

citizenM Kuala Lumpur Bukit Bintang



Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

41 /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

- citizenM Kuala Lumpur Bukit Bintang holds 2% blended non-branded search visibility, ranking #9; the current leader Sleeping Lion Suites Bukit Bintang holds 12.2%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 81%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE2%
Ranks #9 blended and #22 broad across selected non-branded keyword runs.

BRANDED SEARCH90%
36/40 branded-search posts mention the selected brand.

BRAND CONTROL0%
No detected Rednote account

SENTIMENT81% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)10.2%
Sleeping Lion Suites Bukit Bintang leads at 12.2%, ahead by 10.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

citizenM Kuala Lumpur Bukit Bintang records 2% blended SOV, ranking #9, while Sleeping Lion Suites Bukit Bintang leads with 12.2%. The category remains fragmented, with “Other” brands accounting for 61.2% of visibility.

Search terms: Broad Search: Kuala Lumpur hotel recommendations • Narrow Search: Hotels near Bukit Bintang MRT station

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sleeping Lion Suites Bu.	12.2%
2	W Kuala Lumpur	4.1%
3	Armani Residence Kuala .	3.4%
4	Banyan Tree Kuala Lumpur	3.4%
5	The RuMa Hotel And Resi.	3.4%
6	EQ Kuala Lumpur	2.7%
7	Hyatt Centric City Cent.	2.7%
8	Kimpton Naluria Kuala L.	2.7%
9	citizenM Kuala Lumpur B.	2%
10	Hotel Indigo Kuala Lump.	2%
	Other	61.2%

Brand SOV 2% Brand Rank #9 Total Brands 66 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sleeping Lion Suites Bu.	17.5%
2	citizenM Kuala Lumpur B.	3.2%
3	Grand Mercure Kuala Lum.	3.2%
4	Grand Millennium Kuala .	3.2%
5	Holiday Inn Express Kua.	3.2%
6	Hyatt Centric City Cent.	3.2%
7	Meliá Kuala Lumpur	3.2%
8	PARKROYAL COLLECTION Ku.	3.2%
9	Sheraton Imperial Kuala.	3.2%
10	Status Hotel Bukit Bint.	3.2%
	Other	54%

Brand SOV 3.2% Brand Rank #2 Total Brands 39 Avg. SOV 2.6%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Sleeping Lion Suites Bu.	8.3%
2	Armani Residence Kuala .	6%
3	W Kuala Lumpur	6%
4	Banyan Tree Kuala Lumpur	4.8%
5	EQ Kuala Lumpur	4.8%
6	Kimpton Naluria Kuala L.	3.6%
7	The Chow Kit - An Ormon.	3.6%
8	The RuMa Hotel And Resi.	3.6%
9	Eaton Residences	2.4%
10	Else Kuala Lumpur	2.4%
	Other	54.8%
22	citizenM Kuala Lumpur B.	1.2%

Brand SOV 1.2% Brand Rank #22 Total Brands 47 Avg. SOV 2.1%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

90%

citizenM Kuala Lumpur Bukit Bintang appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE8%

NEUTRAL11%

POSITIVE81%

WHAT PEOPLE ARE SAYING

Positive: The location is excellent, within walking distance of key commercial areas like Alor Street and Pavilion. It offers great value for money, with high-tech features such as iPad-controlled lighting and curtains. Self-check-in is convenient, and the overall cleanliness is commendable.

Neutral: The room is relatively small with simple facilities (no pool, slippers, or kettle provided). The breakfast selection is limited, and some room types may have obstructed views.

Negative: The soundproofing is poor, with noise from neighboring rooms and the street audible. Some rooms have mattresses with spring noises or pillows with unpleasant odors, and the iPad responds slowly.

5 OPPORTUNITIES

1 Capture broad discovery demand
citizenM Kuala Lumpur Bukit Bintang ranks #22 in broad search with 1.2% SOV, while Sleeping Lion Suites Bukit Bintang leads at 8.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

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 location is excellent, within walking distance of key commercial areas like Alor Street and Pavilion. It offers great value for money, with high-tech features such as iPad-controlled lighting and curtains. Self-check-in is convenient, and the overall cleanliness is commendable. 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 (8%) but specific: The soundproofing is poor, with noise from neighboring rooms and the street audible. Some rooms have mattresses with spring noises or pillows with unpleasant odors, and the iPad responds slowly. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.