

Hôtel Des Arts Saigon - MGallery Collection

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

33 /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

- Hôtel Des Arts Saigon - MGallery Collection holds **0%** blended non-branded search visibility, ranking -, the current leader Park Hyatt Saigon holds **12.7%**.
- Branded search visibility is **80%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **87%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE

0%

Ranks - 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

87% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

12.7%

Park Hyatt Saigon leads at 12.7%, ahead by 12.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hôtel Des Arts Saigon - MGallery Collection records 0% blended SOV, ranking -, while Park Hyatt Saigon leads with 12.7%. The category remains fragmented, with "Other" brands accounting for 40.2% of visibility.

Search terms: Broad Search: Ho Chi Minh City hotel recommendations • Narrow Search: Ho Chi Minh City center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	12.7%
2	La Vela Saigon Hotel	8.8%
3	President Maison Signat.	8.8%
4	Meander Saigon	5.9%
5	Fusion Suites Saigon	4.9%
6	Vinpearl Landmark 81, A.	4.9%
7	ICON Saigon – Lifestyle.	3.9%
8	The Reverie Saigon	3.9%
9	Amaya Saigon Boutique H.	2.9%
10	InterContinental Saigon	2.9%
	Other	40.2%

Brand SOV 0% Brand Rank - Total Brands 37 Avg. SOV 2.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	La Vela Saigon Hotel	16%
2	Park Hyatt Saigon	12%
3	President Maison Signat.	8%
4	Fusion Suites Saigon	6%
5	Meander Saigon	6%
6	Signature By M Village .	6%
7	Vinpearl Landmark 81, A.	6%
8	ICON Saigon – Lifestyle.	4%
9	InterContinental Saigon	4%
10	KIN Hotel	4%
	Other	28%

Brand SOV 0% Brand Rank - Total Brands 24 Avg. SOV 4.2%

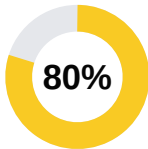
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Saigon	13.5%
2	President Maison Signat.	9.6%
3	Meander Saigon	5.8%
4	The Reverie Saigon	5.8%
5	Amaya Saigon Boutique H.	3.8%
6	Chavana Hotel	3.8%
7	CityHouse - City Oasis	3.8%
8	Fusion Suites Saigon	3.8%
9	Hotel Indigo Saigon The.	3.8%
10	ICON Saigon – Lifestyle.	3.8%
	Other	42.3%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

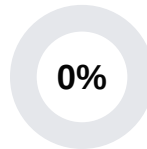
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hôtel Des Arts Saigon - MGallery Collection 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

0%

NEUTRAL

13%

POSITIVE

87%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's artistic and elegant French-Indochine design, describing it as a 'living art gallery' with beautiful decor, a stunning rooftop infinity pool, and excellent dining options; service is also highlighted as attentive and welcoming, making it a strong value compared to similar luxury hotels in the city.



Neutral: The hotel's central location is convenient for sightseeing, but rooms are on the smaller side; the rooftop pool and bar are popular, yet there is no indoor pool or spa, and the wine list leans heavily toward French selections.



Negative: Some guests found the hotel pricey, with a few mentioning that room sizes are compact and low-floor rooms can suffer from street noise at night; the in-house spa was also considered expensive by one reviewer.

5 OPPORTUNITIES

1 Capture broad discovery demand

Hôtel Des Arts Saigon - MGallery Collection ranks - in broad search with 0% SOV, while Park Hyatt Saigon leads at 13.5%. 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: Guests consistently praise the hotel's artistic and elegant French-Indochine design, describing it as a 'living art gallery' with beautiful decor, a stunning rooftop infinity pool, and excellent dining options; service is also highlighted as attentive and welcoming, making it a strong value compared to similar luxury hotels in the city. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 33 / 100 to 45-55 / 100 through keyword-led content, KOC proof, and stronger brand association.