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Hyatt Regency Manila City Of Dreams

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

30 /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

- Hyatt Regency Manila City Of Dreams holds 4.5% blended non-branded search visibility, ranking #4; the current leader The Peninsula Manila holds 14%.
- Branded search visibility is 48%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 50%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
4.5%
Ranks #4 blended and #4 broad across selected non-branded keyword runs.

BRANDED SEARCH
48%
19/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
50% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.5%
The Peninsula Manila leads at 14%, ahead by 9.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hyatt Regency Manila City Of Dreams records 4.5% blended SOV, ranking #4, while The Peninsula Manila leads with 14%. The category remains fragmented, with "Other" brands accounting for 49% of visibility.

Search terms: Broad Search: Manila hotel guide • Narrow Search: Hotels near Manila airport

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	14%
2	Conrad Manila	7%
3	Grand Hyatt Manila	5.1%
4	Hyatt Regency Manila Ci.	4.5%
5	Okada Manila	4.5%
6	Hotel Okura Manila	3.8%
7	Hilton Manila	3.2%
8	Savoy Hotel Manila	3.2%
9	Sheraton Manila Hotel	3.2%
10	Achievers Airport Hotel	2.5%
	Other	49%

Brand SOV 4.5% Brand Rank #4 Total Brands 57 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	8.3%
2	Okada Manila	7.1%
3	Hyatt Regency Manila Ci.	6%
4	Conrad Manila	6%
5	Achievers Airport Hotel	4.8%
6	Hilton Manila	4.8%
7	Holiday Inn Express Man.	4.8%
8	Hotel Okura Manila	4.8%
9	Savoy Hotel Manila	4.8%
10	Belmont Hotel Manila	3.6%
	Other	45.2%

Brand SOV 6% Brand Rank #3 Total Brands 38 Avg. SOV 2.6%

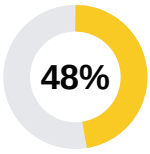
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	20.5%
2	Conrad Manila	8.2%
3	Grand Hyatt Manila	6.8%
4	Hyatt Regency Manila Ci.	2.7%
5	City Garden Grand Hotel	2.7%
6	Hilton Manila Newport W.	2.7%
7	Holiday Inn Express Man.	2.7%
8	Home Me Hotel	2.7%
9	Hotel Okura Manila	2.7%
10	Makati Shangri-La, Mani.	2.7%
	Other	45.2%

Brand SOV 2.7% Brand Rank #4 Total Brands 38 Avg. SOV 2.6%

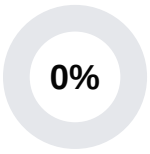
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hyatt Regency Manila City Of Dreams appears in 19/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
19%	31%	50%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently highlight the hotel's proximity to the airport, making it ideal for layovers, along with its spacious and well-maintained rooms, on-site amenities such as the pool, gym, and DreamPlay kids' club, and a breakfast buffet that is both affordable and varied.

Neutral: The hotel is located within the City of Dreams integrated resort, which includes a casino and is about a 10-15 minute drive from the airport; it is not in the BGC city center, so getting there requires a 30-minute ride.

Negative: A few posts note that the room cleanliness and air freshness were below expectations for a Hyatt, and one complaint mentions a strict non-cancellation policy that led to a dispute.

5 OPPORTUNITIES

1 Make branded search more consistent
Hyatt Regency Manila City Of Dreams appears in 19/40 branded-search posts (48%). 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 Address recurring trust concerns
Negative feedback is lower-volume (19%) but specific: A few posts note that the room cleanliness and air freshness were below expectations for a Hyatt, and one complaint mentions a strict non-cancellation policy that led to a dispute. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 30 / 100 to 42-52 / 100 through keyword-led content, KOC proof, and stronger brand association.