daisy.club

Pullman Singapore Orchard

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

29 /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

- Pullman Singapore Orchard holds 0% blended non-branded search visibility, ranking -; the current leader Conrad Singapore Orchard holds 10.1%.
- Branded search visibility is 73%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 73%; 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
73%
29/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
73% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.1%
Conrad Singapore Orchard leads at 10.1%, ahead by 10.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Pullman Singapore Orchard records 0% blended SOV, ranking -, while Conrad Singapore Orchard leads with 10.1%. The category remains fragmented, with "Other" brands accounting for 45% of visibility.

Search terms: Broad Search: hotel recommendations Orchard Road Singapore • Narrow Search: hotels near Orchard Road Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Conrad Singapore Orchard	10.1%
2	Hilton Singapore Orchard	9.2%
3	JEN Singapore Orchardga.	8.3%
4	Marina Bay Sands	5.5%
5	Raffles Hotel Singapore	4.6%
6	YOTEL Singapore Orchard.	4.6%
7	Grand Hyatt Singapore	3.7%
8	PARKROYAL COLLECTION Pi.	3.7%
9	Artyzen Singapore	2.8%
10	COMO Metropolitan Singa.	2.8%
	Other	45%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hilton Singapore Orchard	11.1%
2	Conrad Singapore Orchard	9.5%
3	JEN Singapore Orchardga.	7.9%
4	Marina Bay Sands	7.9%
5	Raffles Hotel Singapore	6.3%
6	Grand Hyatt Singapore	4.8%
7	PARKROYAL COLLECTION Pi.	4.8%
8	The Singapore EDITION	4.8%
9	YOTEL Singapore Orchard.	4.8%
10	Ji Hotel Orchard Singap.	3.2%
	Other	34.9%

Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%

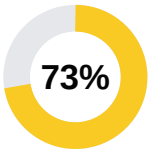
BROAD SEARCH

Rank	Brand	Share of Voice
1	Conrad Singapore Orchard	10.9%
2	JEN Singapore Orchardga.	8.7%
3	Artyzen Singapore	6.5%
4	Hilton Singapore Orchard	6.5%
5	COMO Metropolitan Singa.	4.3%
6	The Outpost Hotel Sento.	4.3%
7	YOTEL Singapore Orchard.	4.3%
8	21 Carpenter	2.2%
9	Andaz Singapore	2.2%
10	Conrad Centennial Singa.	2.2%
	Other	47.8%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

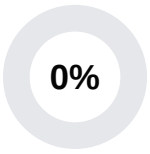
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Pullman Singapore Orchard appears in 29/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	27%	73%

WHAT PEOPLE ARE SAYING

Positive: The hotel's prime location in the heart of Orchard Road, directly opposite major malls and with dual MRT station access, is consistently praised as unbeatable for shopping and convenience. The on-site dining, particularly the Eden Restaurant and the Archive Club lounge, receives high marks for its flavorful, creative cuisine and an impressive, generous evening cocktail selection that includes free-flow champagne.

Neutral: The hotel's design and layout are described as having a distinct, modern nightclub-like aesthetic, with a somewhat convoluted elevator transfer system on the 4th floor that separates guest rooms from public areas. The pool is consistently noted as being very small and more suited for photos than actual swimming, reflecting the compact nature of the property.

Negative: Service experiences are reported as inconsistent and often transactional, with a noticeable lack of warmth and personal attention, where staff can appear indifferent or more attentive to Western guests, creating a feeling of being processed rather than genuinely cared for.

5 OPPORTUNITIES

1 Capture broad discovery demand
Pullman Singapore Orchard ranks - in broad search with 0% SOV, while Conrad Singapore Orchard leads at 10.9%. 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 Turn positive sentiment into proof
Users already respond positively to: The hotel's prime location in the heart of Orchard Road, directly opposite major malls and with dual MRT station access, is consistently praised as unbeatable for shopping and convenience. The on-site dining, particularly the Eden Restaurant and the Archive Club lounge, receives high marks for its flavorful, creative cuisine and an impressive, generous evening cocktail selection that includes free-flow champagne. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.

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