



QT Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

45 /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

- QT Singapore holds **1.3%** blended non-branded search visibility, ranking **#20**; the current leader Pan Pacific Orchard Singapore holds **7.4%**.
- Branded search visibility is **100%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **87%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
1.3%

Ranks #20 blended and #17 broad across selected non-branded keyword runs.



BRANDED SEARCH
100%

40/40 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)
6.1%

Pan Pacific Orchard Singapore leads at 7.4%, ahead by 6.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

QT Singapore records 1.3% blended SOV, ranking #20, while Pan Pacific Orchard Singapore leads with 7.4%. The category remains fragmented, with “Other” brands accounting for 61.1% of visibility.

Search terms: Broad Search: Singapore design hotels • Narrow Search: Singapore business hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Pan Pacific Orchard Sin.	7.4%
2	Marina Bay Sands	6%
3	PARKROYAL COLLECTION Ma.	4%
4	Artyzen Singapore	3.4%
5	Conrad Singapore Orchard	3.4%
6	Mandarin Oriental, Sing.	3.4%
7	PARKROYAL COLLECTION Pi.	3.4%
8	Fairmont Singapore	2.7%
9	Mandai Rainforest Resor.	2.7%
10	Pan Pacific Singapore	2.7%
	Other	61.1%
20	QT Singapore	1.3%

Brand SOV 1.3% Brand Rank #20 Total Brands 65 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Pan Pacific Orchard Sin.	8.8%
2	Marina Bay Sands	7.4%
3	Fairmont Singapore	5.9%
4	Pan Pacific Singapore	4.4%
5	Swissôtel The Stamford.	4.4%
6	The St. Regis Singapore	4.4%
7	Conrad Singapore Orchard	2.9%
8	Mandarin Oriental, Sing.	2.9%
9	Mercure ICON Singapore .	2.9%
10	PARKROYAL COLLECTION Ma.	2.9%
	Other	52.9%
15	QT Singapore	1.5%

Brand SOV 1.5% Brand Rank #15 Total Brands 42 Avg. SOV 2.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Pan Pacific Orchard Sin.	6.2%
2	Artyzen Singapore	4.9%
3	Mandai Rainforest Resor.	4.9%
4	Marina Bay Sands	4.9%
5	PARKROYAL COLLECTION Ma.	4.9%
6	Conrad Singapore Orchard	3.7%
7	Grand Hyatt Singapore	3.7%
8	Mandarin Oriental, Sing.	3.7%
9	PARKROYAL COLLECTION Pi.	3.7%
10	Raffles Hotel Singapore	3.7%
	Other	55.6%
17	QT Singapore	1.2%

Brand SOV 1.2% Brand Rank #17 Total Brands 49 Avg. SOV 2%

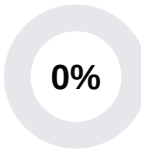
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



QT Singapore appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

5%

POSITIVE

87%

WHAT PEOPLE ARE SAYING



Positive: Guests frequently praised the hotel's unique blend of heritage architecture and contemporary design, its unbeatable central location near Lau Pa Sat and major attractions, and the standout rooftop pool and Cygnet restaurant, which were highlights for many stays.



Neutral: The hotel is consistently described as a design-forward property in a prime CBD location, with a rooftop pool and an on-site restaurant that many guests enjoyed, though opinions on value for money varied.



Negative: Some guests reported poor soundproofing, with noise from neighboring rooms clearly audible, and one mentioned a window leak during rainy weather; a few also felt the room size was small for the price and that the minibar and breakfast were overpriced.

5 OPPORTUNITIES

1 Capture broad discovery demand

QT Singapore ranks #17 in broad search with 1.2% SOV, while Pan Pacific Orchard Singapore leads at 6.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 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.

3 Turn positive sentiment into proof

Users already respond positively to: Guests frequently praised the hotel's unique blend of heritage architecture and contemporary design, its unbeatable central location near Lau Pa Sat and major attractions, and the standout rooftop pool and Cygnet restaurant, which were highlights for many stays. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Some guests reported poor soundproofing, with noise from neighboring rooms clearly audible, and one mentioned a window leak during rainy weather; a few also felt the room size was small for the price and that the minibar and breakfast were overpriced. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 45 / 100 to 57-67 / 100 through keyword-led content, KOC proof, and stronger brand association.