

Mercure ICON Singapore City Centre



Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

49 /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

- Mercure ICON Singapore City Centre holds **3.8%** blended non-branded search visibility, ranking **#7**; the current leader Marina Bay Sands holds **8.3%**.
- Branded search visibility is **88%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **64%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
3.8%
Ranks #7 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
88%
35/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
64% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.5%
Marina Bay Sands leads at 8.3%, ahead by 4.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mercure ICON Singapore City Centre records 3.8% blended SOV, ranking #7, while Marina Bay Sands leads with 8.3%. The category remains fragmented, with "Other" brands accounting for 50.4% of visibility.

Search terms: Broad Search: affordable hotels Singapore • Narrow Search: hotels near MRT station Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	8.3%
2	Conrad Singapore Orchard	6%
3	Fairmont Singapore	6%
4	Mandarin Oriental, Sing.	6%
5	Shangri-La Rasa Sentosa.	5.3%
6	PARKROYAL COLLECTION PL.	4.5%
7	Mercure ICON Singapore .	3.8%
8	The Singapore EDITION	3.8%
9	Andaz Singapore	3%
10	Grand Mercure Singapore.	3%
	Other	50.4%

Brand SOV 3.8% Brand Rank #7 Total Brands 57 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Conrad Singapore Orchard	7.7%
2	Fairmont Singapore	7.7%
3	Marina Bay Sands	7.7%
4	Mercure ICON Singapore .	7.7%
5	PARKROYAL COLLECTION PL.	6.2%
6	Mandarin Oriental, Sing.	4.6%
7	Shangri-La Rasa Sentosa.	4.6%
8	The Singapore EDITION	4.6%
9	Andaz Singapore	3.1%
10	Pan Pacific Orchard, Si.	3.1%
	Other	43.1%

Brand SOV 7.7% Brand Rank #4 Total Brands 37 Avg. SOV 2.7%

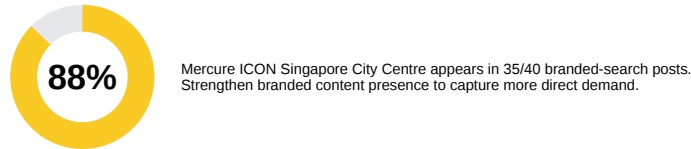
BROAD SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	8.8%
2	Mandarin Oriental, Sing.	7.4%
3	Grand Mercure Singapore.	5.9%
4	Shangri-La Rasa Sentosa.	5.9%
5	Conrad Singapore Orchard	4.4%
6	Fairmont Singapore	4.4%
7	Raffles Hotel Singapore	4.4%
8	Andaz Singapore	2.9%
9	Ji Hotel Orchard Singap.	2.9%
10	Mondrian Singapore Duxt.	2.9%
	Other	50%

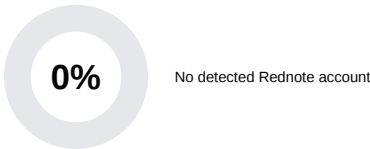
Brand SOV 0% Brand Rank - Total Brands 39 Avg. SOV 2.6%

3 BRANDED SEARCH & BRAND CONTROL

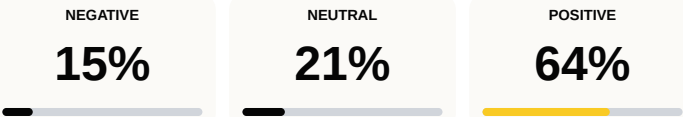
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Its central Chinatown location offers exceptional convenience with multiple MRT stations and major attractions within walking distance, surrounded by abundant dining options, making it a solid value for budget-conscious travelers.
- Neutral:** The rooms are compact but functional, and the breakfast is adequate but not outstanding.
- Negative:** Rooms are extremely cramped and suffer from poor soundproofing, while cleanliness and maintenance issues—such as dirty pools, unhygienic kettles, and pest sightings—have been recurrent problems.

5 OPPORTUNITIES

- Capture broad discovery demand**
Mercure ICON Singapore City Centre ranks - in broad search with 0% SOV, while Marina Bay Sands leads at 8.8%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 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.
- Turn positive sentiment into proof**
Users already respond positively to: Its central Chinatown location offers exceptional convenience with multiple MRT stations and major attractions within walking distance, surrounded by abundant dining options, making it a solid value for budget-conscious travelers. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- Address recurring trust concerns**
Negative feedback is lower-volume (15%) but specific: Rooms are extremely cramped and suffer from poor soundproofing, while cleanliness and maintenance issues—such as dirty pools, unhygienic kettles, and pest sightings—have been recurrent problems. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 49 / 100 to 61-71 / 100 through keyword-led content, KOC proof, and stronger brand association.