

Windsor Plaza Hotel Saigon

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

16 /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

- Windsor Plaza Hotel Saigon holds 0% blended non-branded search visibility, ranking -; the current leader M Village Premier Hotel Thi Sach holds 6.5%.
- Branded search visibility is 28%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 91%; 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
28%
11/40 branded-search posts mention the selected brand.

 BRAND CONTROL
0%
No detected Rednote account

 SENTIMENT
91% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

 COMPETITIVE GAP (BLENDED SEARCH)
6.5%
M Village Premier Hotel Thi Sach leads at 6.5%, ahead by 6.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Windsor Plaza Hotel Saigon records 0% blended SOV, ranking -, while M Village Premier Hotel Thi Sach leads with 6.5%. The category remains fragmented, with “Other” brands accounting for 57.9% of visibility.

Search terms: Broad Search: Ho Chi Minh City hotel recommendations • Narrow Search: Ho Chi Minh City District 5 hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	M Village Premier Hotel.	6.5%
2	Icon Saigon - Lifestyle.	5.6%
3	IconSphere Hotel	5.6%
4	Fusion Suites Saigon	4.7%
5	KIN Hotel Thi Sach Edit.	4.7%
6	Le Méridien Saigon	3.7%
7	MEANDER Saigon	2.8%
8	NOLA Hotel	2.8%
9	Park Hyatt Saigon	2.8%
10	Silverland Sil Hotel	2.8%
	Other	57.9%

Brand SOV 0% Brand Rank - Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Icon Saigon - Lifestyle.	5%
2	IconSphere Hotel	5%
3	KIN Hotel Thi Sach Edit.	5%
4	Le Méridien Saigon	5%
5	M Village Premier Hotel.	5%
6	Vinpearl Landmark 81, A.	5%
7	A25 Hotel - 167 Pham Ng.	3.3%
8	Capital Hotel & Apartme.	3.3%
9	Fusion Suites Saigon	3.3%
10	JW Marriott Hotel & Sui.	3.3%
	Other	56.7%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

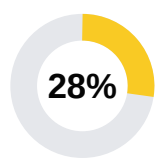
BROAD SEARCH

Rank	Brand	Share of Voice
1	M Village Premier Hotel.	8.5%
2	Fusion Suites Saigon	6.4%
3	Icon Saigon - Lifestyle.	6.4%
4	IconSphere Hotel	6.4%
5	NOLA Hotel	6.4%
6	The Reverie Saigon	6.4%
7	Cherry Boutique Hotel	4.3%
8	CityHouse VIBE Abora	4.3%
9	KIN Hotel Thi Sach Edit.	4.3%
10	Amaya Saigon Boutique H.	2.1%
	Other	44.7%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

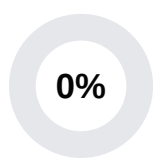
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

 28%

Windsor Plaza Hotel Saigon appears in 11/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

 0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

9%

NEUTRAL

0%

POSITIVE

91%

WHAT PEOPLE ARE SAYING

 **Positive:** The hotel is thoughtful, the front desk speaks Chinese and provides luggage assistance, the price is affordable (about 300-400 RMB), the location is convenient, close to shopping malls and food, the top floor offers a view of the night scene, and a free shuttle to the first district is provided.

 **Neutral:** The hotel is located in the Chinese quarter of District 5, with complete facilities, an outdoor pool and a small hot spring pool, the buffet is well-reviewed, but by domestic standards it is about four-star or quasi-four-star level.

 **Negative:** Some posts mention that the hotel's decoration is slightly outdated, detailed facility instructions were not provided upon check-in, and the surrounding area's security needs attention, but it is not the hotel's own problem.

5 OPPORTUNITIES

1

Capture broad discovery demand

Windsor Plaza Hotel Saigon ranks - in broad search with 0% SOV, while M Village Premier Hotel Thi Sach leads at 6.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

Windsor Plaza Hotel Saigon appears in 11/40 branded-search posts (28%). 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

Turn positive sentiment into proof

Users already respond positively to: The hotel is thoughtful, the front desk speaks Chinese and provides luggage assistance, the price is affordable (about 300-400 RMB), the location is convenient, close to shopping malls and food, the top floor offers a view of the night scene, and a free shuttle to the first district is provided. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5

Address recurring trust concerns

Negative feedback is lower-volume (9%) but specific: Some posts mention that the hotel's decoration is slightly outdated, detailed facility instructions were not provided upon check-in, and the surrounding area's security needs attention, but it is not the hotel's own problem. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.