 Avg. SOV 2.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	5.8%
2	The Ritz-Carlton, Mille.	4.9%
3	Conrad Centennial Singa.	3.9%
4	Conrad Singapore Orchard	3.9%
5	The Fullerton Hotel Sin.	3.9%
6	Four Seasons Hotel Sing.	2.9%
7	Holiday Inn Express Sin.	2.9%
8	Mandarin Oriental, Sing.	2.9%
9	Marina Bay Sands	2.9%
10	W Singapore - Sentosa C.	2.9%
	Other	63.1%

Brand SOV 2.9% Brand Rank #7 Total Brands 60 Avg. SOV 1.7%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

68%

Holiday Inn Express Singapore Clarke Quay appears in 27/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
11%

NEUTRAL
15%

POSITIVE
74%

WHAT PEOPLE ARE SAYING

Positive: The hotel boasts an unbeatable location within walking distance of Clarke Quay MRT, major attractions, and dining spots, complemented by a popular rooftop infinity pool and complimentary breakfast that many guests appreciate.

Neutral: Rooms are compact yet efficiently designed with all essential amenities included, fitting typical Singapore space standards.

Negative: Some guests find the price high for the room size and facilities, and the breakfast can feel too Western or bland, with occasional complaints about fixtures like the hairdryer.

5 OPPORTUNITIES

1 Make branded search more consistent
Holiday Inn Express Singapore Clarke Quay appears in 27/40 branded-search posts (68%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to The hotel boasts an unbeatable location within walking distance of Clarke Quay MRT, major attractions, and dining spots, complemented by a popular rooftop infinity pool and complimentary breakfast that many guests appreciate. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (11%) but specific: Some guests find the price high for the room size and facilities, and the breakfast can feel too Western or bland, with occasional complaints about fixtures like the hairdryer. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.