

Raffles Singapore

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

73 /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

- Raffles Singapore holds 15% blended non-branded search visibility, ranking #1; the current leader Raffles Singapore holds 15%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 88%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

15%

Ranks #1 blended and #1 broad across selected non-branded key-word runs.

BRANDED SEARCH

80%

32/40 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)

0%

Raffles Singapore leads at 15%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Raffles Singapore records 15% blended SOV, ranking #1, while Raffles Singapore leads with 15%. The category remains fragmented, with "Other" brands accounting for 46.6% of visibility. Search terms: Broad Search: Singapore luxury hotel recommendations • Narrow Search: Singapore city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Raffles Singapore	15%
2	Marina Bay Sands Singap.	6%
3	Swissôtel The Stamford .	5.3%
4	The Ritz-Carlton, Mille.	5.3%
5	Fairmont Singapore	4.5%
6	Grand Park City Hall	4.5%
7	The St. Regis Singapore	3.8%
8	Capella Singapore	3%
9	Mercure ICON Singapore .	3%
10	Wyndham Singapore Hotel	3%
	Other	46.6%

Brand SOV 15% Brand Rank #1 Total Brands 56 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Raffles Singapore	14.9%
2	Grand Park City Hall	7.5%
3	Swissôtel The Stamford .	7.5%
4	Fairmont Singapore	6%
5	Marina Bay Sands Singap.	6%
6	Mercure ICON Singapore .	6%
7	PARKROYAL COLLECTION Pi.	4.5%
8	Wyndham Singapore Hotel	4.5%
9	Carlton Hotel Singapore	3%
10	The Capitol Kempinski H.	3%
	Other	37.3%

Brand SOV 14.9% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Raffles Singapore	15.2%
2	The Ritz-Carlton, Mille.	7.6%
3	Marina Bay Sands Singap.	6.1%
4	The St. Regis Singapore	6.1%
5	Capella Singapore	4.5%
6	Hotel Waterloo Singapore.	4.5%
7	Fairmont Singapore	3%
8	Fraser's House, A Luxury.	3%
9	Grand Hyatt Singapore	3%
10	M Hotel Singapore City .	3%
	Other	43.9%

Brand SOV 15.2% Brand Rank #1 Total Brands 37 Avg. SOV 2.7%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

80%

Raffles Singapore appears in 32/40 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

13%

POSITIVE

88%

WHAT PEOPLE ARE SAYING

Positive:

The hotel is widely praised for its historic colonial architecture, lush tropical gardens, and photogenic corners, with many guests describing it as a unique and elegant experience that blends old-world charm with modern comfort and attentive service.

Neutral:

The hotel's iconic blue fountain is a major draw, but access is regulated—before 11:30 AM it is reserved for breakfast guests, and sitting on the fountain ledge is not allowed; visitors should plan accordingly.

Negative:

Some guests felt that certain welcome amenities and room details did not match the hotel's premium price point, and the iconic fountain area has strict photography rules and time restrictions that can be inconvenient.

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: The hotel is widely praised for its historic colonial architecture, lush tropical gardens, and photogenic corners, with many guests describing it as a unique and elegant experience that blends old-world charm with modern comfort and attentive service. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 73 / 100 to 85-95 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

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