daisy.club

# Pan Pacific Singapore

## Rednote Search Visibility Audit

Audit period: September 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

- Pan Pacific Singapore holds 3.8% blended non-branded search visibility, ranking #7; the current leader Marina Bay Sands holds 12.5%.
- Branded search visibility is 40%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 63%; the clearest next lever is make branded search more consistent.

## 1 SCORE DRIVERS

**SHARE OF VOICE**
**3.8%**
Ranks #7 blended and #6 broad across selected non-branded keyword runs.

**BRANDED SEARCH**
**40%**
16/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
**0%**
No detected Rednote account

**SENTIMENT**
**63% Positive**
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
**8.7%**
Marina Bay Sands leads at 12.5%, ahead by 8.7%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**Pan Pacific Singapore records 3.8% blended SOV, ranking #7, while Marina Bay Sands leads with 12.5%. The category remains fragmented, with "Other" brands accounting for 48.8% of visibility.**

**Search terms: Broad Search: Singapore hotel guide • Narrow Search: Singapore city center hotel**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Marina Bay Sands | 12.5% |
| 2 | PARKROYAL COLLECTION Ma. | 6.9% |
| 3 | Mandarin Oriental, Sing. | 5% |
| 4 | Swissôtel The Stamford | 5% |
| 5 | Conrad Singapore Marina. | 4.4% |
| 6 | The Ritz-Carlton, Mille. | 4.4% |
| 7 | Pan Pacific Singapore | 3.8% |
| 8 | Fairmont Singapore | 3.8% |
| 9 | Raffles Singapore | 3.1% |
| 10 | Grand Mercure Singapore. | 2.5% |
| | Other | 48.8% |

**Brand SOV 3.8% Brand Rank #7 Total Brands 65 Avg. SOV 1.5%**

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Marina Bay Sands | 10.6% |
| 2 | PARKROYAL COLLECTION Ma. | 7.6% |
| 3 | Swissôtel The Stamford | 6.1% |
| 4 | Mercure ICON Singapore . | 4.5% |
| 5 | Pan Pacific Singapore | 3% |
| 6 | Carlton City Hotel Sing. | 3% |
| 7 | Conrad Singapore Marina. | 3% |
| 8 | Conrad Singapore Orchard | 3% |
| 9 | Fairmont Singapore | 3% |
| 10 | Grand Mercure Singapore. | 3% |
| | Other | 53% |

**Brand SOV 3% Brand Rank #5 Total Brands 41 Avg. SOV 2.4%**

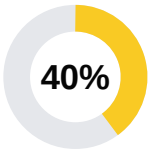
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Marina Bay Sands | 13.8% |
| 2 | Mandarin Oriental, Sing. | 7.4% |
| 3 | PARKROYAL COLLECTION Ma. | 6.4% |
| 4 | Conrad Singapore Marina. | 5.3% |
| 5 | The Ritz-Carlton, Mille. | 5.3% |
| 6 | Pan Pacific Singapore | 4.3% |
| 7 | Fairmont Singapore | 4.3% |
| 8 | Swissôtel The Stamford | 4.3% |
| 9 | Mondrian Singapore Duxt. | 3.2% |
| 10 | Pan Pacific Orchard, Si. | 3.2% |
| | Other | 42.6% |

**Brand SOV 4.3% Brand Rank #6 Total Brands 41 Avg. SOV 2.4%**

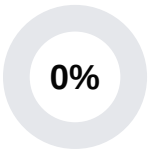
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Pan Pacific Singapore appears in 16/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




No detected Rednote account

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 19% | 19% | 63% |

### WHAT PEOPLE ARE SAYING

**Positive:** Guests consistently praise the hotel's prime Marina Bay location, convenient access to malls and transport, and the high quality of its breakfast buffet and executive lounge, which are seen as standout features. Family-friendly amenities like the pool and kids' club also receive strong approval.

**Neutral:** The hotel is generally considered reasonably priced for its central location, though some guests note that rooms can feel humid or musty, and the overall experience is described as average or 'middle-of-the-road' by a few.

**Negative:** Several reviews highlight serious housekeeping and maintenance issues, including stained carpets, leftover food debris in the suite, and unresponsive service when complaints were raised. Some guests also found the afternoon tea and certain dining experiences disappointing, and one reported a wrong pillow type despite a specific request.

## 5 OPPORTUNITIES

**1 Make branded search more consistent**
Pan Pacific Singapore appears in 16/40 branded-search posts (40%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

**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 prime Marina Bay location, convenient access to malls and transport, and the high quality of its breakfast buffet and executive lounge, which are seen as standout features. Family-friendly amenities like the pool and kids' club also receive strong approval. 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 (19%) but specific: Several reviews highlight serious housekeeping and maintenance issues, including stained carpets, leftover food debris in the suite, and unresponsive service when complaints were raised. Some guests also found the afternoon tea and certain dining experiences disappointing, and one reported a wrong pillow type despite a specific request. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

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