daisy.club

Dusit Thani Kyoto

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

36 /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

- Dusit Thani Kyoto holds 0.6% blended non-branded search visibility, ranking #32; the current leader Park Hyatt Kyoto holds 13.7%.
- Branded search visibility is 85%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.6%
Ranks #32 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
85%
34/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
94% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13.1%
Park Hyatt Kyoto leads at 13.7%, ahead by 13.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Dusit Thani Kyoto records 0.6% blended SOV, ranking #32, while Park Hyatt Kyoto leads with 13.7%. The category remains fragmented, with "Other" brands accounting for 55.9% of visibility.

Search terms: Broad Search: Kyoto design hotels • Narrow Search: Kyoto photogenic hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	13.7%
2	Aman Kyoto	5.6%
3	Six Senses Kyoto	4.3%
4	The Thousand Kyoto	4.3%
5	Nanzenji Sando Kikusui	3.1%
6	ROKU KYOTO, LXR Hotels .	3.1%
7	GOOD NATURE HOTEL KYOTO	2.5%
8	Hilton Kyoto	2.5%
9	HOTEL THE MITSUI KYOTO,.	2.5%
10	The Ritz-Carlton, Kyoto	2.5%
	Other	55.9%
32	Dusit Thani Kyoto	0.6%

Brand SOV 0.6% Brand Rank #32 Total Brands 83 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	13.2%
2	The Thousand Kyoto	5.9%
3	ALA Hotel Kyoto	4.4%
4	Hotel Keihan Kyoto Hach.	4.4%
5	Nanzenji Sando Kikusui	4.4%
6	Banyan Tree Higashiyama.	2.9%
7	GOOD NATURE HOTEL KYOTO	2.9%
8	HOTEL The M's KYOTO	2.9%
9	Hotel Utano Kyoto Besho	2.9%
10	Miyako Hotel Kyoto Hach.	2.9%
	Other	52.9%
17	Dusit Thani Kyoto	1.5%

Brand SOV 1.5% Brand Rank #17 Total Brands 45 Avg. SOV 2.2%

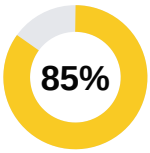
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	14%
2	Aman Kyoto	8.6%
3	Six Senses Kyoto	5.4%
4	ROKU KYOTO, LXR Hotels .	4.3%
5	Hilton Kyoto	3.2%
6	HOTEL THE MITSUI KYOTO,.	3.2%
7	The Ritz-Carlton, Kyoto	3.2%
8	The Thousand Kyoto	3.2%
9	Capella Kyoto	2.2%
10	GOOD NATURE HOTEL KYOTO	2.2%
	Other	50.5%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

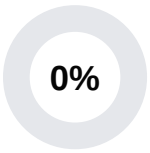
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Dusit Thani Kyoto appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	3%	94%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's striking Thai-Japanese design, attentive multilingual service, and convenient location near Kyoto Station, with many calling it a strong value for a luxury stay.

Neutral: The hotel is about a 10–15 minute walk from Kyoto Station; several guests note that with heavy luggage a taxi is advisable, and some mention that room soundproofing is not exceptional.

Negative: A few reviews find the breakfast underwhelming for the price point and note small service details, such as being asked to change out of yukata before entering the breakfast restaurant, that feel less polished.

5 OPPORTUNITIES

1 Capture broad discovery demand
Dusit Thani Kyoto ranks - in broad search with 0% SOV, while Park Hyatt Kyoto leads at 14%. 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: Guests consistently praise the hotel's striking Thai-Japanese design, attentive multilingual service, and convenient location near Kyoto Station, with many calling it a strong value for a luxury stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (3%) but specific: A few reviews find the breakfast underwhelming for the price point and note small service details, such as being asked to change out of yukata before entering the breakfast restaurant, that feel less polished. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.

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