

# Mondrian Singapore Duxton

## Rednote Search Visibility Audit

Audit period: July 2026



### DAISY VISIBILITY INDEX

63 /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

- Mondrian Singapore Duxton holds 3.6% blended non-branded search visibility, ranking #6; the current leader Marina Bay Sands holds 5.8%.
- Branded Search Visibility is 90%, while Brand Control is 22.2%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 77%; the clearest next lever is increase brand-owned control.

### 1 SCORE DRIVERS



### 2 SHARE OF VOICE Non-Branded Search Visibility

Mondrian Singapore Duxton records 3.6% blended SOV, ranking #6, while Marina Bay Sands leads with 5.8%. The category remains fragmented, with “Other” brands accounting for 59.9% of visibility.

Search terms: Broad Search: Singapore boutique hotels • Narrow Search: Singapore Instagrammable hotels

#### BLENDED SEARCH

| Rank | Brand                    | Share of Voice |
|------|--------------------------|----------------|
| 1    | Marina Bay Sands         | 5.8%           |
| 2    | Raffles Hotel Singapore  | 5.1%           |
| 3    | The Ritz-Carlton, Mille. | 5.1%           |
| 4    | Conrad Singapore Orchard | 4.4%           |
| 5    | Capella Singapore        | 3.6%           |
| 6    | Mondrian Singapore Duxt. | 3.6%           |
| 7    | Pan Pacific Orchard, Si. | 3.6%           |
| 8    | Andaz Singapore          | 2.9%           |
| 9    | Fairmont Singapore       | 2.9%           |
| 10   | Grand Mercure Singapore. | 2.9%           |
|      | Other                    | 59.9%          |

Brand SOV 3.6% Brand Rank #6 Total Brands 61 Avg. SOV 1.6%

#### NARROW SEARCH

| Rank | Brand                    | Share of Voice |
|------|--------------------------|----------------|
| 1    | Marina Bay Sands         | 5.7%           |
| 2    | Oasia Hotel Downtown     | 5.7%           |
| 3    | Andaz Singapore          | 4.3%           |
| 4    | Conrad Singapore Orchard | 4.3%           |
| 5    | Fairmont Singapore       | 4.3%           |
| 6    | Mondrian Singapore Duxt. | 4.3%           |
| 7    | PARKROYAL COLLECTION Pi. | 4.3%           |
| 8    | Raffles Hotel Singapore  | 4.3%           |
| 9    | The Ritz-Carlton, Mille. | 4.3%           |
| 10   | Conrad Centennial Singa. | 2.9%           |
|      | Other                    | 55.7%          |

Brand SOV 4.3% Brand Rank #6 Total Brands 41 Avg. SOV 2.4%

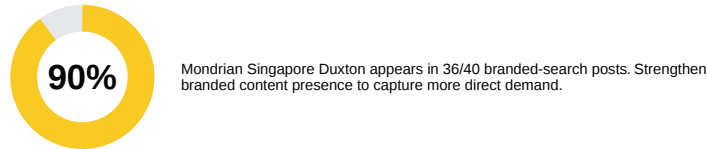
#### BROAD SEARCH

| Rank | Brand                    | Share of Voice |
|------|--------------------------|----------------|
| 1    | Capella Singapore        | 7.5%           |
| 2    | Grand Mercure Singapore. | 6%             |
| 3    | Marina Bay Sands         | 6%             |
| 4    | Pan Pacific Orchard, Si. | 6%             |
| 5    | Raffles Hotel Singapore  | 6%             |
| 6    | The Ritz-Carlton, Mille. | 6%             |
| 7    | Conrad Singapore Orchard | 4.5%           |
| 8    | QT Singapore             | 4.5%           |
| 9    | Mandarin Oriental, Sing. | 3%             |
| 10   | Mondrian Singapore Duxt. | 3%             |
|      | Other                    | 47.8%          |

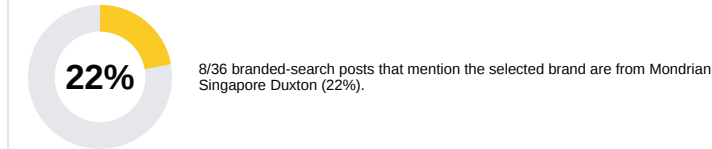
Brand SOV 3% Brand Rank #10 Total Brands 39 Avg. SOV 2.6%

### 3 BRANDED SEARCH & BRAND CONTROL

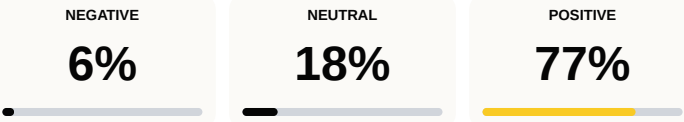
#### BRANDED SEARCH



#### BRAND CONTROL



### 4 SENTIMENT ANALYSIS



### WHAT PEOPLE ARE SAYING

- Positive:** The hotel is highly praised for its striking art-focused design, iconic rooftop infinity pool with stunning skyline views, and exceptionally convenient location near Chinatown and Tanjong Pagar, making it especially popular among young, photo-loving travelers.
- Neutral:** While the overall footprint of the rooms is compact, guests feel that the stylish interiors, comfortable bedding, and quality MALIN+GOETZ amenities largely compensate for the limited space.
- Negative:** The hotel's high deposit policy causes significant concern for budget-sensitive guests, and some note that noise from the lively surrounding bar street can disturb light sleepers.

### 5 OPPORTUNITIES

- 1

**Increase brand-owned control**  
Only 22.2% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.
- 2

**Turn positive sentiment into proof**  
Users already respond positively to: The hotel is highly praised for its striking art-focused design, iconic rooftop infinity pool with stunning skyline views, and exceptionally convenient location near Chinatown and Tanjong Pagar, making it especially popular among young, photo-loving travelers. 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 (6%) but specific: The hotel's high deposit policy causes significant concern for budget-sensitive guests, and some note that noise from the lively surrounding bar street can disturb light sleepers. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 63 / 100 to 75-85 / 100 through keyword-led content, KOC proof, and stronger brand association.