

Capella Hanoi

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

50 /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

- Capella Hanoi holds 7.4% blended non-branded search visibility, ranking #2; the current leader Sofitel Legend Metropole Hanoi holds 16.2%.
- Branded search visibility is 78%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 87%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
7.4%

Ranks #2 blended and #2 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
87% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
8.8%

Sofitel Legend Metropole Hanoi leads at 16.2%, ahead by 8.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Capella Hanoi records 7.4% blended SOV, ranking #2, while Sofitel Legend Metropole Hanoi leads with 16.2%. The category remains fragmented, with “Other” brands accounting for 50.7% of visibility.

Search terms: Broad Search: Hanoi luxury hotel • Narrow Search: Hanoi luxury resort

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sofitel Legend Metropol.	16.2%
2	Capella Hanoi	7.4%
3	JW Marriott Hotel Hanoi	5.1%
4	Fairmont Hanoi	4.4%
5	InterContinental Hanoi .	4.4%
6	Sheraton Hanoi Hotel	2.9%
7	Bespoke Boutique Hotel .	2.2%
8	La Sinfonia Citadel Hot.	2.2%
9	La Sinfonia Majesty Hot.	2.2%
10	Starlight Hotel Hanoi	2.2%
	Other	50.7%

Brand SOV 7.4% Brand Rank #2 Total Brands 72 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sofitel Legend Metropol.	14.8%
2	Capella Hanoi	7.4%
3	Fairmont Hanoi	6.2%
4	InterContinental Hanoi .	3.7%
5	JW Marriott Hotel Hanoi	3.7%
6	InterContinental Danang.	2.5%
7	Sheraton Hanoi Hotel	2.5%
8	A La Carte Da Nang Beach	1.2%
9	Amanoi	1.2%
10	Aquarius Premium Hotel	1.2%
	Other	55.6%

Brand SOV 7.4% Brand Rank #2 Total Brands 55 Avg. SOV 1.8%

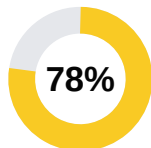
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sofitel Legend Metropol.	18.2%
2	Capella Hanoi	7.3%
3	JW Marriott Hotel Hanoi	7.3%
4	Bespoke Boutique Hotel .	5.5%
5	InterContinental Hanoi .	5.5%
6	Bespoke Trendy Hotel Ha.	3.6%
7	DLD Hotel	3.6%
8	Grand Plaza Hanoi Hotel	3.6%
9	L'Signature Hotel	3.6%
10	La Sinfonia Citadel Hot.	3.6%
	Other	38.2%

Brand SOV 7.3% Brand Rank #2 Total Brands 27 Avg. SOV 3.7%

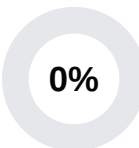
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Capella Hanoi 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

7%

NEUTRAL

7%

POSITIVE

87%

WHAT PEOPLE ARE SAYING



Positive: Guests rave about the stunning opera-themed design, generous complimentary amenities like afternoon tea and happy hour, and attentive, personalized service.



Neutral: The hotel's compact size and theatrical decor create a niche experience that may not suit all travelers, and it is often recommended for short stays.



Negative: Poor soundproofing leads to disruptive street noise, and the small rooms and cramped facilities like the pool and gym are frequent complaints.

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 rave about the stunning opera-themed design, generous complimentary amenities like afternoon tea and happy hour, and attentive, personalized service. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (7%) but specific: Poor soundproofing leads to disruptive street noise, and the small rooms and cramped facilities like the pool and gym are frequent complaints. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 50 / 100 to 62-72 / 100 through keyword-led content, KOC proof, and stronger brand association.