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Ascott Bonifacio Global City Manila

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

41 /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

- Ascott Bonifacio Global City Manila holds 4% blended non-branded search visibility, ranking #4; the current leader The Peninsula Manila holds 6.3%.
- Branded search visibility is 20%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
4%
Ranks #4 blended and #2 broad across selected non-branded keyword runs.

BRANDED SEARCH
20%
8/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.3%
The Peninsula Manila leads at 6.3%, ahead by 2.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ascott Bonifacio Global City Manila records 4% blended SOV, ranking #4, while The Peninsula Manila leads with 6.3%. The category remains fragmented, with "Other" brands accounting for 63.1% of visibility.

Search terms: Broad Search: Manila hotel recommendations • Narrow Search: Hotels near Bonifacio Global City

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	6.3%
2	Grand Hyatt Manila	5.7%
3	Shangri-La The Fort, Ma.	5.1%
4	Ascott Bonifacio Global.	4%
5	Seda Bonifacio Global C.	4%
6	Somerset Central Salced.	3.4%
7	City Garden Grand Hotel	2.8%
8	Home Me Hotel Makati	2.3%
9	Conrad Manila	1.7%
10	F1 Hotel Manila	1.7%
	Other	63.1%

Brand SOV 4% Brand Rank #4 Total Brands 104 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La The Fort, Ma.	8.1%
2	Grand Hyatt Manila	7.1%
3	Seda Bonifacio Global C.	6.1%
4	Ascott Bonifacio Global.	4%
5	Conrad Manila	3%
6	F1 Hotel Manila	3%
7	Somerset Central Salced.	3%
8	The Peninsula Manila	3%
9	City Garden Grand Hotel	2%
10	Raffles Makati	2%
	Other	58.6%

Brand SOV 4% Brand Rank #4 Total Brands 68 Avg. SOV 1.5%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	10.4%
2	Ascott Bonifacio Global.	3.9%
3	City Garden Grand Hotel	3.9%
4	Grand Hyatt Manila	3.9%
5	Home Me Hotel Makati	3.9%
6	Somerset Central Salced.	3.9%
7	Somerset Millennium Mak.	3.9%
8	Citadines Benavidez Mak.	2.6%
9	L.CONDOTEL Imperial Pla.	2.6%
10	Lyf Malate Manila	2.6%
	Other	58.4%

Brand SOV 3.9% Brand Rank #2 Total Brands 50 Avg. SOV 2%

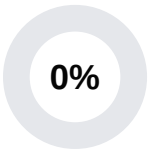
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ascott Bonifacio Global City Manila appears in 8/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the prime, safe BGC location, spacious and well-equipped rooms, and the artistic, high-end atmosphere, making it a top choice for extended business trips or family stays.

Neutral: Rates are around 1200–1500 RMB per night, with discounts for longer stays or loyalty members; the property is a serviced apartment in BGC with full kitchens and laundry facilities.

Negative: Breakfast options are limited and can become monotonous for longer stays, and some guests report Wi-Fi connectivity issues with Android devices.

5 OPPORTUNITIES

1 Make branded search more consistent
Ascott Bonifacio Global City Manila appears in 8/40 branded-search posts (20%). 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 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the prime, safe BGC location, spacious and well-equipped rooms, and the artistic, high-end atmosphere, making it a top choice for extended business trips or family stays. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 41 / 100 to 53-63 / 100 through keyword-led content, KOC proof, and stronger brand association.