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Holiday Inn Singapore Atrium

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

31 /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

- Holiday Inn Singapore Atrium holds 0% blended non-branded search visibility, ranking -; the current leader Fairmont Singapore holds 8%.
- Branded Search Visibility is 75%, while Brand Control is 10%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 69%; 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
75%
30/40 branded-search posts mention the selected brand.

BRAND CONTROL
10%
3/30 qualifying branded-search posts are brand-owned from Holiday Inn Singapore Atrium.

SENTIMENT
69% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8%
Fairmont Singapore leads at 8%, ahead by 8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Singapore Atrium records 0% blended SOV, ranking -, while Fairmont Singapore leads with 8%. The category remains fragmented, with "Other" brands accounting for 56.2% of visibility.

Search terms: Broad Search: ° aNarrow Search: ° aKÉ 4DÑR—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	8%
2	Shangri-La Rasa Sentosa.	7.3%
3	Mondrian Singapore Duxt.	4.4%
4	Capella Singapore	3.6%
5	Conrad Centennial Singa.	3.6%
6	Conrad Singapore Orchard	3.6%
7	The Singapore EDITION	3.6%
8	W Singapore - Sentosa C.	3.6%
9	Mandarin Oriental, Sing.	2.9%
10	PARKROYAL COLLECTION Pi.	2.9%
	Other	56.2%

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

NARROW SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	10%
2	Shangri-La Rasa Sentosa.	10%
3	Hilton Singapore Orchard	6.7%
4	Mondrian Singapore Duxt.	6.7%
5	PARKROYAL COLLECTION Pi.	6.7%
6	21 Carpenter	3.3%
7	Capella Singapore	3.3%
8	Carlton Hotel Singapore	3.3%
9	Conrad Singapore Orchard	3.3%
10	Dorsett Singapore	3.3%
	Other	43.3%

Brand SOV 0% Brand Rank - Total Brands 23 Avg. SOV 4.3%

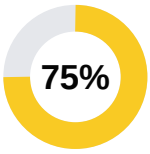
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	7.5%
2	Shangri-La Rasa Sentosa.	6.5%
3	Conrad Centennial Singa.	4.7%
4	The Singapore EDITION	4.7%
5	W Singapore - Sentosa C.	4.7%
6	Capella Singapore	3.7%
7	Conrad Singapore Orchard	3.7%
8	Mandarin Oriental, Sing.	3.7%
9	Mondrian Singapore Duxt.	3.7%
10	Sofitel Singapore City .	3.7%
	Other	53.3%

Brand SOV 0% Brand Rank - Total Brands 51 Avg. SOV 2%

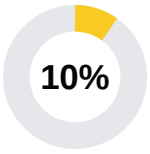
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Holiday Inn Singapore Atrium appears in 30/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



3/30 branded-search posts that mention the selected brand are from Holiday Inn Singapore Atrium (10%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
7%	24%	69%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's unbeatable location directly next to Havelock MRT station, spacious rooms, and excellent breakfast variety, making it a top choice for families and budget-conscious travelers seeking comfort and convenience.

Neutral: The property is an older building with dated decor and occasional musty smells, though it remains well-maintained and functional for most visitors.

Negative: Service can be inconsistent, with some guests encountering communication gaps at check-in, confusion about included breakfast, and underwhelming evening lounge offerings.

5 OPPORTUNITIES

1 Capture broad discovery demand
Holiday Inn Singapore Atrium ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 7.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 10% 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 hotel's unbeatable location directly next to Havelock MRT station, spacious rooms, and excellent breakfast variety, making it a top choice for families and budget-conscious travelers seeking comfort and convenience. 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 (7%) but specific: Service can be inconsistent, with some guests encountering communication gaps at check-in, confusion about included breakfast, and underwhelming evening lounge offerings. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 31 / 100 to 43-53 / 100 through keyword-led content, KOC proof, and stronger brand association.