

Pan Pacific Yangon

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

52 /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

- Pan Pacific Yangon holds 9.8% blended non-branded search visibility, ranking #4; the current leader The Eravati Sule Grand Yangon holds 21.1%.
- Branded search visibility is 85%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

9.8%

Ranks #4 blended and #4 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

83% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

11.3%

The Eravati Sule Grand Yangon leads at 21.1%, ahead by 11.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Pan Pacific Yangon records 9.8% blended SOV, ranking #4, while The Eravati Sule Grand Yangon leads with 21.1%. The category remains fragmented, with "Other" brands accounting for 22.7% of visibility.

Search terms: Broad Search: Yangon hotel recommendations • Narrow Search: Yangon city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Eravati Sule Grand .	21.1%
2	The Strand Yangon	13.4%
3	Rosewood Yangon	10.8%
4	Pan Pacific Yangon	9.8%
5	PARKROYAL Yangon	5.2%
6	Aureum Palace Hotel & R.	4.1%
7	LOTTE HOTEL YANGON	3.6%
8	Heritage Bagan Hotel	3.1%
9	Meliá Yangon	3.1%
10	Zealax Hotel & Residence	3.1%
	Other	22.7%

Brand SOV 9.8% Brand Rank #4 Total Brands 34 Avg. SOV 2.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Eravati Sule Grand .	15.4%
2	The Strand Yangon	13.2%
3	Pan Pacific Yangon	12.1%
4	Rosewood Yangon	8.8%
5	Aureum Palace Hotel & R.	4.4%
6	Zealax Hotel & Residence	4.4%
7	Heritage Bagan Hotel	3.3%
8	LOTTE HOTEL YANGON	3.3%
9	Meliá Yangon	3.3%
10	PARKROYAL Yangon	3.3%
	Other	28.6%

Brand SOV 12.1% Brand Rank #3 Total Brands 30 Avg. SOV 3.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Eravati Sule Grand .	26.2%
2	The Strand Yangon	13.6%
3	Rosewood Yangon	12.6%
4	Pan Pacific Yangon	7.8%
5	PARKROYAL Yangon	6.8%
6	Aureum Palace Hotel & R.	3.9%
7	LOTTE HOTEL YANGON	3.9%
8	Heritage Bagan Hotel	2.9%
9	Inya Lake Hotel	2.9%
10	Meliá Yangon	2.9%
	Other	16.5%

Brand SOV 7.8% Brand Rank #4 Total Brands 21 Avg. SOV 4.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

85%

Pan Pacific Yangon appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

17%

POSITIVE

83%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise Pan Pacific Yangon for its prime central location near Junction City mall and Bogyoke Aung San Market, spacious rooms with great city views, professional gym, and strong value for money, with many calling it one of the best hotels in Myanmar and a top choice for business travelers.

Neutral:

The hotel is frequently mentioned as a convenient base for exploring Yangon's colonial architecture and attractions, with some posts noting its breakfast selection is decent but not extensive, and that the infinity pool can occasionally be closed during stays.

Negative:

Some guests noted that the rooms can feel a bit dated with signs of wear, the pool water quality was not ideal, and the pool was closed during certain visits, which was disappointing.

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 praise Pan Pacific Yangon for its prime central location near Junction City mall and Bogyoke Aung San Market, spacious rooms with great city views, professional gym, and strong value for money, with many calling it one of the best hotels in Myanmar and a top choice for business travelers. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.