

Hilton Kota Kinabalu

Rednote Search Visibility Audit

Audit period: August 2026



DAISY VISIBILITY INDEX

51 /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

- Hilton Kota Kinabalu holds 4.5% blended non-branded search visibility, ranking #9; the current leader Shangri-La Tanjung Aru, Kota Kinabalu holds 10.7%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 74%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
4.5%
Ranks #9 blended and #9 broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 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)
6.2%
Shangri-La Tanjung Aru, Kota Kinabalu leads at 10.7%, ahead by 6.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hilton Kota Kinabalu records 4.5% blended SOV, ranking #9, while Shangri-La Tanjung Aru, Kota Kinabalu leads with 10.7%. The category remains fragmented, with “Other” brands accounting for 35% of visibility.

Search terms: Broad Search: Kota Kinabalu value-for-money hotels • Narrow Search: Hotels near Gaya Street, Kota Kinabalu

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Tanjung Aru..	10.7%
2	The Magellan Sutera Res.	9%
3	The Pacific Sutera Hotel	7.9%
4	Hyatt Centric Kota Kina.	7.3%
5	Sheraton Kota Kinabalu	6.2%
6	Kota Kinabalu Marriott .	5.6%
7	Le Méridien Kota Kinaba.	5.1%
8	Citadines Waterfront Ko.	4.5%
9	Hilton Kota Kinabalu	4.5%
10	Holiday Inn Express Kot.	4%
	Other	35%

Brand SOV 4.5% Brand Rank #9 Total Brands 35 Avg. SOV 2.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hyatt Centric Kota Kina.	8.1%
2	Shangri-La Tanjung Aru..	8.1%
3	Le Méridien Kota Kinaba.	7%
4	Sheraton Kota Kinabalu	7%
5	Hilton Kota Kinabalu	5.8%
6	Holiday Inn Express Kot.	5.8%
7	Stanton Borneo Hotel	5.8%
8	Citadines Waterfront Ko.	4.7%
9	Cititel Express Kota Ki.	4.7%
10	Kota Kinabalu Marriott .	4.7%
	Other	38.4%

Brand SOV 5.8% Brand Rank #5 Total Brands 29 Avg. SOV 3.4%

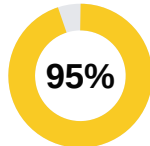
BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Tanjung Aru..	13.2%
2	The Magellan Sutera Res.	13.2%
3	The Pacific Sutera Hotel	12.1%
4	Hyatt Centric Kota Kina.	6.6%
5	Kota Kinabalu Marriott .	6.6%
6	Sheraton Kota Kinabalu	5.5%
7	Citadines Waterfront Ko.	4.4%
8	Aurelle Boutique Hotel	3.3%
9	Hilton Kota Kinabalu	3.3%
10	Le Méridien Kota Kinaba.	3.3%
	Other	28.6%

Brand SOV 3.3% Brand Rank #9 Total Brands 27 Avg. SOV 3.7%

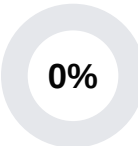
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



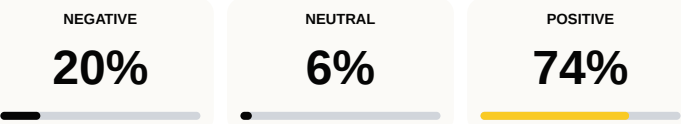
Hilton Kota Kinabalu appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests consistently praise the hotel's central location near popular seafood restaurants and attractions, along with its rooftop pool, spacious rooms, and friendly service, making it a convenient and comfortable base for exploring Kota Kinabalu.
- Neutral:** The hotel is described as an older property with dated facilities, average soundproofing, and no sea views, though it remains well-maintained and offers a solid breakfast selection.
- Negative:** Several guests reported issues with billing disputes, including unexpected government taxes, deposit refund problems, and breakfast inclusions not matching bookings, as well as noise from street traffic and occasional maintenance problems.

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 central location near popular seafood restaurants and attractions, along with its rooftop pool, spacious rooms, and friendly service, making it a convenient and comfortable base for exploring Kota Kinabalu. 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 (20%) but specific: Several guests reported issues with billing disputes, including unexpected government taxes, deposit refund problems, and breakfast inclusions not matching bookings, as well as noise from street traffic and occasional maintenance problems. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 51 / 100 to 63-73 / 100 through keyword-led content, KOC proof, and stronger brand association.