

Dashboard Report

Period 04 2024/25

23rd June – 20th July 2024

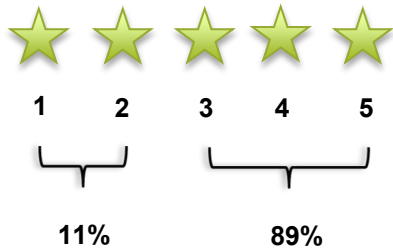


CALEDONIAN
SLEEPER

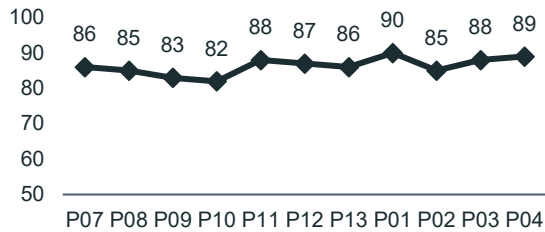
Caledonian Sleeper Passenger Satisfaction

Rail Period 04: 23rd June – 20th July 2024

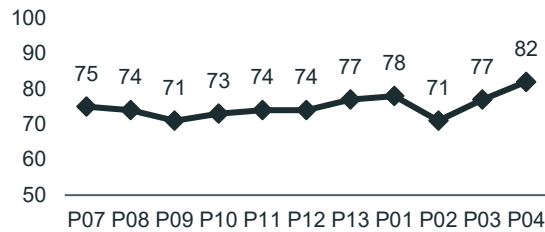
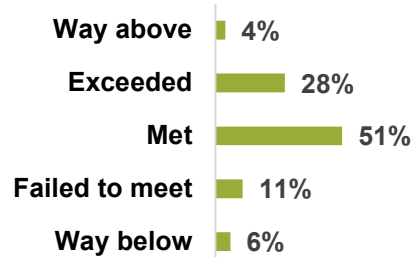
Overall journey experience



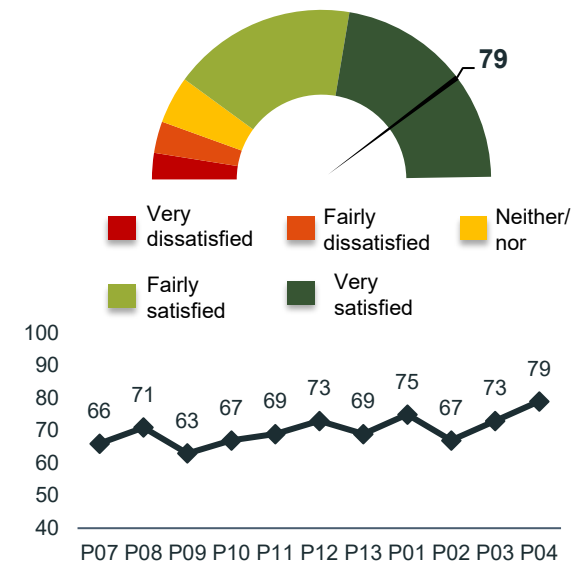
Ave – 3.9



Expectation



Overall satisfaction

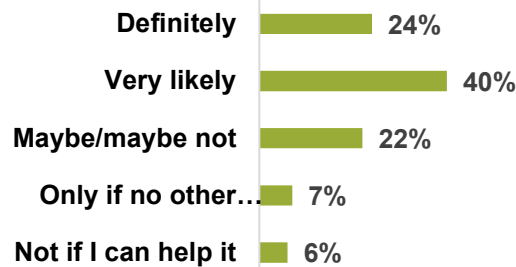


Net Promoter Score

28

51
24

Likelihood of future use



	Lowlander	Highlander
Journey experience	88%	89%
Met / Above expectation	82%	83%
Overall satisfaction	80%	78%
Net Promoter Score	29	27
Future Use	58%	69%

Sample size: 170 (Lowlander 76, Highlander 94)



Caledonian Sleeper Passenger Satisfaction

Rail Period 04: 23rd June – 20th July 2024

Expectations of the journey

Top five:

- 60% Looking forward to the experience
- 41% Sufficiently well informed about the journey ahead
- 34% Excited
- 31% Relaxed
- 28% Looking forward to bed

Bottom five:

- 4% Concerned I might have someone sharing my room/in the next seat
- 4% Concerned about other passengers' possible bad behaviour
- 3% Worried we might be late
- 2% Anxious or nervous
- 1% Anticipating a sociable evening

Journey Experience

(% 3-5 star rating)

89% **Experience overall**

Making me feel...

- 90% welcomed
- 86% looked after
- 88% relaxed
- 82% comfortable
- 74% I had a good night's sleep
- 90% Room rating
- 94% Club Car rating

Summing up the experience

Top five:

- 45% Practical
- 44% Efficient
- 34% Functional
- 32% Relaxing
- 29% Memorable

Bottom five:

- 4% World Class
- 2% Chaotic
- 2% Distressing
- 1% Reviving
- 1% Boring

Sample size: 170

