

Four Seasons Hotel Tokyo At Otemachi



Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

68 /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

- Four Seasons Hotel Tokyo At Otemachi holds 4.8% blended non-branded search visibility, ranking #3; the current leader Palace Hotel Tokyo holds 5.4%.
- Branded search visibility is 85%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 79%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
4.8%

Ranks #3 blended and #9 broad across selected non-branded keyword runs.



BRANDED SEARCH
85%

34/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
79% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0.6%

Palace Hotel Tokyo leads at 5.4%, ahead by 0.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Four Seasons Hotel Tokyo At Otemachi records 4.8% blended SOV, ranking #3, while Palace Hotel Tokyo leads with 5.4%. The category remains fragmented, with “Other” brands accounting for 61.9% of visibility.

Search terms: Broad Search: best luxury hotels Tokyo • Narrow Search: hotels near Tokyo Imperial Palace

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Palace Hotel Tokyo	5.4%
2	Conrad Tokyo	4.8%
3	Four Seasons Hotel Toky.	4.8%
4	The Okura Tokyo	4.8%
5	The Tokyo Edition, Tora.	4.1%
6	The Peninsula Tokyo	3.4%
7	Bulgari Hotel Tokyo	2.7%
8	Fairmont Tokyo	2.7%
9	Janu Tokyo	2.7%
10	JW Marriott Hotel Tokyo	2.7%
	Other	61.9%

Brand SOV 4.8% Brand Rank #3 Total Brands 71 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Palace Hotel Tokyo	11.4%
2	Four Seasons Hotel Toky.	7.1%
3	The Peninsula Tokyo	4.3%
4	The Ritz-Carlton, Tokyo	4.3%
5	1 Hotel Tokyo	2.9%
6	Andaz Tokyo Toranomon H.	2.9%
7	Bulgari Hotel Tokyo	2.9%
8	Fairmont Tokyo	2.9%
9	JW Marriott Hotel Tokyo	2.9%
10	Mitsui Garden Hotel Ote.	2.9%
	Other	55.7%

Brand SOV 7.1% Brand Rank #2 Total Brands 42 Avg. SOV 2.4%

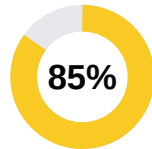
BROAD SEARCH

Rank	Brand	Share of Voice
1	Conrad Tokyo	7.8%
2	The Okura Tokyo	6.5%
3	Janu Tokyo	5.2%
4	The Tokyo Edition, Tora.	5.2%
5	Aman Tokyo	3.9%
6	Park Hyatt Tokyo	3.9%
7	Bulgari Hotel Tokyo	2.6%
8	Fairmont Tokyo	2.6%
9	Four Seasons Hotel Toky.	2.6%
10	HOSHINOYA Tokyo	2.6%
	Other	57.1%

Brand SOV 2.6% Brand Rank #9 Total Brands 46 Avg. SOV 2.2%

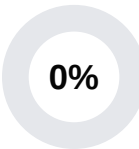
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Four Seasons Hotel Tokyo At Otemachi appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

9%

NEUTRAL

12%

POSITIVE

79%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently highlight the stunning high-floor views of the Imperial Palace, Mount Fuji, and Tokyo skyline, along with spacious, well-appointed rooms and exceptionally attentive, personalized service.



Neutral: The hotel is located in the Otemachi business district, providing excellent transport connections but limited immediate dining and entertainment options, with a quiet atmosphere outside business hours.



Negative: Some guests feel the value does not match the high price, citing additional charges for minibar, underwhelming welcome amenities, occasional service oversights, and noise issues from thin doors and poor soundproofing.

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: Guests consistently highlight the stunning high-floor views of the Imperial Palace, Mount Fuji, and Tokyo skyline, along with spacious, well-appointed rooms and exceptionally attentive, personalized service. 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 (9%) but specific: Some guests feel the value does not match the high price, citing additional charges for minibar, underwhelming welcome amenities, occasional service oversights, and noise issues from thin doors and poor soundproofing. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 68 / 100 to 80-90 / 100 through keyword-led content, KOC proof, and stronger brand association.