

InterContinental Bandung Dago Park



Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

52 /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

- InterContinental Bandung Dago Park holds 14.7% blended non-branded search visibility, ranking #2; the current leader The Gaia Hotel Bandung holds 17.3%.
- Branded search visibility is 43%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 50%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS



SHARE OF VOICE
14.7%

Ranks #2 blended and #2 broad across selected non-branded keyword runs.



BRANDED SEARCH
43%

17/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
50% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
2.6%

The Gaia Hotel Bandung leads at 17.3%, ahead by 2.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

InterContinental Bandung Dago Park records 14.7% blended SOV, ranking #2, while The Gaia Hotel Bandung leads with 17.3%. The category remains fragmented, with "Other" brands accounting for 40.4% of visibility.

Search terms: Broad Search: recommended hotels in Bandung Dago • Narrow Search: Bandung Dago family-friendly hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Gaia Hotel Bandung	17.3%
2	InterContinental Bandun.	14.7%
3	Swiss-Belresort Dago He.	12.2%
4	Hotel Indigo Bandung Da.	6.4%
5	Dusun Bambu Resort	1.9%
6	Hotel Indigo Bali Semin.	1.9%
7	Amanjiwo	1.3%
8	Amanwana	1.3%
9	Banyan Tree Bintan	1.3%
10	Batam Harbour Bay Marri.	1.3%
	Other	40.4%

Brand SOV 14.7% Brand Rank #2 Total Brands 52 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bandun.	17.3%
2	The Gaia Hotel Bandung	16%
3	Swiss-Belresort Dago He.	12%
4	Hotel Indigo Bandung Da.	5.3%
5	Hotel Indigo Bali Semin.	4%
6	Gara Gara Seaview	2.7%
7	Voco Bali Seminyak	2.7%
8	Voco Kuching	2.7%
9	Amanjiwo	1.3%
10	Amanwana	1.3%
	Other	34.7%

Brand SOV 17.3% Brand Rank #1 Total Brands 36 Avg. SOV 2.8%

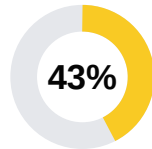
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Gaia Hotel Bandung	18.5%
2	InterContinental Bandun.	12.3%
3	Swiss-Belresort Dago He.	12.3%
4	Hotel Indigo Bandung Da.	7.4%
5	Dusun Bambu Resort	2.5%
6	InterContinental Bali S.	2.5%
7	Voco Bandung Setiabudi	2.5%
8	Amanjiwo	1.2%
9	Amanwana	1.2%
10	Bandung Hotel Cube Villa	1.2%
	Other	38.3%

Brand SOV 12.3% Brand Rank #2 Total Brands 41 Avg. SOV 2.4%

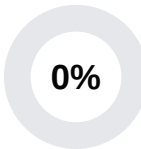
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



InterContinental Bandung Dago Park appears in 17/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

50%

POSITIVE

50%

WHAT PEOPLE ARE SAYING



Positive: Guests highlight the hotel's scenic mountain and volcano views, family-friendly atmosphere, and good value for IHG points redemptions, making it a recommended choice for a relaxing getaway.



Neutral: The hotel is described as having a classic design, with some guests noting the rooms are larger and views are better than a nearby Pullman, though the hardware and decor feel dated.



Negative: No theme available.

5 OPPORTUNITIES

1 Make branded search more consistent

InterContinental Bandung Dago Park appears in 17/40 branded-search posts (43%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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.

Near-term goal: move from 52 / 100 to 64-74 / 100 through keyword-led content, KOC proof, and stronger brand association.