

Dashboard Report

Period 01 2025/26

1st – 26th April 2025



CALEDONIAN
SLEEPER

Caledonian Sleeper Passenger Satisfaction

Rail Period 01: 1st – 26th April 2025

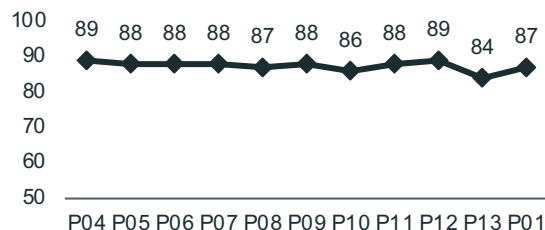
Overall journey experience



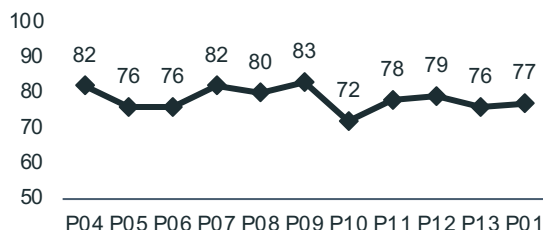
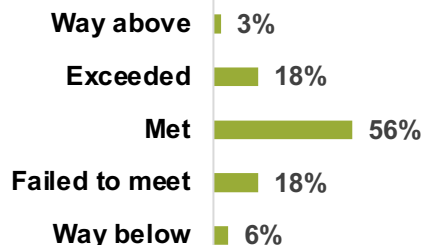
13%

87%

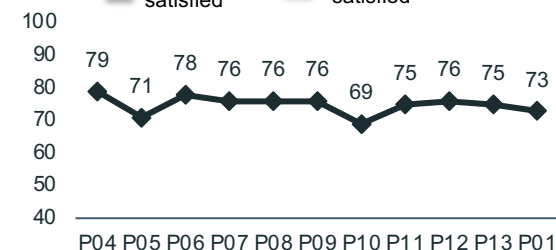
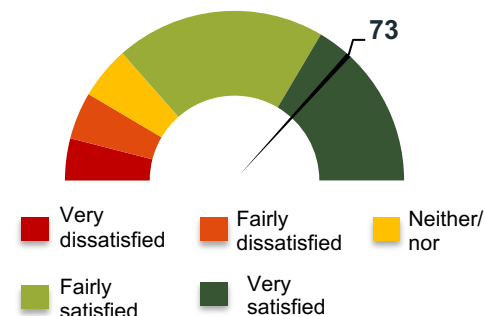
Ave – 3.7



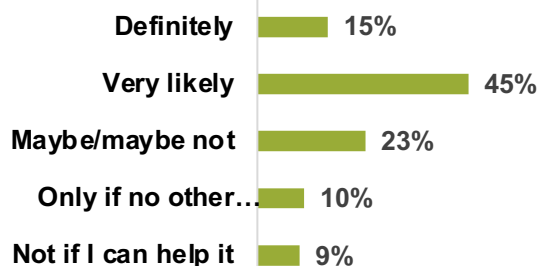
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score

12



43



31

	Lowlander	Highlander
Journey experience	82%	89%
Met / Above expectation	71%	80%
Overall satisfaction	68%	76%
Net Promoter Score	4	17
Future Use	58%	60%

Sample size: 200 (Lowlander 77, Highlander 123)



Caledonian Sleeper Passenger Satisfaction

Rail Period 01: 1st – 26th April 2025

Expectations of the journey

Top five:

- 60% Looking forward to the experience
- 44% Sufficiently well informed about the journey ahead
- 41% Excited
- 34% Not expecting a good night's sleep
- 30% Relaxed

Bottom five:

- 5% Concerned about other passengers' possible bad behaviour
- 4% Anxious or nervous
- 4% Anticipating a sociable evening
- 4% Concerned I might have someone sharing my room/in the next seat
- 3% Worried we might be late

Journey Experience

(% 3-5 star rating)

87% **Experience overall**

Making me feel...

- 89% welcomed
- 84% looked after
- 83% relaxed
- 85% comfortable
- 64% I had a good night's sleep

89% Room rating

89% Club Car rating

Summing up the experience

Top five:

- 39% Practical
- 37% Unique
- 37% Functional
- 36% Memorable
- 34% Efficient

Bottom five:

- 6% Chaotic
- 5% Distressing
- 3% World class
- 1% Boring
- 1% Reviving

Sample size: 200

