daisy.club

Voco Kuching

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

24 /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

- Voco Kuching holds 0% blended non-branded search visibility, ranking -; the current leader Sheraton Kuching Hotel holds 11.3%.
- Branded search visibility is 60%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 70%; 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
60%
24/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
70% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.3%
Sheraton Kuching Hotel leads at 11.3%, ahead by 11.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Voco Kuching records 0% blended SOV, ranking -, while Sheraton Kuching Hotel leads with 11.3%. The category remains fragmented, with "Other" brands accounting for 40% of visibility.

Search terms: Broad Search: Kuching great value hotel • Narrow Search: Kuching business hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sheraton Kuching Hotel	11.3%
2	Pullman Kuching	10%
3	Theatre Hotel Kuching	7.5%
4	Hilton Kuching	6.3%
5	Amamas Boutique Hotel K.	5%
6	The Waterfront Hotel Ku.	5%
7	Vivacity Jazz Suites	5%
8	The Culvert Hotel	3.8%
9	Tune Hotel	3.8%
10	Citadines Uplands Kuchi.	2.5%
	Other	40%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Pullman Kuching	9.1%
2	Sheraton Kuching Hotel	9.1%
3	Amamas Boutique Hotel K.	6.8%
4	Hilton Kuching	6.8%
5	The Waterfront Hotel Ku.	6.8%
6	Vivacity Jazz Suites	6.8%
7	Cove 55	4.5%
8	Rume Hotel Kuching	4.5%
9	CheJoy Yidiano 8	2.3%
10	Citadines Uplands Kuchi.	2.3%
	Other	40.9%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

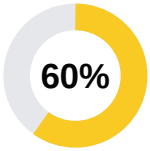
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sheraton Kuching Hotel	13.9%
2	Theatre Hotel Kuching	13.9%
3	Pullman Kuching	11.1%
4	Hilton Kuching	5.6%
5	Imperial Riverbank Hote.	5.6%
6	The Culvert Hotel	5.6%
7	Tune Hotel	5.6%
8	56 Hotel Kuching	2.8%
9	Amamas Boutique Hotel K.	2.8%
10	Citadines Uplands Kuchi.	2.8%
	Other	30.6%

Brand SOV 0% Brand Rank - Total Brands 21 Avg. SOV 4.8%

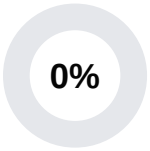
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Voco Kuching appears in 24/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
9%

NEUTRAL
22%

POSITIVE
70%

WHAT PEOPLE ARE SAYING

Positive: The hotel is celebrated as a new Kuching landmark that blends international premium design with Sarawakian cultural elements, offering spacious rooms, local welcome gifts, eco-friendly practices, and facilities like an outdoor pool, restaurant, café, and grand ballroom, making it a highly anticipated staycation destination.

Neutral: Posts also highlight the presence of a gift shop featuring Borneo-inspired local crafts and accessories within the hotel, along with occasional behind-the-scenes content such as carpet measuring.

Negative: One guest strongly criticized the breakfast, describing it as having very limited selection and poor quality that fell far short of expectations for a five-star or IHG-branded property.

5 OPPORTUNITIES

1 Capture broad discovery demand
Voco Kuching ranks - in broad search with 0% SOV, while Sheraton Kuching Hotel leads at 13.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Voco Kuching appears in 24/40 branded-search posts (60%). 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 celebrated as a new Kuching landmark that blends international premium design with Sarawakian cultural elements, offering spacious rooms, local welcome gifts, eco-friendly practices, and facilities like an outdoor pool, restaurant, café, and grand ballroom, making it a highly anticipated staycation destination. 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: One guest strongly criticized the breakfast, describing it as having very limited selection and poor quality that fell far short of expectations for a five-star or IHG-branded property. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 24 / 100 to 36-46 / 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