

1 Hotel Tokyo

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

62 /100

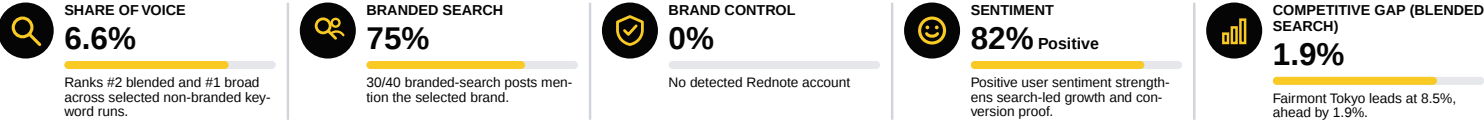
EMERGING PRESENCE

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

EXECUTIVE READOUT

- 1 Hotel Tokyo holds 6.6% blended non-branded search visibility, ranking #2; the current leader Fairmont Tokyo holds 8.5%.
- Branded search visibility is 75%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



2 SHARE OF VOICE Non-Branded Search Visibility

1 Hotel Tokyo records 6.6% blended SOV, ranking #2, while Fairmont Tokyo leads with 8.5%. The category remains fragmented, with “Other” brands accounting for 62.3% of visibility.
Search terms: Broad Search: Tokyo design hotels • Narrow Search: Tokyo love hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Fairmont Tokyo	8.5%
2	1 Hotel Tokyo	6.6%
3	Park Hyatt Tokyo	3.8%
4	The Prince Park Tower T.	3.8%
5	The Tokyo EDITION Toran.	3.8%
6	Aman Tokyo	2.8%
7	Hotel Okura Tokyo	2.8%
8	Andaz Tokyo Toranomon H.	1.9%
9	Hotel Times ONE	1.9%
10	Mitsui Garden Hotel Gin.	1.9%
	Other	62.3%

Brand SOV 6.6% Brand Rank #2 Total Brands 73 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Fairmont Tokyo	11.8%
2	The Prince Park Tower T.	7.8%
3	1 Hotel Tokyo	5.9%
4	Hotel Okura Tokyo	5.9%
5	The Tokyo EDITION Toran.	5.9%
6	Aman Tokyo	3.9%
7	Hotel Times ONE	3.9%
8	Moxy Tokyo Kinshicho	3.9%
9	AMANEK Asakusa	2%
10	Andaz Tokyo Toranomon H.	2%
	Other	47.1%

Brand SOV 5.9% Brand Rank #3 Total Brands 34 Avg. SOV 2.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	1 Hotel Tokyo	7.3%
2	Fairmont Tokyo	5.5%
3	Park Hyatt Tokyo	5.5%
4	Mitsui Garden Hotel Gin.	3.6%
5	AC Hotel Tokyo Ginza	1.8%
6	Ahai Hotel Tokyo Shin-K.	1.8%
7	Aloft Hotels	1.8%
8	Aman Tokyo	1.8%
9	AMANEK	1.8%
10	Andaz Tokyo Toranomon H.	1.8%
	Other	67.3%

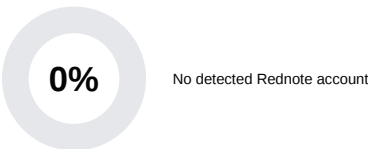
Brand SOV 7.3% Brand Rank #1 Total Brands 47 Avg. SOV 2.1%

3 BRANDED SEARCH & BRAND CONTROL

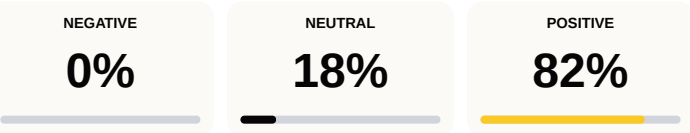
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests consistently praise the hotel's exceptional, warm service, which includes thoughtful gestures like complimentary rides and discreet bag delivery, creating a sincerely welcoming experience.
- Neutral:** The rooftop bar and lobby on the 38th floor are frequently noted as a lively, relaxing space for evening drinks and afternoon tea.
- Negative:** While highly rated for its design and comfort, the hotel's breakfast and in-room dining, particularly the Japanese offerings, are repeatedly criticized for being repetitive, overpriced, and disappointing.

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

Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's exceptional, warm service, which includes thoughtful gestures like complimentary rides and discreet bag delivery, creating a sincerely welcoming experience. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 62 / 100 to 74-84 / 100 through keyword-led content, KOC proof, and stronger brand association.