

TROVE Hotel Johor Bahru

Rednote Search Visibility Audit

Audit period: August 2026



DAISY VISIBILITY INDEX

25 /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

- TROVE Hotel Johor Bahru holds 0.7% blended non-branded search visibility, ranking #49; the current leader Sheraton Johor Bahru Hotel holds 10.5%.
- Branded search visibility is 45%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 88%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.7%
Ranks #49 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
45%
18/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
88% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.8%
Sheraton Johor Bahru Hotel leads at 10.5%, ahead by 9.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

TROVE Hotel Johor Bahru records 0.7% blended SOV, ranking #49, while Sheraton Johor Bahru Hotel leads with 10.5%. The category remains fragmented, with “Other” brands accounting for 46.9% of visibility.

Search terms: Broad Search: Johor Bahru hotel guide • Narrow Search: Hotels near KSL Johor Bahru

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru Ho.	10.5%
2	Holiday Inn Johor Bahru.	7.7%
3	KSL Hotel & Resort	7.7%
4	Capri By Fraser Johor B.	6.3%
5	DoubleTree By Hilton Jo.	5.6%
6	Novotel Johor Bahru Cit.	4.9%
7	1975 Avenue Hotel	2.8%
8	Space Residency	2.8%
9	Z Hotel	2.8%
10	Amari Johor Bahru	2.1%
	Other	46.9%
49	TROVE Hotel Johor Bahru	0.7%

Brand SOV 0.7% Brand Rank #49 Total Brands 55 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	KSL Hotel & Resort	13.7%
2	Holiday Inn Johor Bahru.	9.6%
3	Sheraton Johor Bahru Ho.	8.2%
4	Novotel Johor Bahru Cit.	6.8%
5	Capri By Fraser Johor B.	5.5%
6	DoubleTree By Hilton Jo.	5.5%
7	Space Residency	5.5%
8	Holiday Villa Johor Bah.	4.1%
9	Amari Johor Bahru	2.7%
10	St. Giles Southkey @ Mi.	2.7%
	Other	35.6%
33	TROVE Hotel Johor Bahru	1.4%

Brand SOV 1.4% Brand Rank #33 Total Brands 36 Avg. SOV 2.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru Ho.	12.9%
2	Capri By Fraser Johor B.	7.1%
3	1975 Avenue Hotel	5.7%
4	DoubleTree By Hilton Jo.	5.7%
5	Holiday Inn Johor Bahru.	5.7%
6	Z Hotel	4.3%
7	Cattitude Pet Hotel Set.	2.9%
8	FIVES Hotel	2.9%
9	Forest City Golf Hotel	2.9%
10	Forest City Marina Hotel	2.9%
	Other	47.1%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

45%

TROVE Hotel Johor Bahru appears in 18/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

12%

POSITIVE

88%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's value for money, spacious and clean rooms, convenient location near the CIQ and KSL, plus useful amenities like in-room water dispensers, a pool, and a popular on-site cafe.



Neutral: Breakfast is adequate but not exceptional, and soundproofing between rooms is average; prices can also fluctuate significantly during holidays.



Negative: Check-in is only available after 3 PM, and arriving earlier incurs an extra fee of RM50.

5 OPPORTUNITIES

- 1 Capture broad discovery demand**
TROVE Hotel Johor Bahru ranks - in broad search with 0% SOV, while Sheraton Johor Bahru Hotel leads at 12.9%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 2 Make branded search more consistent**
TROVE Hotel Johor Bahru appears in 18/40 branded-search posts (45%). 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: Guests consistently praise the hotel's value for money, spacious and clean rooms, convenient location near the CIQ and KSL, plus useful amenities like in-room water dispensers, a pool, and a popular on-site cafe. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 25 / 100 to 37-47 / 100 through keyword-led content, KOC proof, and stronger brand association.