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# Dusit Princess Kathmandu

## Rednote Search Visibility Audit

Audit period: October 2026

### DAISY VISIBILITY INDEX

**23 /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

- Dusit Princess Kathmandu holds 0% blended non-branded search visibility, ranking -; the current leader The Dwarika's Hotel Kathmandu holds 15.7%.
- Branded search visibility is 50%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 90%; 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**
50%
20/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
0%
No detected Rednote account

**SENTIMENT**
90% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
15.7%
The Dwarika's Hotel Kathmandu leads at 15.7%, ahead by 15.7%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**Dusit Princess Kathmandu records 0% blended SOV, ranking -, while The Dwarika's Hotel Kathmandu leads with 15.7%. The category remains fragmented, with "Other" brands accounting for 40.9% of visibility.**

**Search terms: Broad Search: Kathmandu hotel recommendations • Narrow Search: Kathmandu city center hotels**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | The Dwarika's Hotel Kat. | 15.7% |
| 2 | Lakhey Hotel | 11.3% |
| 3 | ] Hotel | 8.7% |
| 4 | Kantipur Temple House | 5.2% |
| 5 | Kathmandu Marriott Hotel | 5.2% |
| 6 | Bhanjyang Village Lodge | 2.6% |
| 7 | Dwarika's Resort | 2.6% |
| 8 | Hyatt Centric Soalteemo. | 2.6% |
| 9 | Marriott | 2.6% |
| 10 | Sarangkot Mountain Lodge | 2.6% |
| | Other | 40.9% |

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Kathmandu Marriott Hotel | 10.4% |
| 2 | Lakhey Hotel | 10.4% |
| 3 | ] Hotel | 10.4% |
| 4 | Hyatt Centric Soalteemo. | 6.3% |
| 5 | The Dwarika's Hotel Kat. | 6.3% |
| 6 | The Terraces | 6.3% |
| 7 | Aloft Kathmandu Thamel | 4.2% |
| 8 | Hotel Yak & Yeti | 4.2% |
| 9 | Ambassador Garden Homes | 2.1% |
| 10 | Baber Mahal Vilas - The. | 2.1% |
| | Other | 37.5% |

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

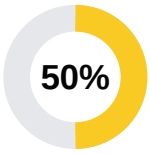
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | The Dwarika's Hotel Kat. | 22.4% |
| 2 | Lakhey Hotel | 11.9% |
| 3 | Kantipur Temple House | 7.5% |
| 4 | ] Hotel | 7.5% |
| 5 | Bhanjyang Village Lodge | 4.5% |
| 6 | Marriott | 4.5% |
| 7 | Sarangkot Mountain Lodge | 4.5% |
| 8 | The Han Hotel | 4.5% |
| 9 | Dwarika's Resort | 3% |
| 10 | Gokarna Forest Resort | 3% |
| | Other | 26.9% |

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

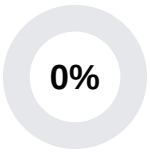
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Dusit Princess Kathmandu appears in 20/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




No detected Rednote account

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 5% | 5% | 90% |

### WHAT PEOPLE ARE SAYING

**Positive:** The hotel consistently earns praise for its modern facilities, exceptional value-for-money spa treatments praised as comparable to high-end Bangkok spas, a rooftop infinity pool with city views, and breakfast offerings that appeal to Chinese guests, with strong service and Tibetan-Thai themed decor.

**Neutral:** Located in the Lazimpat embassy district, the hotel is described as having good security and access to some areas, though its location is not considered highly convenient by all visitors and its price point is noted as being relatively high for the local market.

**Negative:** Some guests mention the location as less convenient and the price as comparatively expensive, while one detailed spa review noted the absence of any complimentary water or tea during the treatment.

## 5 OPPORTUNITIES

**1 Capture broad discovery demand**
Dusit Princess Kathmandu ranks - in broad search with 0% SOV, while The Dwarika's Hotel Kathmandu leads at 22.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

**2 Make branded search more consistent**
Dusit Princess Kathmandu appears in 20/40 branded-search posts (50%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

**3 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.

**4 Turn positive sentiment into proof**
Users already respond positively to: The hotel consistently earns praise for its modern facilities, exceptional value-for-money spa treatments praised as comparable to high-end Bangkok spas, a rooftop infinity pool with city views, and breakfast offerings that appeal to Chinese guests, with strong service and Tibetan-Thai themed decor. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

**5 Address recurring trust concerns**
Negative feedback is lower-volume (5%) but specific: Some guests mention the location as less convenient and the price as comparatively expensive, while one detailed spa review noted the absence of any complimentary water or tea during the treatment. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

**Near-term goal: move from 23 / 100 to 35-45 / 100 through keyword-led content, KOC proof, and stronger brand association.**