

Rosewood Phnom Penh

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

77 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Rosewood Phnom Penh holds 15.7% blended non-branded search visibility, ranking #1; the current leader Rosewood Phnom Penh holds 15.7%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

 SHARE OF VOICE
15.7%
Ranks #1 blended and #1 broad across selected non-branded keyword runs.

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

 BRAND CONTROL
0%
No detected Rednote account

 SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

 COMPETITIVE GAP (BLENDED SEARCH)
0%
Rosewood Phnom Penh leads at 15.7%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Rosewood Phnom Penh records 15.7% blended SOV, ranking #1, while Rosewood Phnom Penh leads with 15.7%. The category remains fragmented, with “Other” brands accounting for 27% of visibility.

Search terms: Broad Search: Phnom Penh hotel recommendations • Narrow Search: Phnom Penh city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	15.7%
2	Raffles Hotel Le Royal .	14.8%
3	Amanjaya Pancam Suites .	8.7%
4	Palace Gate Hotel & Res.	7%
5	Steigenberger Hotel Phn.	6.1%
6	Soladia Hotel & Residen.	5.2%
7	Courtyard By Marriott P.	4.3%
8	Soma Hotel Riverside	4.3%
9	Plantation Urban Resort.	3.5%
10	The Peninsula Phnom Penh	3.5%
	Other	27%

Brand SOV 15.7% Brand Rank #1 Total Brands 26 Avg. SOV 3.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	14%
2	Raffles Hotel Le Royal .	14%
3	Amanjaya Pancam Suites .	7%
4	Steigenberger Hotel Phn.	7%
5	Courtyard By Marriott P.	5.3%
6	Hyatt Regency Phnom Penh	5.3%
7	One Park Hotel	5.3%
8	Palace Gate Hotel & Res.	5.3%
9	Soladia Hotel & Residen.	5.3%
10	Baitong Hotel & Resort	3.5%
	Other	28.1%

Brand SOV 14% Brand Rank #1 Total Brands 22 Avg. SOV 4.5%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	17.2%
2	Raffles Hotel Le Royal .	15.5%
3	Amanjaya Pancam Suites .	10.3%
4	Palace Gate Hotel & Res.	8.6%
5	Crowne Plaza Phnom Penh	5.2%
6	Soladia Hotel & Residen.	5.2%
7	Soma Hotel Riverside	5.2%
8	Steigenberger Hotel Phn.	5.2%
9	The Pavilion	5.2%
10	Aquarius Hotel And Urba.	3.4%
	Other	19%

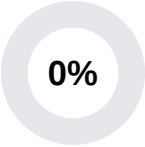
Brand SOV 17.2% Brand Rank #1 Total Brands 18 Avg. SOV 5.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

 100%
Rosewood Phnom Penh appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

 0%
No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

15%

NEUTRAL

3%

POSITIVE

82%

WHAT PEOPLE ARE SAYING

 **Positive:** The hotel is repeatedly praised as the top luxury choice in Phnom Penh, with standout features including its high-altitude panoramic views of the Mekong and city skyline, elegant design blending Khmer heritage with modern luxury, a highly acclaimed rooftop bar (Sora) for sunsets and cocktails, diverse dining options, and excellent business and wellness facilities.

 **Neutral:** Several posts mention practical details such as the need to reserve outdoor seating at the Sora bar in advance, cocktails priced around \$12 plus 17% service and tax, and the hotel's location in a central business area with a luxury mall below; one review also noted the presidential suite's design felt more opulent and less aligned with Rosewood's usual aesthetic.

 **Negative:** Some posts report disappointing dining experiences at the Japanese restaurant IZA, citing overly salty crab, bland fried rice, oily tempura, and sour fruit, while another guest noted the bathtub water appeared yellow, reflecting local water quality issues.

5 OPPORTUNITIES

1

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.

2

Turn positive sentiment into proof

Users already respond positively to: The hotel is repeatedly praised as the top luxury choice in Phnom Penh, with standout features including its high-altitude panoramic views of the Mekong and city skyline, elegant design blending Khmer heritage with modern luxury, a highly acclaimed rooftop bar (Sora) for sunsets and cocktails, diverse dining options, and excellent business and wellness facilities. 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 (15%) but specific: Some posts report disappointing dining experiences at the Japanese restaurant IZA, citing overly salty crab, bland fried rice, oily tempura, and sour fruit, while another guest noted the bathtub water appeared yellow, reflecting local water quality issues. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.