

Sofitel Singapore City Centre

Rednote Search Visibility Audit

Audit period: June 2026



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DAISY VISIBILITY INDEX

59 /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

- Sofitel Singapore City Centre holds 4.4% blended non-branded search visibility, ranking #6; the current leader Fairmont Singapore holds 6.6%.
- Branded search visibility is 78%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 93%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
4.4%

Ranks #6 blended and - broad across selected non-branded keyword runs.



BRANDED SEARCH
78%

31/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
93% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
2.2%

Fairmont Singapore leads at 6.6%, ahead by 2.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Singapore City Centre records 4.4% blended SOV, ranking #6, while Fairmont Singapore leads with 6.6%. The category remains fragmented, with "Other" brands accounting for 55.1% of visibility.

Search terms: Broad Search: recommended Singapore business hotels • Narrow Search: Singapore business hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	6.6%
2	Conrad Singapore Orchard	5.1%
3	Marina Bay Sands	5.1%
4	The Singapore EDITION	5.1%
5	Oasia Hotel Downtown	4.4%
6	Sofitel Singapore City .	4.4%
7	Pan Pacific Orchard, Si.	3.7%
8	Raffles Hotel Singapore	3.7%
9	Swissôtel The Stamford	3.7%
10	JW Marriott Hotel Singa.	2.9%
	Other	55.1%

Brand SOV 4.4% Brand Rank #6 Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sofitel Singapore City .	7%
2	Oasia Hotel Downtown	4.7%
3	The Singapore EDITION	4.7%
4	Conrad Singapore Orchard	3.5%
5	Fairmont Singapore	3.5%
6	Raffles Hotel Singapore	3.5%
7	Amara Singapore	2.3%
8	Artyzen Singapore	2.3%
9	Carlton City Hotel Sing.	2.3%
10	Carlton Hotel Singapore	2.3%
	Other	64%

Brand SOV 7% Brand Rank #1 Total Brands 50 Avg. SOV 2%

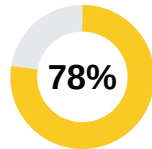
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	12%
2	Marina Bay Sands	10%
3	Conrad Singapore Orchard	8%
4	Pan Pacific Orchard, Si.	8%
5	Swissôtel The Stamford	6%
6	The Singapore EDITION	6%
7	Andaz Singapore	4%
8	Four Seasons Hotel Sing.	4%
9	JW Marriott Hotel Singa.	4%
10	Oasia Hotel Downtown	4%
	Other	34%

Brand SOV 0% Brand Rank - Total Brands 25 Avg. SOV 4%

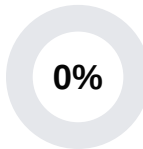
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sofitel Singapore City Centre appears in 31/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

7%

POSITIVE

93%

WHAT PEOPLE ARE SAYING



Positive: The hotel's prime location directly above Tanjong Pagar MRT station and within walking distance of Chinatown and numerous dining options is consistently praised, making it exceptionally convenient for both business and leisure travelers.



Neutral: Several posts highlight that the availability of room upgrades, early check-in, and late check-out are strictly subject to real-time occupancy and cannot be guaranteed, especially during peak periods like exhibitions or holidays.



Negative: The breakfast experience is noted as somewhat inconsistent, with one review mentioning it was average for a Sofitel and the lounge lacked distinctive hot dishes, while another points out that the standard room amenities are not L'Occitane.

5 OPPORTUNITIES

1 Capture broad discovery demand

Sofitel Singapore City Centre ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 12%. 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: The hotel's prime location directly above Tanjong Pagar MRT station and within walking distance of Chinatown and numerous dining options is consistently praised, making it exceptionally convenient for both business and leisure travelers. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 59 / 100 to 71-81 / 100 through keyword-led content, KOC proof, and stronger brand association.