

# Dashboard Report

Period 06 2025/26

17<sup>th</sup> August – 14<sup>th</sup> September 2025

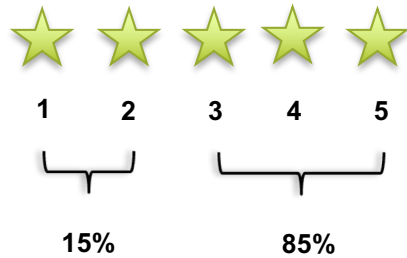


CALEDONIAN  
SLEEPER

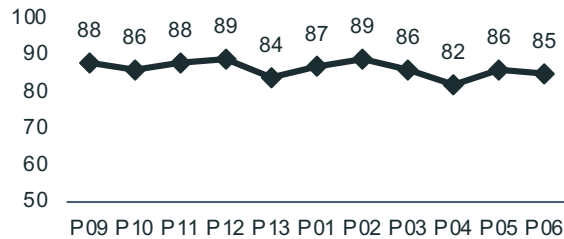
# Caledonian Sleeper Passenger Satisfaction

## Rail Period 06: 17<sup>th</sup> August – 14<sup>th</sup> September 2025

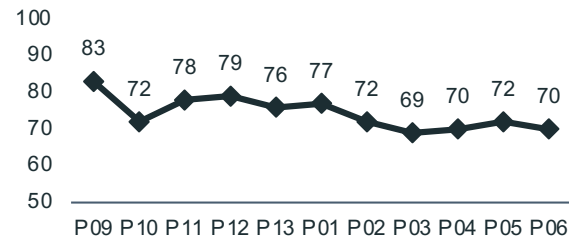
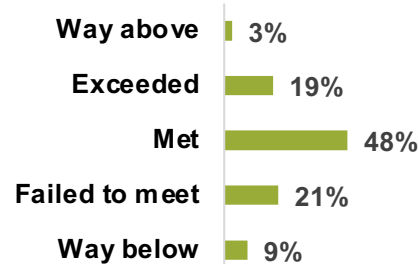
### Overall journey experience



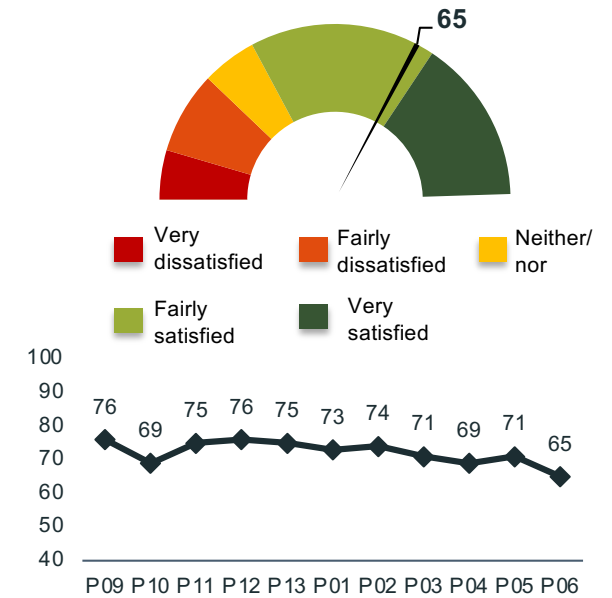
Ave – 3.6



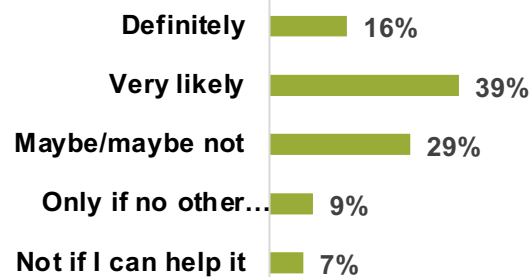
### Expectation



### Overall satisfaction



### Likelihood of future use



	Lowlander	Highlander
Journey experience	83%	86%
Met / Above expectation	69%	70%
Overall satisfaction	61%	67%
Net Promoter Score	-1	7
Future Use	54%	56%

Sample size: 181 (Lowlander 70, Highlander 111)



# Caledonian Sleeper Passenger Satisfaction

## Rail Period 06: 17<sup>th</sup> August – 14<sup>th</sup> September 2025

### Expectations of the journey

#### Top five:

- 59%** Looking forward to the experience
- 38%** Not expecting a good night's sleep
- 37%** Sufficiently well informed about the journey ahead
- 33%** Relaxed
- 33%** Excited

#### Bottom five:

- 6%** Carefree
- 6%** Anxious or nervous
- 6%** Anticipating a sociable evening
- 4%** Concerned about other passengers' possible bad behaviour
- 3%** Concerned I might have someone sharing my room/in the next seat

### Journey Experience

(% 3-5 star rating)

**85%** Experience overall

#### Making me feel...

- 90%** welcomed
- 82%** looked after
- 81%** relaxed
- 79%** comfortable
- 65%** I had a good night's sleep

**85%** Room rating

**94%** Club Car rating

### Summing up the experience

#### Top five:

- 36%** Functional
- 33%** Practical
- 33%** Efficient
- 33%** Memorable
- 27%** Unique

#### Bottom five:

- 7%** Distressing
- 5%** Classy
- 4%** World Class
- 2%** Boring
- 2%** Reviving

Sample size: 181

