daisy.club

Pullman Rotorua

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

71 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Pullman Rotorua holds 12.6% blended non-branded search visibility, ranking #1; the current leader Pullman Rotorua holds 12.6%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 56%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
12.6%
Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
90%
36/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
56% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Pullman Rotorua leads at 12.6%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Pullman Rotorua records 12.6% blended SOV, ranking #1, while Pullman Rotorua leads with 12.6%. The category remains fragmented, with "Other" brands accounting for 53.9% of visibility.

Search terms: Broad Search: Rotorua hotel recommendations • Narrow Search: Rotorua city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Pullman Rotorua	12.6%
2	Prince's Gate Boutique .	8.4%
3	Ramada Resort By Wyndha.	6%
4	Newina Rotorua	3.6%
5	Alpin Motel & Conferenc.	3%
6	Edgewater Wanaka	3%
7	Black Swan Lakeside Bou.	2.4%
8	Distinction Hotel Rotor.	2.4%
9	Millennium Hotel Rotorua	2.4%
10	Novotel Rotorua Lakeside	2.4%
	Other	53.9%

Brand SOV 12.6% Brand Rank #1 Total Brands 75 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Pullman Rotorua	10.7%
2	Prince's Gate Boutique .	10.7%
3	Novotel Rotorua Lakeside	5.3%
4	Ramada Resort By Wyndha.	5.3%
5	Edgewater Wanaka	4%
6	Millennium Hotel Rotorua	4%
7	The View Lake Tekapo	4%
8	Alpin Motel & Conferenc.	2.7%
9	Black Swan Lakeside Bou.	2.7%
10	Cross Hill Lodge & Domes	2.7%
	Other	48%

Brand SOV 10.7% Brand Rank #1 Total Brands 40 Avg. SOV 2.5%

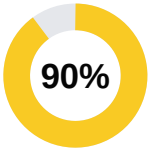
BROAD SEARCH

Rank	Brand	Share of Voice
1	Pullman Rotorua	14.1%
2	Prince's Gate Boutique .	6.5%
3	Ramada Resort By Wyndha.	6.5%
4	Newina Rotorua	4.3%
5	Alpin Motel & Conferenc.	3.3%
6	Hana Lodge Rotorua	3.3%
7	VR Rotorua Lake Resort	3.3%
8	Black Swan Lakeside Bou.	2.2%
9	Copthorne Hotel & Resor.	2.2%
10	Distinction Hotel Rotor.	2.2%
	Other	52.2%

Brand SOV 14.1% Brand Rank #1 Total Brands 52 Avg. SOV 1.9%

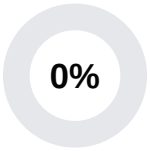
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Pullman Rotorua appears in 36/40 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%	25%	56%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its central location near restaurants and attractions, with a breakfast buffet that includes local specialties like smoked salmon and fresh milk, and it offers reliable service, especially for Accor loyalty members who enjoy upgrades and perks.

Neutral: As the only five-star hotel in Rotorua, it is considered the best option in town, though some guests feel the experience is more like a four-star property, and the pricing for rooms, parking, and amenities is on the higher side.

Negative: Guests have reported issues such as disappointing room views (including lake view rooms that don't actually show the lake), limited or unappealing breakfast options, expensive parking and bottled water, and safety concerns with nearby street parking, leading some to blacklist the hotel.

5 OPPORTUNITIES

1 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.

2 Address recurring trust concerns
Negative feedback is lower-volume (19%) but specific: Guests have reported issues such as disappointing room views (including lake view rooms that don't actually show the lake), limited or unappealing breakfast options, expensive parking and bottled water, and safety concerns with nearby street parking, leading some to blacklist the hotel. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 71 / 100 to 83-93 / 100 through keyword-led content, KOC proof, and stronger brand association.