

Caledonian Sleeper

Quarterly Report

Quarter 1, 2025/26

Rail Periods 01, 02, and 03



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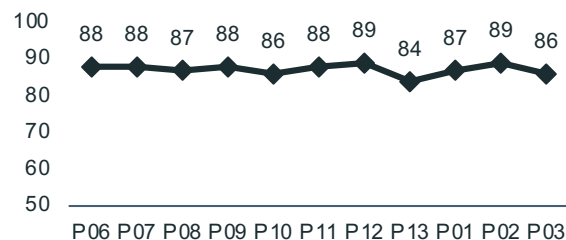
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1 April – 21 June 2025

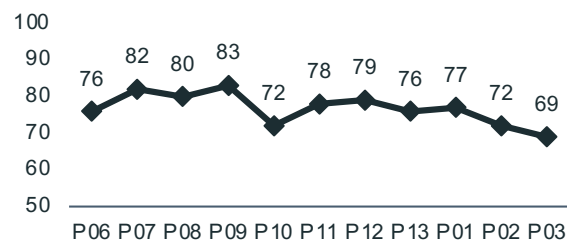
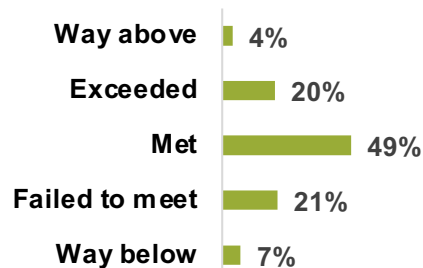
Overall journey experience



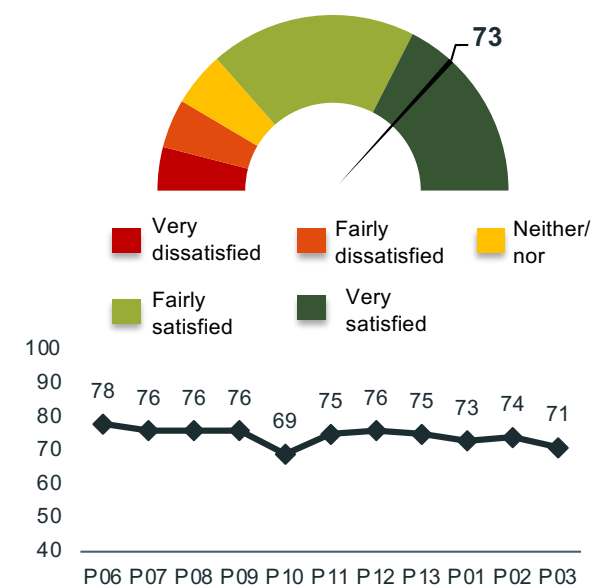
Ave – 3.7



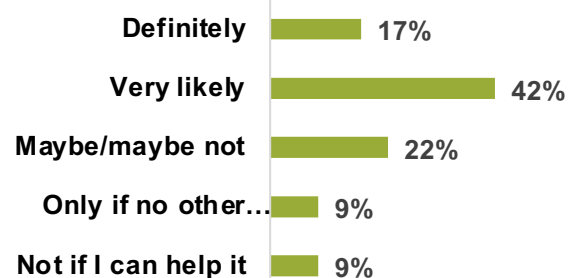
Expectation



Overall satisfaction



Likelihood of future use



	Lowlander	Highlander
Journey experience	84%	89%
Met / Above expectation	68%	75%
Overall satisfaction	68%	75%
Net Promoter Score	3%	19%
Future Use	55%	63%

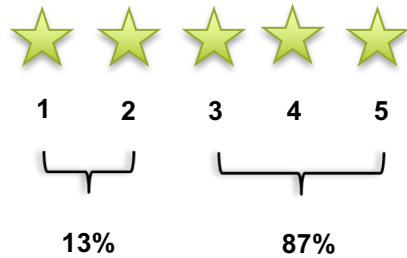
Sample size: 609 (Lowlander 238, Highlander 371)



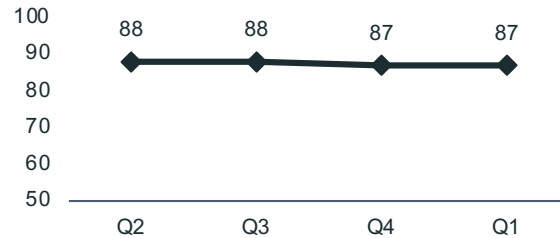
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1 April – 21 June 2025

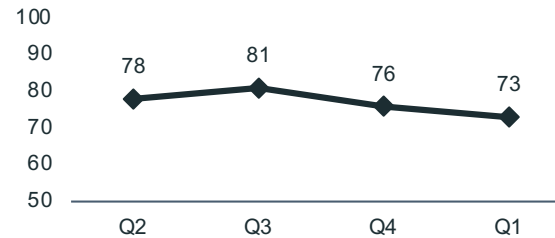
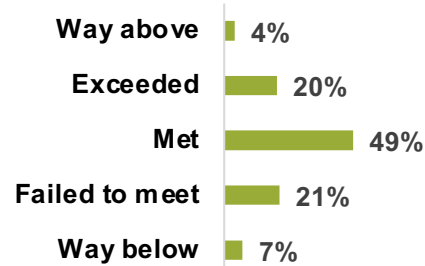
Overall journey experience



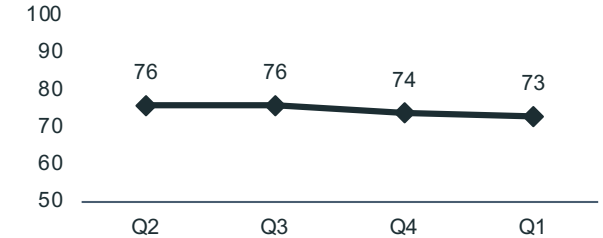
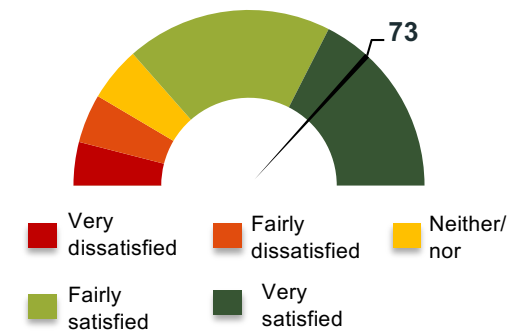
Ave – 3.7



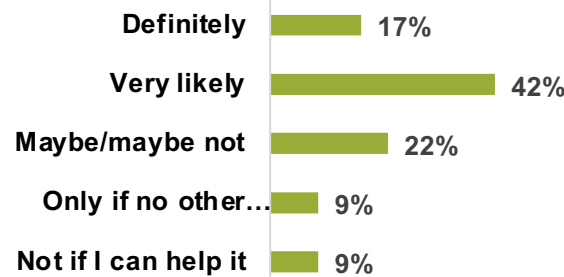
Expectation



Overall satisfaction



Likelihood of future use



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Sample size: 609 (Lowlander 238, Highlander 371)



Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1 April – 21 June 2025

Expectations of the journey

Top five:

- 63% Looking forward to the experience
- 40% Sufficiently well informed about the journey ahead
- 37% Excited
- 32% Looking forward to bed
- 32% Relaxed

Bottom five:

- 6% Anticipating a sociable evening
- 5% Worried we might be late
- 4% Concerned about other passenger's possible bad behaviour
- 3% Anxious or nervous
- 3% Concerned I might have someone sharing my room/in the next seat

Journey experience

(% 3 - 5 star rating)

87% **Experience overall**

Making me feel...

- 89% welcomed
- 84% looked after
- 83% relaxed
- 83% comfortable
- 68% I had a good night's sleep
- 87% Room rating
- 90% Club Car rating

Summing up the experience

Top five:

- 41% Practical
- 40% Efficient
- 36% Functional
- 33% Memorable
- 28% Relaxing

Bottom five:

- 6% Distressing
- 6% Chaotic
- 2% World Class
- 1% Reviving
- 1% Boring

Sample size: 609



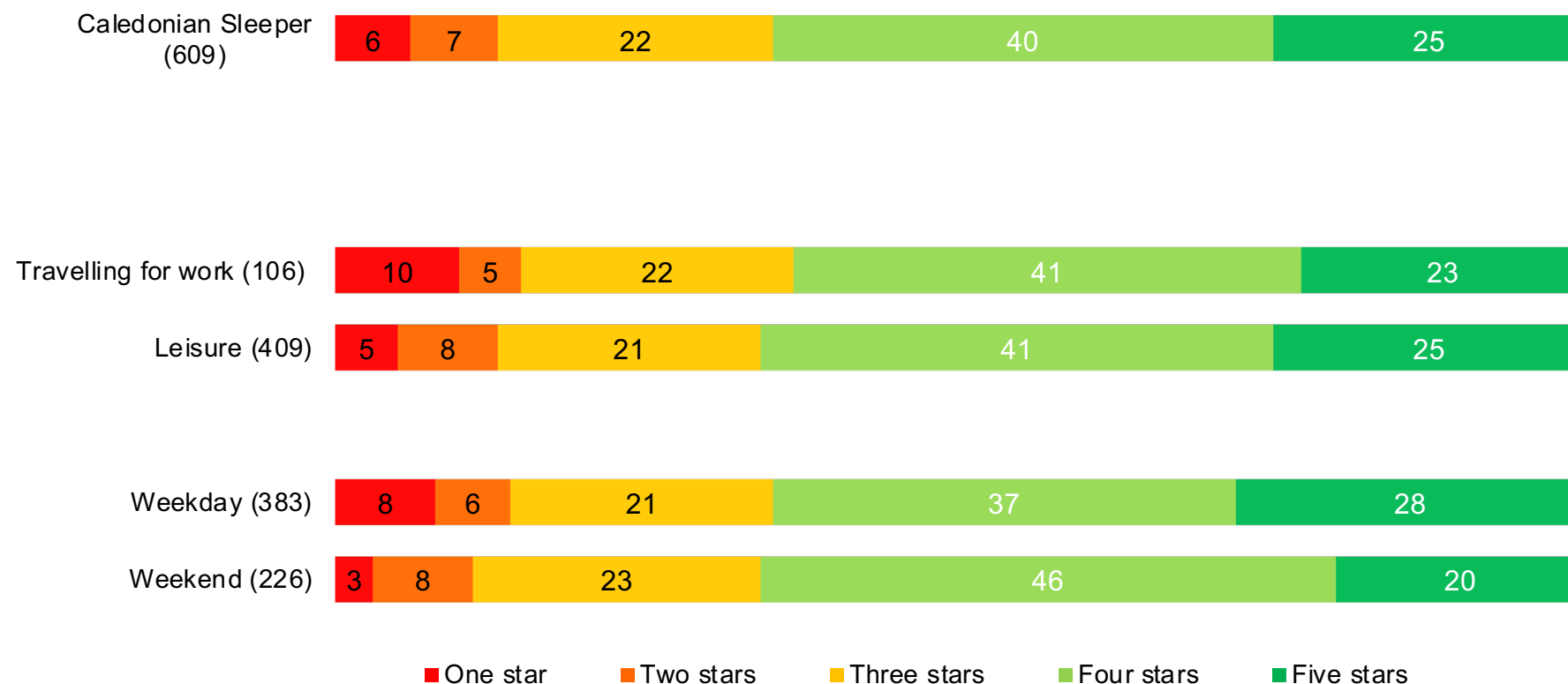
Caledonian Sleeper

On-board experience



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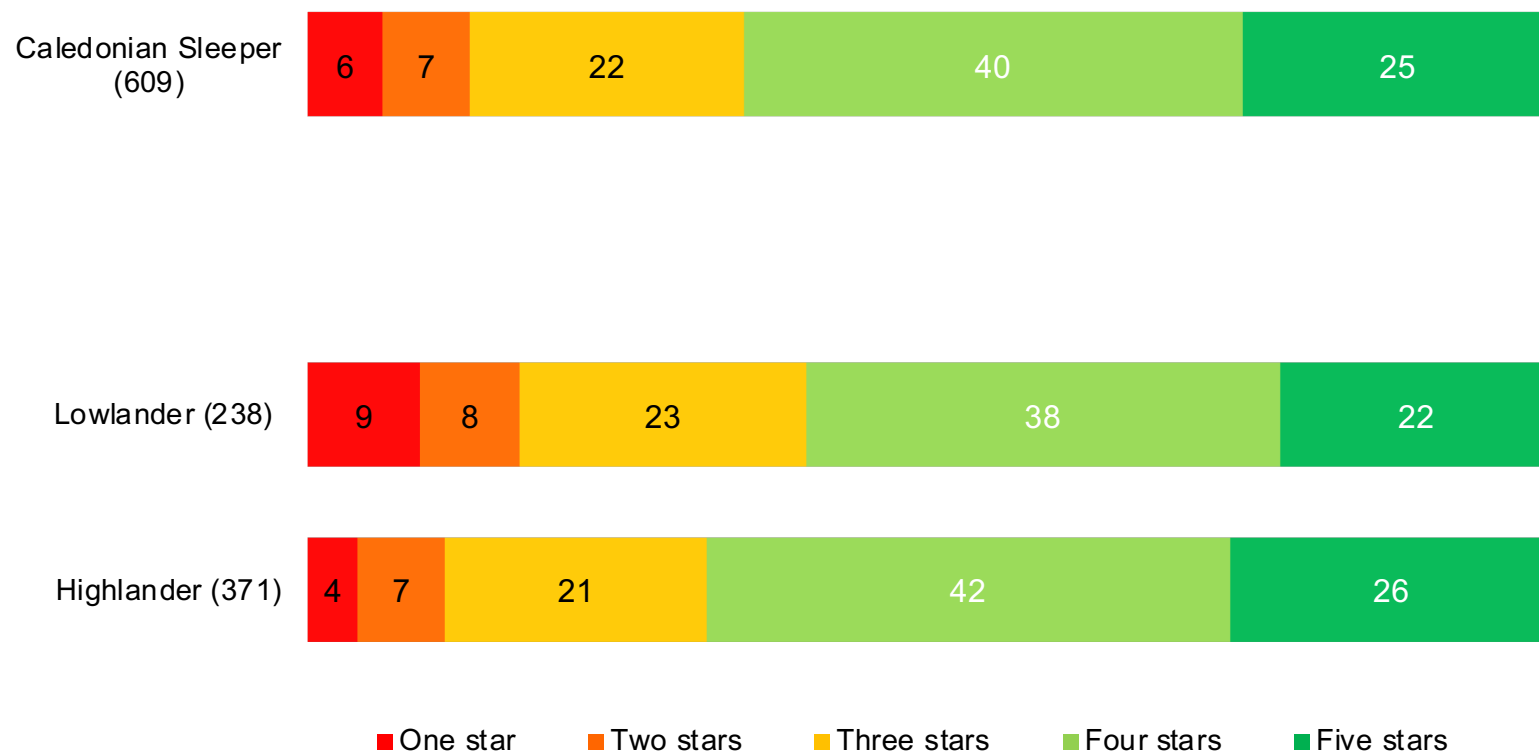
Overall rating of experience by passenger group



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



Overall rating of experience by route



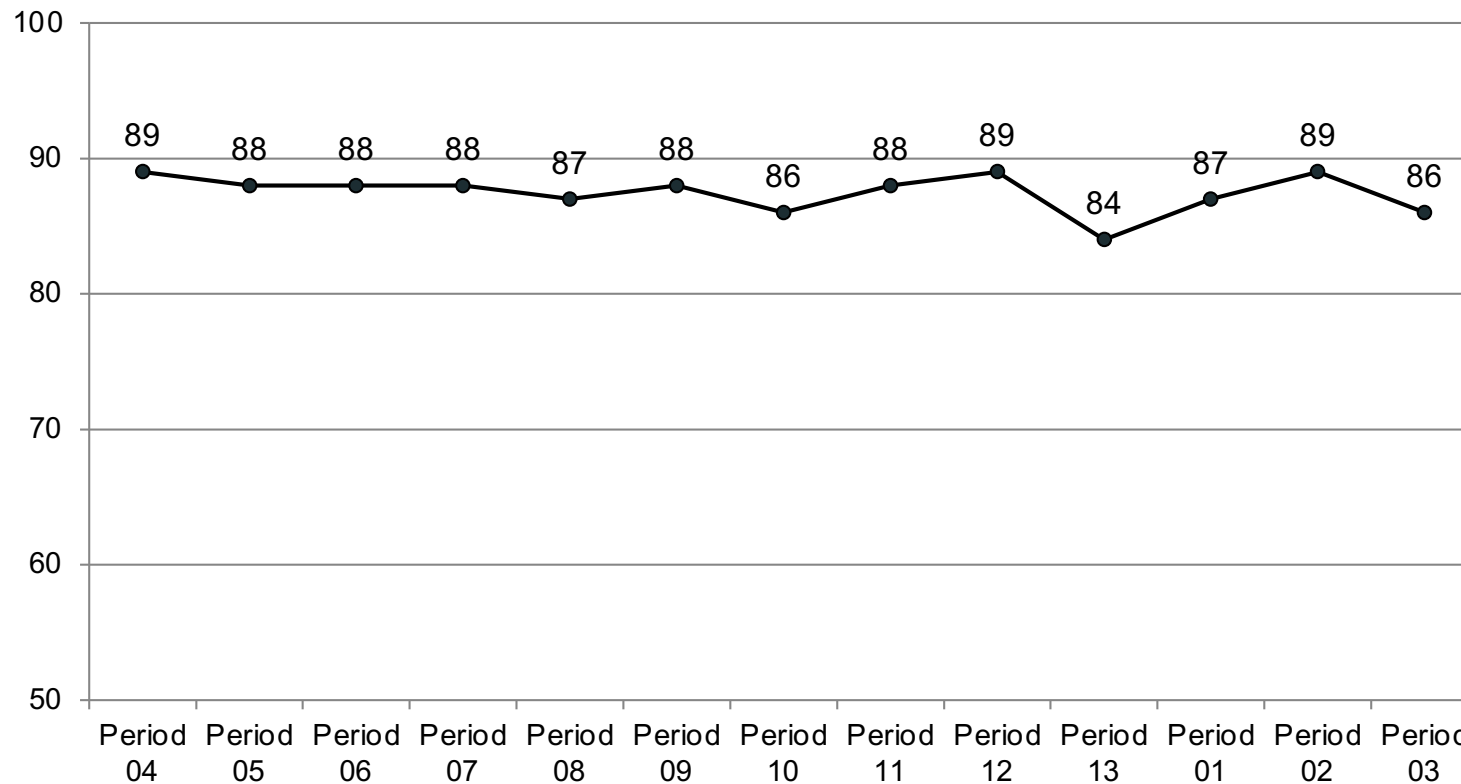
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



Overall rating of experience - trend

Rating of experience

Trend: % Three, four or five stars



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?



Overall rating of experience – customer comments

A bit hectic at the check in gate, only 1 lady trying to sort guests for both the highland and Glasgow sleepers. She did great but better signage and support would be good. Didn't appreciate the walk from the lounge to platform 15 the other side of Euston !

Communication during the journey was poor. We were diverted due to engineering works, but at no time did a crew member announce or confirm arrival time confirmation. Breakfast menus were not handed out at the start of the journey. Consequently, when I did enquire about food at about 7 am, there was none left. On my previous journeys, I have been able to pre-order. The restaurant crew were not very courteous. They need to learn more about how to engage with customers.

The engine is too loud and there is too much movement for a comfortable sleep on this train. I have been on sleeper trains in continental Europe multiple times and did not have any problems with sleeping before, it was the worst experience by far. There is no problem with cleanliness or service level it is just the train set does not seem up to the level one expects from a premium priced service.

Wish that the club class had been explained better as it was evident I needed to reserve seats in this coach and all meals had to be taken in our bedroom which was not ideal, but we do appreciate the logistical difficulties in having a buffet car to cater for everybody.

Slightly better food and beverage options, but they actually exceeded expectations.

Overall great. My only issue was the breakfast. I felt rushed. I think because the train was full. There was really a push to get us out of the chair and go back to our room however overall, it was great.

Our in-room WC would not flush. The shower had no water pressure and was un-useable. There was no access to an observation car where you could sit and watch the countryside pass when not in bed. The service in the lounge car was alright, but when I tried to order porridge and a sausage roll, I was told I could only have one.

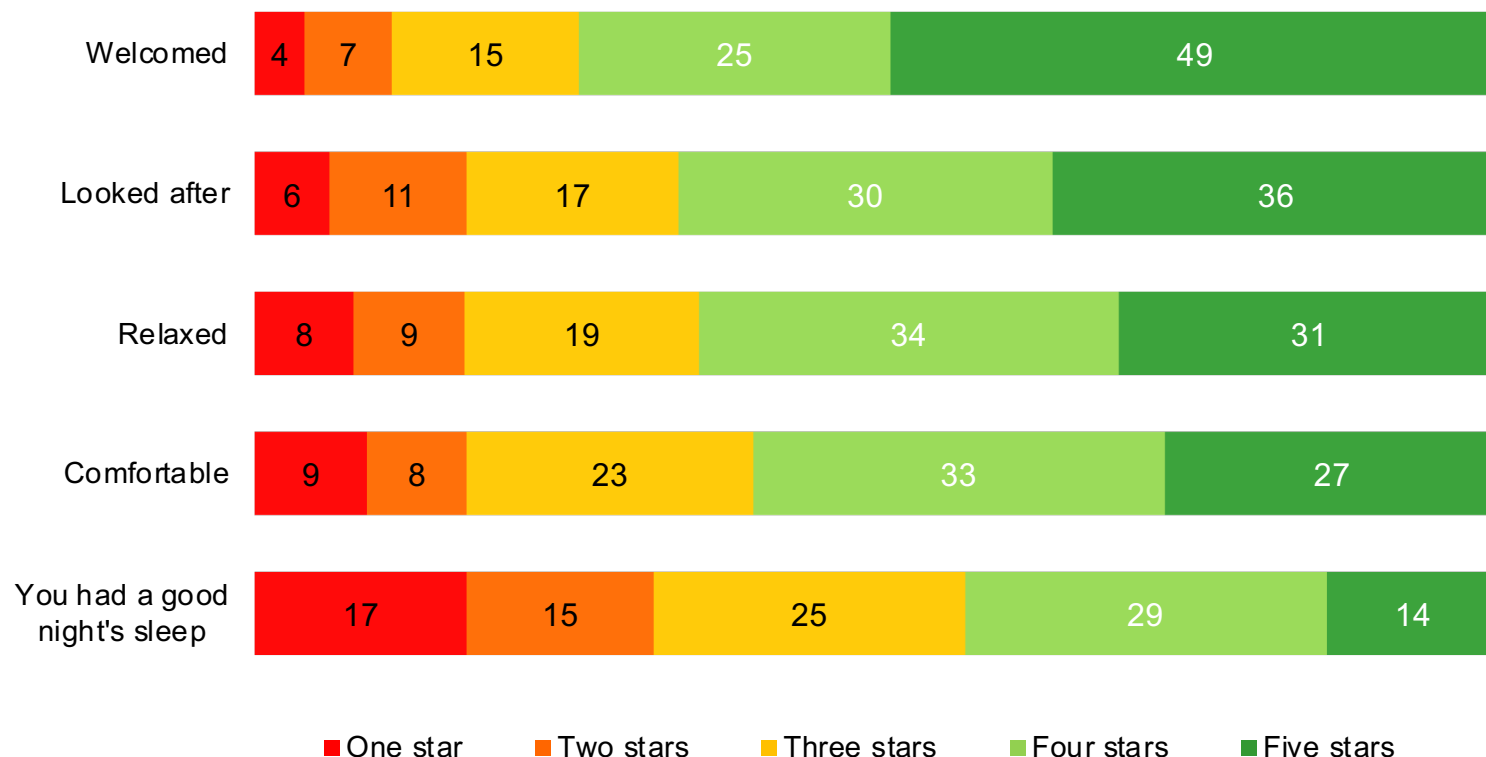
Ability to reserve a table in the club car. This could be done from the waiting room / lounge when waiting. Not by other methods for ease. It could be that you need to reserve by 19.45. The list could then be called through to the manager in the club car. It would save running to get to the club car on boarding. If you are then not at the table by say 20.30, then it would be given up to other travellers.

Q11c. You gave just a single/two stars overall, what should Caledonian Sleeper do to improve this rating

Q11e. What, if anything, could Caledonian Sleeper do to improve the experience on board?



Rating for making guests feel...



Q11b. And how many stars do you give the Caledonian Sleeper for making you feel...?
Base: All (609)



Rating of features of the journey – customer comments

The arrival process at Euston was somewhat chaotic due to poor signage and understanding of what we needed to do as we attempted to board the train.

I felt as though those in seated accommodation were not given much attention at all.

Club car staff were a bit inattentive and officious when we arrived for dinner, having never done sleeper before they seemed a bit distant, rather than welcoming.

Don't think there is anything you could do. I kept waking up but that was due to the movement and noise of the train. I always struggle the first night to sleep.

It was really hard to understand what the woman was saying over the loudspeaker, so I feel like we missed more than half of the information she was saying. It would be nice to have a written pamphlet in the room. Also, we were switched cabins, and it was not explained to us we were just given different keys than what our ticket says. We went to the room on our ticket, and it didn't work had to walk all the way down the platform again to get help and find a worker. Also, we had a breakfast order form in our room, but no prices were on the sheet. Our ticket says no breakfast was included, so we decided not to order breakfast since we didn't know the prices.

Both times we travelled we filled in our breakfast card to have our food delivered to our room. Both times breakfast did not come and we had to go and ask for it. I checked that we filled in the card correctly and was told we had so for some reason we were missed.

The bed was comfortable, I was just unused to the motion of the train and the cabin seemed very small.

Improve the storage in the compartments, for example the fixed ladder now prevents storing most luggage in the space below the bed. So bags end up taking up the floor space on the compartment instead.

We knew that we had to change carriages at Edinburgh, but we were a bit confused about how this would work. We stopped at Edinburgh, but it took ages for someone to come and get us. When we were on the platform, somebody explained what was happening, but it was a bit stressful not knowing what we should be doing.

Earlier boarding so more time to relax. More time at other end to leave train without feeling rushed.

It's hard to get a good night of sleep on a sleeper train when you are sitting. If the seats inclined more, it could be better, or if a blanket was provided.

Q11d. You gave just a single/two stars for making you feel welcomed / looked after / relaxed / comfortable / you had a good night's sleep, What should Caledonian Sleeper do to improve this rating?



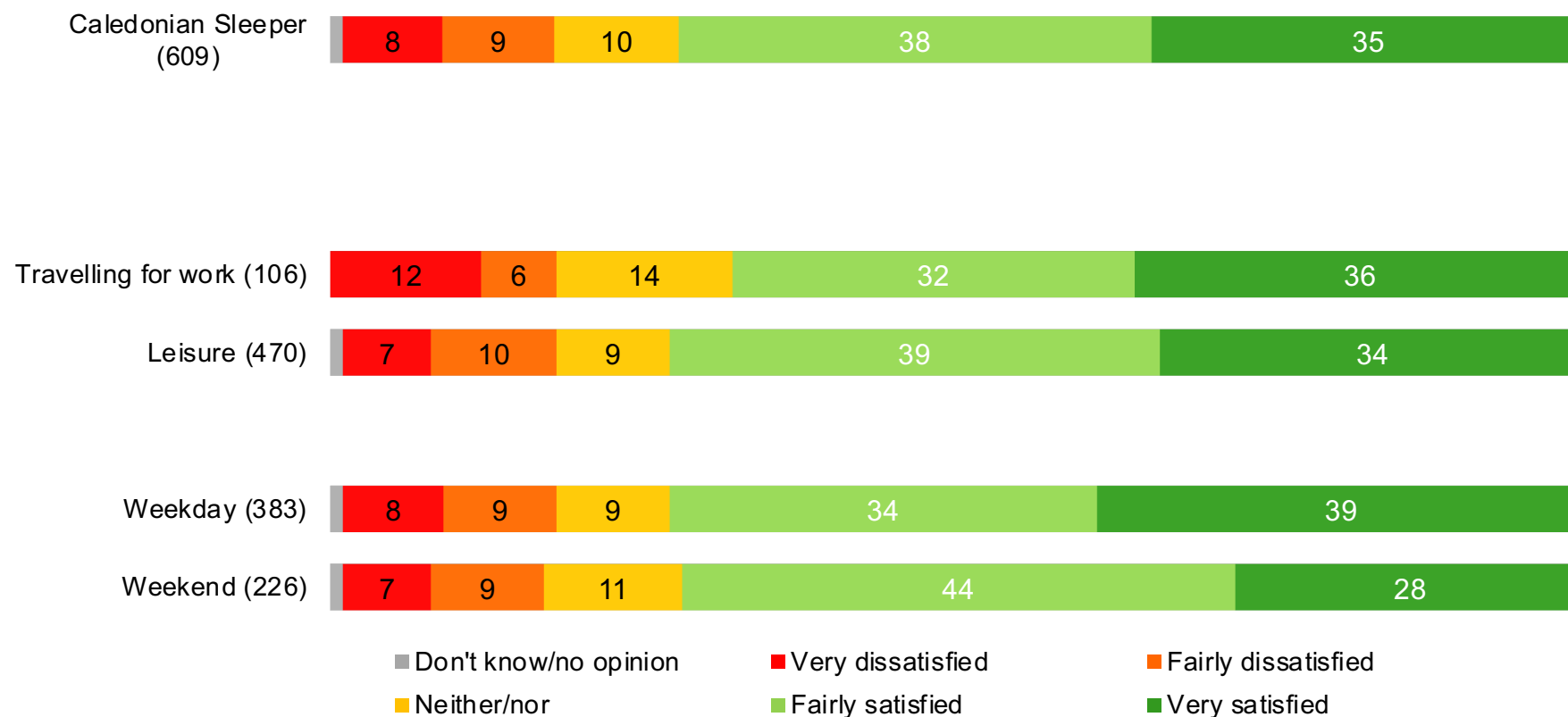
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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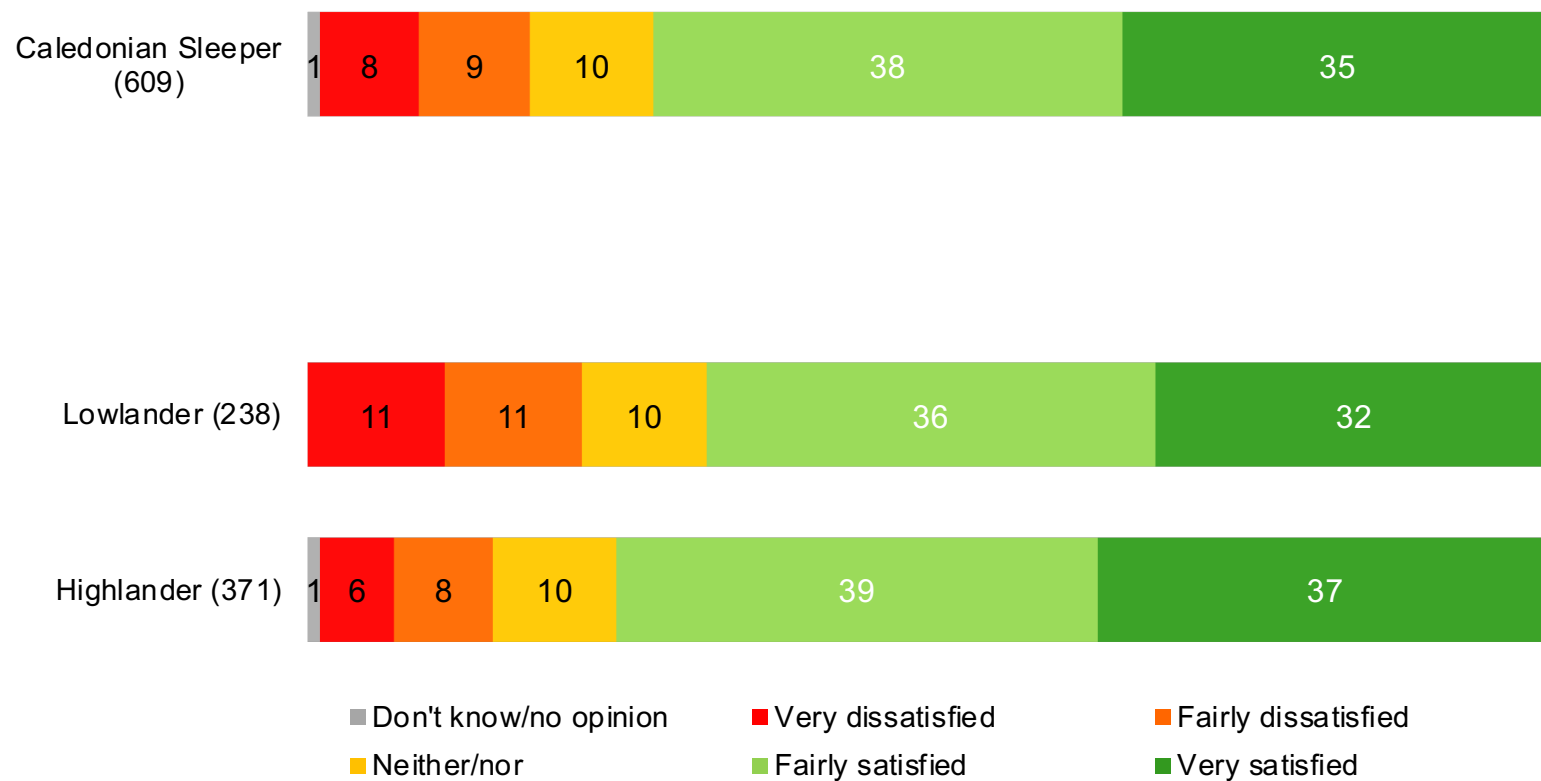
Overall journey satisfaction by passenger group



Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
 Base: in brackets above



Overall journey satisfaction by route



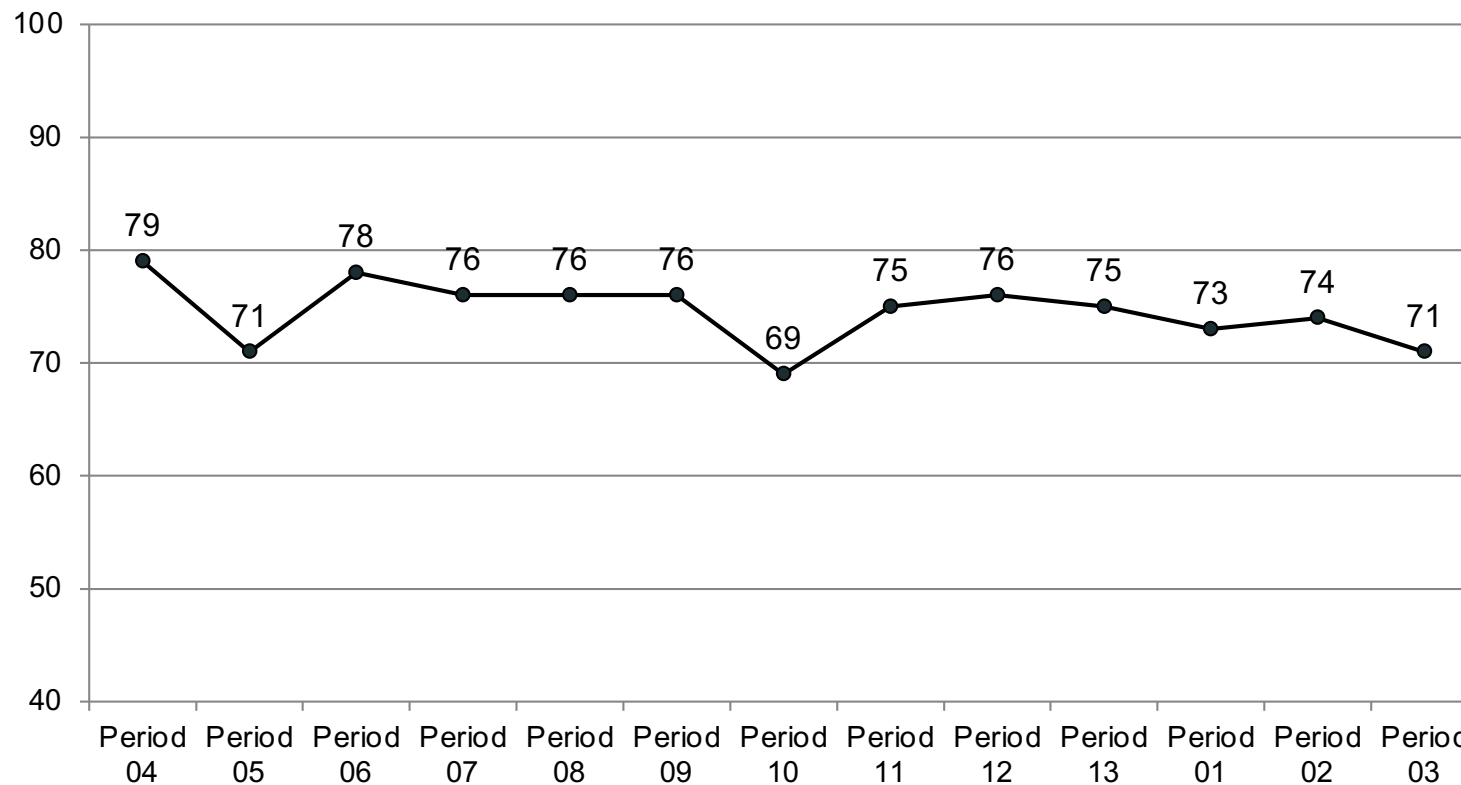
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

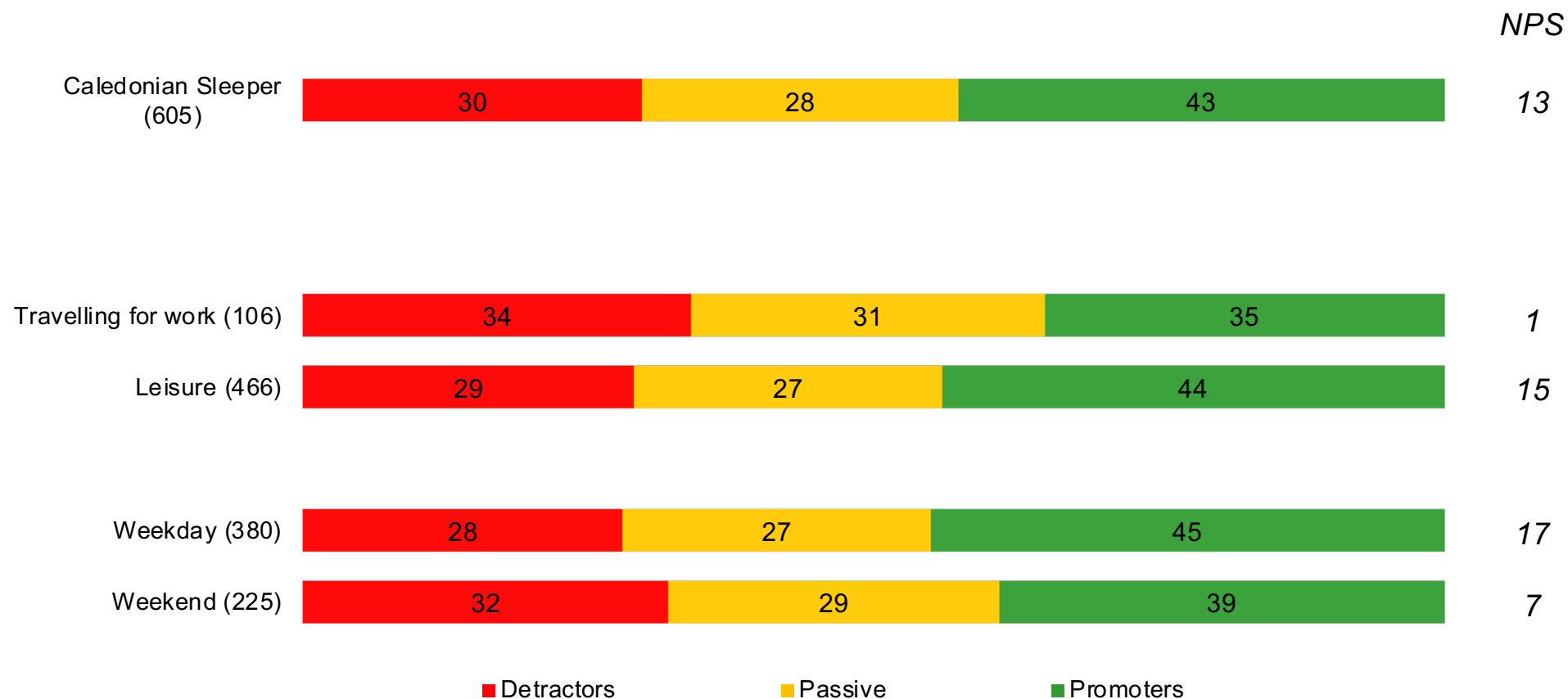
Trend: % very/fairly satisfied



Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?



Net Promoter Score by passenger group

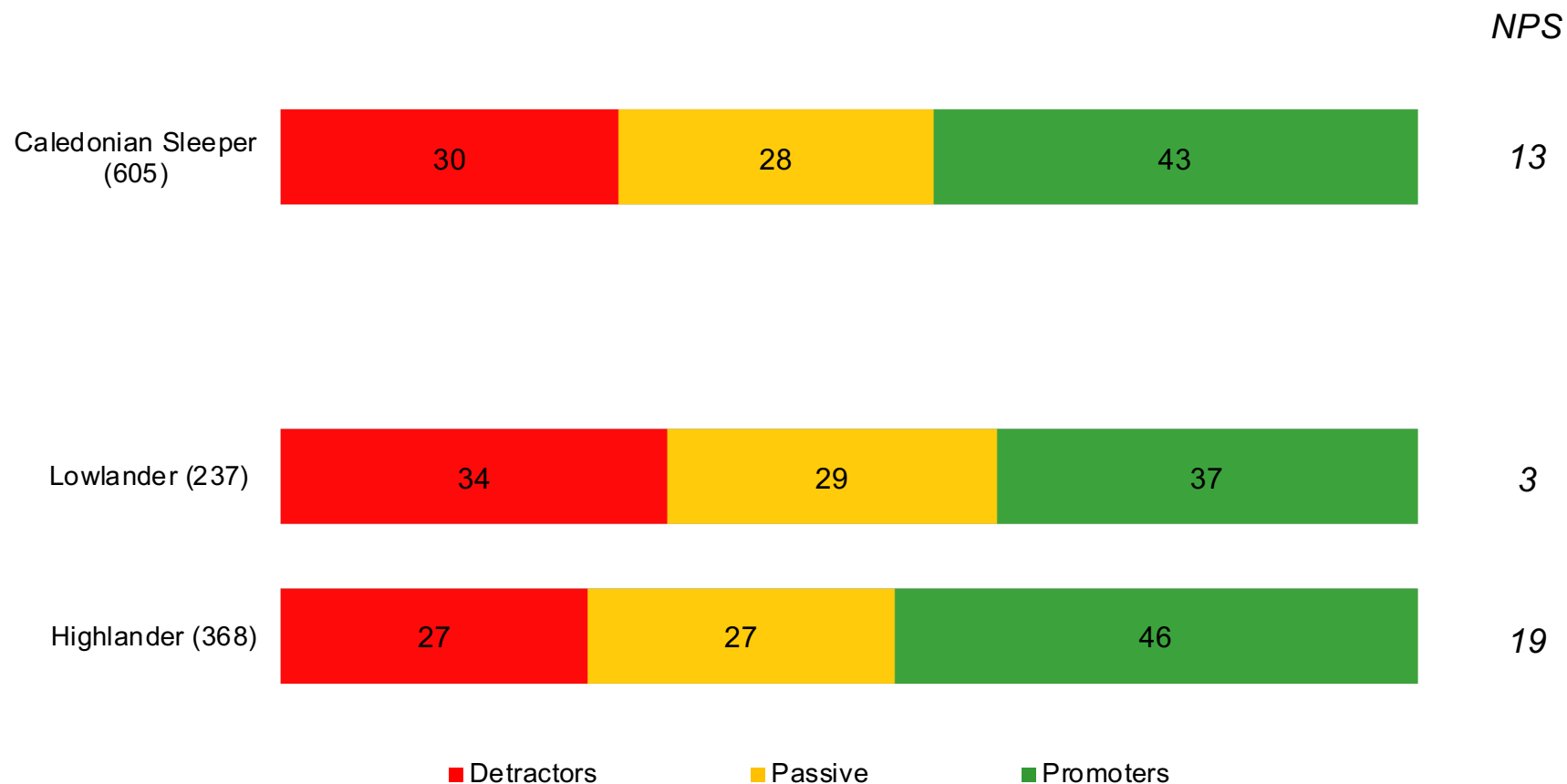


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

Base: in brackets above – those with an opinion



Net Promoter Score by passenger group



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

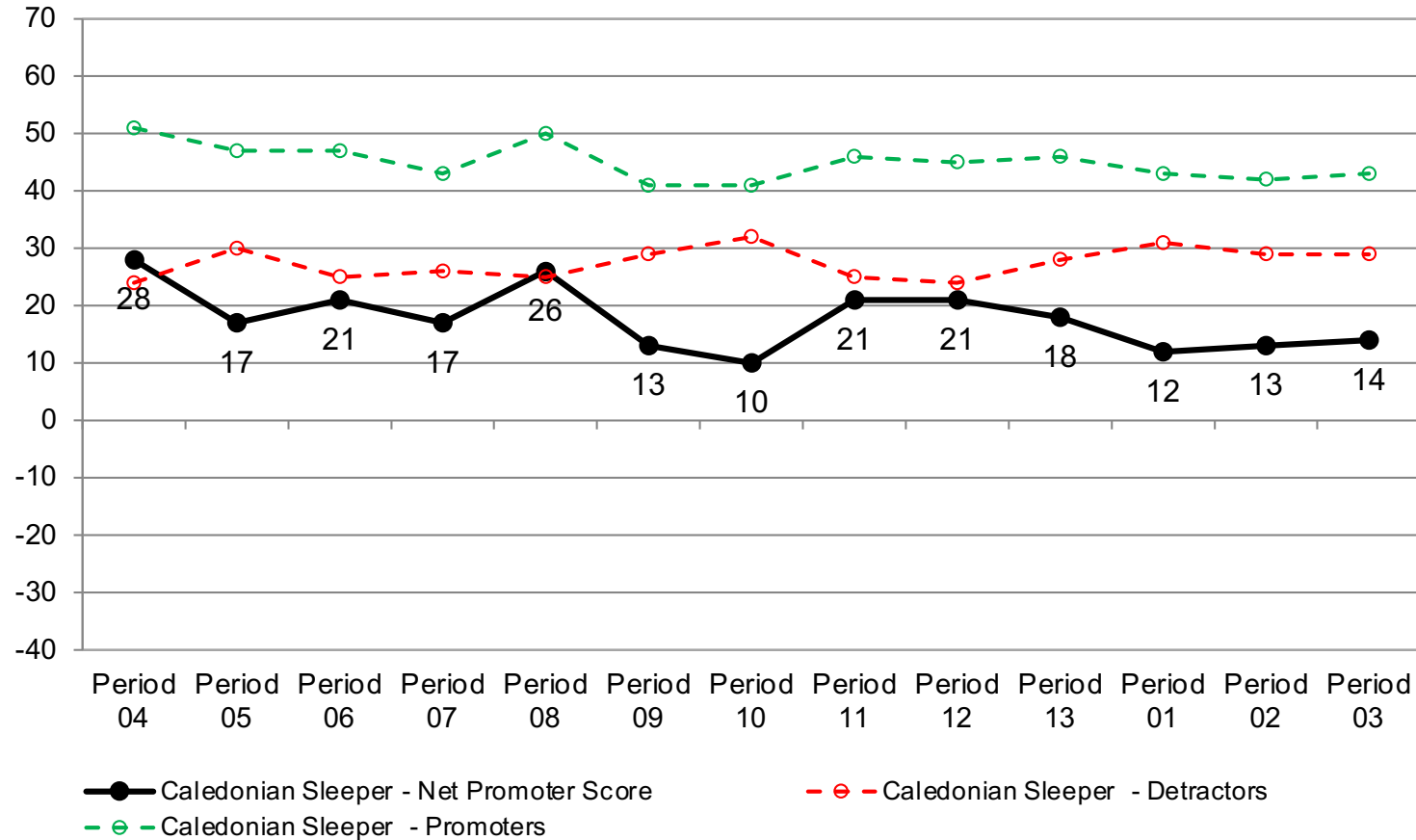
Base: in brackets above – those with an opinion



Net Promoter Score trend

Net promoter score

Trend: % promoters, detractors & Net Promoter Score



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

Promoters(9-10) Detractors (0-6)



Reason for Net Promoter Score – customer comments

Promoters (9-10)

The staff were absolutely incredible. They made me feel so welcome and at home, and every person from the waiting lounge to on the train were genuinely warm. The views when waking up in Scotland brought a tear to my eye and my cat felt relaxed the whole journey too.

Although I had an awful night's sleep, I think the fact that I was able to travel overnight and arrive in London in daylight is a great facility. I also think the cost is very reasonable given the distance involved.

It's a great experience, and it's important to support something like this so we have it in the future. Also, the staff on board were AMAZING and just so, so lovely. They made it nearly perfect.

The sleeper is amazing because of the views on the journey and that it is environmentally friendly.

Passive (7-8)

It was certainly a unique experience, but it was not as luxurious or classy as advertised. The lack of club car space and the lack of communication the station staff exhibited were what makes me hesitate to recommend to others.

It's a good way to travel, it's practical and gets in at a sensible time, but unless you can afford a berth it's not very comfortable.

It was as expected. In general, I think it is too expensive for people to ever want to do more than once.

It's a unique experience and a good option depending on your schedule but expect sleep to be interrupted by jostling and the bed to be slightly uncomfortable. You won't get a full night's sleep.

Using the sleeper is a 'marmite' experience.

Detractors (0-6)

Because you pay a lot for a cabin and then they are so small they are barely functional. No room for luggage. Extremely small single beds. Top bunk is almost impossible to get into. And no warning at all. In fact, the advertising makes it look luxurious.

It was uncomfortable. The facilities were not well maintained. It was cramped even as a solo traveller and I am now barely able to function at the meeting I am attending in Edinburgh.

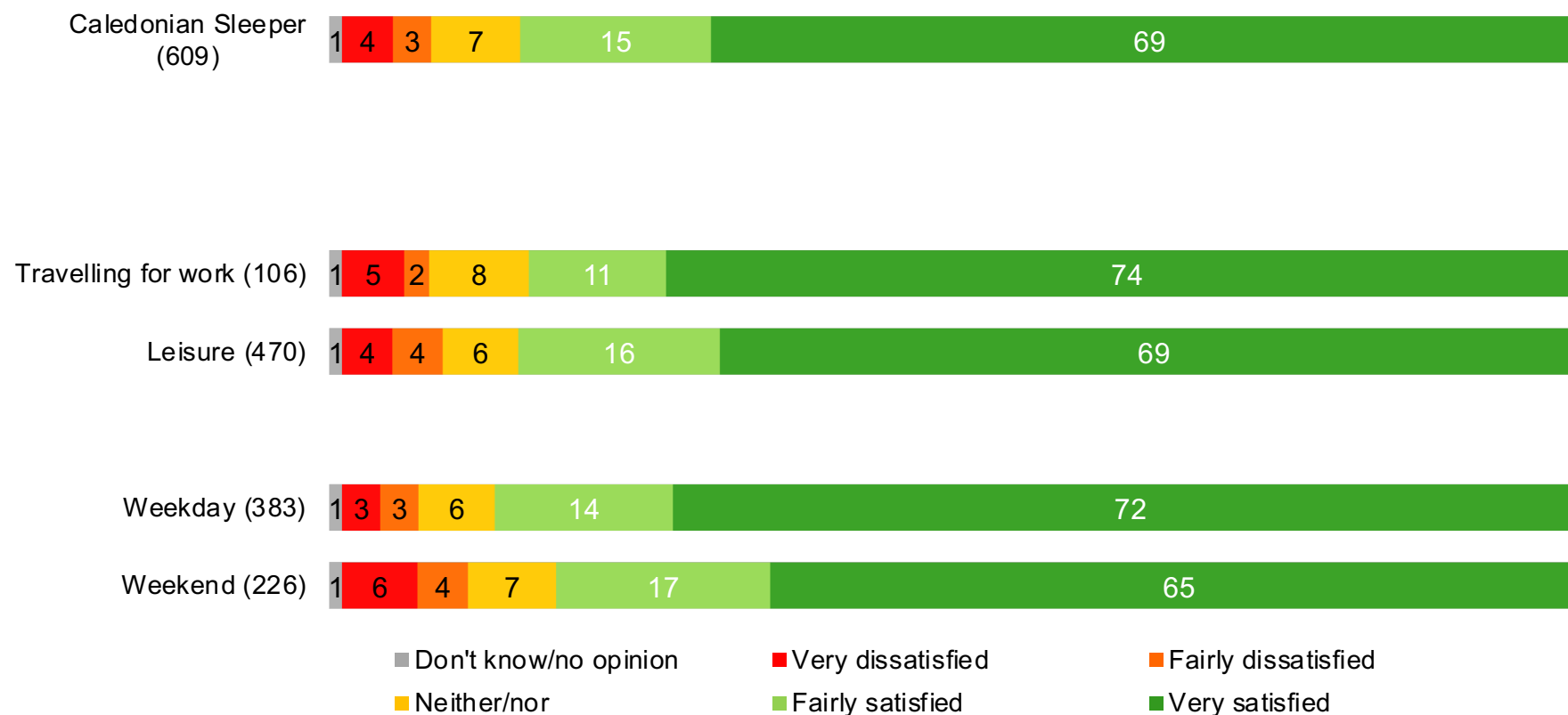
The value wasn't there. We are glad we had the experience but feel that it was misrepresented. Food and accommodation do not align with price at all.

It's a novelty but there are easier and more comfortable ways to travel to/from Scotland that don't leave you feeling so tired.

Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?



Punctuality and reliability by passenger group

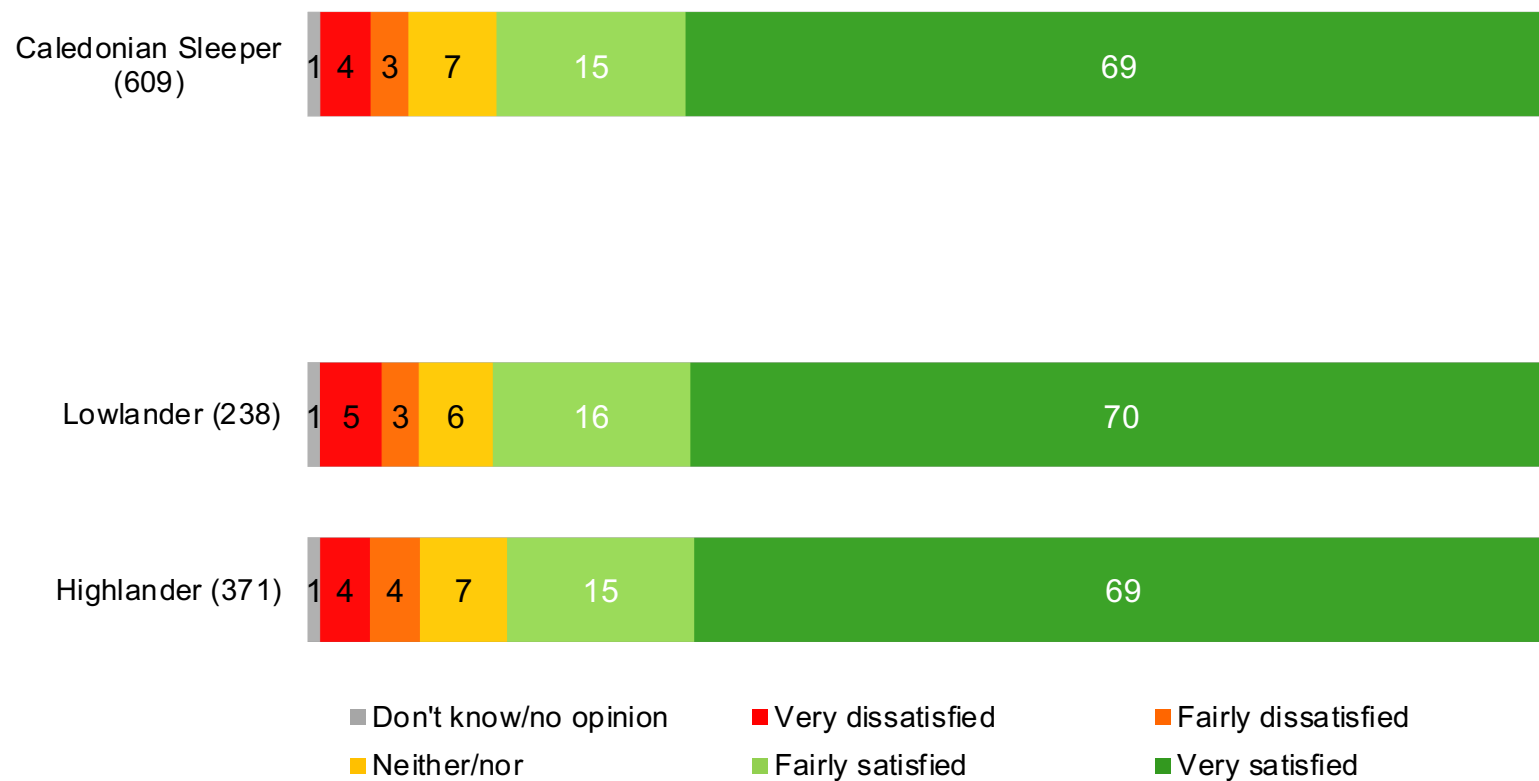


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

Base: in brackets above



Punctuality and reliability by route



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

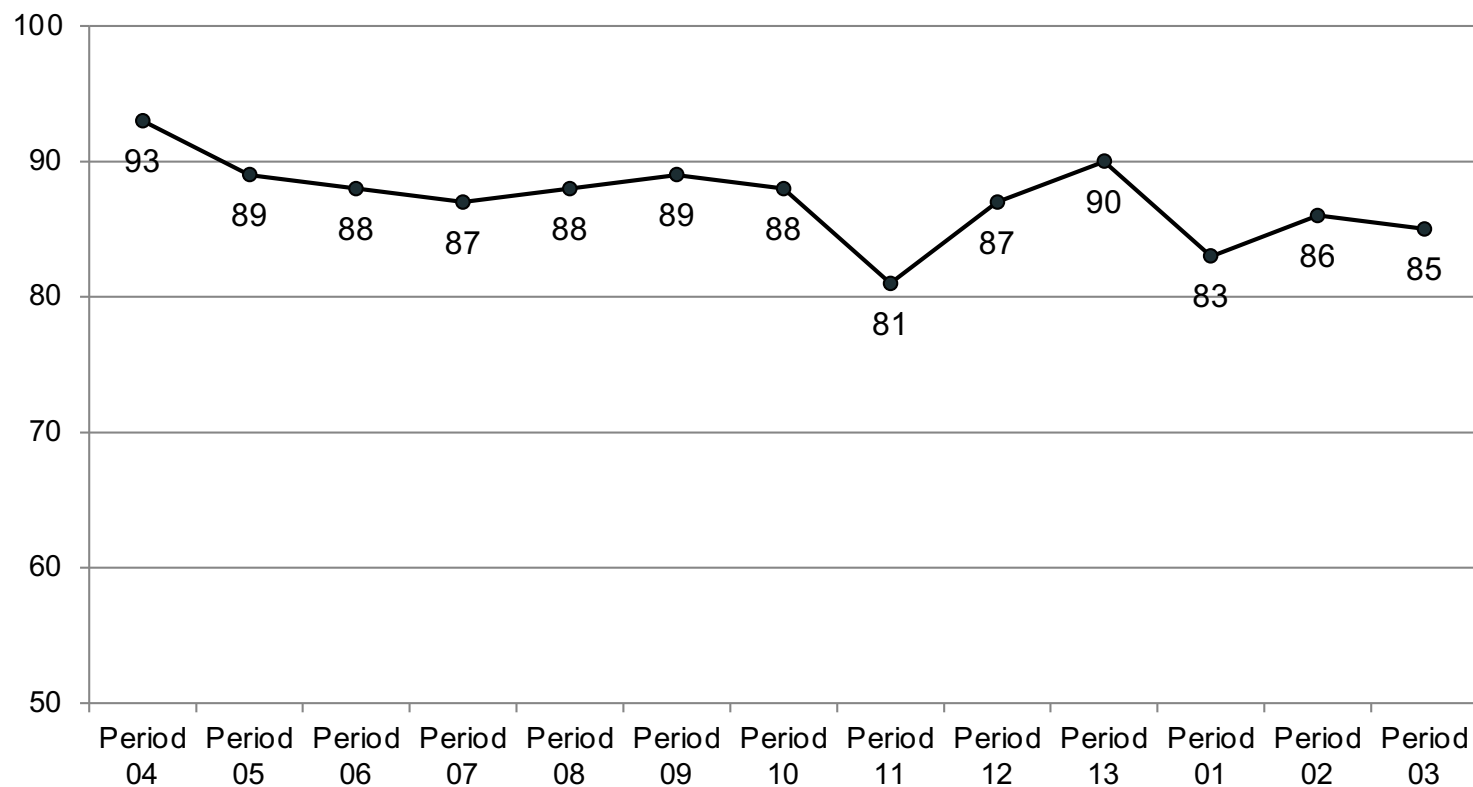
Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

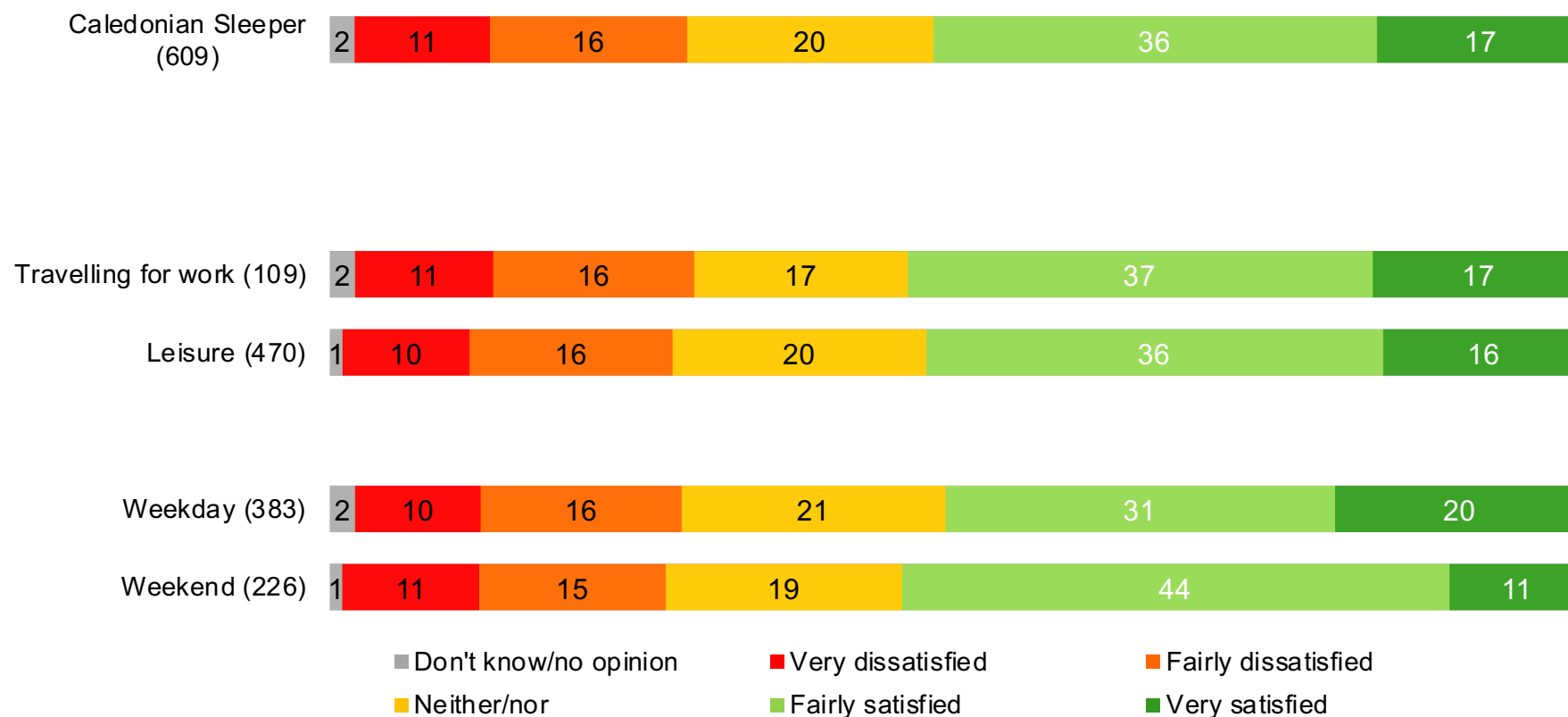
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?



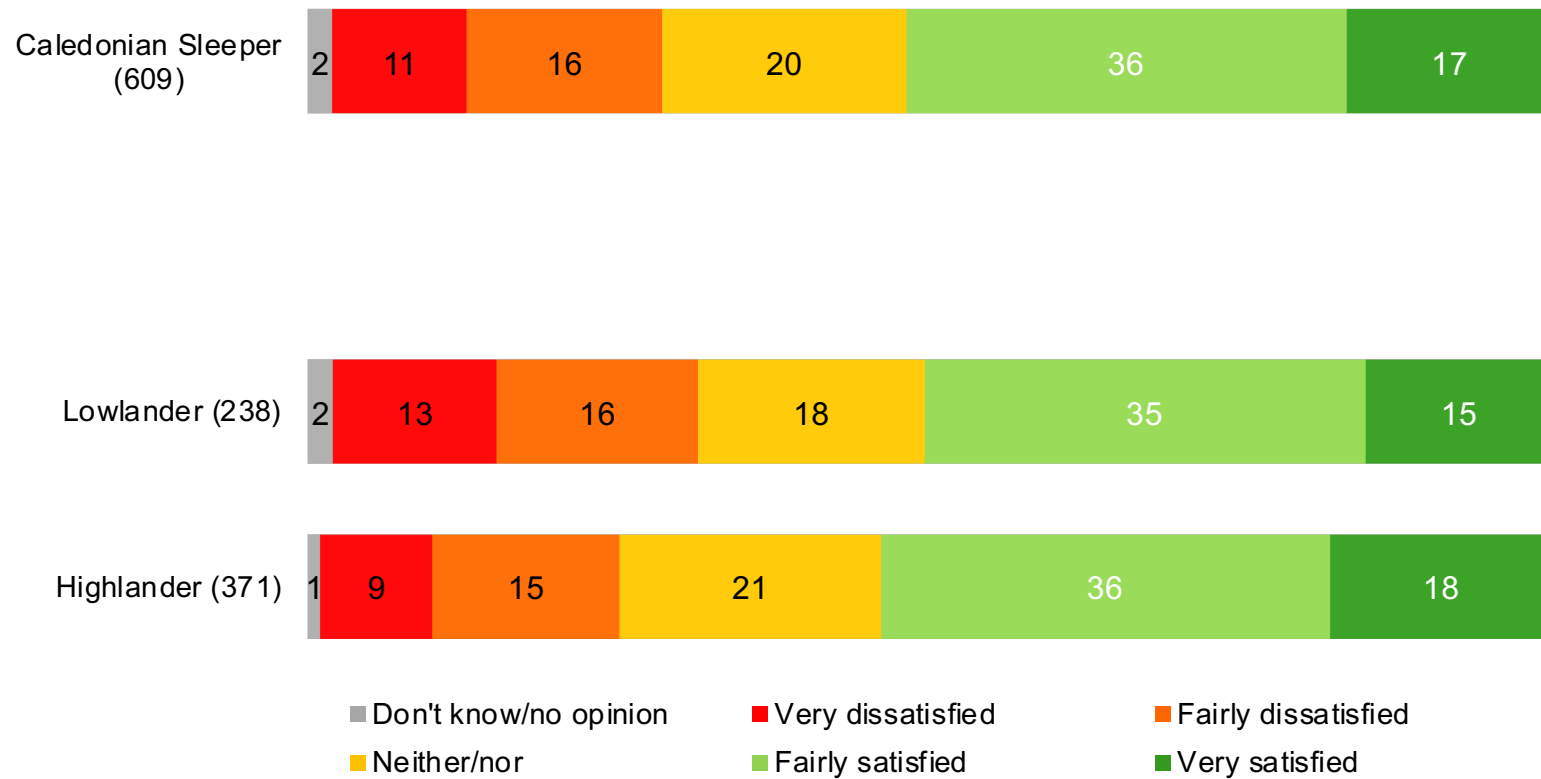
Value for money by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
 Base: in brackets above



Value for money by route



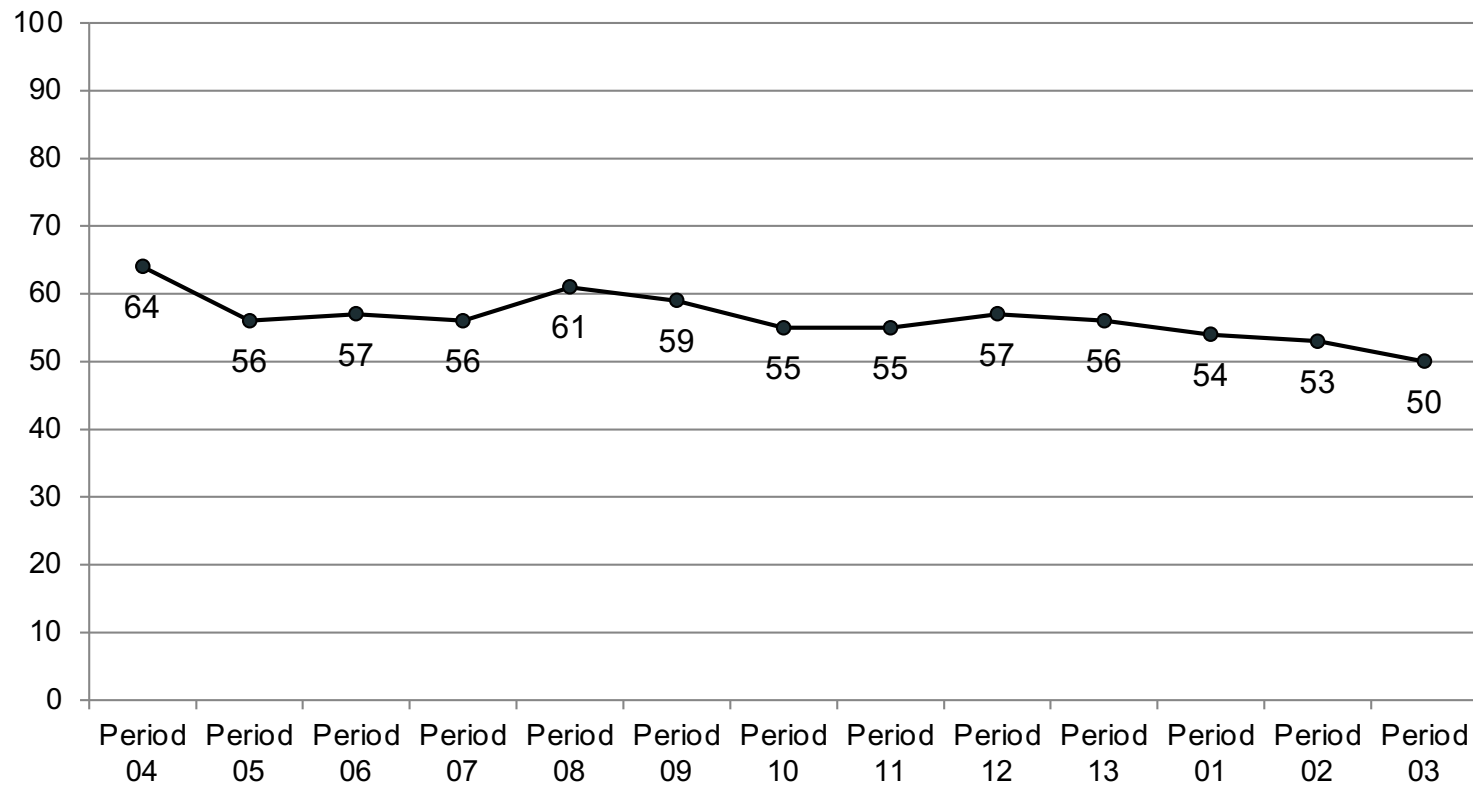
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

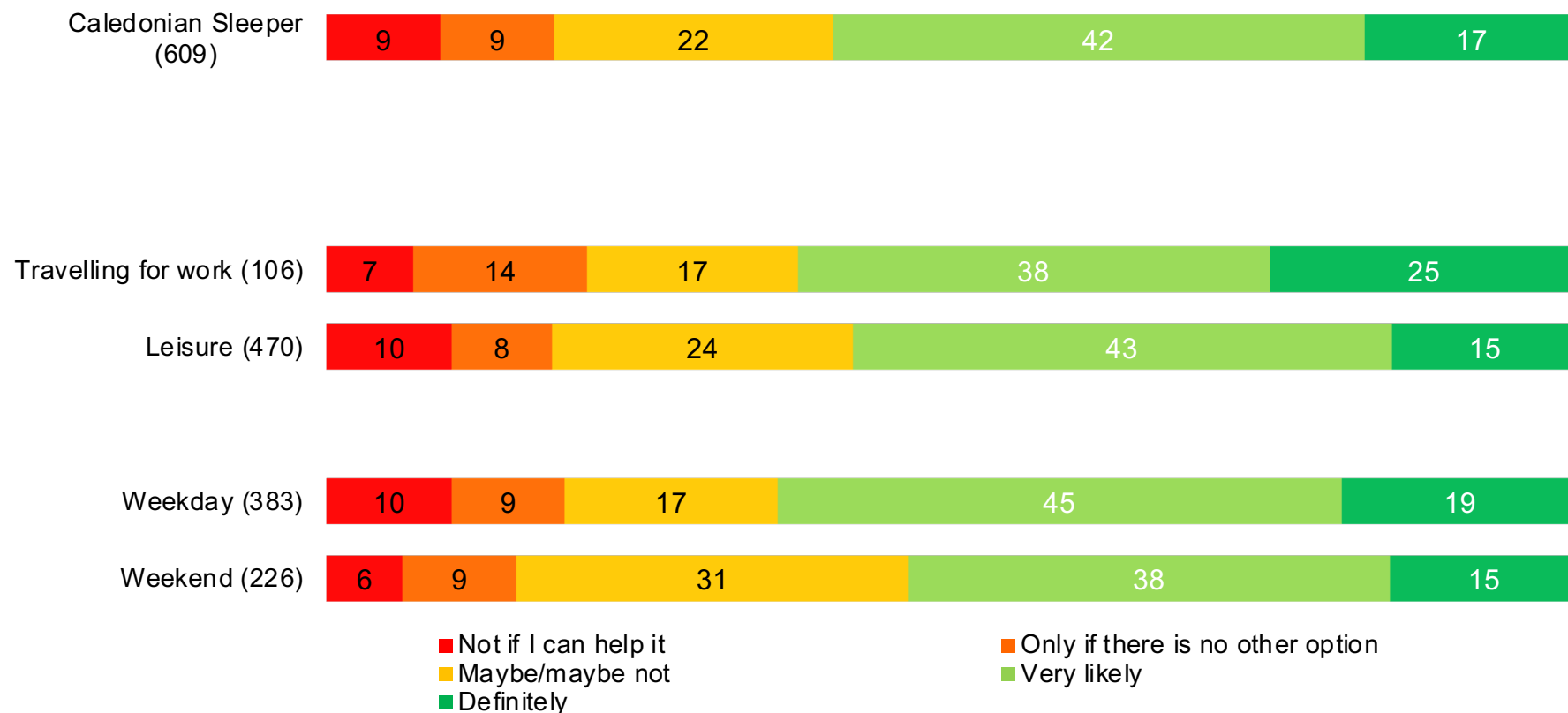
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?



Likelihood to use in the future by passenger group

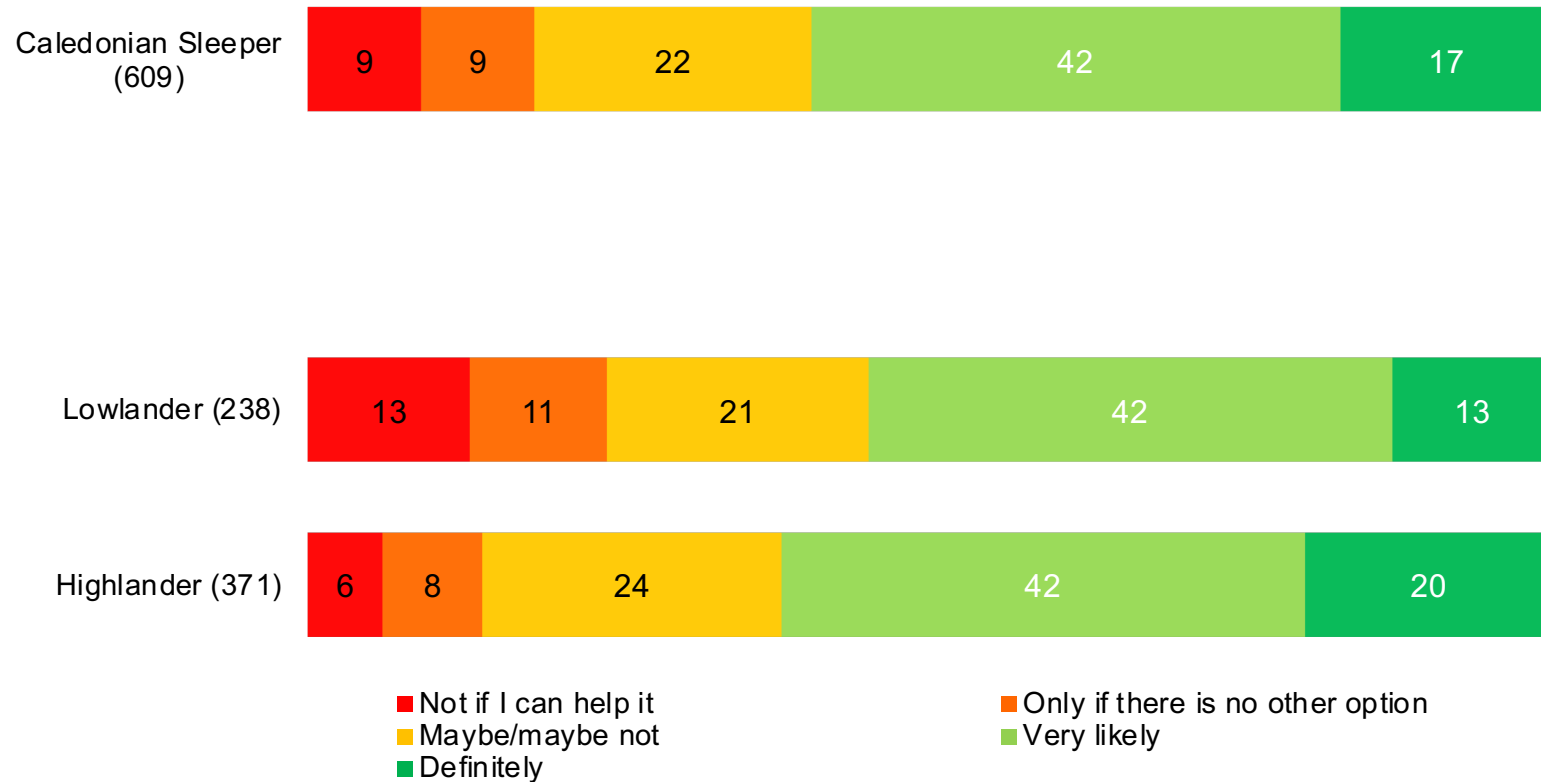


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Likelihood to use in the future by route



Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Reason for doubt – customer comments

A cabin would be good, but is very expensive, even taking into account not having a hotel in London overnight.

It's expensive for an uncomfortable journey.

I've done it once now, I'm put off doing it again as I'd like to take my bike next time, but it seems I would need to wake up at 4am(!!) to move my bike when train splits, which seems crazy for a sleeper service, surely?

If it fits in with your overall plans, then it's a useful option. Unfortunately, my accommodation wasn't available until 4pm, so I had the bother of dealing with my luggage all day.

Due to the lack of connections when arriving in Scotland - trains heading out to the west coast had already left and so we needed to find accommodation for one night to allow the family to get to our destination and home again.

The timing is the issue for us. The late departure means you have to check out of a hotel and kill time in your departure city. With a very early arrival one cannot check into another hotel, so there is a lot of wait time on both ends. Don't know there is any way to avoid this.

Travelling by flight and staying in a hotel likely to be more comfortable and no more costly.

Price is always the main criteria but sometimes time will make the Sleeper the better choice for us. We always compare the cost of our possible choices, and I am afraid that usually we can do the journey with an overnight stay in Inverness for less. However, my next journey to London will be on the Sleeper as it works better for an appointment.

Because of the short beds, which I thought was OK, but simply did not work for me. I was on holiday for this trip, so I could live with a poor night of sleep. But if I had been travelling for business, it would not have been ideal.

Would rather pay for a hotel for a good night's sleep and take a LNER first class train to Scotland or back where the food was better and complimentary and also could enjoy the views vs a bad night's sleep and cramped space and little food offerings for a GF guest and all has to be paid for even water.

I think it is a great experience but also overpriced for the "classic" cabins we used. Including access to the lounges, free soft/ hot drinks on board, and breakfast as part of the price would make the proposition a bit more enticing as a "complete package".

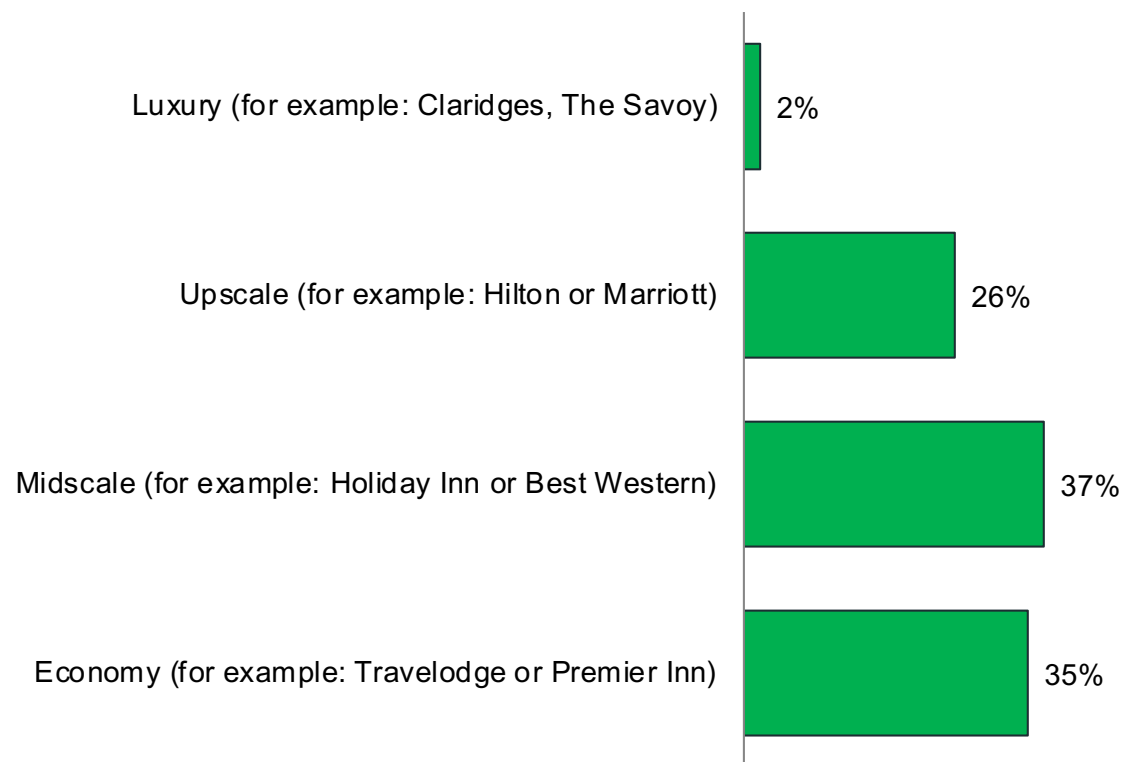
The sleeper train is an exciting option (combining travel and accommodation for a night) and we'd be ready to give it a try once more, understanding that our experience this time wasn't ideal given the circumstances

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 1 2025/26 %



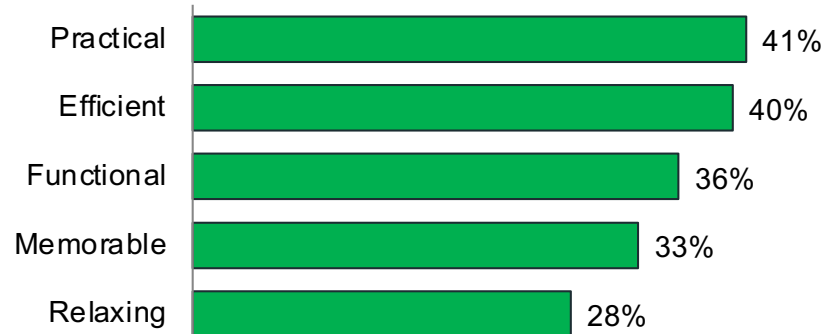
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: All with an opinion (566)



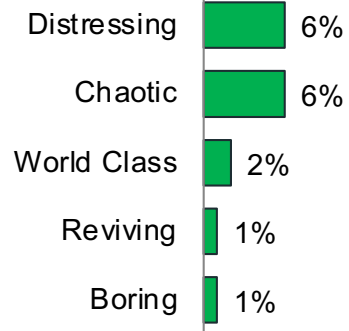
Overall description of journey

Quarter 1 2025/26 %

Top five



Bottom five



Q29. Thinking back how would you sum up your experience of the Caledonian Sleeper? What words best describe your journey?

Base: All (819)



Caledonian Sleeper

Journey expectations

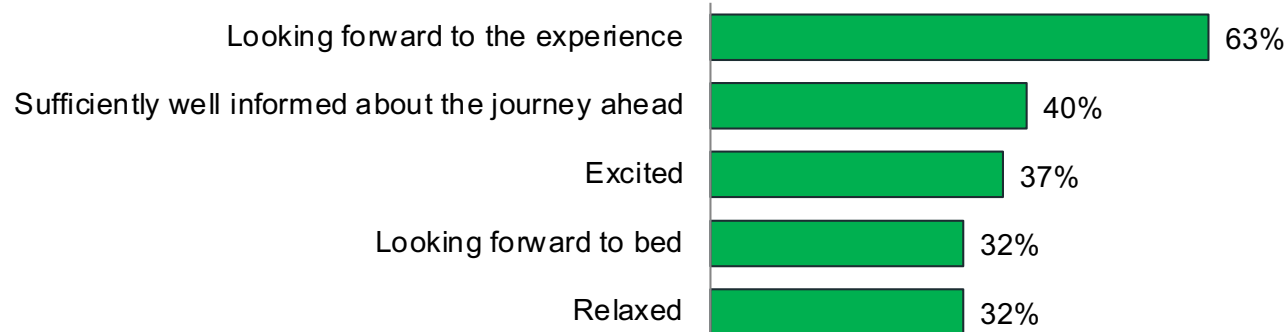


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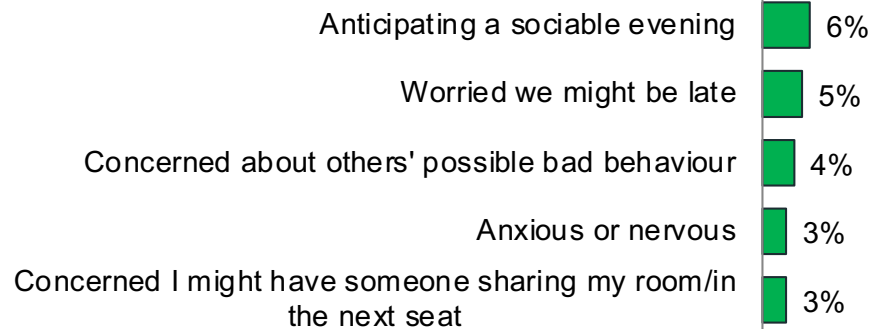
Thoughts and feelings pre-journey

Quarter 1 2025/26 %

Top five



Bottom five

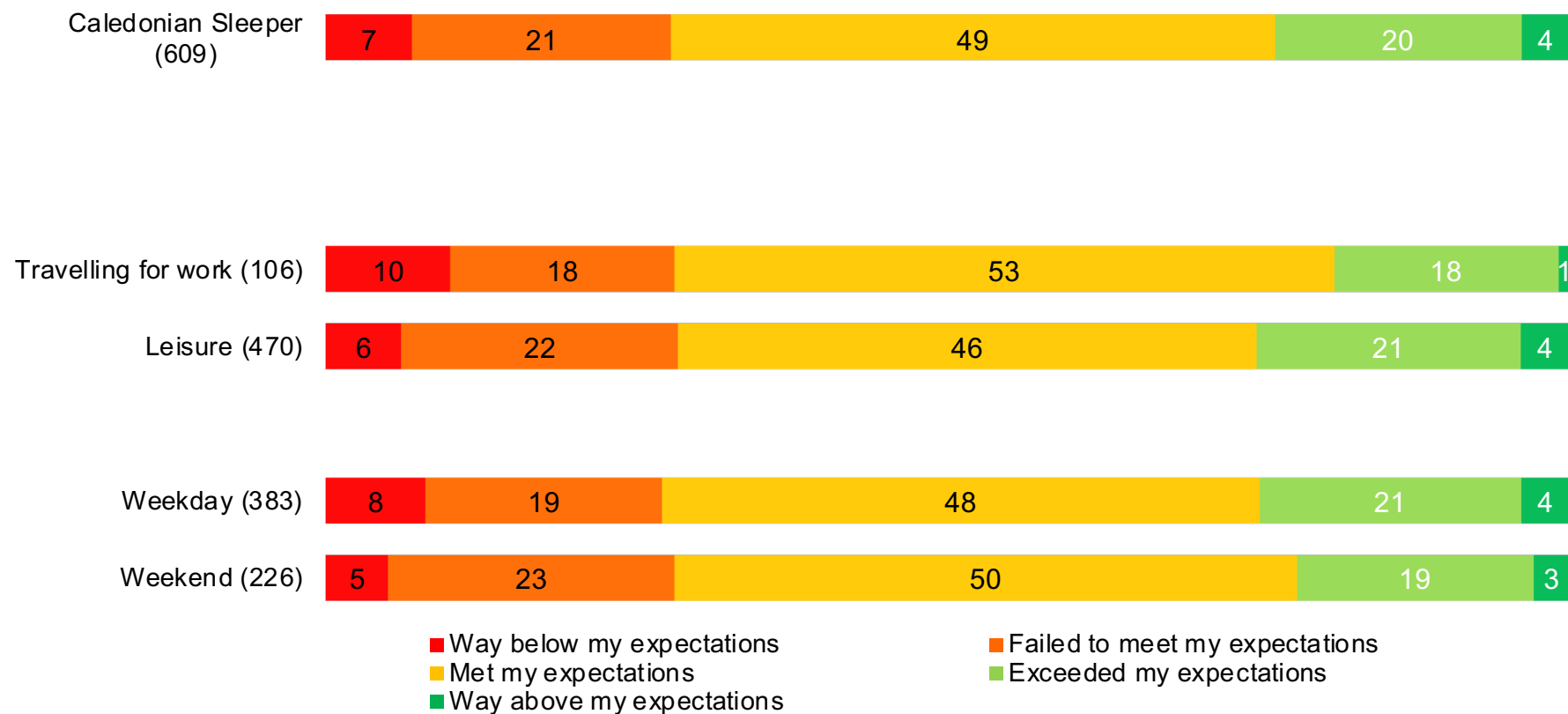


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (819)



Met expectations by passenger group

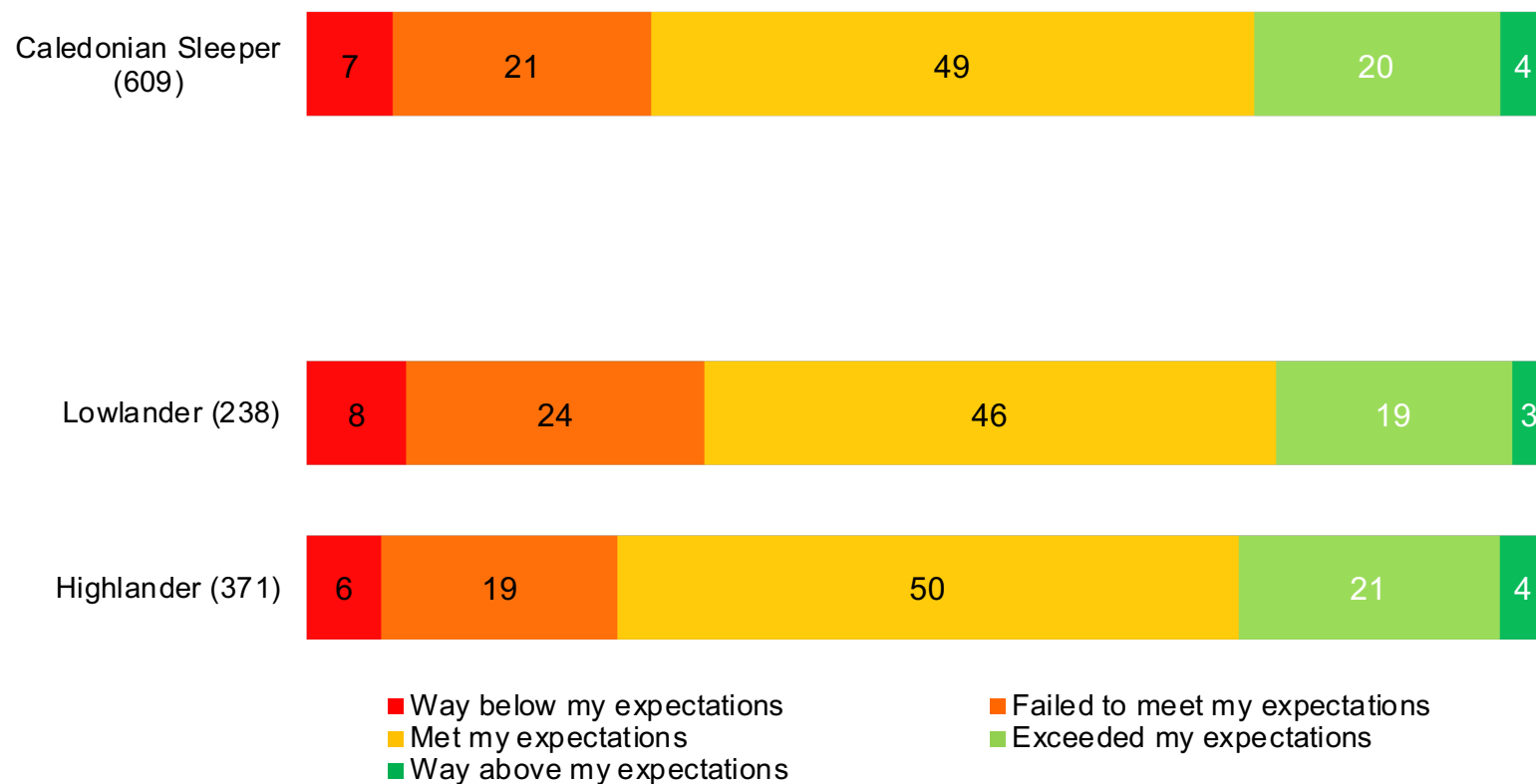


Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?

Base: in brackets above



Met expectations by route



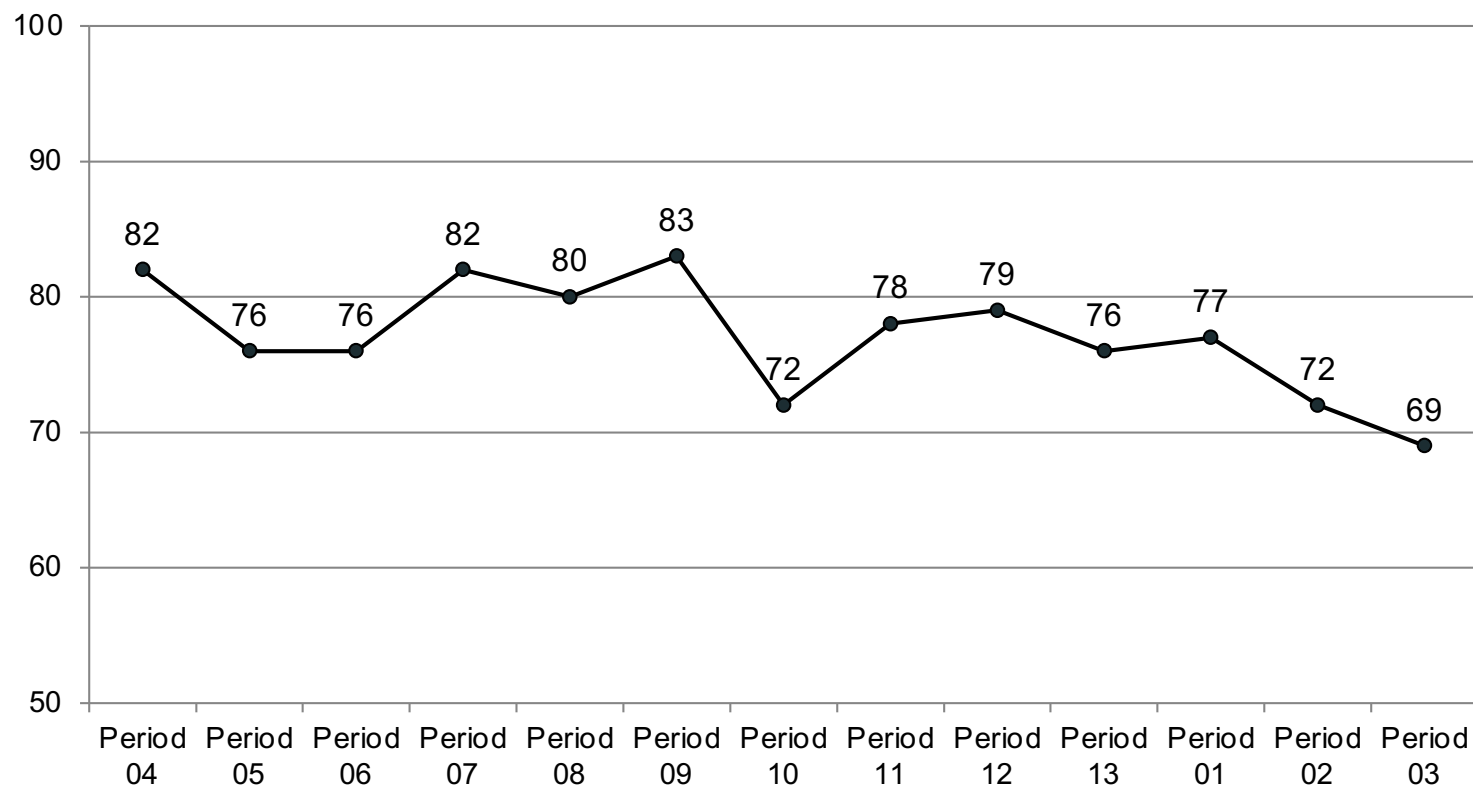
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



Met expectations - trend

Met expectations

Trend: % Way above/Exceeded/Met my expectations



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?



Caledonian Sleeper

Making bookings

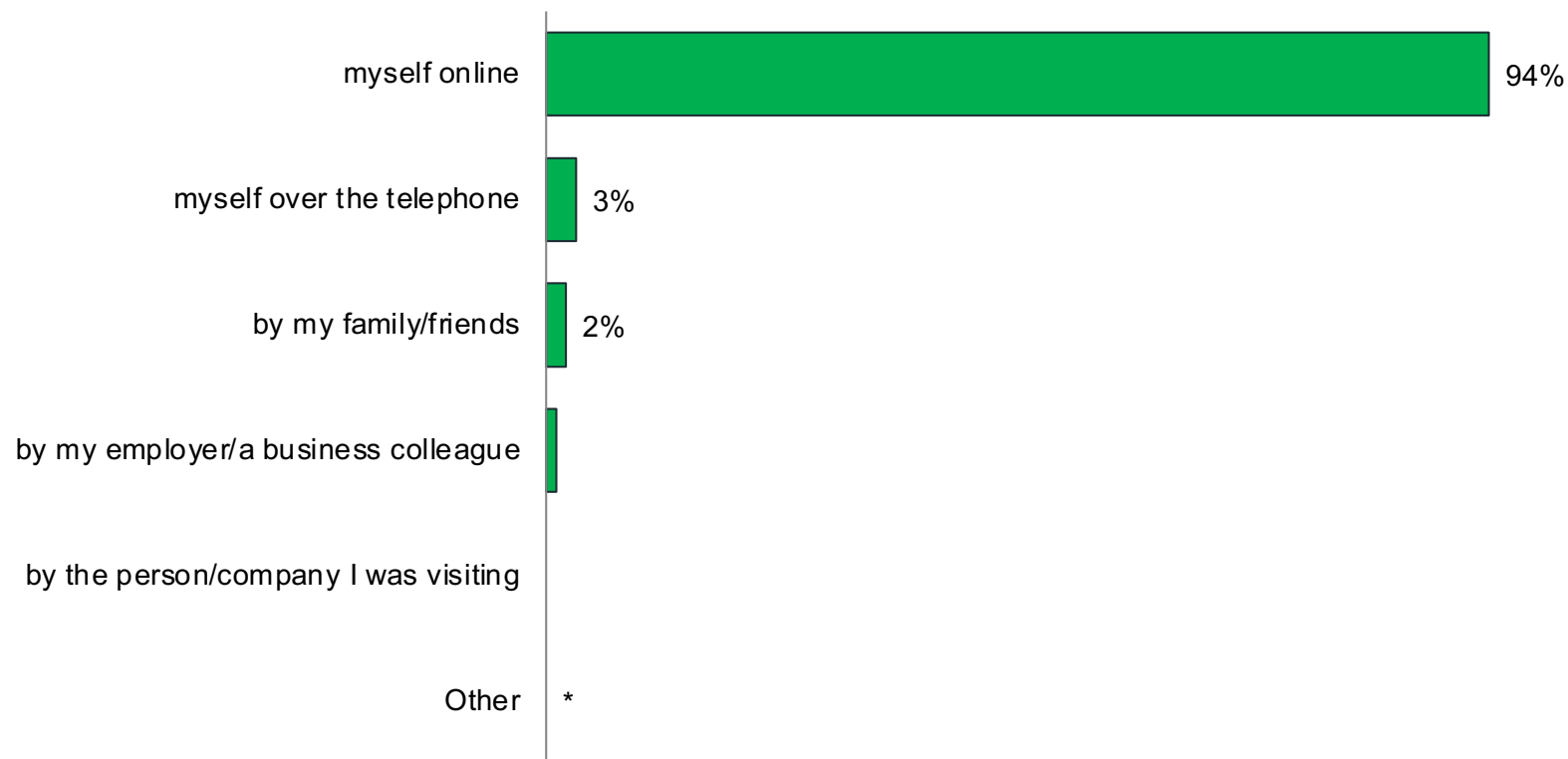


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How booking was made

Quarter 1 2025/26 %

It was booked/I booked it...

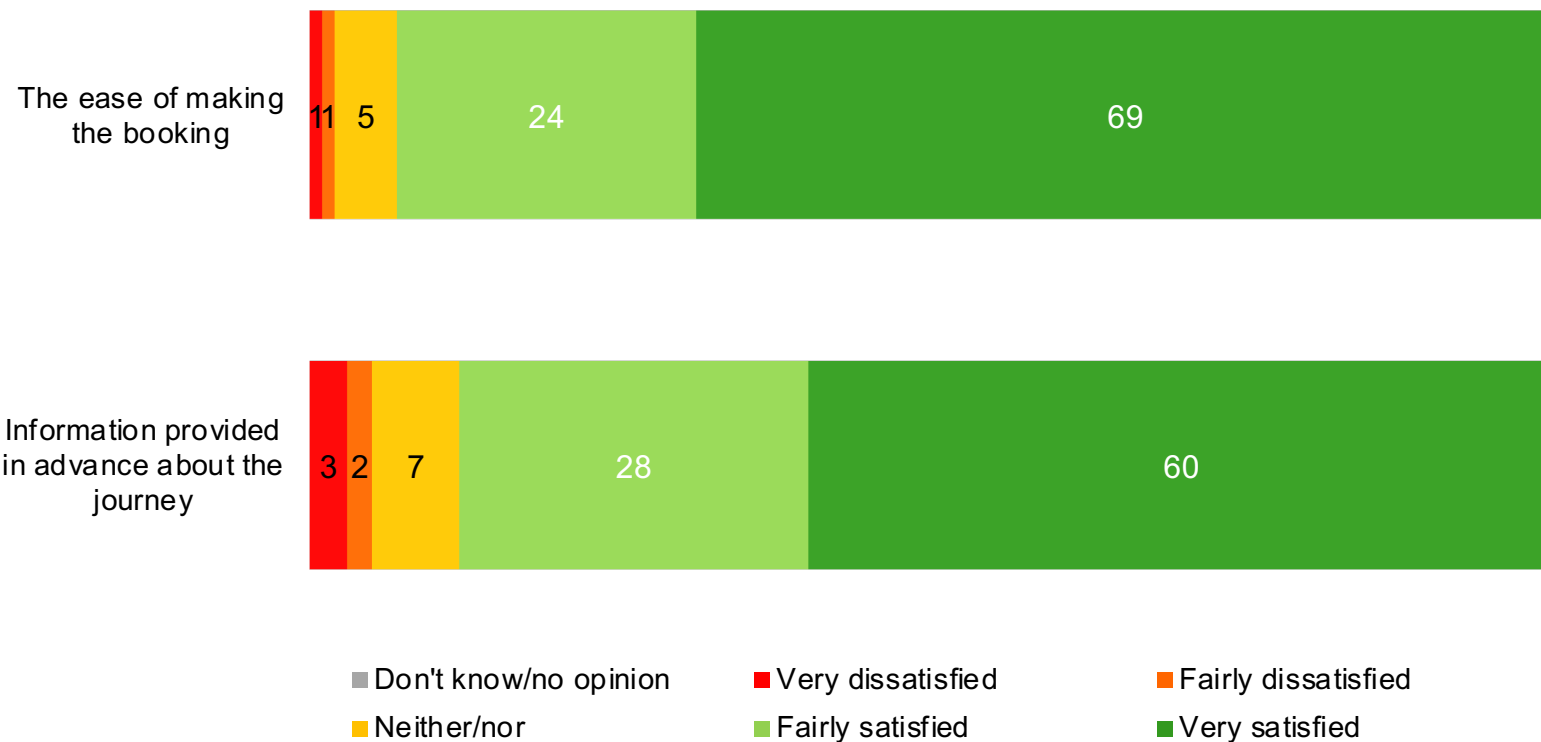


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (609) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with...?
Base: All who booked themselves (588)



Improvements to information provided about the journey – customer comments

Was not completely sure what was included and what options were in the waiting area and on the train for luggage, club car, etc.

Be honest about how small the cabins are. The photos are very misleading.

Advise seated customers on how best to prepare. We know we're going for the cheaper option, so we won't feel patronised - it'd actually be much appreciated.

The emails after the first one are poorly formatted, at least on Gmail. Providing a link to the tickets in each subsequent email would be helpful.

Inform customers, if the departure time is changed / different to that which was issued on the customer's ticket. I caused us a lot of last-minute panic, and a wasted paid for meal which we had to abandon!

The reservation of breakfast table should be done when I book the train ticket otherwise its unfair. And the dinner as well.

It is difficult to get information about booking bikes. Also, the website suggests bikes can't be reserved to (or from) Crewe, which is untrue. In practice the train staff are incredibly helpful and supportive of cyclists but the website, booking process and pre-journey communications should do more to give confidence to those travelling with bikes.

Make it clearer that some of the facilities are not available well in advance of boarding. Also - the use of the lounge makes it sound like you get everything included in the price which is not the case.

Q13b. What should Caledonian Sleeper do to improve the information provided?



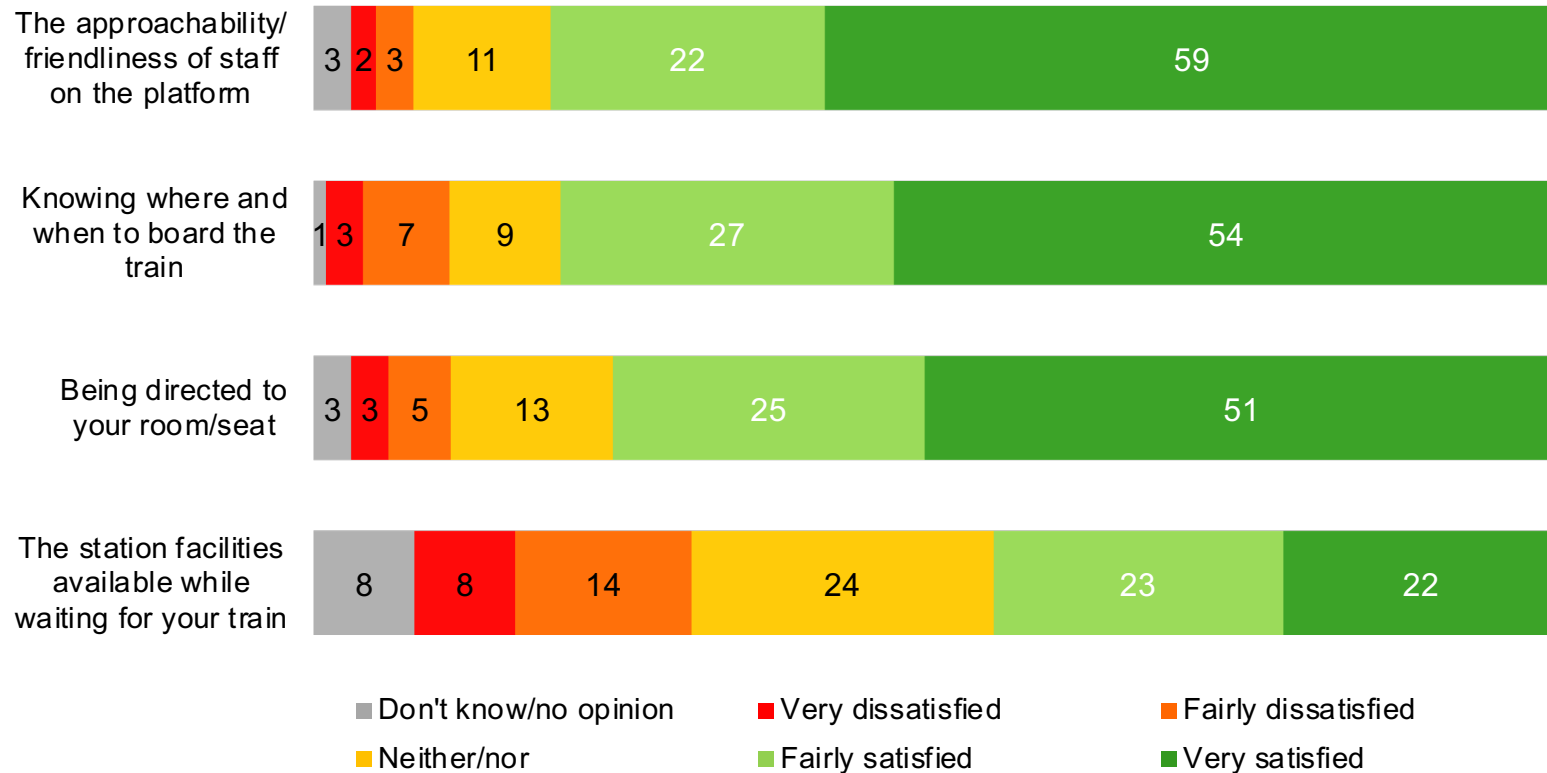
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
Base: All (609)



How might staff have provided a better service? – customer comments

We could not understand why we had to queue on the platform to get our keys - they could have been provided in the lounge. We had a large suitcase that would not fit in the room, and the advance notice told us we could leave it in a luggage area, which I assumed was in the carriage. But even though the baggage car was right next to the queue, the staff on the platform did not tell us we could leave it there. It needed two trips up and down the carriage and the platform. Also, the lounge being outside the station, across the road with no effective signage was a problem with heavy luggage.

The staff on the platform denied us access to the lounge (as Club Cabin passengers) due to overcrowding. This meant your premium pax have to stand in line for 30 minutes or return to the concourse with their luggage to find the nearest seating. I barged through and sat on the seats on the platform - and one of your kindly gate staff went to the lounge to get me a can of water.

It was a bit of a muddle. The guy in the lounge was excellent but when we got to the platform it was poorly arranged.

By being more polite and informed.

We should have been informed in advance to purchase food and drink or given a voucher as everything was closed when we were boarding.

Staff at gate seemed overwhelmed and not sure of what they were doing. My experience on this occasion was not as good as normal.

Caledonian staff failed in welcoming as noted in a previous comment. XXX helped us to the platform and explained wait. He was extremely helpful. As mentioned, the meet and greet guy failed miserably. Just dumped my bag at the entrance Hubby took longer and he jumped on not giving any contact or help. Not good enough!!

Measures should be taken to organise the check in system. A disorganised gathering of passengers quickly formed. Staff checking tickets and providing room keys appeared brusque and rather abrupt.

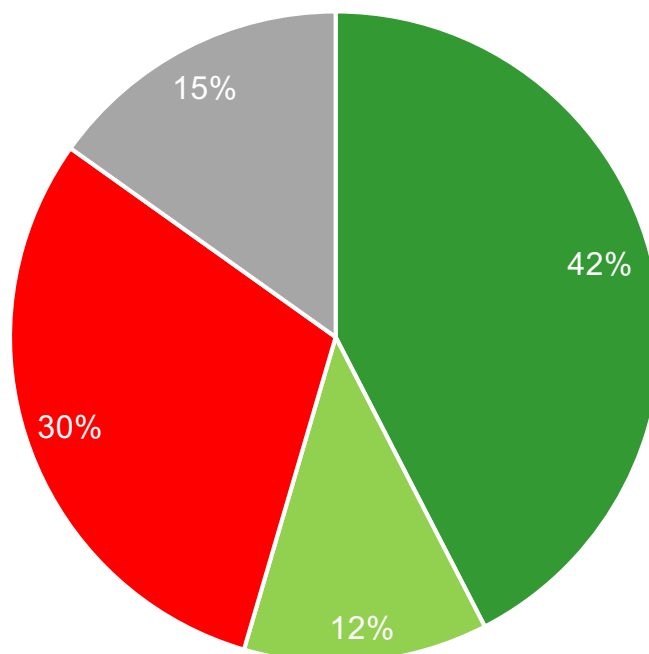
No one really greeted us. There was someone standing there scanning the ticket and pointing you towards your cabin car but no one to really greet you or help you or do anything but point and scan like we are cattle. If you are advertising club guests as priority and also making us pay several hundred pounds some personal attention should be part of the service.

Q14b. How might the staff on the platform have provided a better service to you?



Use of customer lounge

Quarter 1 2025/26 %



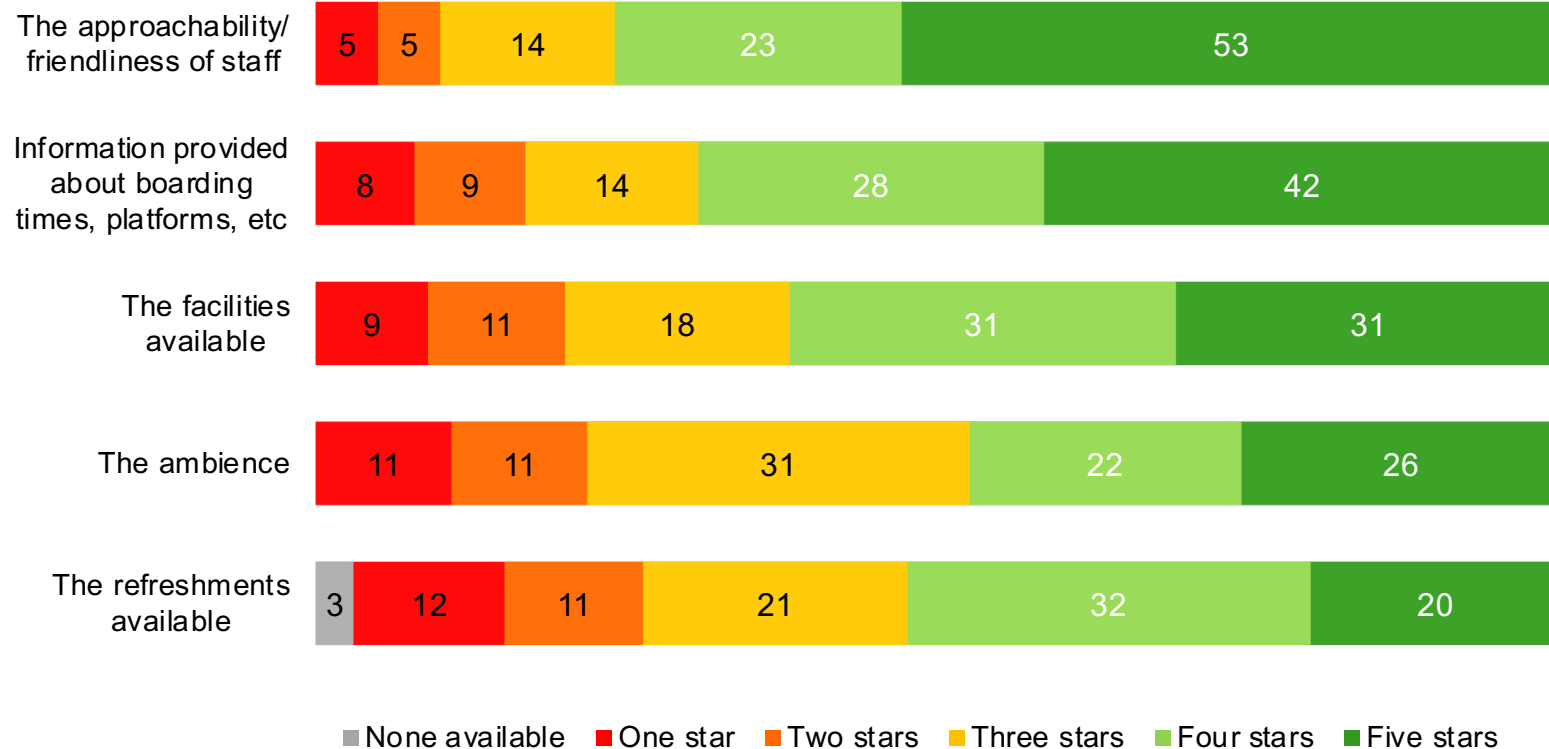
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

Q15. Were you entitled to use the customer lounge at the station in x?

Base: All travelling from Aberdeen, Edinburgh, Fort William, Glasgow, Inverness, or London (562)



Rating of customer lounge at the station



Q16a. Thinking about your experience in the lounge at the station in x, how many stars do you give it for...?
 Base: All who used the customer lounge at the station (238)



Additional information required in the Customer Lounge – customer comments

More information about where to board, access to the lounge (door sign says closed!), more info about what to expect on the journey (when water will be working and won't be).

Did not see any board regarding boarding platform or boarding/departure times. The confirmation email suggest we would be directed to our cabin - this did not happen.

Announcements were way too fast to understand and included some complicated instructions we could not follow.

1. Information about the delay to boarding should be provided on-site, not just in a text message. 2. Information about the extent of the expected delay, which is standard in most train delays, should be provided. No information about this was given on the departure boards and the staff didn't seem to know. 3. Information about where and how to board the train. More than one queue formed, with passengers left to mill around wondering where to go, and staff were obviously overwhelmed with people asking. This is basic customer experience management, but it seemed to be completely absent.

Screens showing boarding times.

Whether the train was expected to be on time, what time we could board, and where to board.

Information about the luggage when boarding.

I couldn't see any information at all about boarding times from the lounge itself.

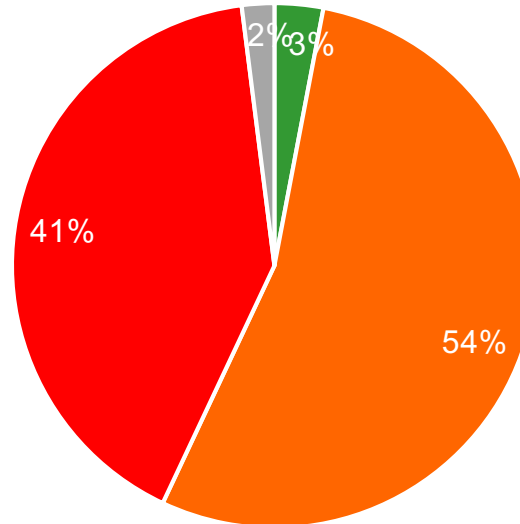
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 1 2025/26 %

- Yes
- No, I did not know that shower facilities were available
- No, I knew that shower facilities were available and chose not to use them
- Shower facilities were not available



Q28a. Did you use the shower facilities at the station on arrival that morning?

Base: All travelling to Aberdeen, Edinburgh, Fort William, Glasgow, Inverness, or London (575)



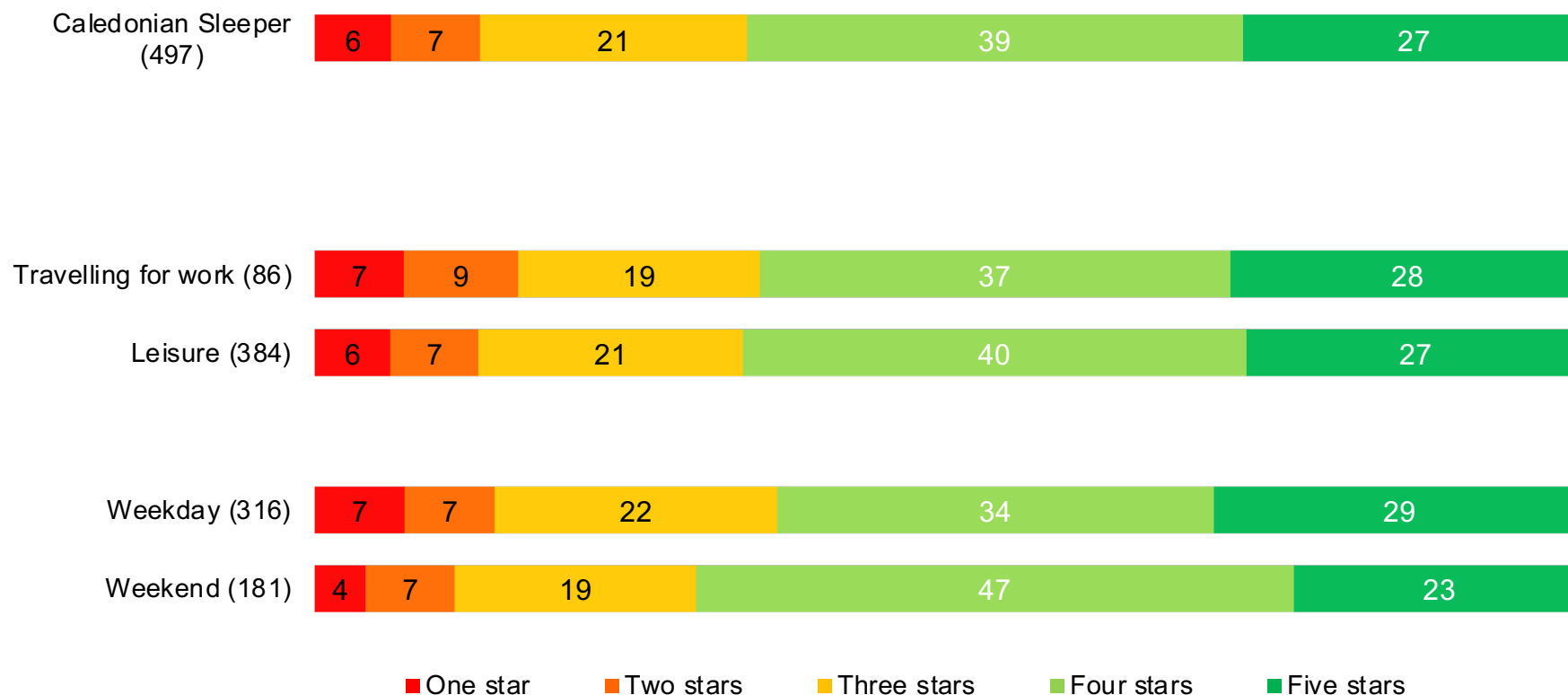
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
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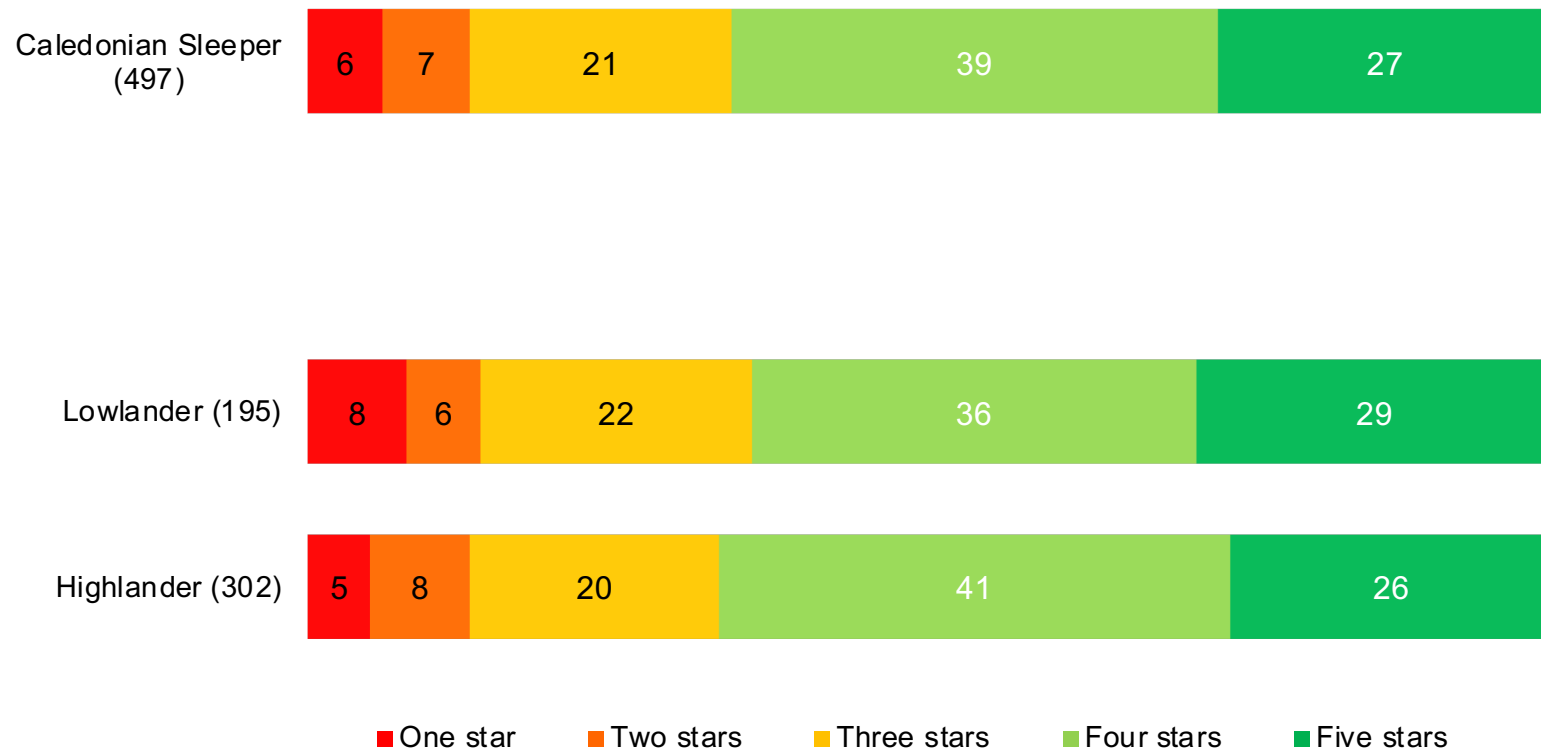
Overall rating of room by passenger group



Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room by route



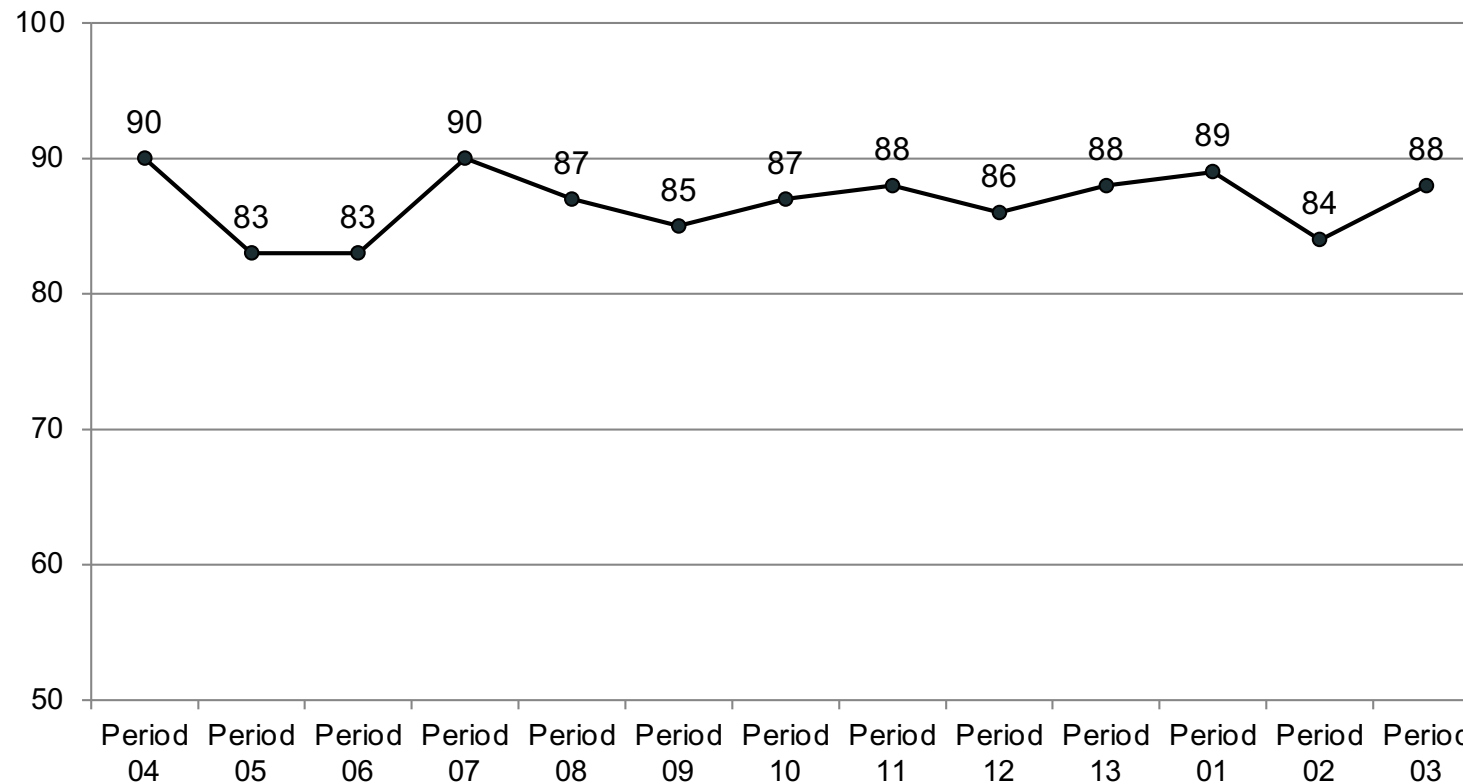
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



Q17a. How many stars do you give your room on the Caledonian Sleeper?



Overall rating of room – customer comments

Better mattress. More comfortable duvet. A table would be nice . Reduce the rattles (check the rooms and solve the problems).

The room was small, but it was perfectly acceptable, and we managed really well.

Not much - it was much better than I expected, and the bed was incredibly comfortable.

It is so small. The mattress wasn't as comfortable as hoped but the duvet was good. Towels etc great. I don't know how you would get two people plus bags in the room.

Very difficult to get into the lower bunk with the positioning of the ladder. The locking of the door with a double tap of the key card should have been explained.

Within the constraints of a train carriage the room was very good. The vertical ladder for the upper bunk was a bit of a challenge and the treads are narrow.

There used to be a sliding table to pull out in the cabin under the sink. It's gone and it would have been helpful for eating and also using my laptop. The mattresses are thin. I thought a toiletry kit would include more than a small soap bar.

It was very hard to get luggage into the room and under the bed. Challenging to move and change one's clothes. It was comfortable sleeping though once we managed to get things stowed.

Very little information- too cramped - especially shower - light from toilet intrusive- almost impossible for person to get into bottom bunk - insufficient space to store suitcases.

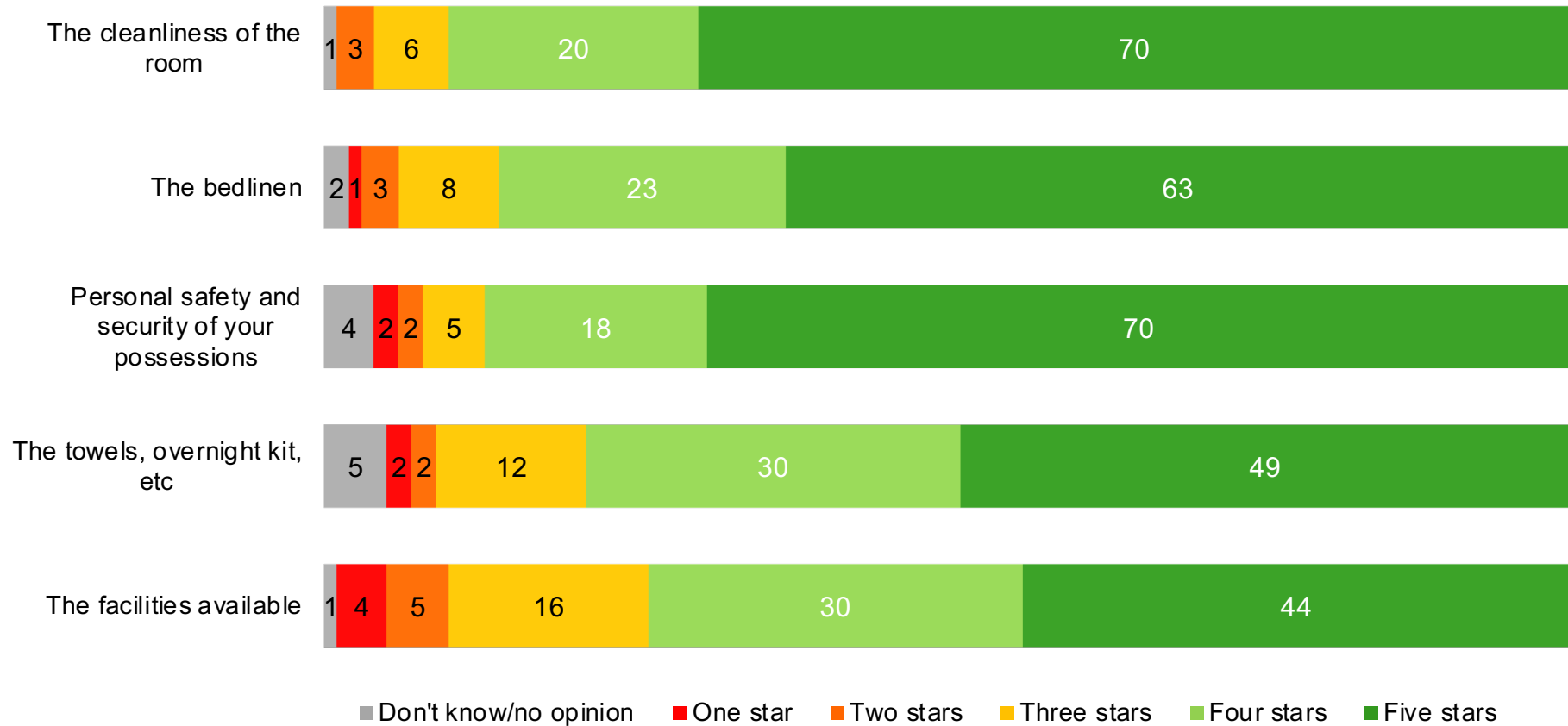
Better air conditioning, or option to open a small vent to the outside, to get some air movement. Add a table or board folding to the wall. Make bunk beds wider.

The room is very, very small and compact. Actually felt quite claustrophobic.

Q17c. You gave just a single/two stars overall for your room, what should Caledonian Sleeper do to improve this rating
Q17e. What, if anything, could Caledonian Sleeper do to improve the experience of your room?



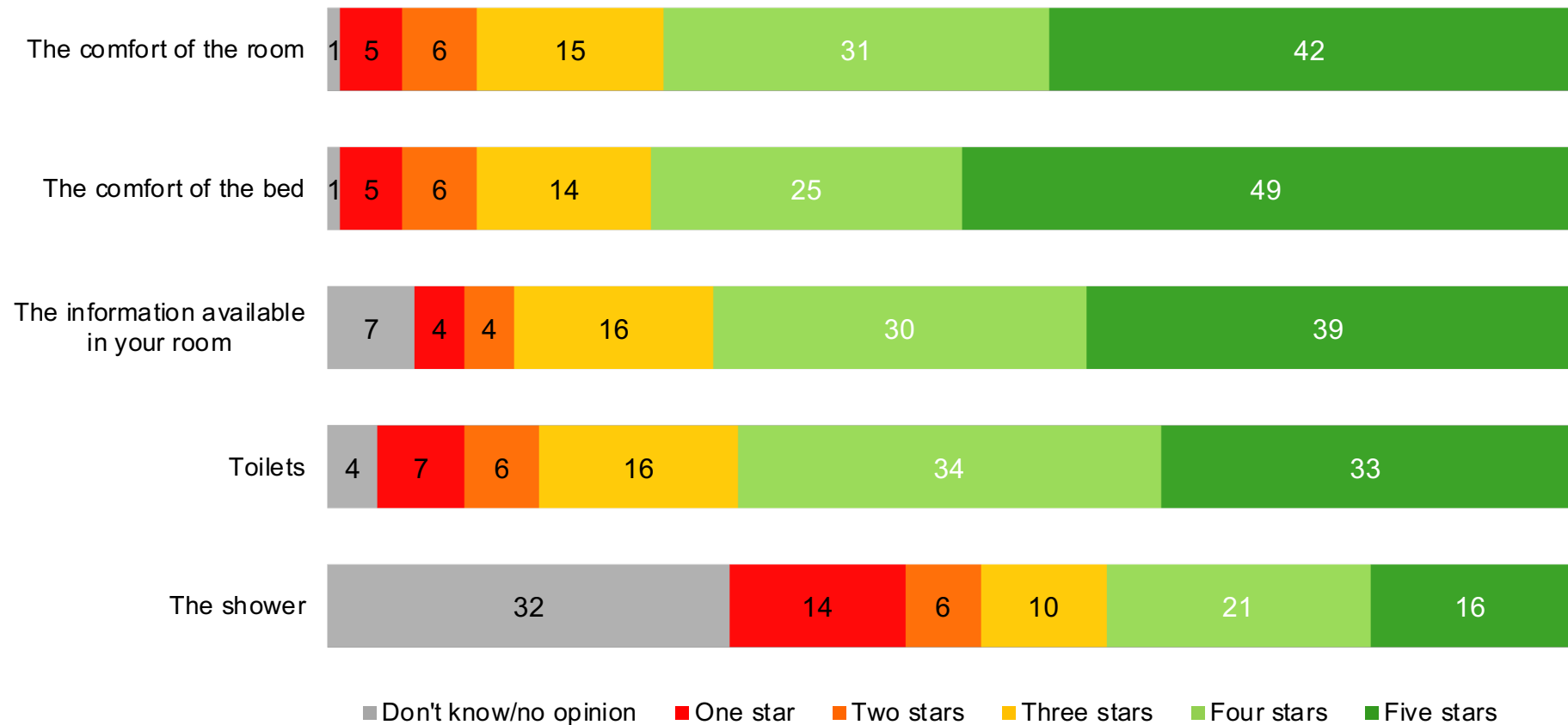
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (498)



Rating of the features of the room – bottom 5



Q17b. And how many stars do you give the room for..?

Base: All guests staying in a room/suite (498), room with en-suite shower (312)



Rating of features of the room – customer comments

There was a menu for in room food etc but nowhere to put it when we were in bed. There was nothing in the room that said what time we had to be out. We were told on boarding, but I wasn't sure if I remembered correctly.

Needed a reminder of what is and isn't included in price with regarding breakfast menu. In room there is no access to updates on the journey (next stop) or announcements.

I would have appreciated a washcloth or some wet wipes to make it easy to clean up a bit, since we didn't have a room with a shower.

The toilet in my en-suite bathroom flushed fine early in the journey but later failed to flush on more than one occasion leading to unsanitary conditions.

The temperature was quite warm. We used the temperature dial to cool the room, but it didn't seem to be very effective.

There used to be a facecloth provided in the compartments along with a towel, reintroduce this. I ended up using a towel as a cloth to give my son a wash.

The shower is awful. Poor pressure and freezing cold. We had the same problem on our trip up to Scotland with you. This is unacceptable.

Luggage storage was several cars away from where we slept and not locked. Outlets were at opposite end of the head of the bed making it hard to charge and use phone or tablet simultaneously.

The colour of the lights was not conducive to a relaxing experience - I would have preferred a warmer toned light.

I found the mattress too thin and firm. As a result of being unable to get comfortable I had a poor night's sleep.

[The shower] is just very cramped and difficult to use, I have used one once and would only use it again if absolutely necessary. It also make the whole room wet so to use the WC after is a very wet experience!

All the tables have been removed from rooms - this is a let down. You should put them back.

Carpet could do with a clean. Drawer cover missing on sink on return journey Cabins are ok, but they are looking tired and dated.

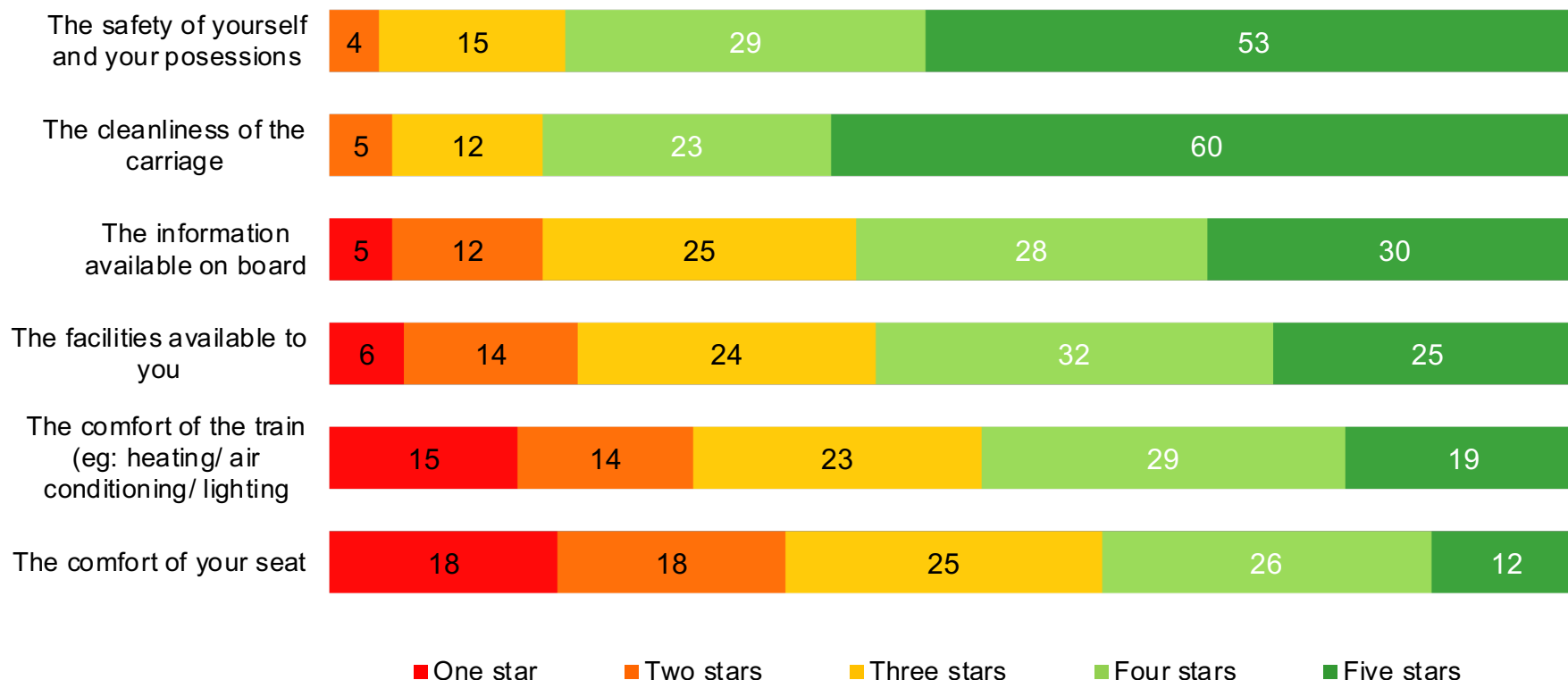
softer fabrics would be nice and thicker pillows.

Key card did not operate, door was left open

Q17d. You gave just a single/two stars for the facilities available / information provided / comfort of the room / cleanliness of the room / personal safety and security of your possessions / bedlinen / comfort of the bed / towels and toiletries / toilets / shower, what should Caledonian Sleeper do to improve this rating?



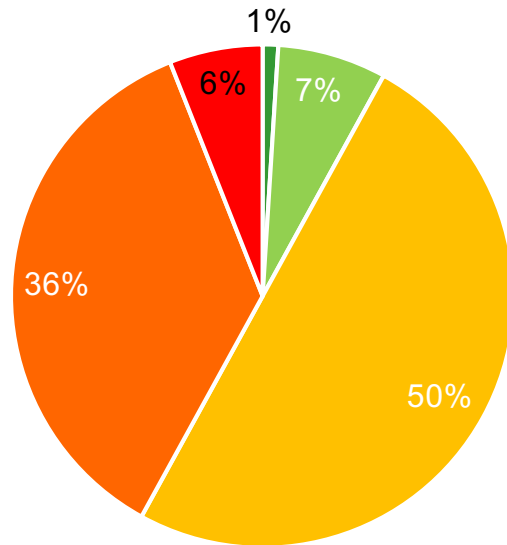
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (110)

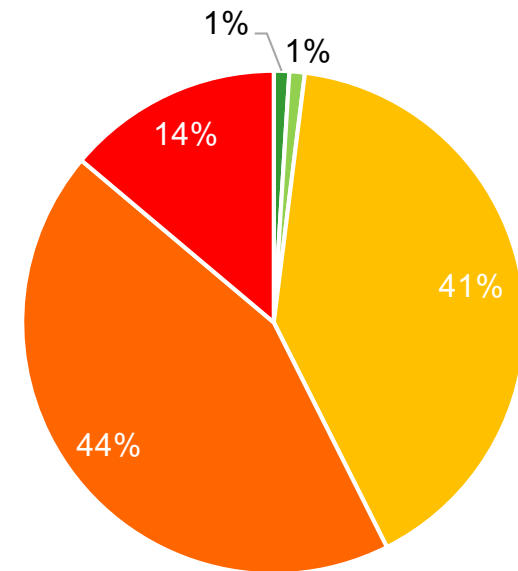


Quality of sleep



Room/Suite

- Better than being at home
- As good as being at home
- Pretty normal for a night in a strange bed / As good as can be expected
- Not good/restless
- I wasn't able to sleep at all



Seated guests

Q18 / Q20. How would you describe the quality of sleep that you enjoyed on board the Caledonian Sleeper?
Base: Those in a room/suite (498), seated guests (110)



Improving quality of sleep – customer comments

Very little within the existing train/cabin design. My impression is that the train is old, but cabins have recently been refitted so the noise / movement issues which impacted my sleep are likely difficult to fix on old stock.

Don't know if there's much to do about the train tracks etc. There were times it was very smooth and other times not so much. We did manage to get some sleep but also knew we had to get up really early, so that made it harder to sleep than normal.

My disturbed night was due to fellow passengers making phone calls at inappropriate times. Short of patrolling the train and telling people to be quiet, I'm not sure what they could do. Perhaps a sign reminding people to take calls in the corridor? But I know this doesn't work in 'quiet' carriages on day trains.

I was unable to Board and get settled from the advertised 22:30, maybe if I had been asleep before we left Euston the experience would have been better. The bed however is extremely small with very little room to change position.

It's just loud but you don't have a lot of control of that. Maybe boarding earlier if possible so you can fall asleep before the train starts.

More info re the journey e.g. a tracker and timings of the long stop (90 minutes) midway which is best time to fall asleep. If we d know might have spent more time (and money) in the more spacious club car during early (Scottish) part of journey . Club Car was empty when we visited despite 'first come first served' warnings. As it was ensure club ensuite twin cabin affords no space to do anything except go to bed and try to sleep during what turned out to be the bumpiest part of trip with many stops and starts.

Noise cancelling in room ideally.

Better air conditioning. Seat became uncomfortable after a while, maybe a different type of seat cushion? More reliable recliner mechanism.

Turn light off and improve reclining facilities on chair.

It wasn't anything the staff could have done - I am a light sleeper and was very aware of the motion and noises - but it was fine and all part of the experience which I enjoyed

Made it a more comfortable temperature or been around for me to ask about the temperature It also was quite jerky but I'm not sure if that's to be expected.

The heating in the room didn't appear to be working. Was too hot.

Nothing really, it's just hard to sleep with the starting and stopping of the train which can't be helped.

I think unfortunately it depends on where you are in terms of people beside you eg the person next door got his breakfast at 6am when I would have liked to still be sleeping. My cabin was beside the toilet, so I heard the noise of that.

Q21. What, if anything, could Caledonian Sleeper or their staff have done to improve the quality of your sleep?



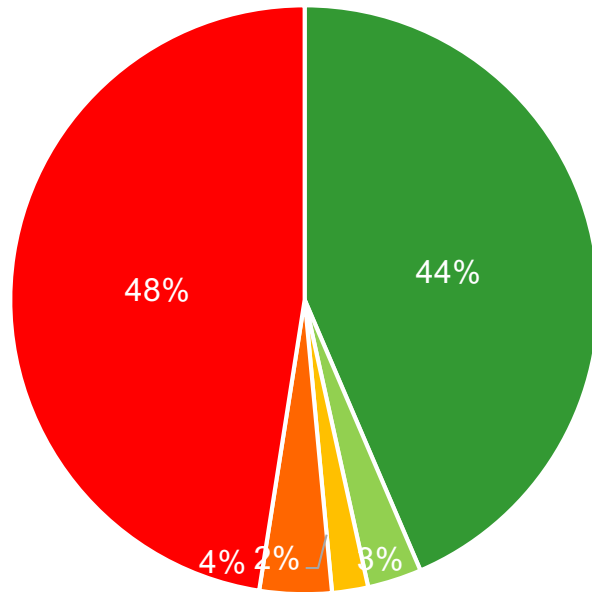
Caledonian Sleeper

Club car and catering



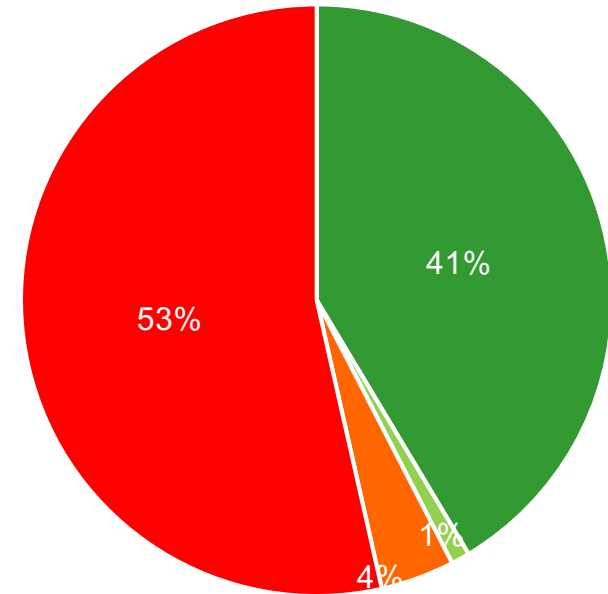
CALEDONIAN
SLEEPER

Visiting the Club Car



Evening Use

- Yes, to sit/ spend time there
- Yes, to buy something to take away
- I was unable to get a seat, so I just took away something
- I wasn't able to get a seat, so I went away without buying anything
- No, I didn't visit the lounge car

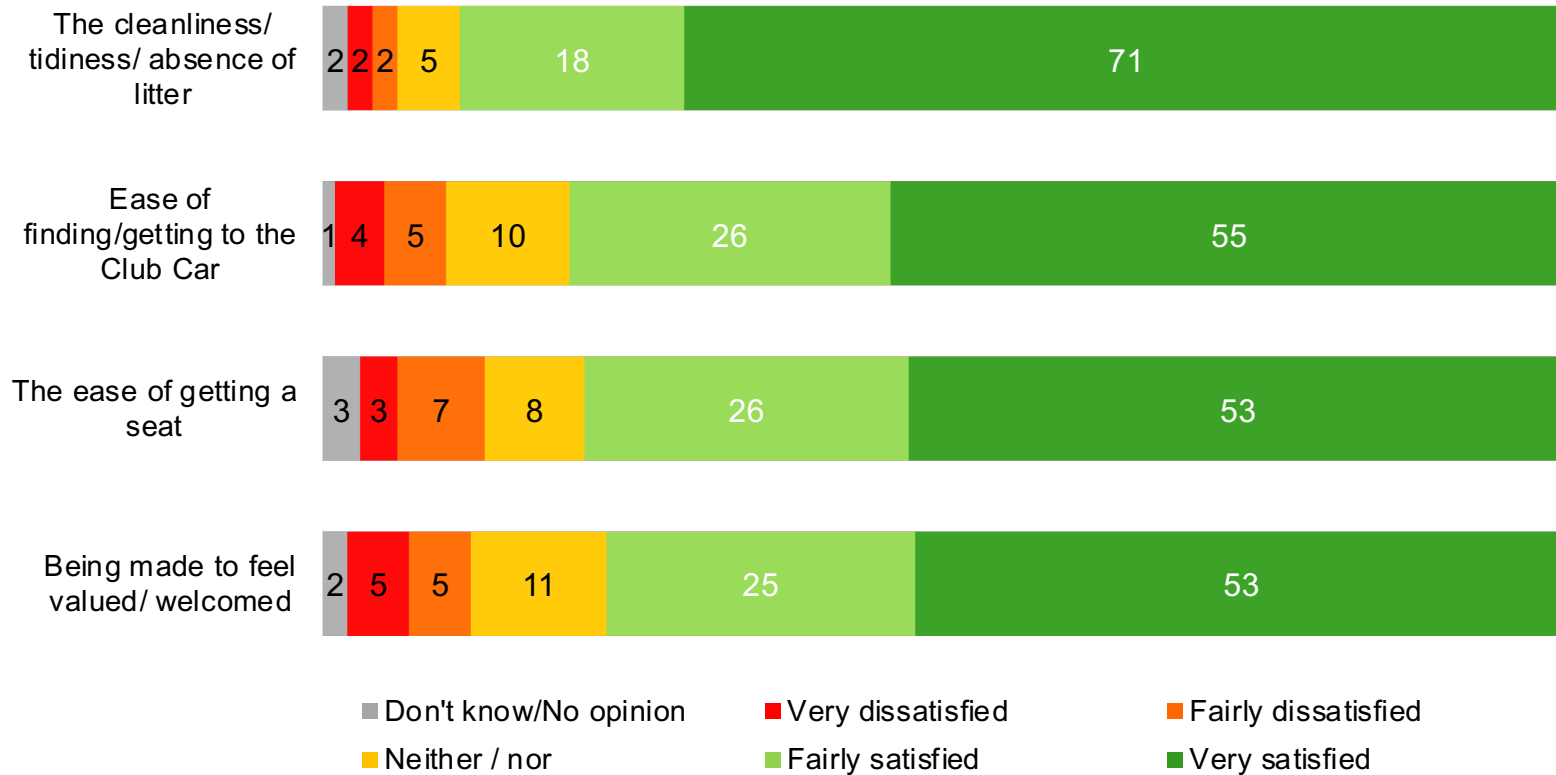


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (498)



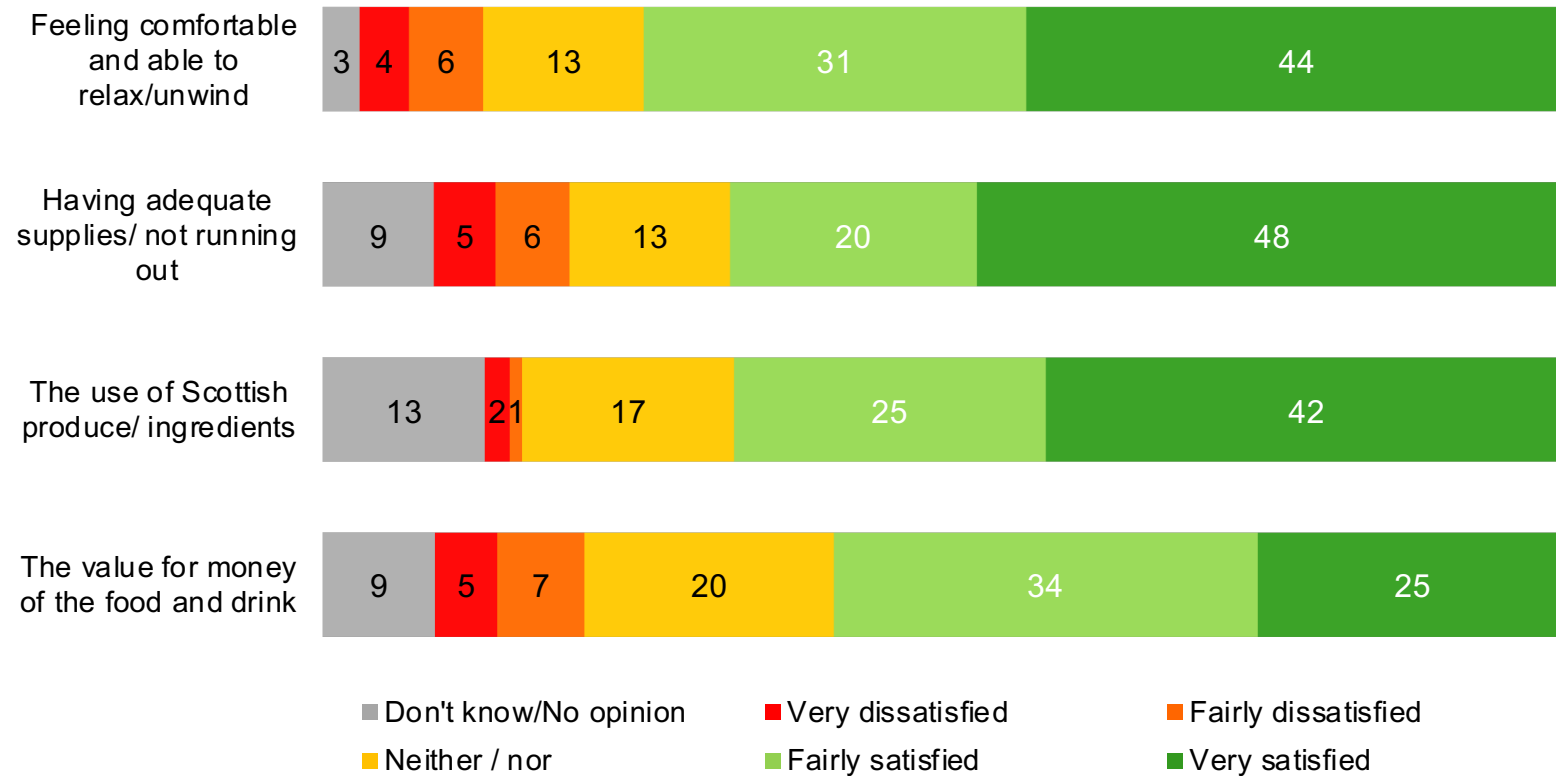
Satisfaction with features of the Lounge Car – top 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the Club Car (307)



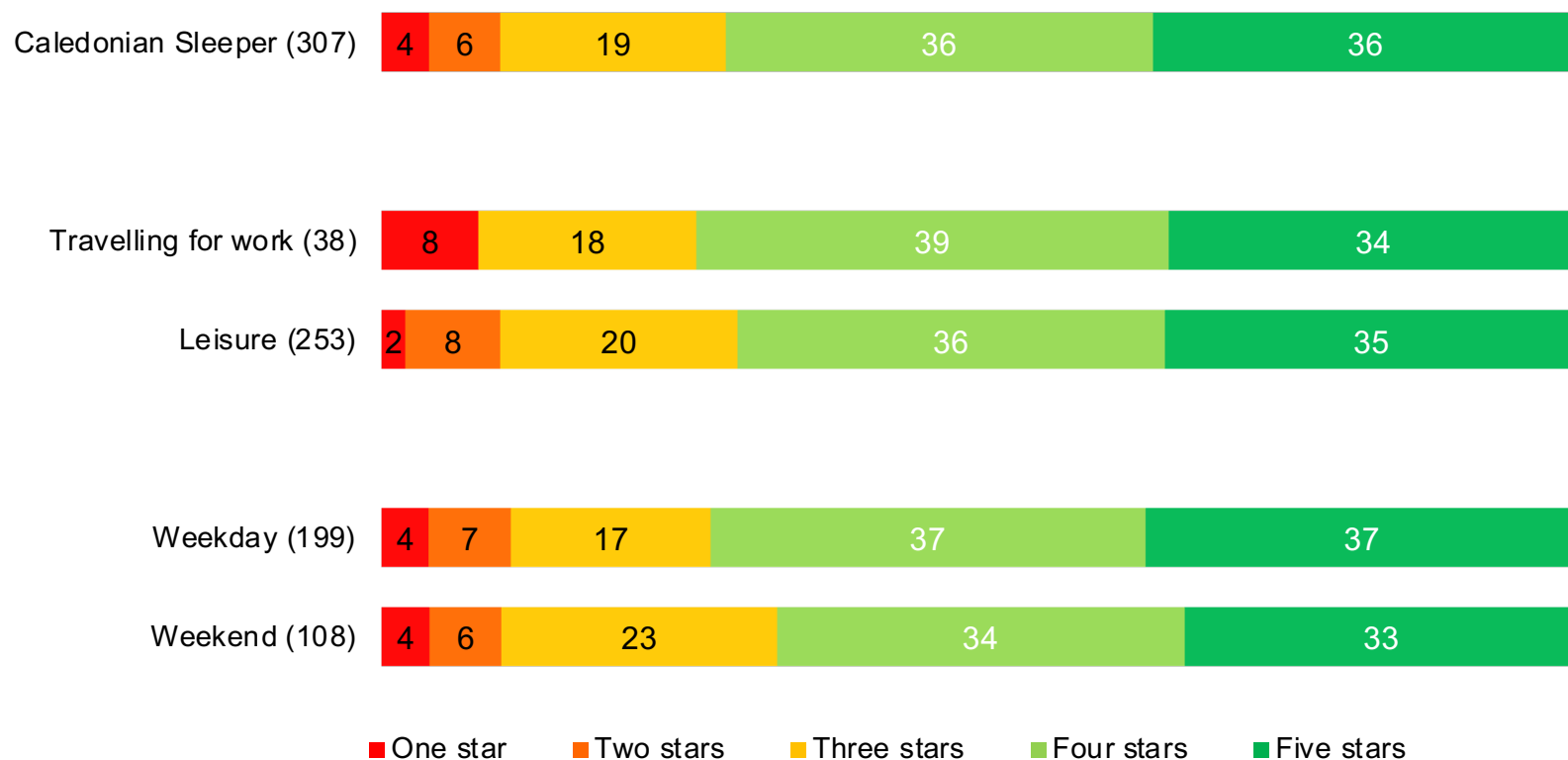
Satisfaction with features of the Club Car – bottom 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the Club Car (307)



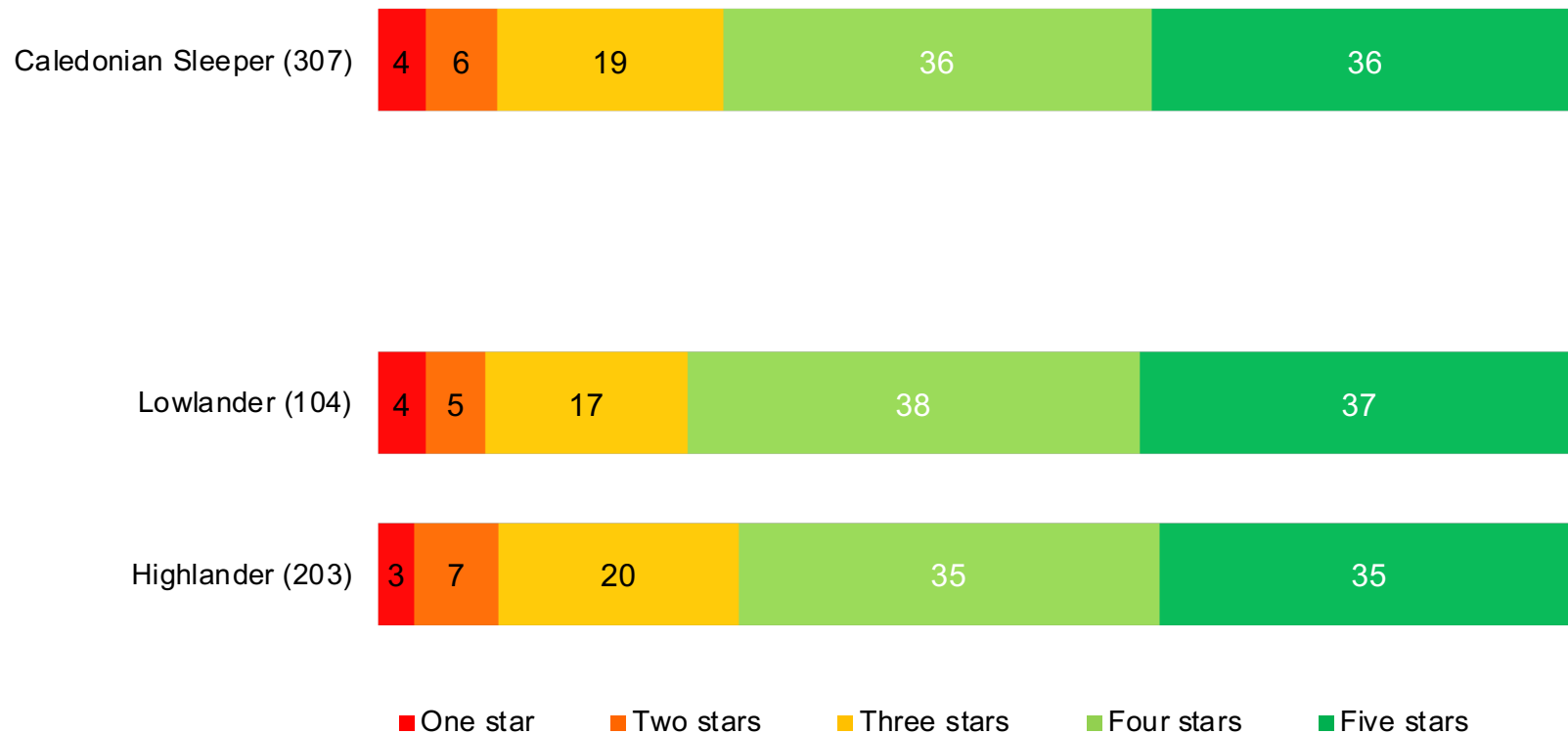
Overall rating of Club Car by passenger group



Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



Overall rating of Club Car by route



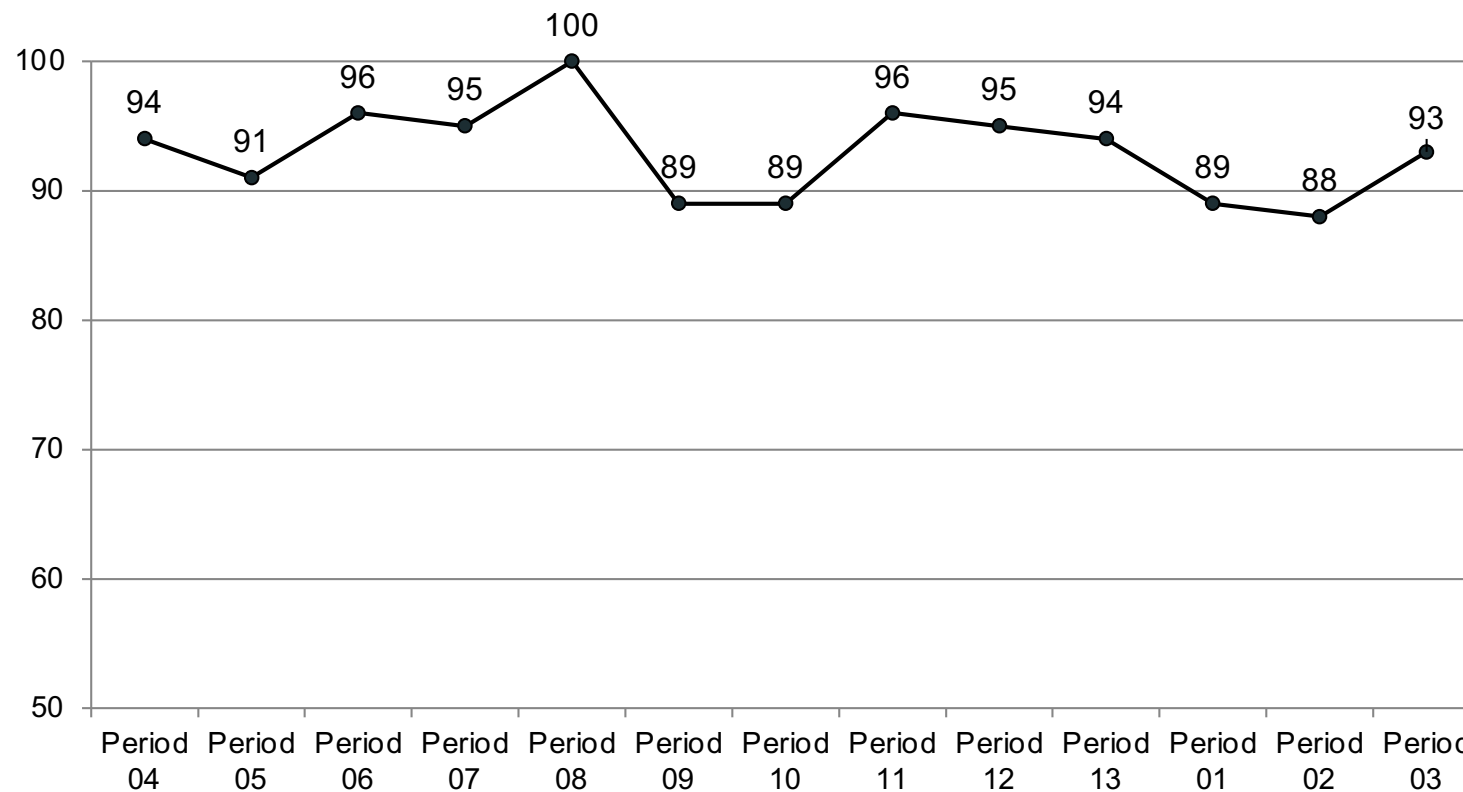
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



Overall rating of Club Car - trend

Rating of lounge car

Trend: % Three/Four/Five stars



Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?



Rating of the Club Car overall – customer comments

The Club Car just felt like the staff rest area where passengers were invading the staff space. They had one booth as their staff table which they were all sat around talking and their papers were all over the counter area.

I tried to order porridge and a sausage roll but was told I could not have both. Twenty minutes after we were seated for breakfast, we were told that we needed to move shortly so the people scheduled at 7:30 could come in.

Passengers who join at Crewe and Preston are not really getting any preference for the club car seats as those preferences have already been taken by passengers joining at Euston. For example, we joined at Crewe and went straight to the club car to book a table for breakfast, but no reasonable times were available as all had been reserved by those joining in the capital. Maybe passengers joining elsewhere should be emailed in advance to see if they wish to reserve a table?

Be warm, friendly when approached. Serve people in a timely manner, if they were busy just say you'll be with you as soon as possible. Clear plates, wipe down tables and basic things that making sure people had cutlery, milk, sugar, water. We had to ask for everything.

Improve range of meals and snacks offered, ensure that food provided is as advertised, and raise quality of food and preparation.

The Club Car was excellent, as were all the staff. I cannot think of anything else the staff could have done. It was an excellent experience.

Even though we paid for a Club cabin and had priority access, we were not allowed to book a table. That suggests that not all Club passengers could be guaranteed seating to eat supper there. How does priority of Club over ordinary passengers work, if seat bookings in the Club carriage is not allowed? We got a table because my wife had read of the need to get there asap after boarding.

The waitress was extremely slow to take orders. People were just sitting at tables without ordering, never leaving, and therefore not allowing others to sit and order food or drinks. However, the food was delicious and the one saving grace.

The Club Car itself was very relaxing and staff very friendly. The only negative is that there was very limited choice on the menu for gluten free food. My daughter struggled to find anything to eat.

I'm Vegan, so more vegan choices would be nice

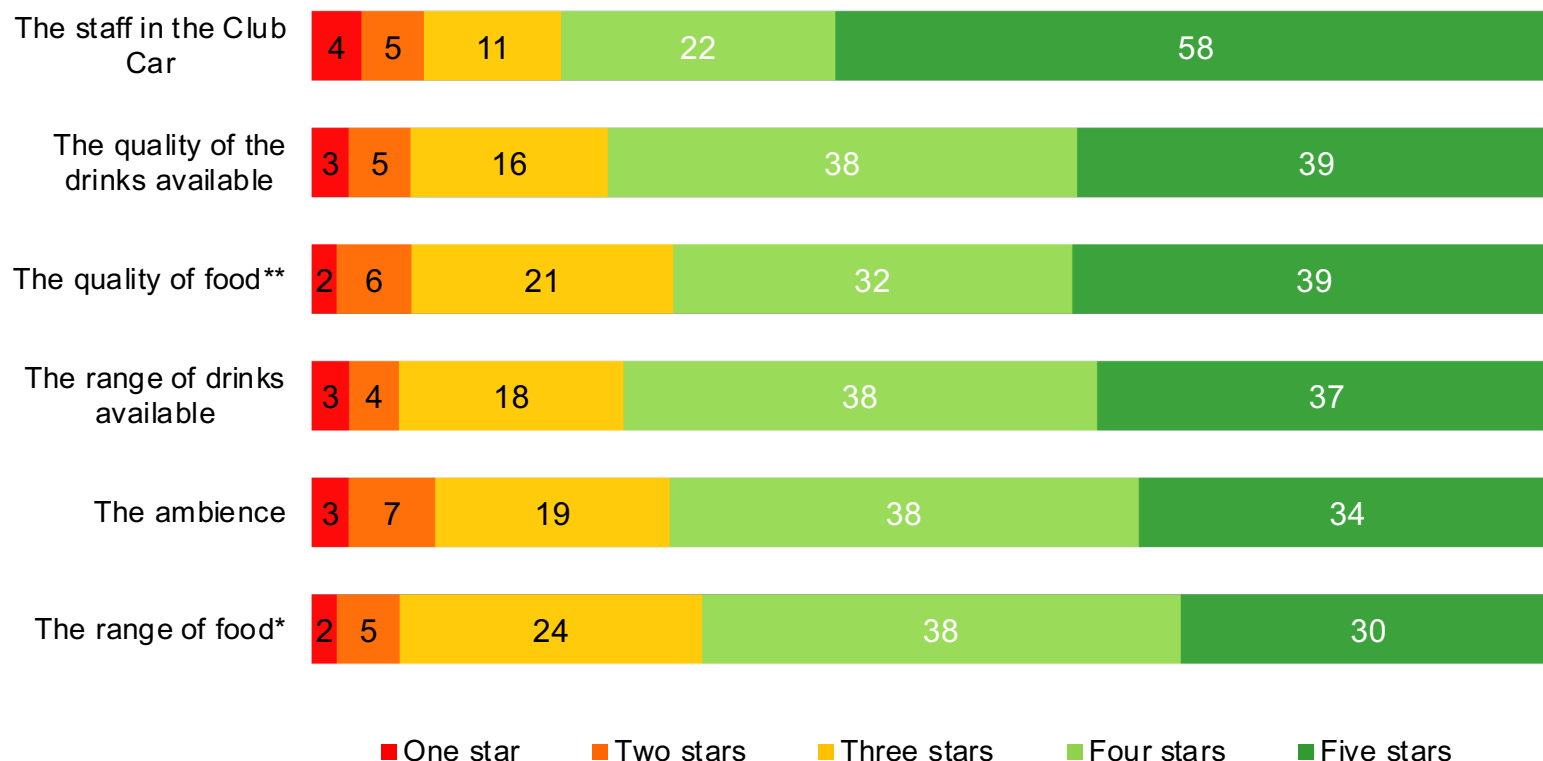
We were not aware we could sit in the club car, and it seemed like once we were in our rooms we had to stay there. More signage throughout the train for awareness of which carriage and direction the club car is would be helpful

Q24c. You gave just a single/two stars overall for the Club Car, what should Caledonian Sleeper do to improve this rating

Q24e. What, if anything, could Caledonian Sleeper do to improve the experience of the Club Car?



Rating of features of the Club Car



Q24b. How many stars do you give the Club Car for..?

Base: All using the Club Car (307), *those who looked at the menu (188), **those who ate a meal (133)



Rating of features of the Club Car – customer comments

Not enough seating, too many passengers wandering around looking disappointed. need more seating. club car attendant seemed run off his feet.

Make travellers feel welcomed on arrival, we waited quite a while just to be acknowledged, and when someone else walked past they didn't directly help us, just said 'I'll tell the team leader you're waiting'.

It was a bit canteen like. Also, even though the car was very empty we were still forced to return to our cabin to make room for others.

More Scottish choices will be good.

Did not feel like a "VIP" experience - was expecting a little more.

The staff were all friendly just not enough of them for the number of people. Took quite a while to be able to order more or get the bill.

No olives!

Visually the food appeared well presented, but my toasted sandwich was damp and solid.

I was disappointed that the only zero/low alcohol beer was Heineken when there are very good Scottish ones, e.g. Stewart's brewery. Also, the only decaf coffee was instant

More enthusiastic staff and availability of menu items.

Food was decent but probably a bit costly given the quality and quantity you get.

Not sure. It's basically airline food but a bit nicer.

I don't drink alcohol, and it would have been nice to have more cold soft drinks available.

It does not feel like a high-end experience; the food gives the impression that it is microwaved. Could provide cloth napkins.

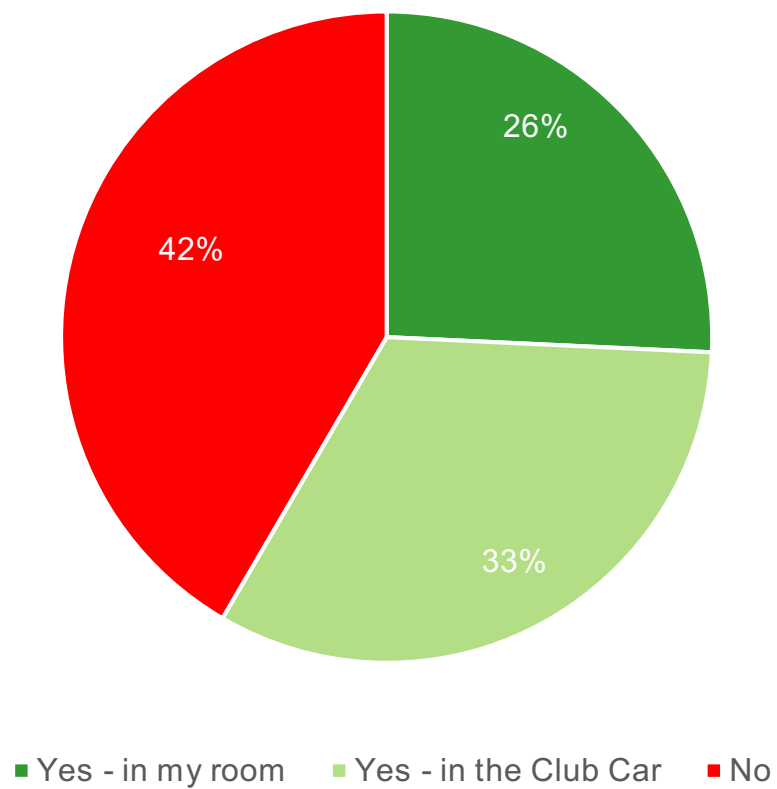
Too like aircraft cuisine. If you want to make it a better experience, consider a restaurant car.

Q24d. You gave just a single/two stars for the ambience of the Club Car / staff in the Club Car / range of hot and cold drinks available / quality of the drinks available / range of food available / quality of food available, what could Caledonian Sleeper do to improve this rating?



Breakfast

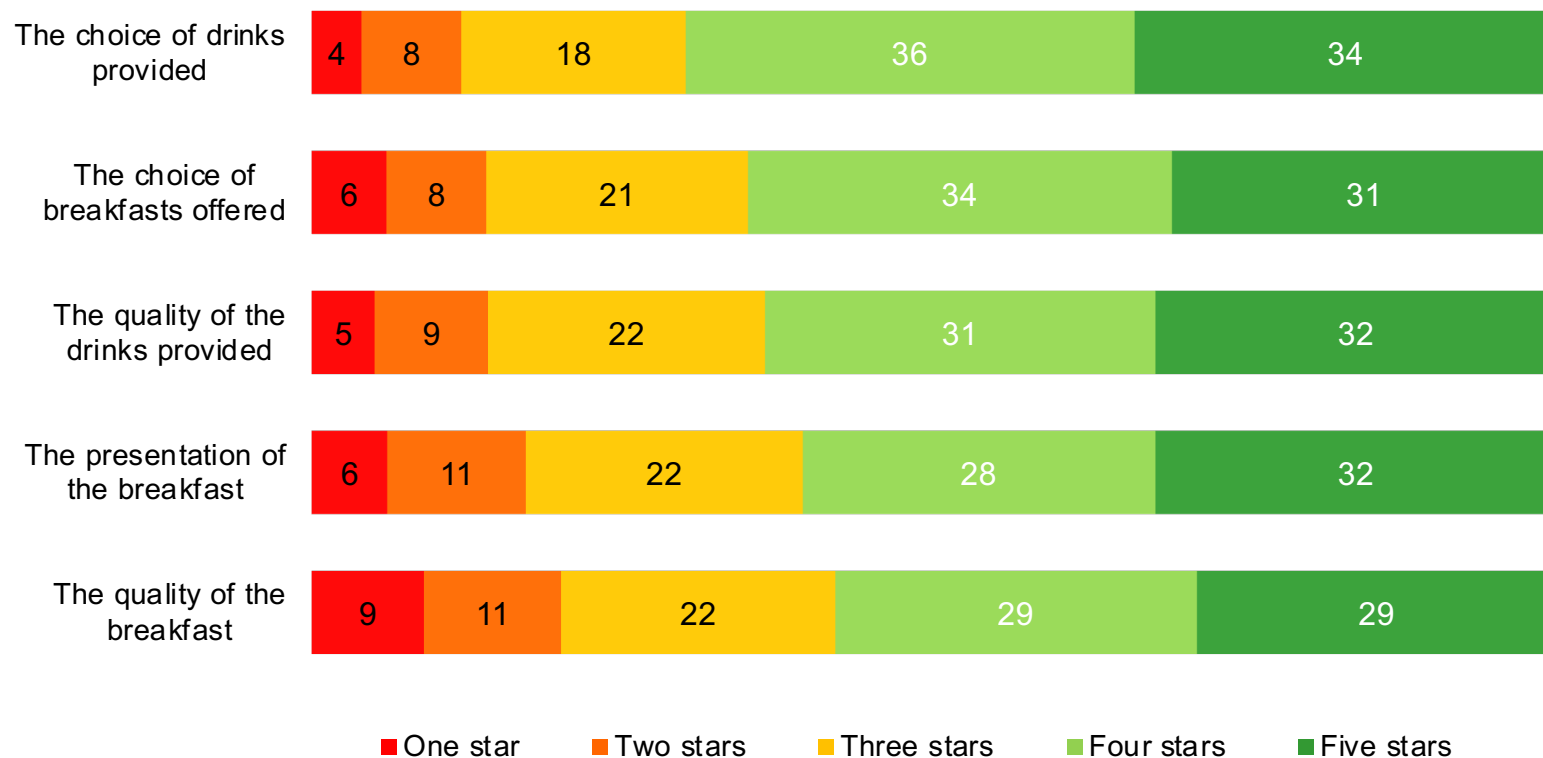
Quarter 1 2025/26 %



Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (609)



Rating of features of breakfast



Q25b. How many stars would you give for..?

Base: All eating a Caledonian Sleeper breakfast on the train (354)



Rating of features of the breakfast – customer comments

No veggie breakfast menu for cooked breakfast, no additional tea and coffee - did get some eventually but had to chase for it.

More vegetarian/vegan options.

I had a white bread sandwich with cardboard vegan bacon & no butter - dismal. Other guests had cooked breakfasts with vegan items (beans, hash browns, brown toast) but these weren't offered as a vegan option. The staff kept saying food was ordered in specially & I did order in advance, but apparently nobody thought to order dairy-free margarine.

Quality of the coffee really needs to be improved.

Range of juices and teas is disappointing

Being able to get a barista-made coffee delivered to my room would have been very welcome.

I chose smoked salmon and scrambled eggs with bagel and cream cheese. The eggs were very overcooked which spoilt the meal. On the journey up this same meal was much more carefully cooked and I enjoyed it. The tea was also served in a large disposable cup, and I couldn't make a good cup of tea. I prefer oat milk which was not available.

Get better ingredients. Go for low processed food. Keep choice low. Offer toast and good quality butter, marmalade and savoury option like marmite peanut butter.

Provide real metal cutlery and not wrap everything in plastic that is hard to get into, [provide] proper crockery.

I ate at my seat whilst the menu was good the food was average and protein small. Suggest the menu is reduced to concentrate on quality and serve the breakfast on crockery rather than in separate cardboard boxes.

Choices are basic, that could be found in many cafes. And really that should not be the experience.

The meal was served on disposable plate with disposable cutlery which also detracted from the enjoyment. For comparison, on the journey up to Scotland breakfast was served on china plates with metal cutlery which was much nicer. Similarly, the large disposable cup with single tea bag was not a good experience.

Q25c. You gave just a single/two stars for the choice of the breakfast offered / quality of the breakfast / choice of drinks offered / quality of the drinks provided / presentation of the breakfast, what could Caledonian Sleeper do to improve this rating?



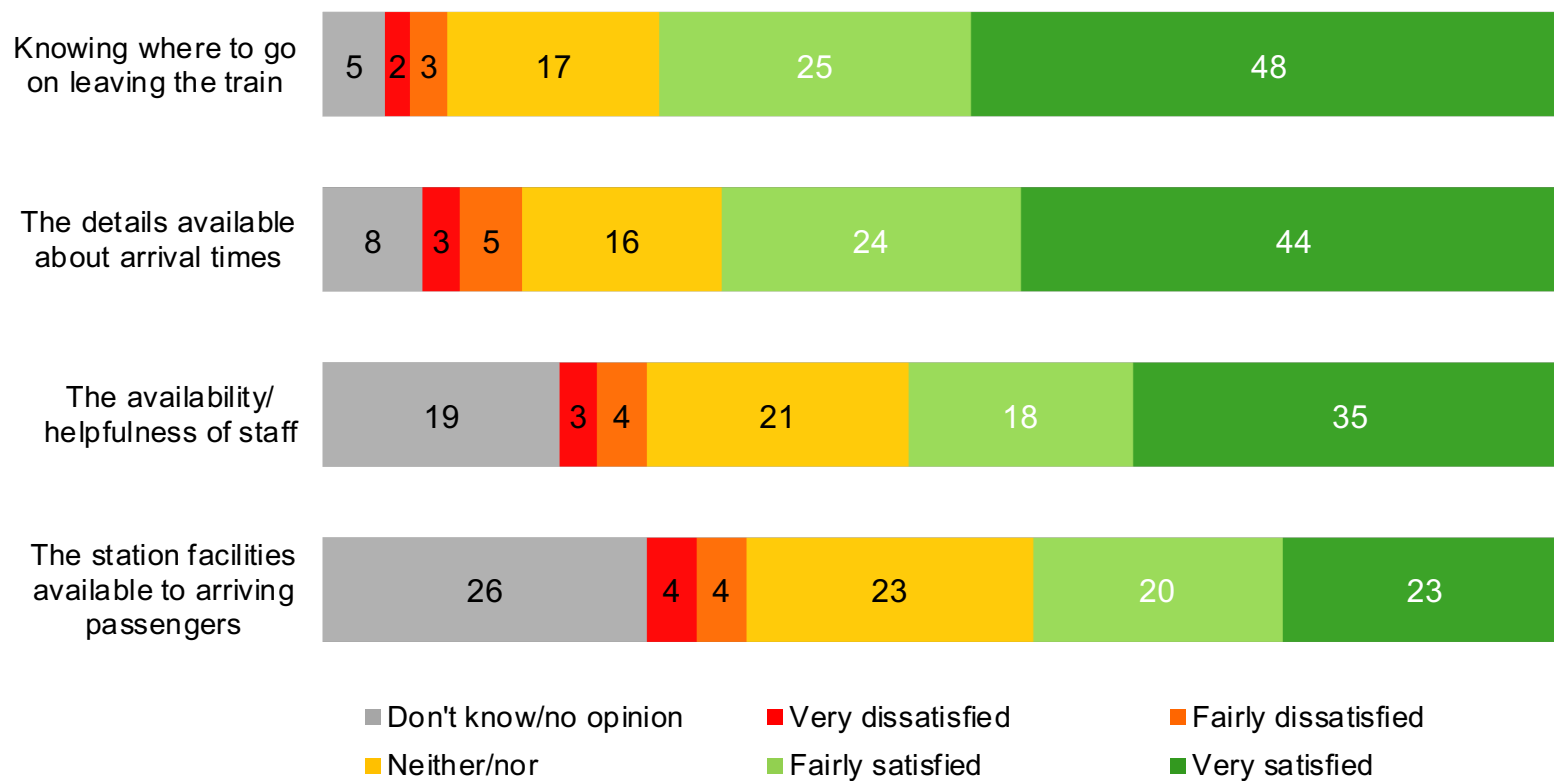
Caledonian Sleeper

Arrival



CALEDONIAN
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Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?
Base: All (609)



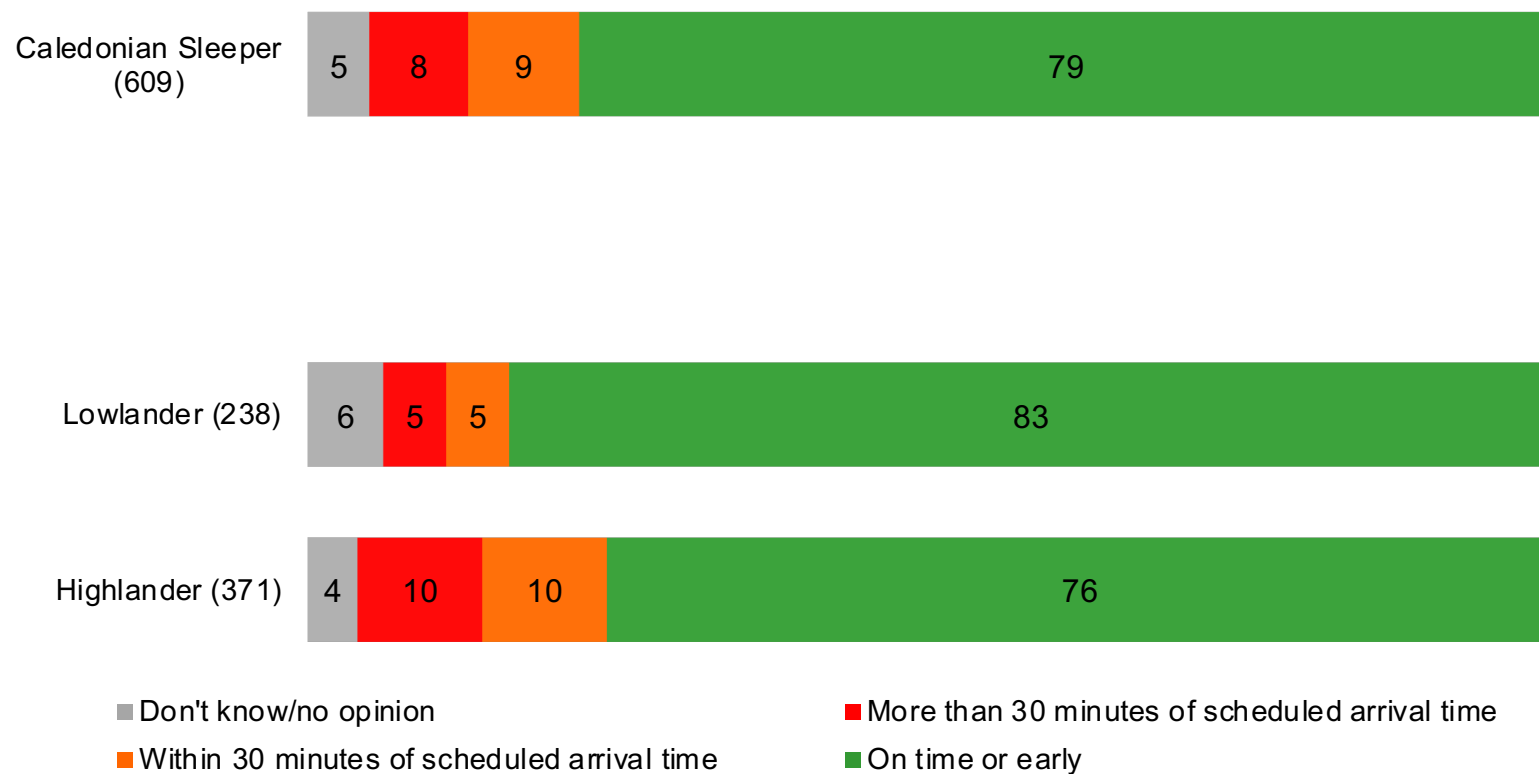
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



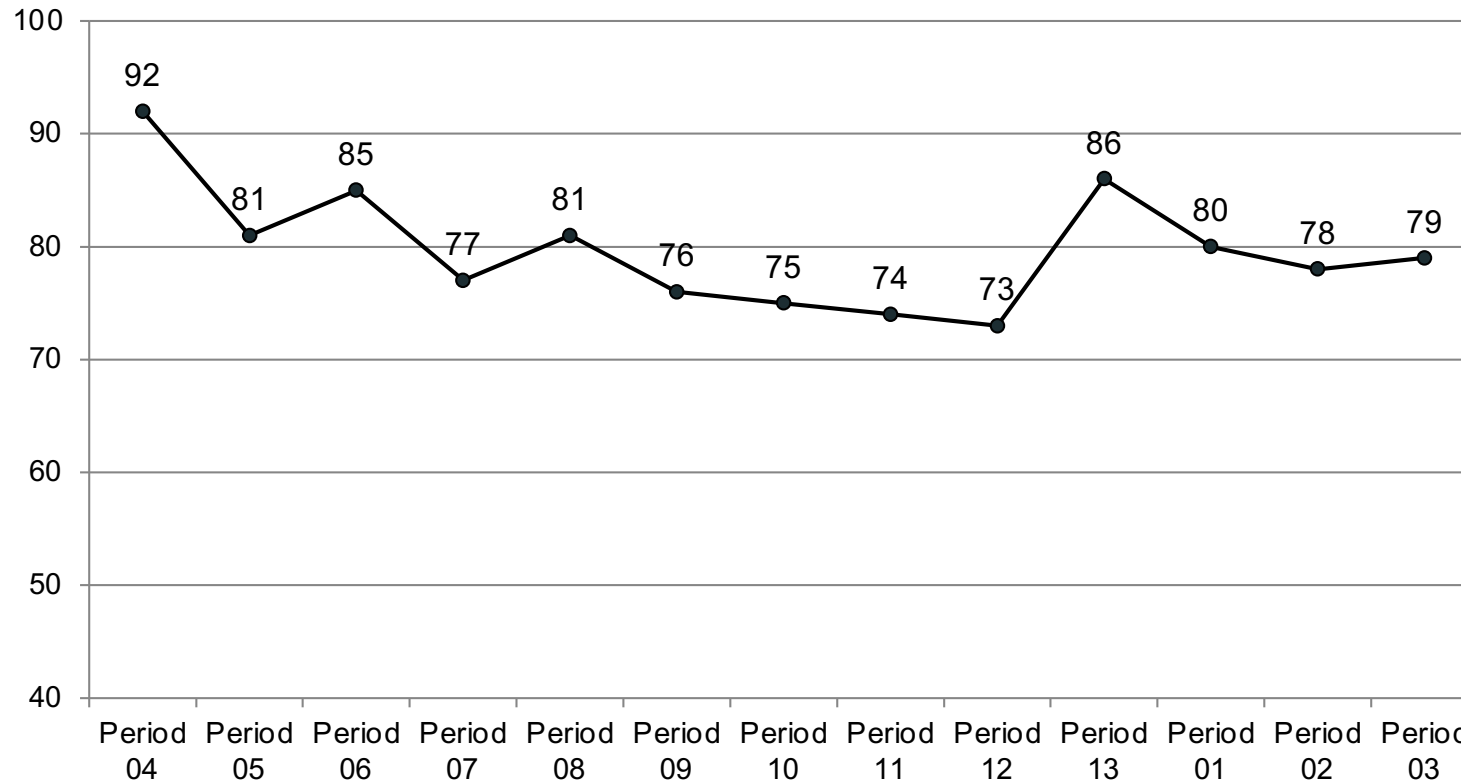
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



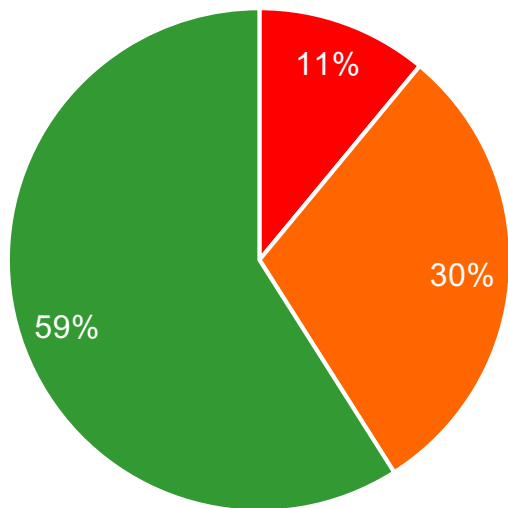
Q27a Did your train arrive on time?



Impact of delay

Quarter 1 2025/26 %

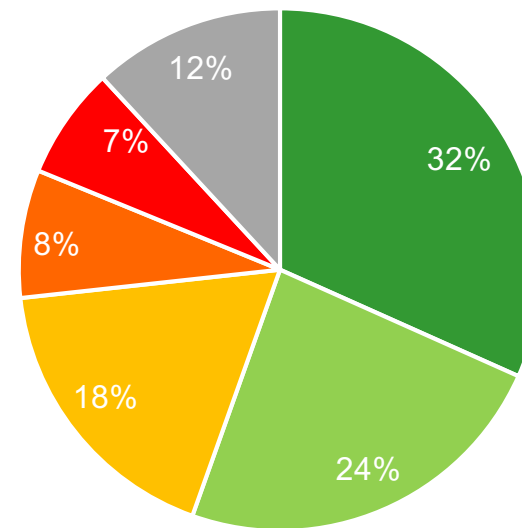
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (102)

- Very well
- Neither/nor
- Very poorly
- Fairly well
- Fairly poorly
- Don't know/no opinion



How well delay was dealt with

Q27c. How well did Caledonian Sleeper deal with this delay in terms of keeping you informed and providing any assistance needed?
Base: All who experienced a delay (102)



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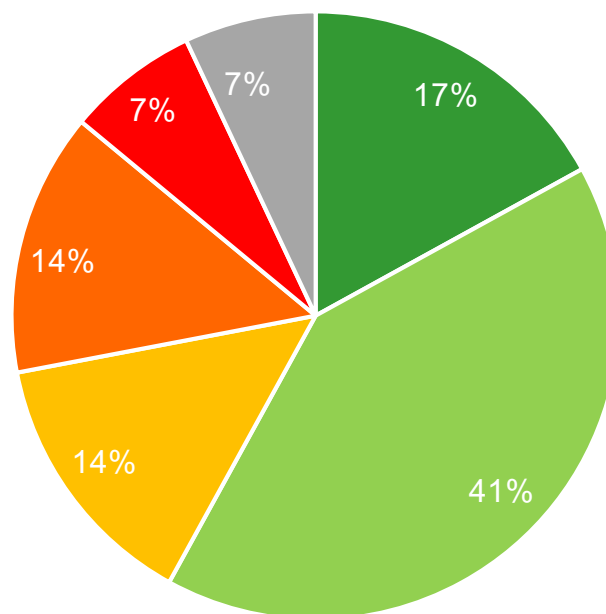
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 1 2025/26 %



- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied
- Don't know/no opinion

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?

Base: All those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (29*) *Caution – low base



Providing a service suitable to needs – customer comments

No cramped bunks.

Make sure there are adequate facilities and space for those with limited mobility.

I use a walking stick due to a degenerative condition. Unexpected, lengthy delays resulting in long periods of walking (platform change at Euston on the outward journey) and standing (chaotic boarding at Edinburgh), along with the attendant stress, are deeply unhelpful. Removing those conditions - or at least providing timely and transparent information so that I can plan accordingly - would have helped.

Shower not functional for someone who has a disability.

Better lounges more suitable for business travel.

Q40c. What could Caledonian Sleeper do to improve its service to you?



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Appendix



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Sample profile – journey details

Sample size	609 %	Sample size	609 %	Sample size	528 %
<u>Age</u>		<u>Journey Purpose</u>		<u>Disability or Illness</u>	
16-34	8	Travelling for work/business	17	None	95
35-54	34	Company business	13	Vision	>1
55+	55	Personal Business	3	Hearing	2
Not stated	3	Regular travel between home and workplace	1	Mobility	3
<u>Gender</u>		Leisure	78	Hidden disability	2
Male	50	Visiting friends/ relatives	16	Speech or language impairment	-
Female	47	Holiday/ short break	59	Mental health	1
Not stated	3	Attending a sporting/ musical/ theatrical/ charity event	3	Other	1
<u>Working status</u>		Other	5		
Full time	54				
Part time	14				
Not working	2				
Retired	27				
Student	1				
Not stated	2				
<u>Residence</u>					
UK	77				
Non-UK	23				



Sample profile – journey details

Sample size	609 %	Sample size	609 %	Sample size	609 %
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	46	Caledonian Sleeper	36	Train	40
With a business colleagues(s)	-	Daytime train	36	Underground/ Tram/ Subway	22
With family (adults only)	36	Plane	15	Bus/ Coach	8
With family (adults/children)	11	Coach	1	Taxi	12
With friends	7	Own Car	1	Own car/ Dropped off	10
<u>Accommodation</u>		Hire car	2	Hire car	3
Seat	18	Other	7	On foot	18
Room	31	Don't know	2	Bicycle	3
En-suite room (with shower)	51	<u>Outward journey mode</u> (those making return journey)		Other	2
<u>Journey direction</u>		<u>Travel from arrival station</u>			
Outward	64	Caledonian Sleeper	50	Train	35
Return	36	Daytime train	32	Underground/ Tram/ Subway	17
One way	-	Plane	13	Bus/ Coach	11
		Coach	-	Taxi	12
		Own Car	1	Own car/ Dropped off	7
		Hire car	1	Hire car	9
		Other	4	On foot	25
				Bicycle	2
				Other	3



Sample profile – journey details

<i>Sample size</i>	<i>609 %</i>	<i>Sample size</i>	<i>609 %</i>	<i>Sample size</i>	<i>609 %</i>
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>	
Weekday	63	1 st class	51	£0-£49.99	4
Weekend	37	Standard	31	£50-£99.99	12
<u>Direction</u>		Seated	18	£100-£149.99	4
Northbound	53	<u>Party size</u>		£150-£199.99	14
Southbound	47	Single traveller	50	£200-£249.99	7
<u>Train Type</u>		Two people	42	£250-£299.99	16
Highlander	61	Three or more people	8	£300 or more	43
Lowlander	39			<u>Transaction value by guest</u>	
<u>Crew</u>				£0-£49.99	6
Aberdeen	5			£50-£99.99	15
Edinburgh	9			£100-£149.99	12
Fort William	8			£150-£199.99	29
Glasgow	10			£200-£249.99	38
Inverness	16				
London	52				



Sample profile – journey details

Sample size	819 %	Sample size	819 %	Sample size	819 %
<u>Return journeys between Scotland and London</u>		<u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)		<u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)	
12 or more	5	(272)		(496)	
4-11	17	12 or more	5	More than 20 years ago	29
2-3	22	4-11	18	15-19 years ago	6
First journey in last 12 months	37	2-3	31	10-14 years ago	9
First ever journey	15	1 Journey	35	5-9 years ago	8
Have never made a journey between Scotland and the London area	3	None	11	3-4 years ago	7
Don't know	-			In the last 1-2 years	40



Methodology overview

The Caledonian Sleeper Customer Satisfaction Survey provides feedback about customer experience and opinions of the Caledonian Sleeper. The survey is carried out as an online survey.

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 13th July 2017. A dashboard report is provided at the end of every Rail Period, and a more detailed report is provided every quarter.

This report contains results for the first quarter of fieldwork for the year 2025/26, combining Rail Periods 01, 02 and 03.

Fieldwork for quarter 1 2025/26 took place between 2 April and 8 July 2025. This covered journeys made between 1 April – 21 June 2025.

609 questionnaires were completed in total.



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Quarterly Report

Quarter 1, 2025/26

Rail Periods 01, 02 and 03



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