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Wyndham Grand Phnom Penh Capital

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

12 /100

LOW VISIBILITY

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

EXECUTIVE READOUT

- Wyndham Grand Phnom Penh Capital holds 0% blended non-branded search visibility, ranking -; the current leader Rosewood Phnom Penh holds 15.4%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 71%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
18%
7/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
71% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
15.4%
Rosewood Phnom Penh leads at 15.4%, ahead by 15.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Wyndham Grand Phnom Penh Capital records 0% blended SOV, ranking -, while Rosewood Phnom Penh leads with 15.4%. The category remains fragmented, with "Other" brands accounting for 39% of visibility.

Search terms: Broad Search: Phnom Penh hotel guide • Narrow Search: Phnom Penh city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	15.4%
2	Raffles Hotel Le Royal .	12.2%
3	Amanjaya Pancam Suites .	4.9%
4	Steigenberger Hotel Phn.	4.9%
5	Courtyard By Marriott P.	4.1%
6	Palace Gate Hotel & Res.	4.1%
7	Soladia Hotel & Residen.	4.1%
8	SOMA Hotel Riverside	4.1%
9	The Peninsula Phnom Penh	4.1%
10	Plantation Urban Resort.	3.3%
	Other	39%

Brand SOV 0% Brand Rank - Total Brands 37 Avg. SOV 2.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	17.2%
2	Soladia Hotel & Residen.	8.6%
3	Courtyard By Marriott P.	5.2%
4	Raffles Hotel Le Royal .	5.2%
5	SOMA Hotel Riverside	5.2%
6	Steigenberger Hotel Phn.	5.2%
7	Amanjaya Pancam Suites .	3.4%
8	Fairfield By Marriott P.	3.4%
9	Pavilion, Oasis Heritag.	3.4%
10	Plantation Urban Resort.	3.4%
	Other	39.7%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

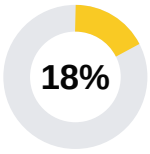
BROAD SEARCH

Rank	Brand	Share of Voice
1	Raffles Hotel Le Royal .	18.5%
2	Rosewood Phnom Penh	13.8%
3	Amanjaya Pancam Suites .	6.2%
4	Palace Gate Hotel & Res.	6.2%
5	The Peninsula Phnom Penh	6.2%
6	Baitong Hotel & Resort	4.6%
7	Steigenberger Hotel Phn.	4.6%
8	Aquarius Hotel & Urban .	3.1%
9	Courtyard By Marriott P.	3.1%
10	Crowne Plaza Phnom Penh	3.1%
	Other	30.8%

Brand SOV 0% Brand Rank - Total Brands 23 Avg. SOV 4.3%

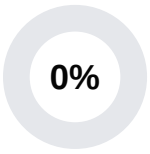
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Wyndham Grand Phnom Penh Capital appears in 7/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	29%	71%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel for its convenient central location near the river and business areas, spacious and clean rooms, professional and responsive staff, and a rich breakfast buffet with both Western and Asian options, along with quality amenities like the gym and pool, making it a strong choice for both business and leisure stays.

Neutral: The hotel was the site of a police raid in April, where authorities dismantled an online scam operation operating out of guest rooms, which is a neutral news event rather than a reflection on the hotel's own quality.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Wyndham Grand Phnom Penh Capital ranks - in broad search with 0% SOV, while Raffles Hotel Le Royal Phnom Penh leads at 18.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Wyndham Grand Phnom Penh Capital appears in 7/40 branded-search posts (18%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel for its convenient central location near the river and business areas, spacious and clean rooms, professional and responsive staff, and a rich breakfast buffet with both Western and Asian options, along with quality amenities like the gym and pool, making it a strong choice for both business and leisure stays. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.