

Dashboard Report

Period 02 2024/25

28th April – 25th May 2024



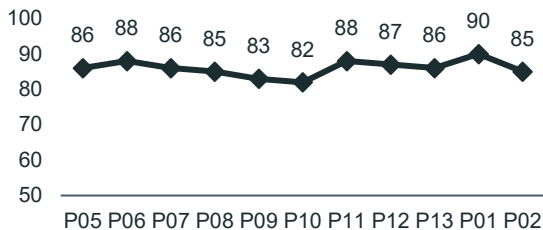
Caledonian Sleeper Passenger Satisfaction

Rail Period 02: 28th April – 25th May 2024

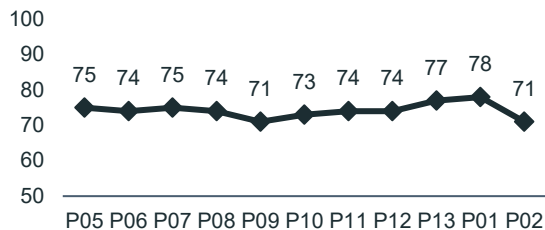
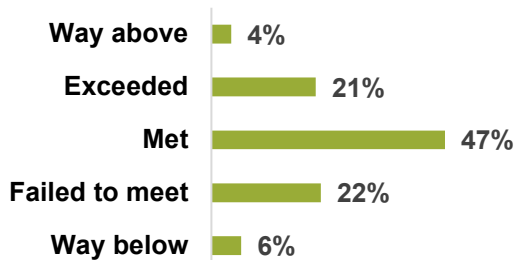
Overall journey experience



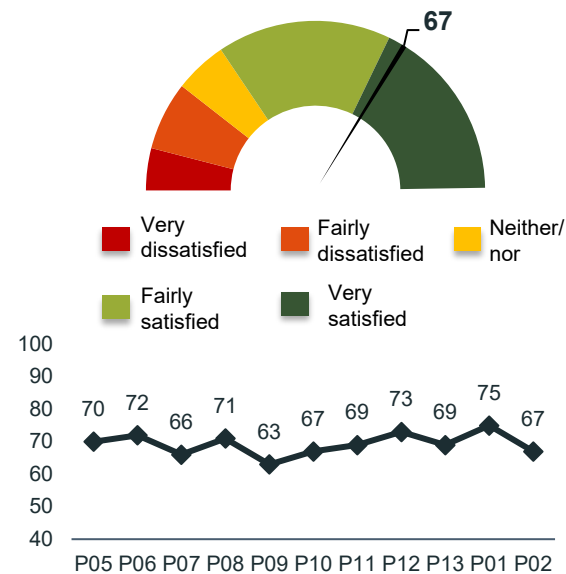
Ave – 3.7



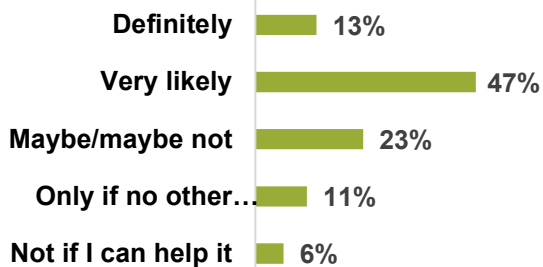
Expectation



Overall satisfaction



Likelihood of future use



	Lowlander	Highlander
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Journey experience	86%	85%
Met / Above expectation	70%	76%
Overall satisfaction	70%	65%
Net Promoter Score	13	4
Future Use	59%	62%

Sample size: 203 (Lowlander 104, Highlander 99)

Net Promoter Score

8



Caledonian Sleeper Passenger Satisfaction

Rail Period 01: 1st – 27th April 2024

Expectations of the journey

Top five:

- 58% Looking forward to the experience
- 43% Sufficiently well informed about the journey ahead
- 33% Looking forward to bed
- 32% Relaxed
- 27% Excited

Bottom five:

- 7% Concerned I might have someone sharing my room/in the next seat
- 6% Worried we might be late
- 6% Anticipating a sociable evening
- 3% Concerned about other passengers' possible bad behaviour
- 2% Anxious or nervous

Journey Experience

(% 3-5 star rating)

85% **Experience overall**

Making me feel...

- 89% welcomed
- 85% looked after
- 84% relaxed
- 80% comfortable
- 68% I had a good night's sleep
- 87% Room rating
- 88% Club Car rating

Summing up the experience

Top five:

- 37% Functional
- 36% Practical
- 33% Memorable
- 29% Efficient
- 24% Unique

Bottom five:

- 6% Chaotic
- 5% Distressing
- 2% Boring
- 2% World Class
- 0% Reviving

Sample size: 203

