

Dashboard Report

Period 02 2025/26

27th April – 24th May 2025



CALEDONIAN
SLEEPER

Caledonian Sleeper Passenger Satisfaction

Rail Period 02: 27th April – 24th May 2025

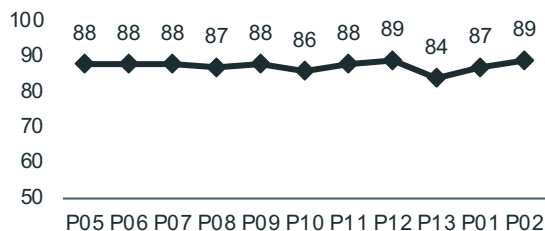
Overall journey experience



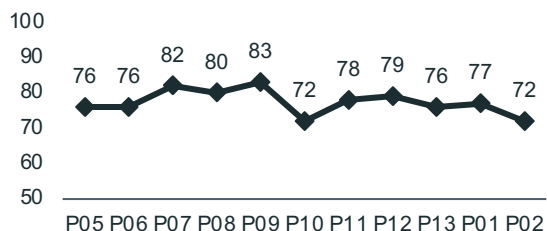
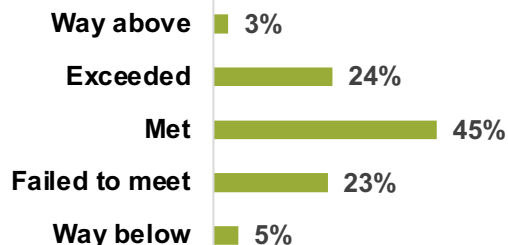
11%

89%

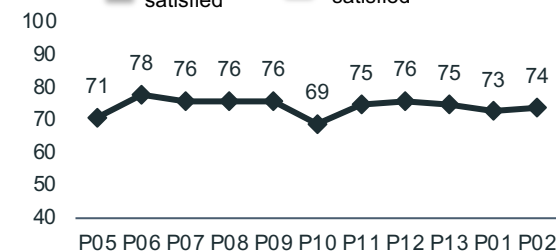
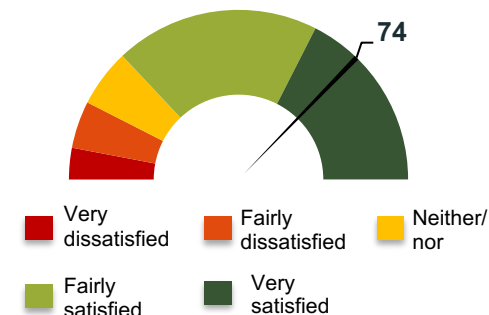
Ave – 3.8



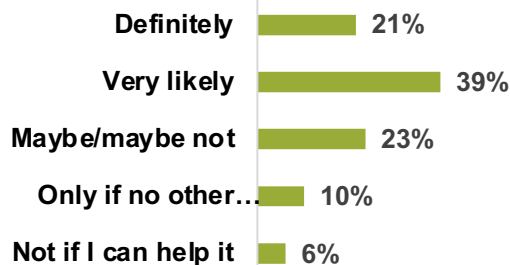
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score

13



42



29

	Lowlander	Highlander
Journey experience	86%	90%
Met / Above expectation	68%	75%
Overall satisfaction	71%	76%
Net Promoter Score	4	18
Future Use	53%	64%

Sample size: 192 (Lowlander 77, Highlander 115)



Caledonian Sleeper Passenger Satisfaction

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Expectations of the journey

Top five:

- 62% Looking forward to the experience
- 41% Sufficiently well informed about the journey ahead
- 39% Excited
- 33% Relaxed
- 33% Looking forward to bed

Bottom five:

- 7% Anticipating a sociable evening
- 5% Worried we might be late
- 3% Concerned about other passengers' possible bad behaviour
- 2% Anxious or nervous
- 1% Concerned I might have someone sharing my room/in the next seat

Journey Experience

(% 3-5 star rating)

89% **Experience overall**

Making me feel...

- 89% welcomed
- 83% looked after
- 86% relaxed
- 84% comfortable
- 72% I had a good night's sleep

84% Room rating

88% Club Car rating

Summing up the experience

Top five:

- 47% Practical
- 46% Efficient
- 37% Functional
- 34% Memorable
- 28% Exciting

Bottom five:

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

Sample size: 192

