daisy.club

# QT Singapore

## Rednote Search Visibility Audit

Audit period: September 2026

### DAISY VISIBILITY INDEX

**54 /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

- QT Singapore holds 2.4% blended non-branded search visibility, ranking #11; the current leader Marina Bay Sands holds 6.3%.
- Branded Search Visibility is 100%, while Brand Control is 0%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 93%; the clearest next lever is increase brand-owned control.

## 1 SCORE DRIVERS

**SHARE OF VOICE**
**2.4%**
Ranks #11 blended and #7 broad across selected non-branded keyword runs.

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

**BRAND CONTROL**
**0%**
0/40 qualifying branded-search posts are brand-owned from 65bf7c33000000000903cfec.

**SENTIMENT**
**93% Positive**
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
**3.9%**
Marina Bay Sands leads at 6.3%, ahead by 3.9%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**QT Singapore records 2.4% blended SOV, ranking #11, while Marina Bay Sands leads with 6.3%. The category remains fragmented, with "Other" brands accounting for 61.1% of visibility.**

**Search terms: Broad Search: Design-forward hotels in Singapore • Narrow Search: Singapore business hotel**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Marina Bay Sands | 6.3% |
| 2 | Mandarin Oriental, Sing. | 5.6% |
| 3 | Fairmont Singapore | 4% |
| 4 | Pan Pacific Orchard, Si. | 4% |
| 5 | Frasers House, A Luxury. | 3.2% |
| 6 | Grand Hyatt Singapore | 3.2% |
| 7 | Mandai Rainforest Resor. | 3.2% |
| 8 | Raffles Singapore | 3.2% |
| 9 | The Ritz-Carlton, Mille. | 3.2% |
| 10 | The Singapore EDITION | 3.2% |
| | Other | 61.1% |
| 11 | QT Singapore | 2.4% |

**Brand SOV 2.4% Brand Rank #11 Total Brands 60 Avg. SOV 1.7%**

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Marina Bay Sands | 8% |
| 2 | Fairmont Singapore | 6% |
| 3 | Grand Hyatt Singapore | 6% |
| 4 | Pan Pacific Orchard, Si. | 6% |
| 5 | The Ritz-Carlton, Mille. | 6% |
| 6 | Conrad Singapore Orchard | 4% |
| 7 | Grand Mercure Singapore. | 4% |
| 8 | Mandarin Oriental, Sing. | 4% |
| 9 | Mercure ICON Singapore . | 4% |
| 10 | Pullman Singapore Hill . | 4% |
| | Other | 48% |
| 13 | QT Singapore | 2% |

**Brand SOV 2% Brand Rank #13 Total Brands 32 Avg. SOV 3.1%**

### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Mandarin Oriental, Sing. | 6.6% |
| 2 | Mandai Rainforest Resor. | 5.3% |
| 3 | Marina Bay Sands | 5.3% |
| 4 | The Singapore EDITION | 5.3% |
| 5 | Frasers House, A Luxury. | 3.9% |
| 6 | Oasia Hotel Downtown Si. | 3.9% |
| 7 | QT Singapore | 2.6% |
| 8 | 21 Carpenter | 2.6% |
| 9 | Capella Singapore | 2.6% |
| 10 | Fairmont Singapore | 2.6% |
| | Other | 59.2% |

**Brand SOV 2.6% Brand Rank #7 Total Brands 44 Avg. SOV 2.3%**

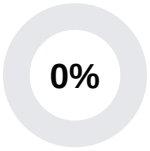
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




QT Singapore appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




0/40 branded-search posts that mention the selected brand are from 65bf7c33000000000903cfec (0%).

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 8% | 0% | 93% |

### WHAT PEOPLE ARE SAYING

**Positive:** Guests consistently praise the hotel's unbeatable CBD location, distinctive retro-Nanyang design, and the rooftop pool and Cygnet restaurant, which are frequently highlighted as standout experiences.

**Neutral:** Rooms are described as compact with dimmer lighting, and the price point is noted as high, though many feel it is justified by the location and experience.

**Negative:** Some guests report cleanliness issues, such as hair in towels and less thorough housekeeping, as well as average soundproofing and the lack of a parking garage.

## 5 OPPORTUNITIES

**1 Increase brand-owned control**
Only 0% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

**2 Turn positive sentiment into proof**
Users already respond positively to: Guests consistently praise the hotel's unbeatable CBD location, distinctive retro-Nanyang design, and the rooftop pool and Cygnet restaurant, which are frequently highlighted as standout experiences. 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 (8%) but specific: Some guests report cleanliness issues, such as hair in towels and less thorough housekeeping, as well as average soundproofing and the lack of a parking garage. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

**Near-term goal: move from 54 / 100 to 66-76 / 100 through keyword-led content, KOC proof, and stronger brand association.**