daisy.club

Park Hyatt Melbourne

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

56 /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

- Park Hyatt Melbourne holds 6.6% blended non-branded search visibility, ranking #4; the current leader The Ritz-Carlton, Melbourne holds 13.9%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
6.6%
Ranks #4 blended and #4 broad across selected non-branded keyword runs.

BRANDED SEARCH
100%
40/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.3%
The Ritz-Carlton, Melbourne leads at 13.9%, ahead by 7.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Park Hyatt Melbourne records 6.6% blended SOV, ranking #4, while The Ritz-Carlton, Melbourne leads with 13.9%. The category remains fragmented, with "Other" brands accounting for 34.3% of visibility.

Search terms: Broad Search: Melbourne hotel recommendations • Narrow Search: Melbourne CBD hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	13.9%
2	Le Méridien Melbourne	12.4%
3	W Melbourne	8%
4	Park Hyatt Melbourne	6.6%
5	Grand Hyatt Melbourne	5.1%
6	InterContinental Melbou.	5.1%
7	Sofitel Melbourne On Co.	5.1%
8	Dorsett Melbourne	3.6%
9	Hotel Indigo Melbourne .	2.9%
10	Hyde Melbourne Place	2.9%
	Other	34.3%

Brand SOV 6.6% Brand Rank #4 Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Le Méridien Melbourne	10.7%
2	The Ritz-Carlton, Melbo.	10.7%
3	Park Hyatt Melbourne	7.1%
4	Sofitel Melbourne On Co.	7.1%
5	W Melbourne	7.1%
6	Dorsett Melbourne	5.4%
7	Grand Hyatt Melbourne	5.4%
8	Hyde Melbourne Place	3.6%
9	InterContinental Melbou.	3.6%
10	Le Méridien	3.6%
	Other	35.7%

Brand SOV 7.1% Brand Rank #3 Total Brands 29 Avg. SOV 3.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	16%
2	Le Méridien Melbourne	13.6%
3	W Melbourne	8.6%
4	Park Hyatt Melbourne	6.2%
5	InterContinental Melbou.	6.2%
6	Grand Hyatt Melbourne	4.9%
7	The Langham, Melbourne	4.9%
8	Hotel Indigo Melbourne .	3.7%
9	Sofitel Melbourne On Co.	3.7%
10	AC Hotel Melbourne Sout.	2.5%
	Other	29.6%

Brand SOV 6.2% Brand Rank #4 Total Brands 29 Avg. SOV 3.4%

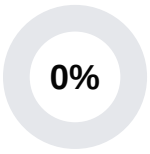
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Park Hyatt Melbourne appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
11%	8%	82%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's quiet, refined old-money atmosphere, excellent location near Parliament and St Patrick's Cathedral, and high-quality service, with standout breakfasts and spacious rooms.

Neutral: The property is an older luxury hotel that has been maintained well, but its dated decor and layout show its age; value is considered fair but not exceptional.

Negative: Several guests report poor soundproofing, awkward room layouts, and occasional service lapses, which undermine the expected comfort for the price.

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 quiet, refined old-money atmosphere, excellent location near Parliament and St Patrick's Cathedral, and high-quality service, with standout breakfasts and spacious rooms. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (11%) but specific: Several guests report poor soundproofing, awkward room layouts, and occasional service lapses, which undermine the expected comfort for the price. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 56 / 100 to 68-78 / 100 through keyword-led content, KOC proof, and stronger brand association.