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InterContinental Singapore Robertson Quay

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

21 /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

- InterContinental Singapore Robertson Quay holds 2.2% blended non-branded search visibility, ranking #10; the current leader Marina Bay Sands holds 7.3%.
- Branded search visibility is 23%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 38%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.2%
Ranks #10 blended and #24 broad across selected non-branded keyword runs.

BRANDED SEARCH
23%
9/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
38% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.1%
Marina Bay Sands leads at 7.3%, ahead by 5.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

InterContinental Singapore Robertson Quay records 2.2% blended SOV, ranking #10, while Marina Bay Sands leads with 7.3%. The category remains fragmented, with "Other" brands accounting for 59.1% of visibility.

Search terms: Broad Search: Singapore hotel recommendations • Narrow Search: photogenic hotels Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	7.3%
2	The Ritz-Carlton, Mille.	5.1%
3	Fairmont Singapore	4.4%
4	Parkroyal Collection Pi.	4.4%
5	Raffles Hotel Singapore	4.4%
6	Conrad Singapore Orchard	3.6%
7	QT Singapore	3.6%
8	Equarius Hotel, Resorts.	2.9%
9	Swissôtel The Stamford	2.9%
10	InterContinental Singap.	2.2%
	Other	59.1%

Brand SOV 2.2% Brand Rank #10 Total Brands 66 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	7.9%
2	Parkroyal Collection Pi.	6.6%
3	The Ritz-Carlton, Mille.	6.6%
4	Conrad Singapore Orchard	3.9%
5	Equarius Hotel, Resorts.	3.9%
6	Holiday Inn Express Sin.	3.9%
7	Raffles Hotel Singapore	3.9%
8	InterContinental Singap.	2.6%
9	Capella Singapore	2.6%
10	Conrad Centennial Singa.	2.6%
	Other	55.3%

Brand SOV 2.6% Brand Rank #8 Total Brands 45 Avg. SOV 2.2%

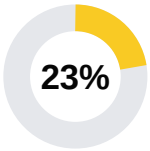
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	6.6%
2	Marina Bay Sands	6.6%
3	QT Singapore	4.9%
4	Raffles Hotel Singapore	4.9%
5	The Singapore EDITION	4.9%
6	Conrad Singapore Orchard	3.3%
7	Grand Mercure Singapore.	3.3%
8	Mandarin Oriental, Sing.	3.3%
9	Swissôtel The Stamford	3.3%
10	The Ritz-Carlton, Mille.	3.3%
	Other	55.7%
24	InterContinental Singap.	1.6%

Brand SOV 1.6% Brand Rank #24 Total Brands 42 Avg. SOV 2.4%

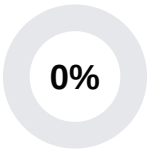
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



InterContinental Singapore Robertson Quay appears in 9/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
13%	50%	38%

WHAT PEOPLE ARE SAYING

Positive: Exceptional service and a boutique-style, design-forward ambiance with a charming riverfront location ideal for leisure.

Neutral: Rooms are notably compact but well-designed with clever use of mirrors and high-quality finishes.

Negative: Most rooms suffer from poor views and close proximity to neighboring buildings, resulting in limited natural light and privacy.

5 OPPORTUNITIES

1 Capture broad discovery demand
InterContinental Singapore Robertson Quay ranks #24 in broad search with 1.6% SOV, while Fairmont Singapore leads at 6.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
InterContinental Singapore Robertson Quay appears in 9/40 branded-search posts (23%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Address recurring trust concerns
Negative feedback is lower-volume (13%) but specific: Most rooms suffer from poor views and close proximity to neighboring buildings, resulting in limited natural light and privacy. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 21 / 100 to 33-43 / 100 through keyword-led content, KOC proof, and stronger brand association.

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