daisy.club

Oasia Resort Sentosa

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

36 /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

- Oasia Resort Sentosa holds 2% blended non-branded search visibility, ranking #9; the current leader Shangri-La Rasa Sentosa, Singapore holds 12.8%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 67%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2%
Ranks #9 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
80%
32/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
67% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.8%
Shangri-La Rasa Sentosa, Singapore leads at 12.8%, ahead by 10.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Oasia Resort Sentosa records 2% blended SOV, ranking #9, while Shangri-La Rasa Sentosa, Singapore leads with 12.8%. The category remains fragmented, with "Other" brands accounting for 53% of visibility.

Search terms: Broad Search: Sentosa kid-friendly hotel guide • Narrow Search: Singapore Sentosa family-friendly hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	12.8%
2	Marina Bay Sands, Singa.	9.4%
3	Fairmont Singapore	4%
4	Sofitel Singapore Sento.	4%
5	The Outpost Hotel Sento.	4%
6	Mandarin Oriental, Sing.	3.4%
7	Conrad Centennial Singa.	2.7%
8	Ora Hotel Sentosa	2.7%
9	Oasia Resort Sentosa	2%
10	Artyzen Singapore	2%
	Other	53%

Brand SOV 2% Brand Rank #9 Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	6.8%
2	Fairmont Singapore	5.5%
3	Oasia Resort Sentosa	4.1%
4	Siloso Beach Resort Sen.	4.1%
5	Sofitel Singapore Sento.	4.1%
6	Festive Hotel	2.7%
7	Holiday Inn Singapore A.	2.7%
8	Hotel Boss	2.7%
9	Mandarin Oriental, Sing.	2.7%
10	Marina Bay Sands, Singa.	2.7%
	Other	61.6%

Brand SOV 4.1% Brand Rank #3 Total Brands 48 Avg. SOV 2.1%

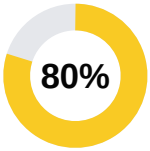
BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	18.4%
2	Marina Bay Sands, Singa.	15.8%
3	The Outpost Hotel Sento.	5.3%
4	Conrad Centennial Singa.	3.9%
5	Mandarin Oriental, Sing.	3.9%
6	Sofitel Singapore Sento.	3.9%
7	Artyzen Singapore	2.6%
8	Capella Singapore	2.6%
9	Fairmont Singapore	2.6%
10	Ora Hotel Sentosa	2.6%
	Other	38.2%

Brand SOV 0% Brand Rank - Total Brands 35 Avg. SOV 2.9%

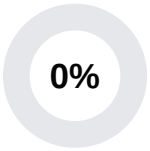
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Oasia Resort Sentosa appears in 32/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE 7%

NEUTRAL 27%

POSITIVE 67%

WHAT PEOPLE ARE SAYING

Positive: Its location right across from the Sentosa Express station and spacious family rooms make it a convenient and good-value choice.

Neutral: Breakfast is à la carte rather than buffet, with mixed reviews on quality and portion size.

Negative: Service inconsistencies include rude staff and unresolved problems, and the advertised shared pool with the neighboring hotel is frequently unavailable.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Oasia Resort Sentosa ranks - in broad search with 0% SOV, while Shangri-La Rasa Sentosa, Singapore leads at 18.4%. 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: Its location right across from the Sentosa Express station and spacious family rooms make it a convenient and good-value choice. 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 (7%) but specific: Service inconsistencies include rude staff and unresolved problems, and the advertised shared pool with the neighboring hotel is frequently unavailable. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.