daisy.club

Ovolo Hong Kong

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

25 /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

- Ovolo Hong Kong holds 0% blended non-branded search visibility, ranking -; the current leader The Murray, Hong Kong holds 7.3%.
- Branded search visibility is 70%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 54%; 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
70%
28/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
54% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.3%
The Murray, Hong Kong leads at 7.3%, ahead by 7.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ovolo Hong Kong records 0% blended SOV, ranking -, while The Murray, Hong Kong leads with 7.3%. The category remains fragmented, with "Other" brands accounting for 56.9% of visibility.

Search terms: Broad Search: Staycation hotels in Hong Kong • Narrow Search: Pet-friendly hotels in Hong Kong

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Murray, Hong Kong	7.3%
2	Rosewood Hong Kong	6.5%
3	Hyatt Centric Victoria .	4.9%
4	WM Hotel Hong Kong, Vig.	4.9%
5	Mandarin Oriental, Hong.	4.1%
6	The Peninsula Hong Kong	4.1%
7	Kimpton Hong Kong Tsim .	3.3%
8	The Regent Hong Kong	3.3%
9	Island Shangri-La, Hong.	2.4%
10	Metropark Hotel Mongkok	2.4%
	Other	56.9%

Brand SOV 0% Brand Rank - Total Brands 66 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hyatt Centric Victoria .	8.2%
2	The Murray, Hong Kong	8.2%
3	WM Hotel Hong Kong, Vig.	8.2%
4	Mandarin Oriental, Hong.	6.8%
5	Rosewood Hong Kong	6.8%
6	The Peninsula Hong Kong	6.8%
7	The Regent Hong Kong	4.1%
8	Four Seasons Hotel Hong.	2.7%
9	Hong Kong Ocean Park Ma.	2.7%
10	Lan Kwai Fong Hotel	2.7%
	Other	42.5%

Brand SOV 0% Brand Rank - Total Brands 39 Avg. SOV 2.6%

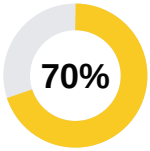
BROAD SEARCH

Rank	Brand	Share of Voice
1	Kimpton Hong Kong Tsim .	8%
2	Metropark Hotel Mongkok	6%
3	Rosewood Hong Kong	6%
4	The Murray, Hong Kong	6%
5	The Upper House	6%
6	Grand Hyatt Hong Kong	4%
7	Island Shangri-La, Hong.	4%
8	W Hong Kong	4%
9	WM Hotel Sai Kung	4%
10	1200bookshop	2%
	Other	50%

Brand SOV 0% Brand Rank - Total Brands 35 Avg. SOV 2.9%

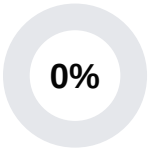
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ovolo Hong Kong appears in 28/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
14%	32%	54%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's stylish industrial design, strong value for money (especially when redeemed with points), convenient location near the MTR and Ocean Park, and thoughtful perks like free minibar snacks and smart in-room technology.

Neutral: The brand's Hong Kong properties have recently closed or been repositioned (e.g., converted to student housing or sold), and staff primarily communicate in English, which may be a consideration for some travelers.

Negative: Multiple reviews cite significant noise issues (from air conditioning units and nearby nightlife), occasional water leakage incidents in certain room types, and compact room sizes with poor blackout curtains, making sleep quality inconsistent.

5 OPPORTUNITIES

1 Capture broad discovery demand
Ovolo Hong Kong ranks - in broad search with 0% SOV, while Kimpton Hong Kong Tsim Sha Tsui leads at 8%. Build broad discovery content that connects the property to category-level searches before users search by name.

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 Address recurring trust concerns
Negative feedback is lower-volume (14%) but specific: Multiple reviews cite significant noise issues (from air conditioning units and nearby nightlife), occasional water leakage incidents in certain room types, and compact room sizes with poor blackout curtains, making sleep quality inconsistent. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 25 / 100 to 37-47 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: August 2026