daisy.club

The Vagabond Club, A Tribute Portfolio Hotel, Singapore

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

28 /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

- The Vagabond Club, A Tribute Portfolio Hotel, Singapore holds 1.5% blended non-branded search visibility, ranking #28; the current leader Fairmont Singapore holds 4.4%.
- Branded search visibility is 33%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 58%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.5%
Ranks #28 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
33%
13/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
58% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.9%
Fairmont Singapore leads at 4.4%, ahead by 2.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Vagabond Club, A Tribute Portfolio Hotel, Singapore records 1.5% blended SOV, ranking #28, while Fairmont Singapore leads with 4.4%. The category remains fragmented, with "Other" brands accounting for 69.9% of visibility.

Search terms: Broad Search: social hostel Singapore • Narrow Search: solo traveler hotel Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	4.4%
2	Pan Pacific Serviced Su.	4.4%
3	Raffles Hotel Singapore	4.4%
4	Marina Bay Sands	2.9%
5	Shangri-La's Rasa Sento.	2.9%
6	Andaz Singapore	2.2%
7	Four Seasons Hotel Sing.	2.2%
8	Hotel Waterloo Singapore	2.2%
9	InterContinental Singap.	2.2%
10	Ji Hotel Orchard Singap.	2.2%
	Other	69.9%
28	The Vagabond Club, A Tr.	1.5%

Brand SOV 1.5% Brand Rank #28 Total Brands 80 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Raffles Hotel Singapore	5.1%
2	Andaz Singapore	3.8%
3	Fairmont Singapore	3.8%
4	Marina Bay Sands	3.8%
5	Pan Pacific Serviced Su.	3.8%
6	Shangri-La's Rasa Sento.	3.8%
7	The Singapore EDITION	3.8%
8	The Vagabond Club, A Tr.	2.6%
9	Conrad Singapore Orchard	2.6%
10	Four Seasons Hotel Sing.	2.6%
	Other	64.1%

Brand SOV 2.6% Brand Rank #8 Total Brands 52 Avg. SOV 1.9%

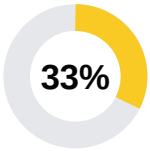
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	5.2%
2	Hotel Waterloo Singapore	5.2%
3	Pan Pacific Serviced Su.	5.2%
4	Artyzen Singapore	3.4%
5	Raffles Hotel Singapore	3.4%
6	ST Signature Tanjong Pa.	3.4%
7	Straits Heritage Hostel	3.4%
8	The Outpost Hotel Sento.	3.4%
9	Aloft Hotel Singapore	1.7%
10	BEAT.Sports Hostel	1.7%
	Other	63.8%

Brand SOV 0% Brand Rank - Total Brands 47 Avg. SOV 2.1%

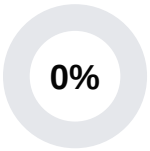
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Vagabond Club, A Tribute Portfolio Hotel, Singapore appears in 13/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
17%	25%	58%

WHAT PEOPLE ARE SAYING

Positive: The hotel features a striking, photogenic design with a unique blend of colonial and whimsical Indian-inspired decor, and its whiskey bar with live jazz is a highlight, complemented by friendly service and a convenient location near Little India.

Neutral: The property is a historic building with compact rooms and a dark, moody atmosphere, situated in a vibrant but slightly gritty neighborhood with easy access to public transport.

Negative: Rooms are extremely small with cramped bathrooms, and some guests find the eccentric decor, dim lighting, and the surrounding area's nightlife off-putting, while breakfast portions may be insufficient.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Vagabond Club, A Tribute Portfolio Hotel, Singapore ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 5.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Vagabond Club, A Tribute Portfolio Hotel, Singapore appears in 13/40 branded-search posts (33%). 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 Address recurring trust concerns
Negative feedback is lower-volume (17%) but specific: Rooms are extremely small with cramped bathrooms, and some guests find the eccentric decor, dim lighting, and the surrounding area's nightlife off-putting, while breakfast portions may be insufficient. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 28 / 100 to 40-50 / 100 through keyword-led content, KOC proof, and stronger brand association.