

Island Shangri-La, Hong Kong

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

56 /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

- Island Shangri-La, Hong Kong holds 5.7% blended non-branded search visibility, ranking #4; the current leader JW Marriott Hotel Hong Kong holds 11.9%.
- Branded Search Visibility is 98%, while Brand Control is 7.7%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 74%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



2 SHARE OF VOICE Non-Branded Search Visibility

Island Shangri-La, Hong Kong records 5.7% blended SOV, ranking #4, while JW Marriott Hotel Hong Kong leads with 11.9%. The category remains fragmented, with “Other” brands accounting for 46.5% of visibility.

Search terms: Broad Search: Hong Kong hotel recommendations • Narrow Search: Hong Kong Admiralty hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Hotel Hong .	11.9%
2	Rosewood Hong Kong	7.5%
3	Regent Hong Kong	6.3%
4	Island Shangri-La, Hong.	5.7%
5	Kimpton Tsim Sha Tsui H.	5%
6	Conrad Hong Kong	4.4%
7	The Ritz-Carlton, Hong .	3.8%
8	Disney Explorers Lodge	3.1%
9	The Upper House	3.1%
10	The Peninsula Hong Kong	2.5%
	Other	46.5%

Brand SOV 5.7% Brand Rank #4 Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Hotel Hong .	23.4%
2	Island Shangri-La, Hong.	12.5%
3	Conrad Hong Kong	10.9%
4	The Upper House	6.3%
5	Ying'nFlo, Wesley Admir.	4.7%
6	EAST Hong Kong	3.1%
7	The Ritz-Carlton, Hong .	3.1%
8	Wharney Hotel	3.1%
9	Ying'n Flo, Wesley Admi.	3.1%
10	AKI Hong Kong - MGallery	1.6%
	Other	28.1%

Brand SOV 12.5% Brand Rank #2 Total Brands 28 Avg. SOV 3.6%

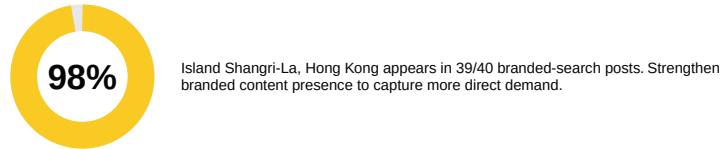
BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Hong Kong	11.6%
2	Regent Hong Kong	9.5%
3	Kimpton Tsim Sha Tsui H.	7.4%
4	Disney Explorers Lodge	5.3%
5	JW Marriott Hotel Hong .	4.2%
6	The Ritz-Carlton, Hong .	4.2%
7	Hyatt Centric Victoria .	3.2%
8	The Peninsula Hong Kong	3.2%
9	Four Seasons Hotel Hong.	2.1%
10	Hong Kong Disneyland Ho.	2.1%
	Other	47.4%
27	Island Shangri-La, Hong.	1.1%

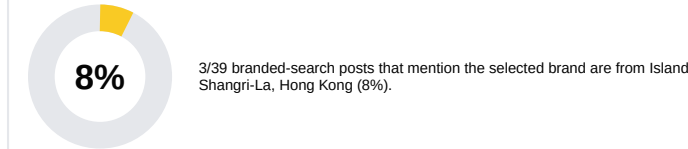
Brand SOV 1.1% Brand Rank #27 Total Brands 53 Avg. SOV 1.9%

3 BRANDED SEARCH & BRAND CONTROL

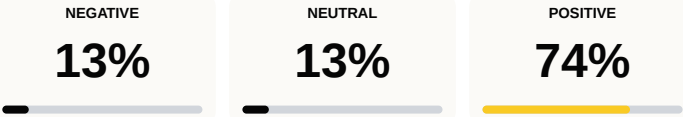
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests consistently praise the refined dining experiences, especially the breakfast and afternoon tea, as well as the thoughtful family-friendly amenities and elegant, recently renovated interiors.
- Neutral:** The hotel offers a convenient location above Pacific Place, but some rooms have partially obstructed harbor views and the pricing structure for upgrades can seem inconsistent.
- Negative:** Some guests experienced long check-in waits and found certain room sizes small, while the afternoon tea water charge was considered pricey.

5 OPPORTUNITIES

- 1** Capture broad discovery demand

Island Shangri-La, Hong Kong ranks #27 in broad search with 1.1% SOV, while Rosewood Hong Kong leads at 11.6%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 2** Increase brand-owned control

Only 7.7% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.
- 3** Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the refined dining experiences, especially the breakfast and afternoon tea, as well as the thoughtful family-friendly amenities and elegant, recently renovated interiors. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- 4** Address recurring trust concerns

Negative feedback is lower-volume (13%) but specific: Some guests experienced long check-in waits and found certain room sizes small, while the afternoon tea water charge was considered pricey. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 56 / 100 to 68-78 / 100 through keyword-led content, KOC proof, and stronger brand association.