

Caledonian Sleeper

Quarterly Report

Quarter 2, 2024/25

Rail Periods 4, 5, and 6



CALEDONIAN
SLEEPER

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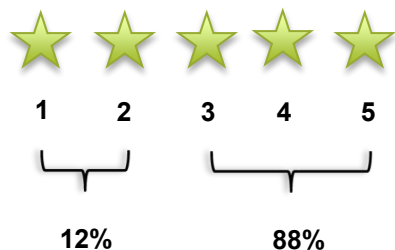
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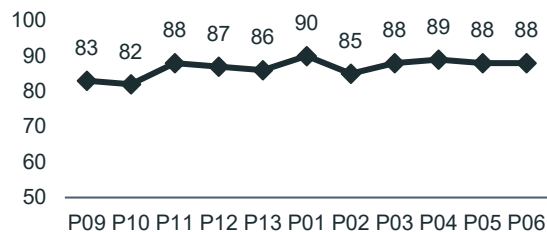
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23 June – 14 September 2024

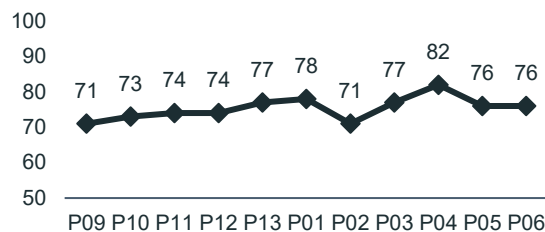
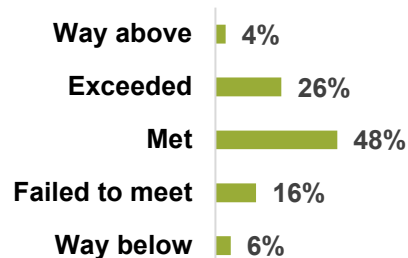
Overall journey experience



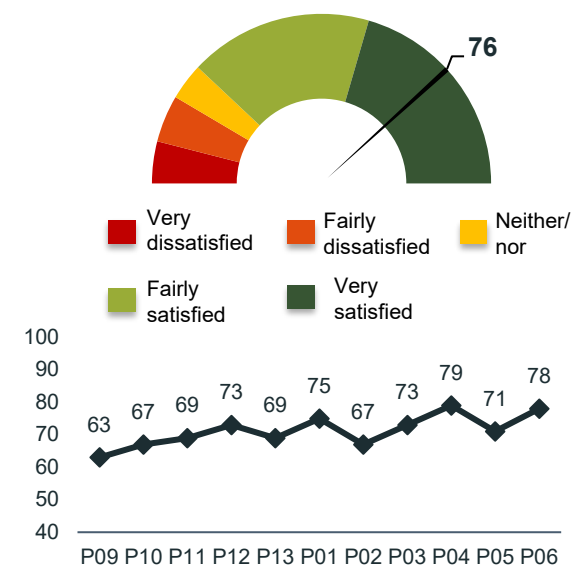
Ave – 3.8



Expectation



Overall satisfaction



Net Promoter Score

21

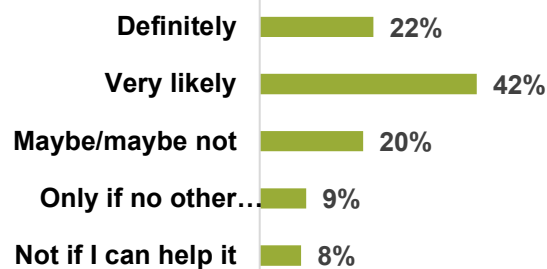


48



27

Likelihood of future use



	Lowlander	Highlander
Journey experience	86%	90%
Met / Above expectation	77%	78%
Overall satisfaction	75%	76%
Net Promoter Score	19%	23%
Future Use	60%	67%

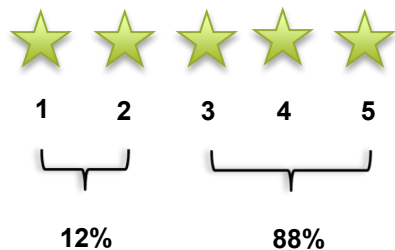
Sample size: 585 (Lowlander 262, Highlander 323)



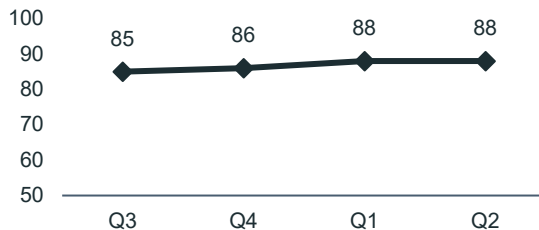
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23 June – 14 September 2024

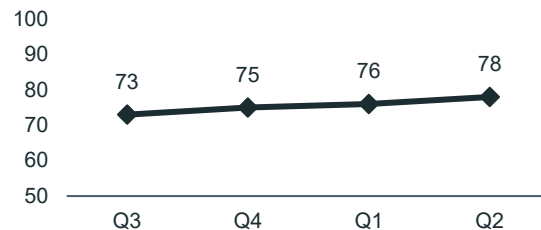
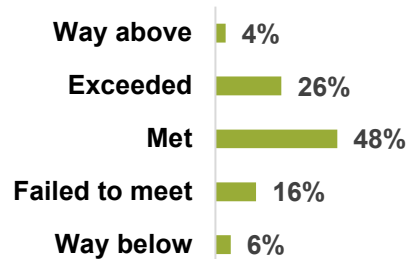
Overall journey experience



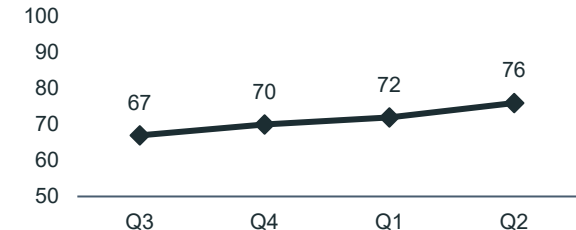
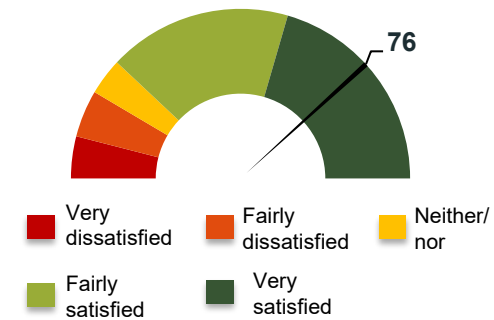
Ave – 3.8



Expectation



Overall satisfaction



Net Promoter Score

21

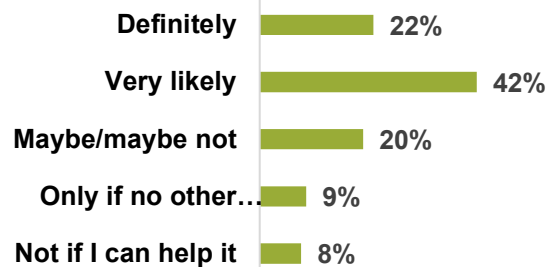


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Likelihood of future use



	Lowlander	Highlander
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Sample size: 585 (Lowlander 262, Highlander 323)



Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23 June – 14 September 2024

Expectations of the journey

Top five:

- 63% Looking forward to the experience
- 42% Sufficiently well informed about the journey ahead
- 37% Excited
- 33% Relaxed
- 31% Looking forward to bed

Bottom five:

- 5% Concerned about other passenger's possible bad behaviour
- 4% Anticipating a sociable evening
- 4% Concerned I might have someone sharing my room/in the next seat
- 4% Worried we might be late
- 2% Anxious or nervous

Journey experience

(% 3 - 5 star rating)

88% Experience overall

Making me feel...

- 91% welcomed
- 88% looked after
- 87% relaxed
- 82% comfortable
- 70% I had a good night's sleep
- 85% Room rating
- 94% Club Car rating

Summing up the experience

Top five:

- 42% Efficient
- 41% Practical
- 34% Memorable
- 32% Functional
- 30% Relaxing

Bottom five:

- 4% Distressing
- 3% Chaotic
- 3% World Class
- 2% Reviving
- 1% Boring

Sample size: 585



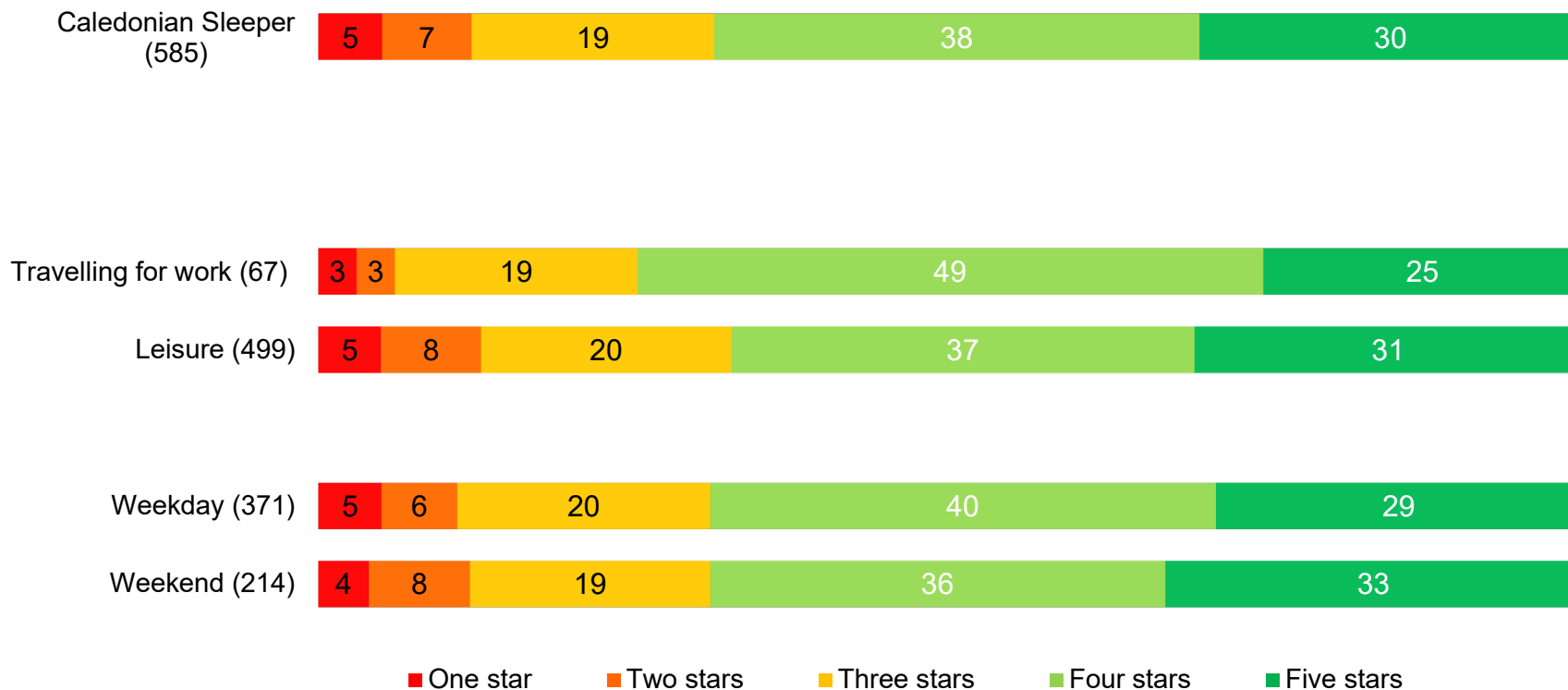
Caledonian Sleeper

On-board experience



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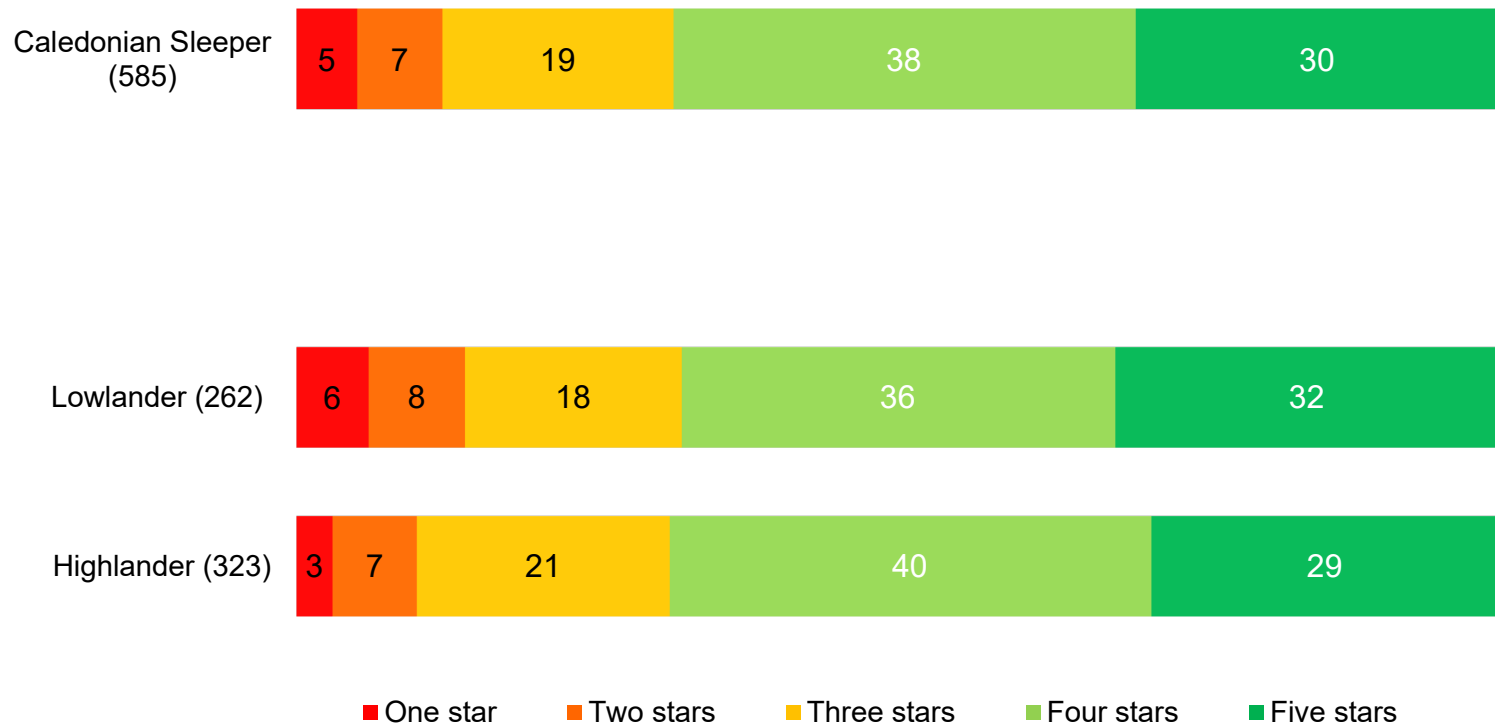
Overall rating of experience by passenger group



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



Overall rating of experience by route



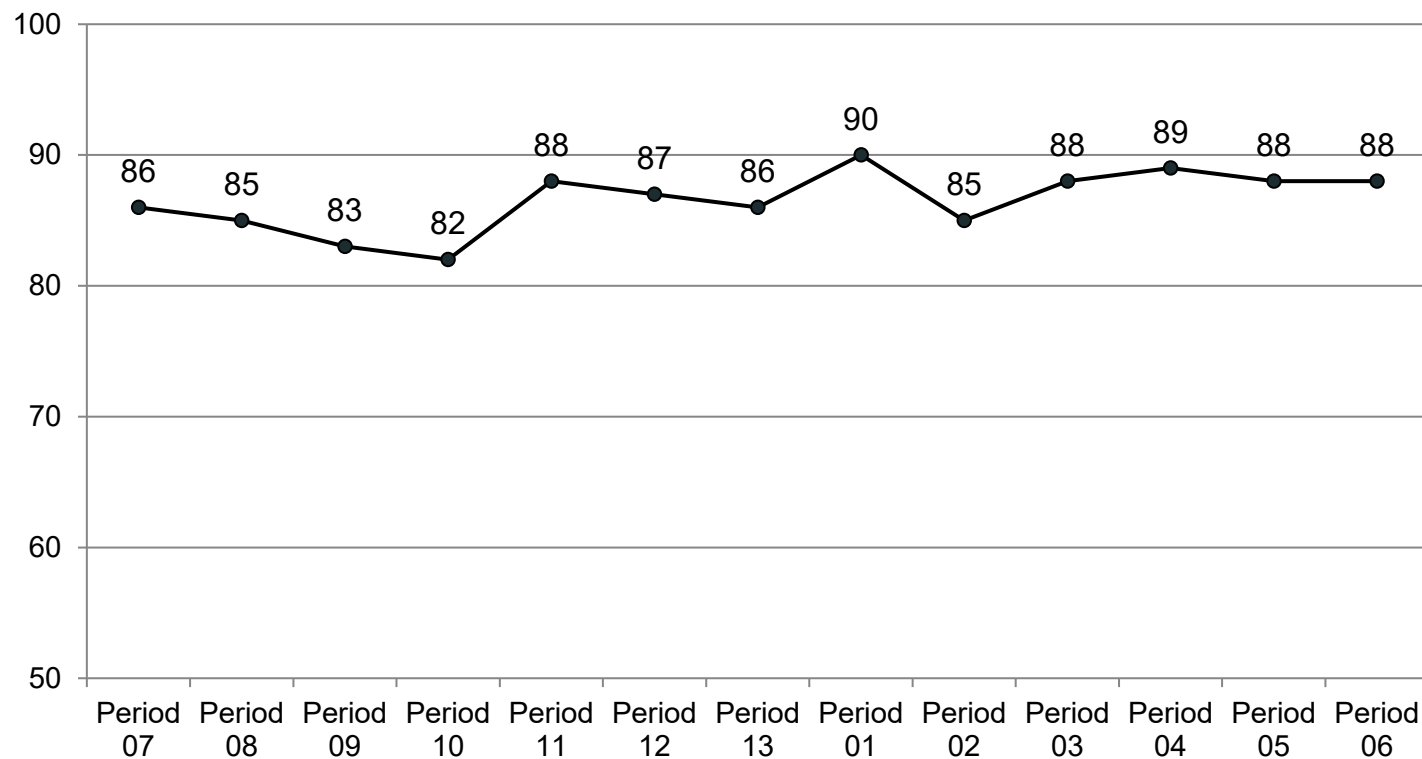
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

There needs to be better transparency about the smallness of the rooms, it's incredibly misleading on the website. Also, other than one very lovely person in the club car, we did not experience a positive experience from the staff.

The experience was good. I just find the whole trip not great value for money.

Overall, not a great experience, bed quality was terrible, and shower clearly wasn't cleaned. Communication was poor and walls were too thin. Felt like I was camping and I'm telling people in Scotland to avoid it.

More comfortable seats. I was given the worst two seats in the whole carriage for both my journeys. Seats should recline or have a similar design to booths on Northlink ferries. I hardly got any sleep due to how light the carriage was and how uncomfortable the seat was.

Have more seating in the dining car. Everyone wants to go there after boarding the train for an evening drink but there are not enough seats so some end up standing. The suites aren't really large enough to relax and have your drink when there are 2 people traveling.

Improve Lounge at Euston v poor food choice. Some not available. No healthy options. Complimentary snacks = crisps. Onboard cramped dining car / poor service insufficient staff. Breakfast abysmal. One dry bacon roll - no butter cold bacon. Asked for toast - not available.

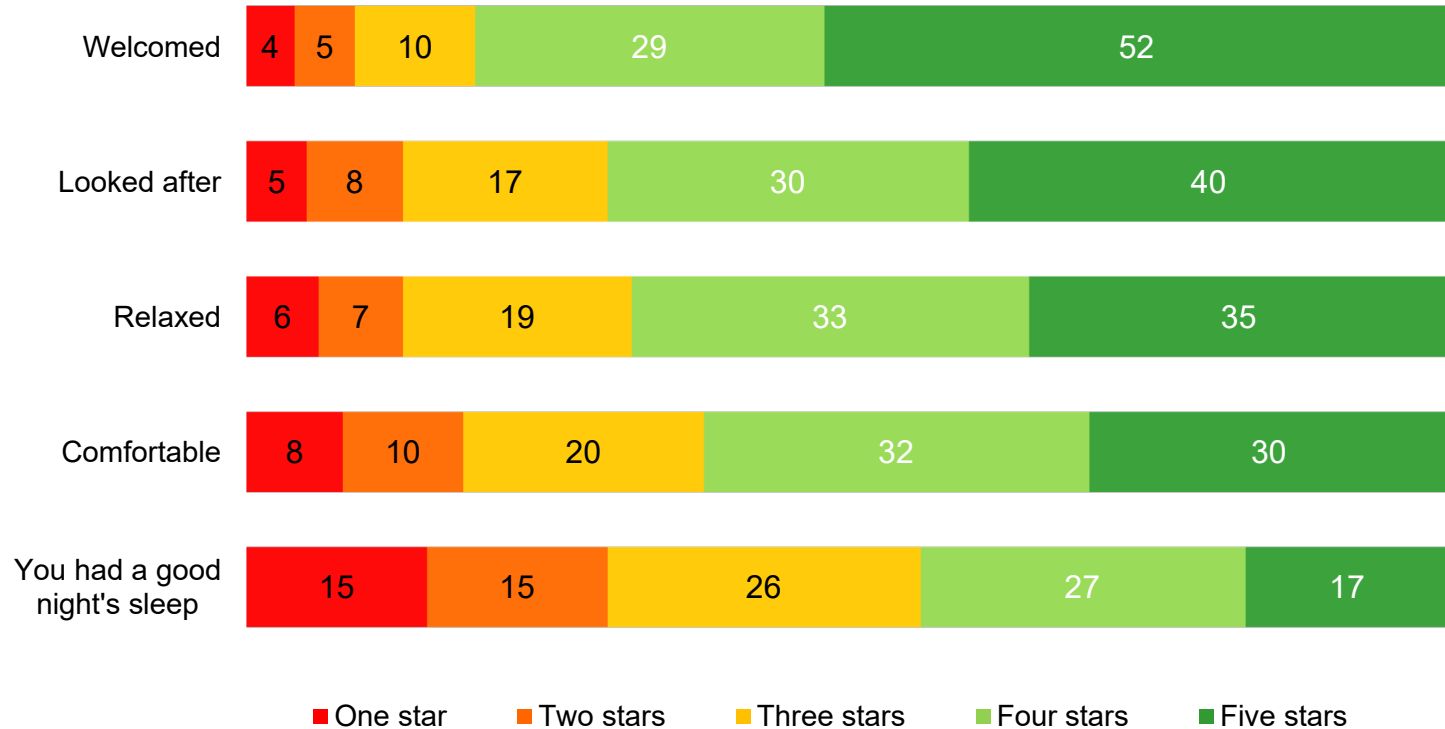
Nothing, absolutely awesome. The outbound trip was slightly better, just felt the staff were that little bit more friendly and did everything they could to make it the best possible experience. The return journey was ok, staff were friendly but maybe a little less polished.

The onboard experience is good. The staff are friendly, but mostly seem quite new and inexperienced, so are not necessarily very helpful if there are problems. The Sleeper remains very expensive, so excludes many people.

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 (585)



Rating of features of the journey – customer comments

Everyone having to wait for hours before being permitted into the lounge was terrible. No seating. No toilets rubbish being taking through everyone waiting. You compare yourself with air travel. You have nothing to compare. Would not travel again at this Price and treatment.

There were a lot of enthusiastic emails, but my experience at the station was just a ticket check. I don't really expect a train journey to be "welcoming", but it was pretty average.

It was the lack of staff, and the lights being so bright all night long making sleep very difficult. Although I know it happens, it is an issue every time - the lights are dimmed in the 1st part of the journey but then are put up brighter once it gets time for people to think about sleeping.

When I pressed the alert buzzer for order snacks or drinks to my seat. All of the staff seemed annoyed or confused as to why I'd pressed the button. All staff told me there would be a wait as the canteen staff were busy.

the staff were just not really around and those that did appear walked quickly through the carriage making no attempt to stop, welcome passengers or check if we needed anything/knew how to order drinks etc.

The air conditioning in the rooms was non-existent. I was travelling with a child and a dog, and it was very uncomfortable for the first 4-5 hours of the journey up north.

There was a lot of waiting around to board the train late at night. The train was at the platform, and it would have been better if we could have boarded earlier to give time to get to sleep before the train started.

It would be nice for the room to be slightly bigger for moving about and storage, but of course I understand it is not possible for the foreseeable future! And it would be nice to have a tray or another table for the second person to eat at.

We had to board after 10.30 and to disembark before 8. This meant I couldn't have 8 hours of sleep as I chose to have some night snacks and breakfast. A longer time allowed on the train would help.

I don't think there is anything you could improve. The journey has a lot of movement and noise. Unavoidable.

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?



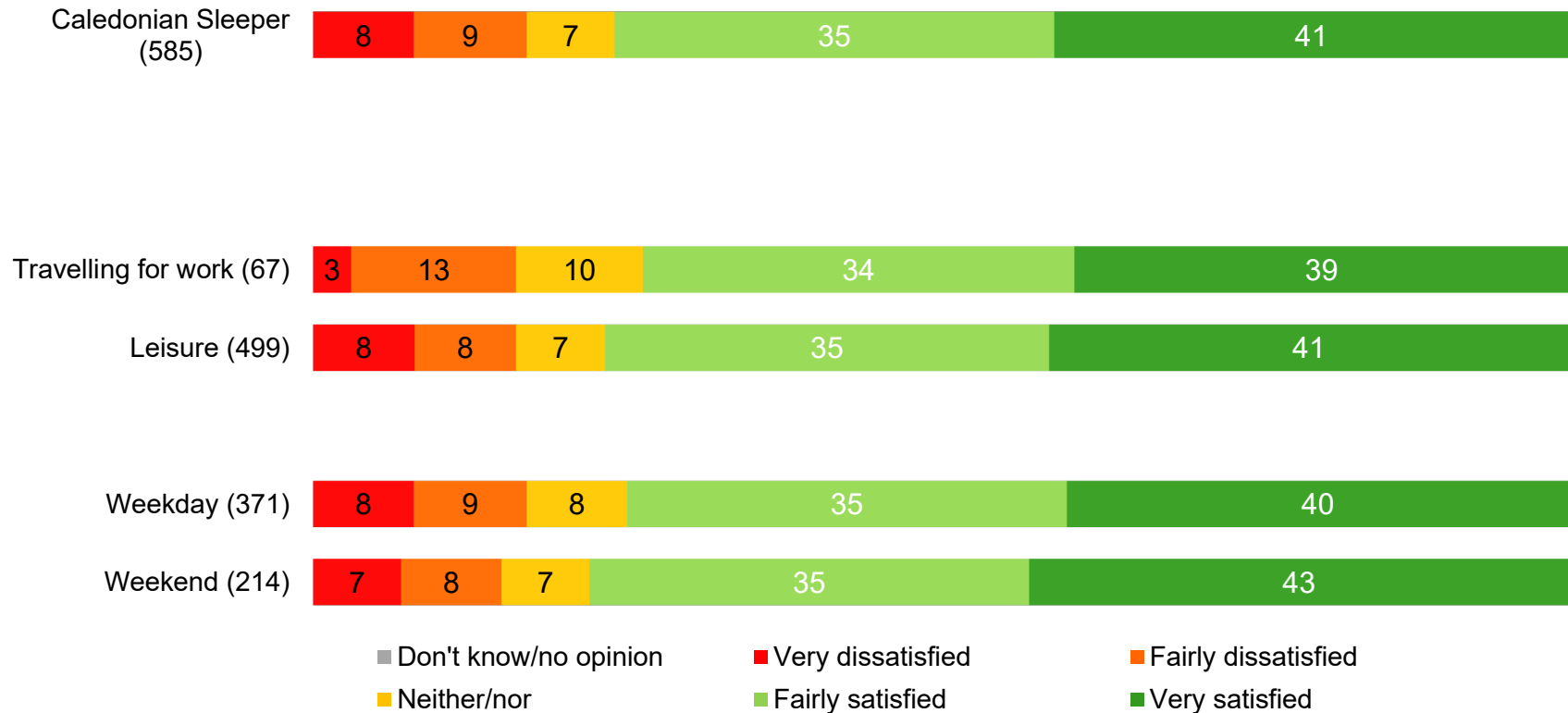
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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Overall journey satisfaction by passenger group

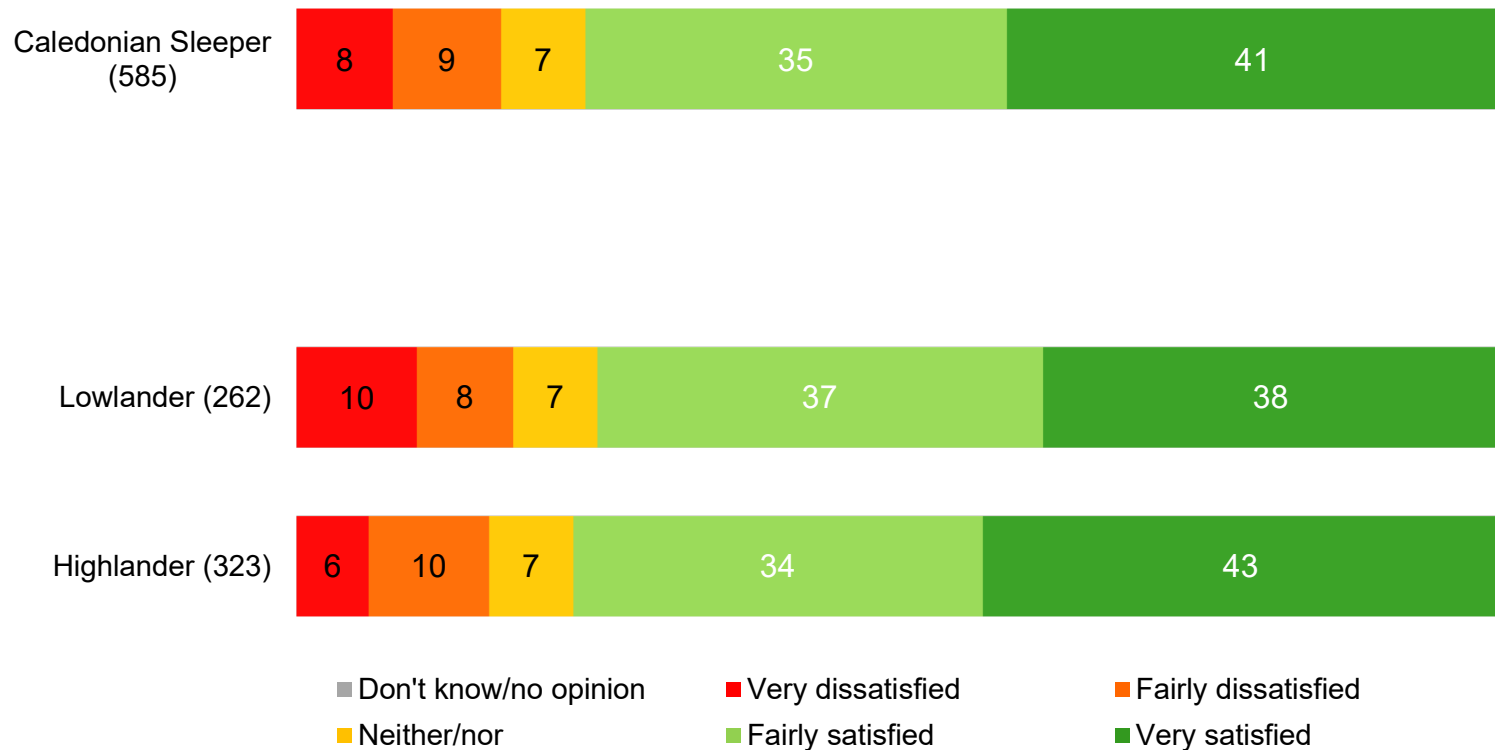


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



Overall journey satisfaction by route



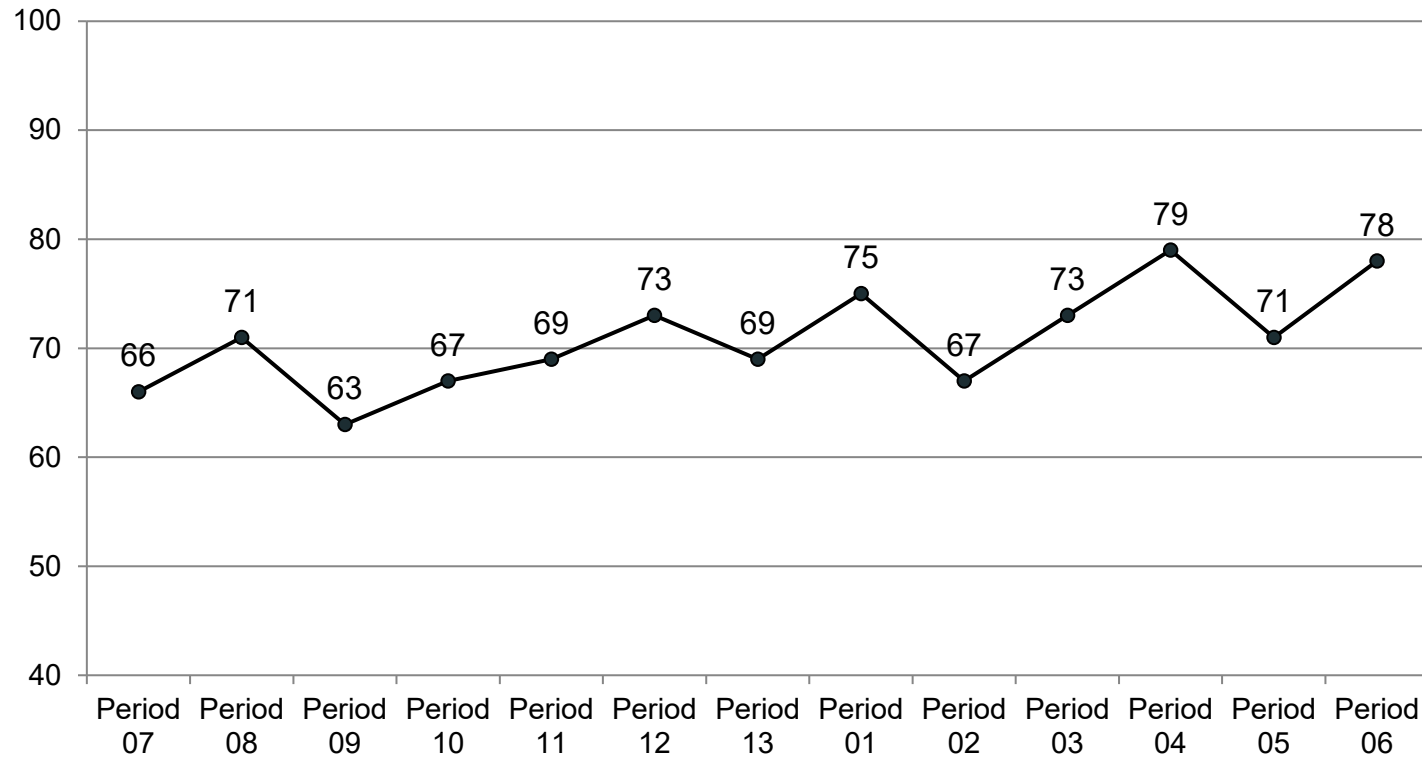
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
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Overall journey satisfaction - trend

Overall journey satisfaction

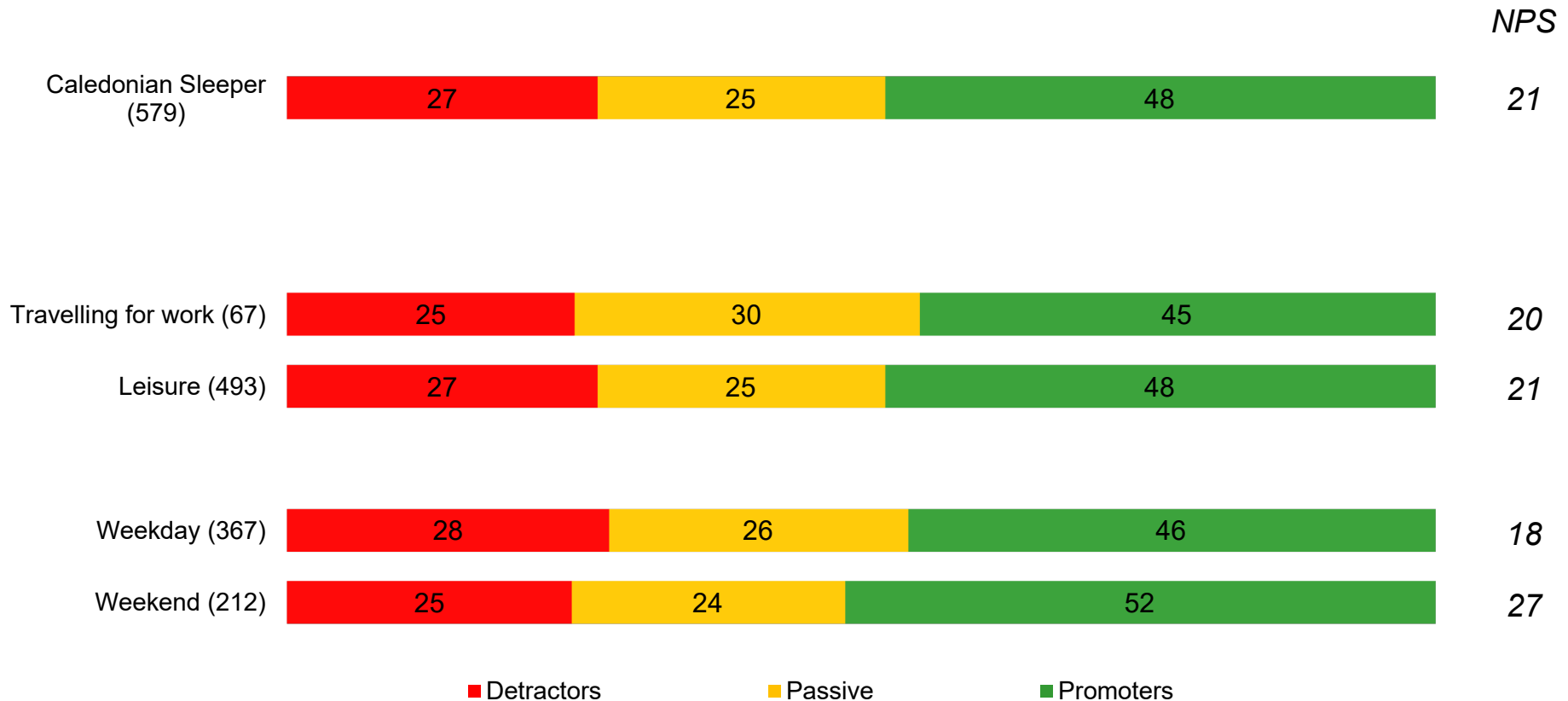
Trend: % very/fairly satisfied



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

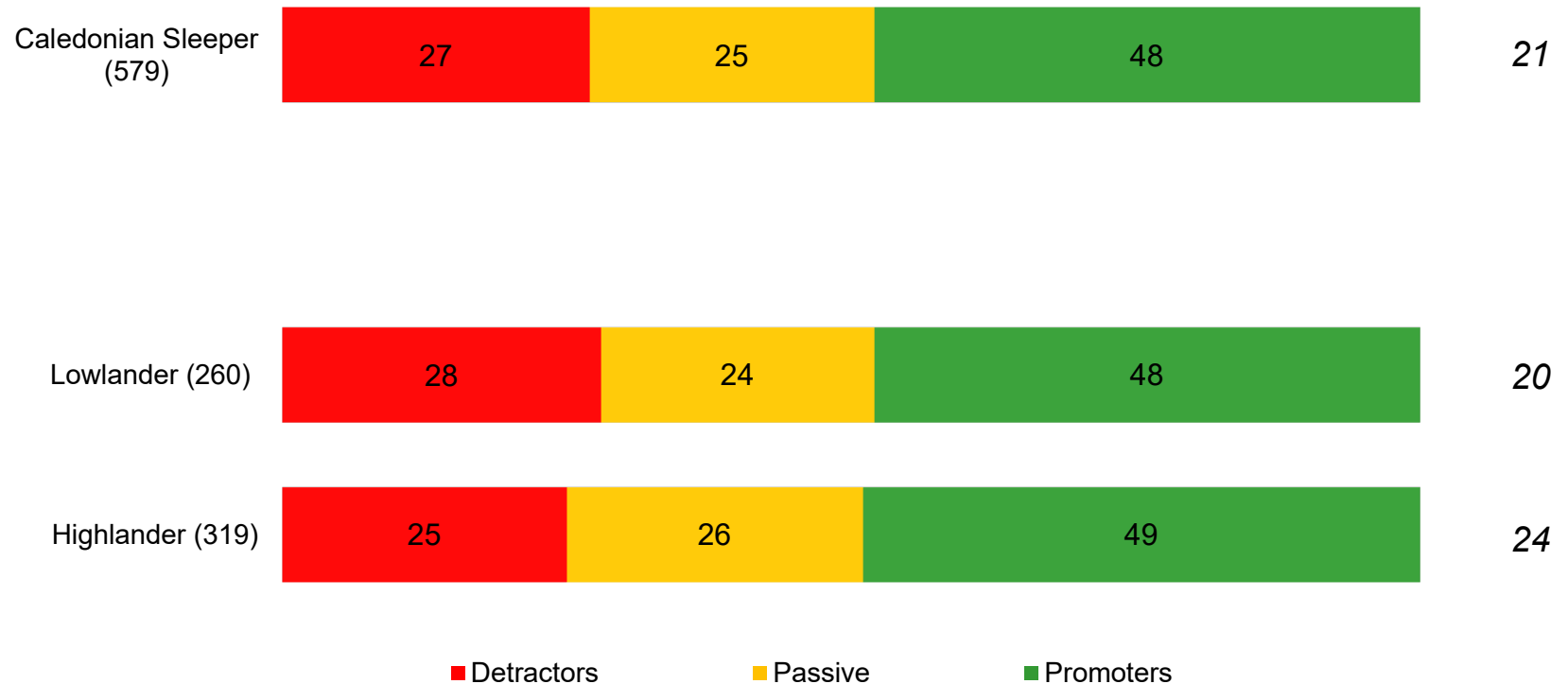


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



Net Promoter Score by passenger group

NPS



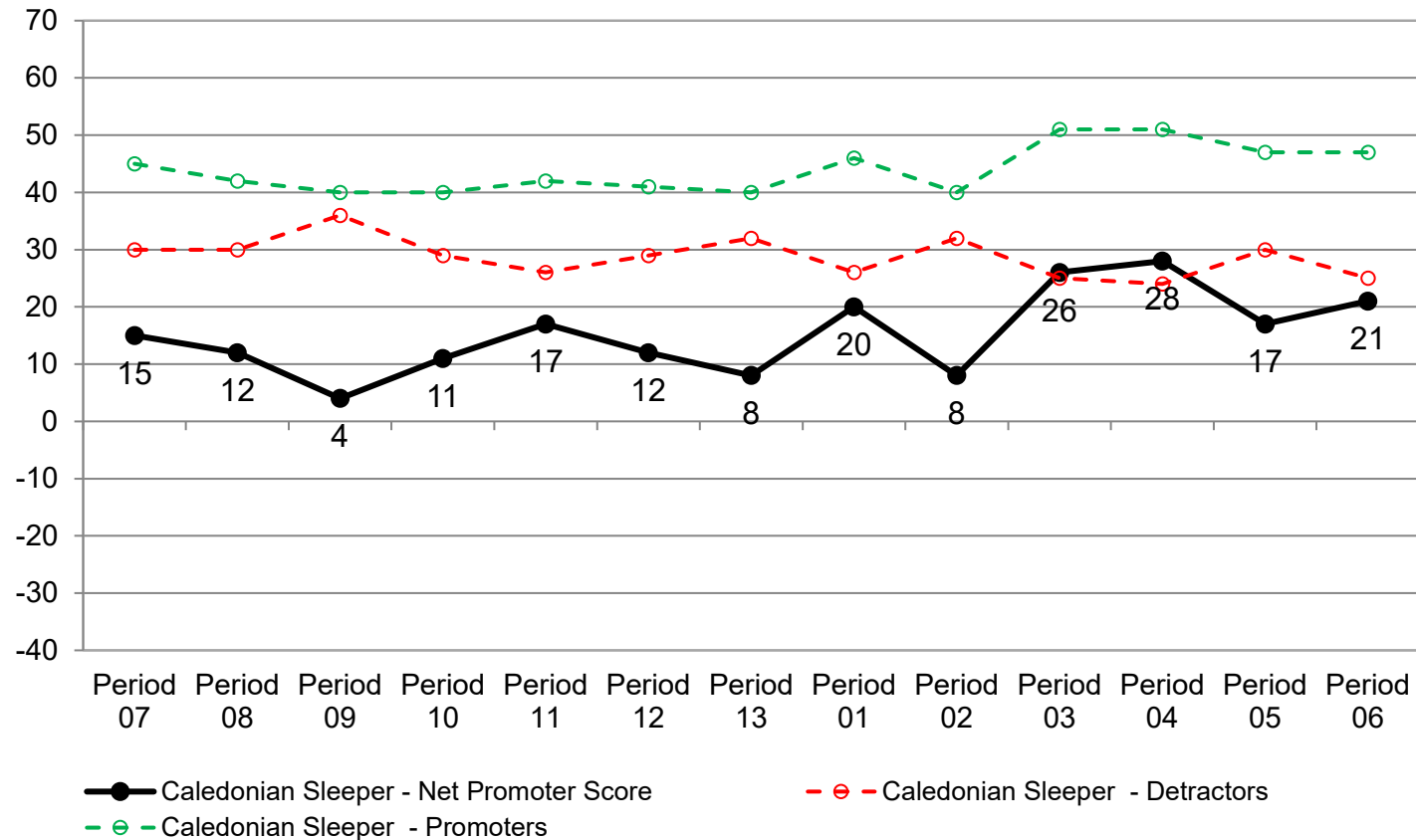
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



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)

It's a pleasant and relaxing way to travel. You gain an extra day at your destination well rested.

It's good for the environment and the more people using it the better.

Excellent service that means I can keep my job in London and live in Aviemore.

I absolutely love the Caledonian sleeper train. It's so fun and makes me feel fancy. It's also a great way to get from London to Inverness with our dog (the dog likes it as well). We already have another two trips planned in Nov and Feb.

Was a fabulous experience, comfortable and a great way to travel. Everyone on board was nice and caring.

Passive (7-8)

It's great for a one of luxury treat. Don't think it was worth £500 for the double room as plugs half of the plugs weren't working and the shower was cold. However, it's a great idea, the train was very punctual, and the staff were very friendly. The food was also very good. Overall, I think flying is a better alternative but if the circumstances were fitting, I would use again.

It was a good way to travel but I would have preferred a better night's sleep. It is much less stressful than flying but much noisier than I expected which affected the quality of my sleep.

I think most people would find the seats uncomfortable for long journeys and difficult to sleep in, however it is a very practical and useful way to travel up to Scotland and I am glad that they have the cheaper option of seats.

Detractors (0-6)

No A/C in our car. HOT room. No hot food to offer that night. Did not receive our £20 vouchers for our downgrade from double ensuite to bunk beds. Confusing boarding issues.

Very poor customer service from the onboard staff and disappointing value for money. Basic manners cost nothing.

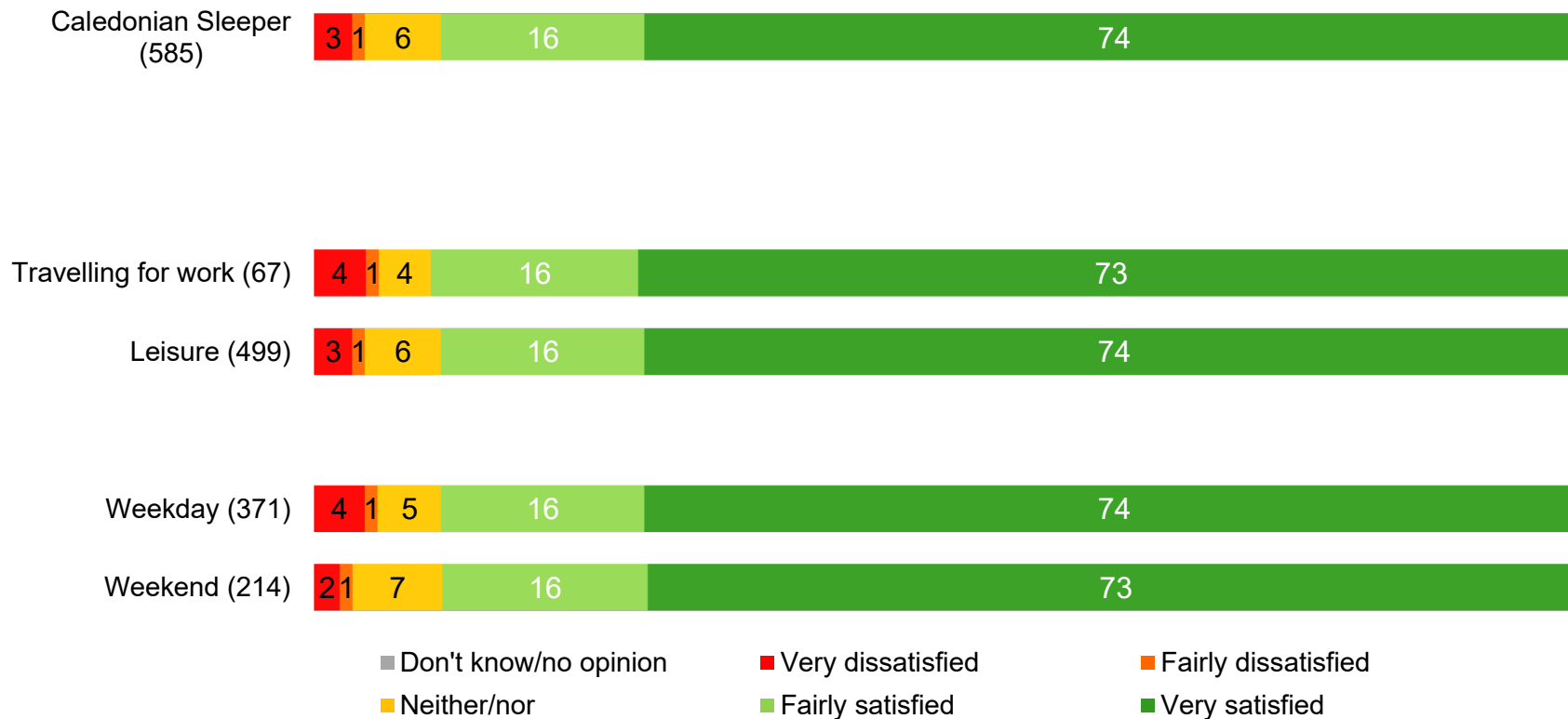
With such a poor night's sleep it ruined my day in London. The reason for paying for a very expensive sleeper train was to maximise my time in London. I wasn't able to make the most of my time here because I was so exhausted. I would have been better off booking a day train.

It is marketed and priced as a luxury experience and the reality is nothing of the sort.

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

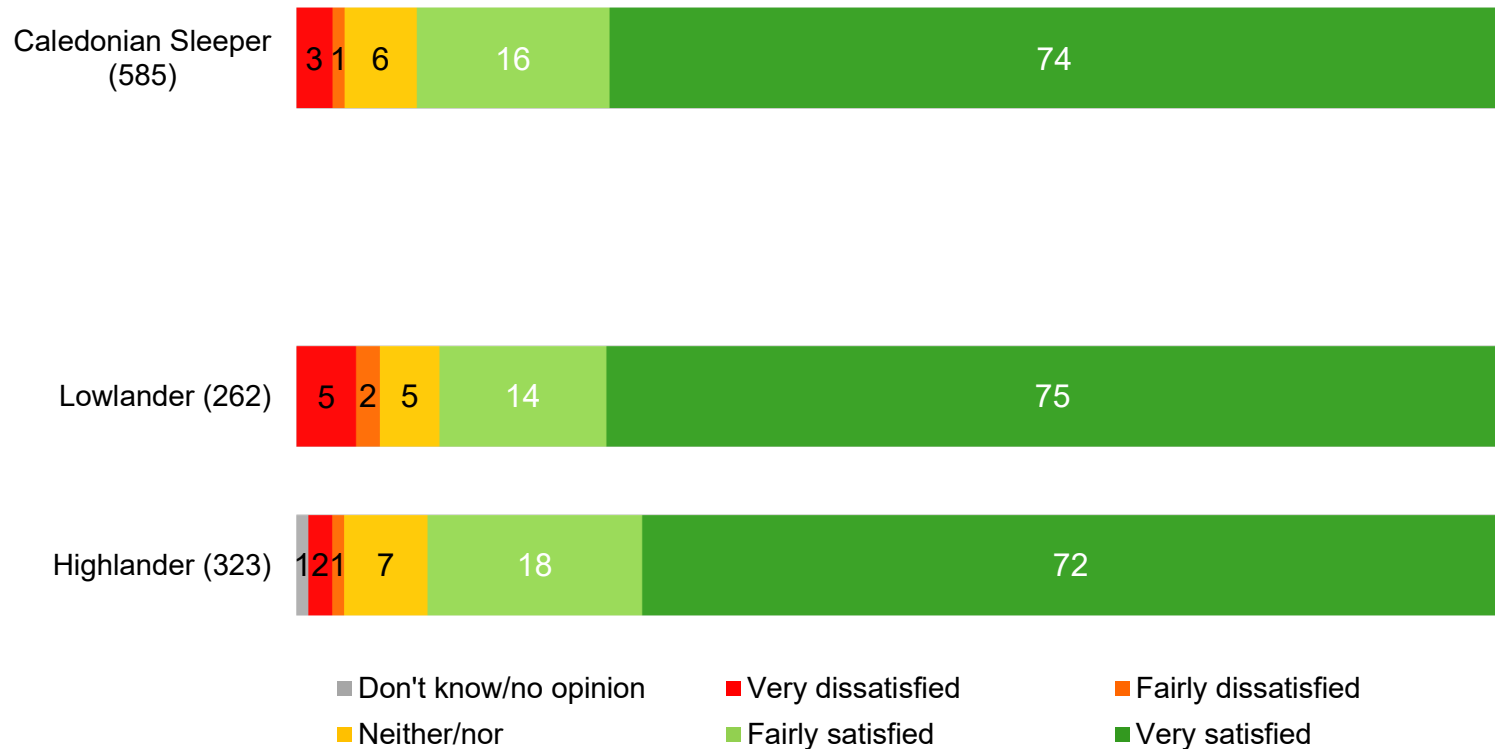


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

Base: in brackets above



Punctuality and reliability by route



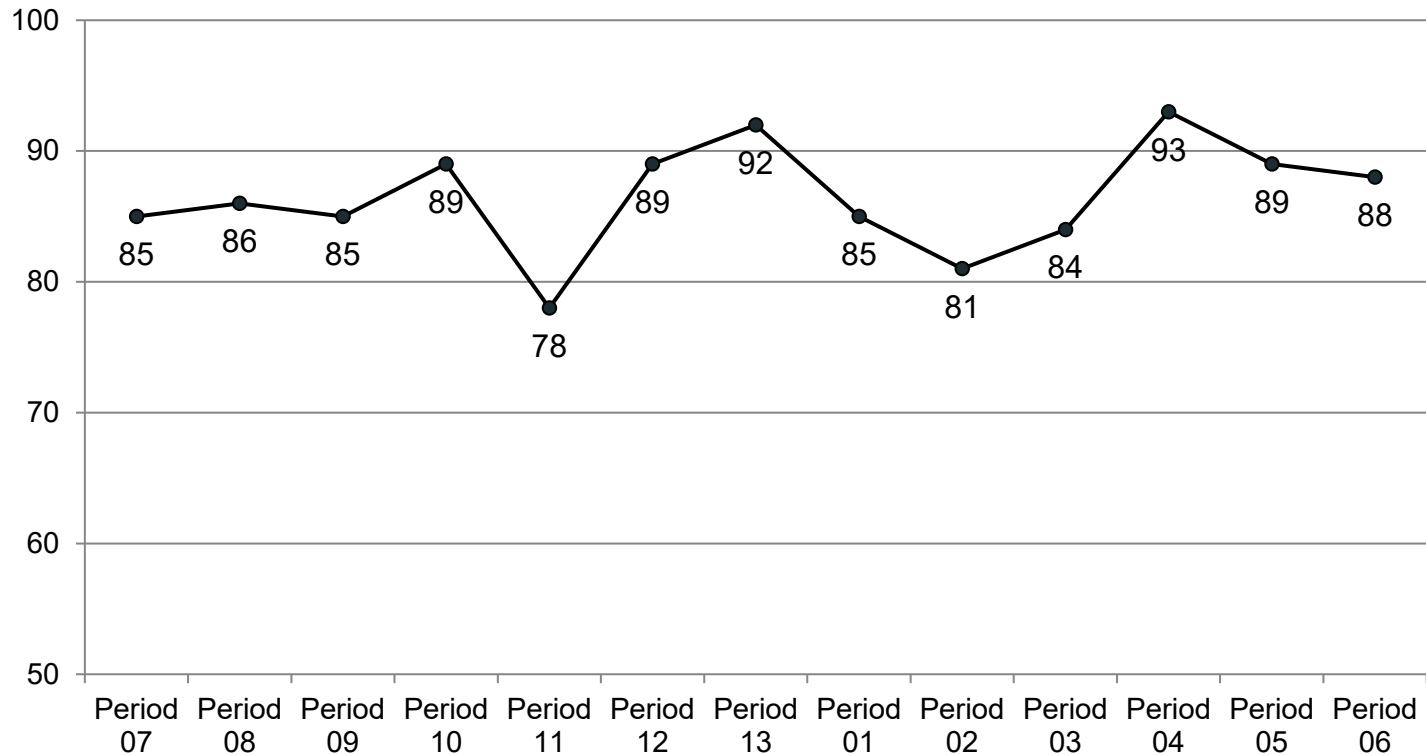
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

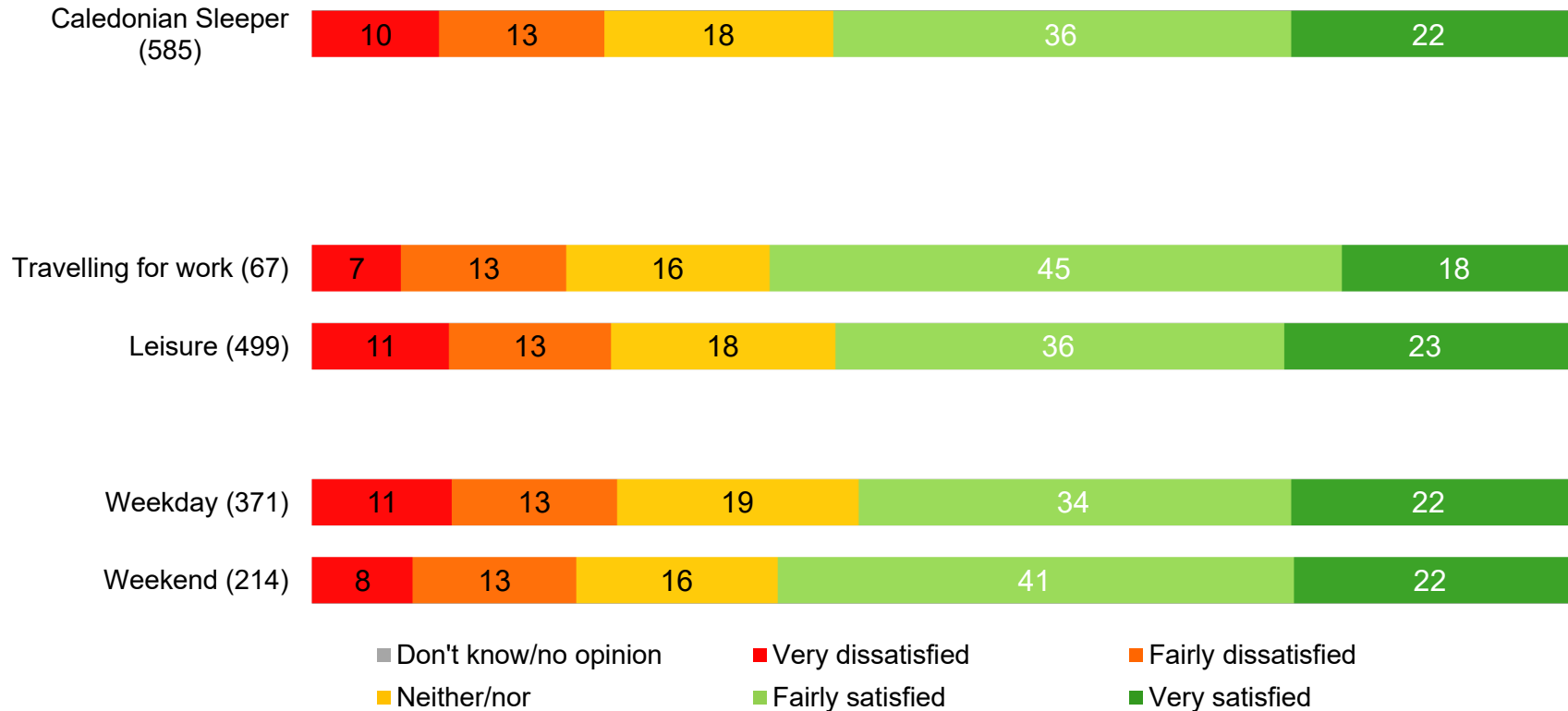
Trend: % very/fairly satisfied



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)?



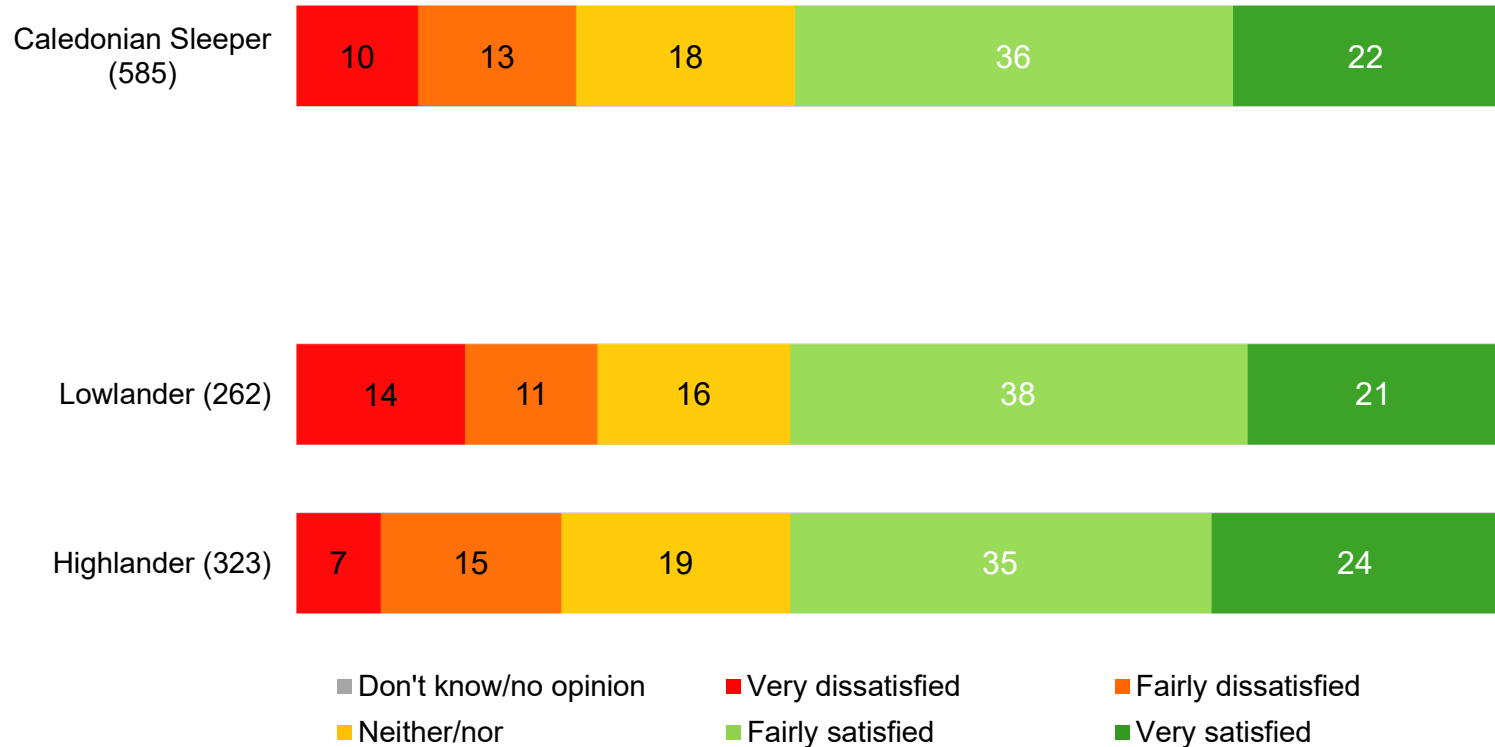
Value for money by passenger group



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



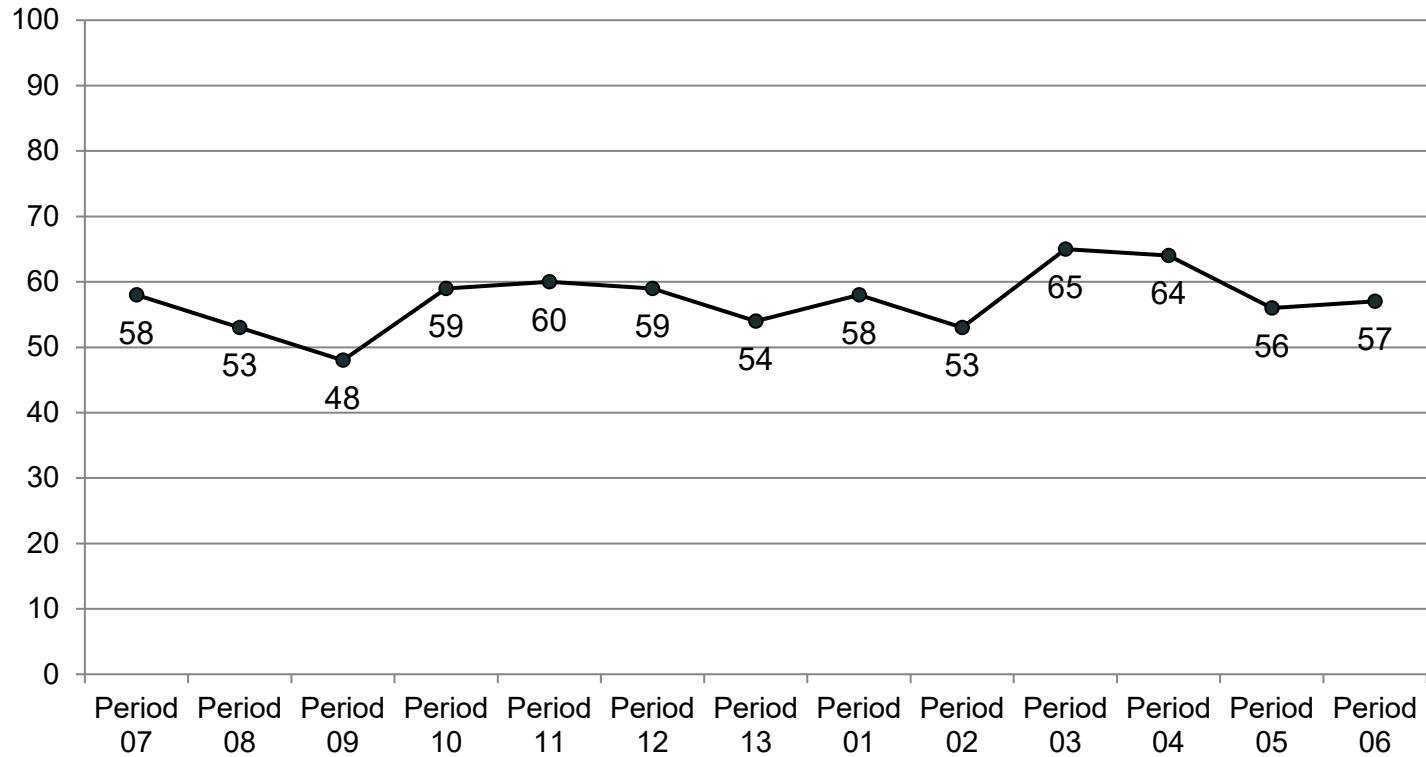
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

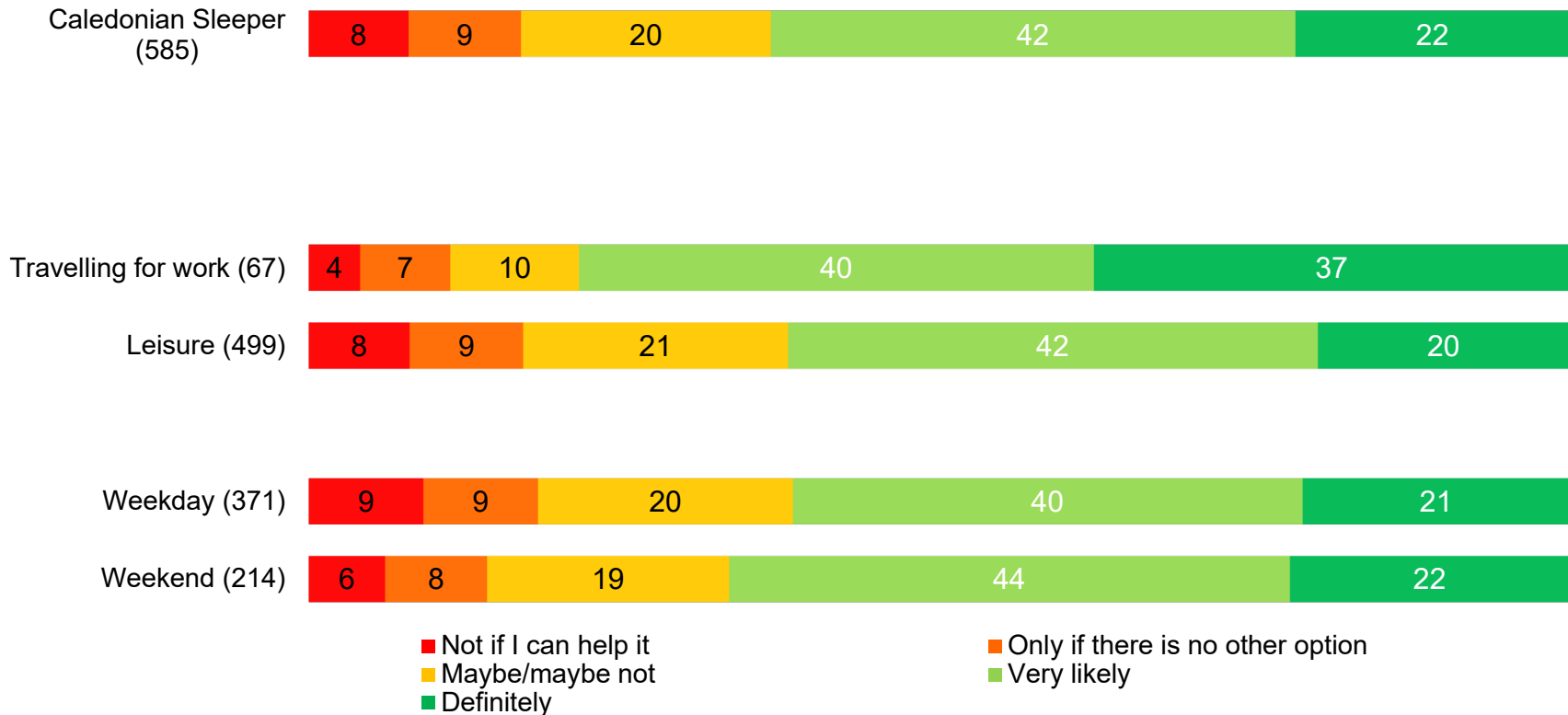
Trend: % very/fairly satisfied



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

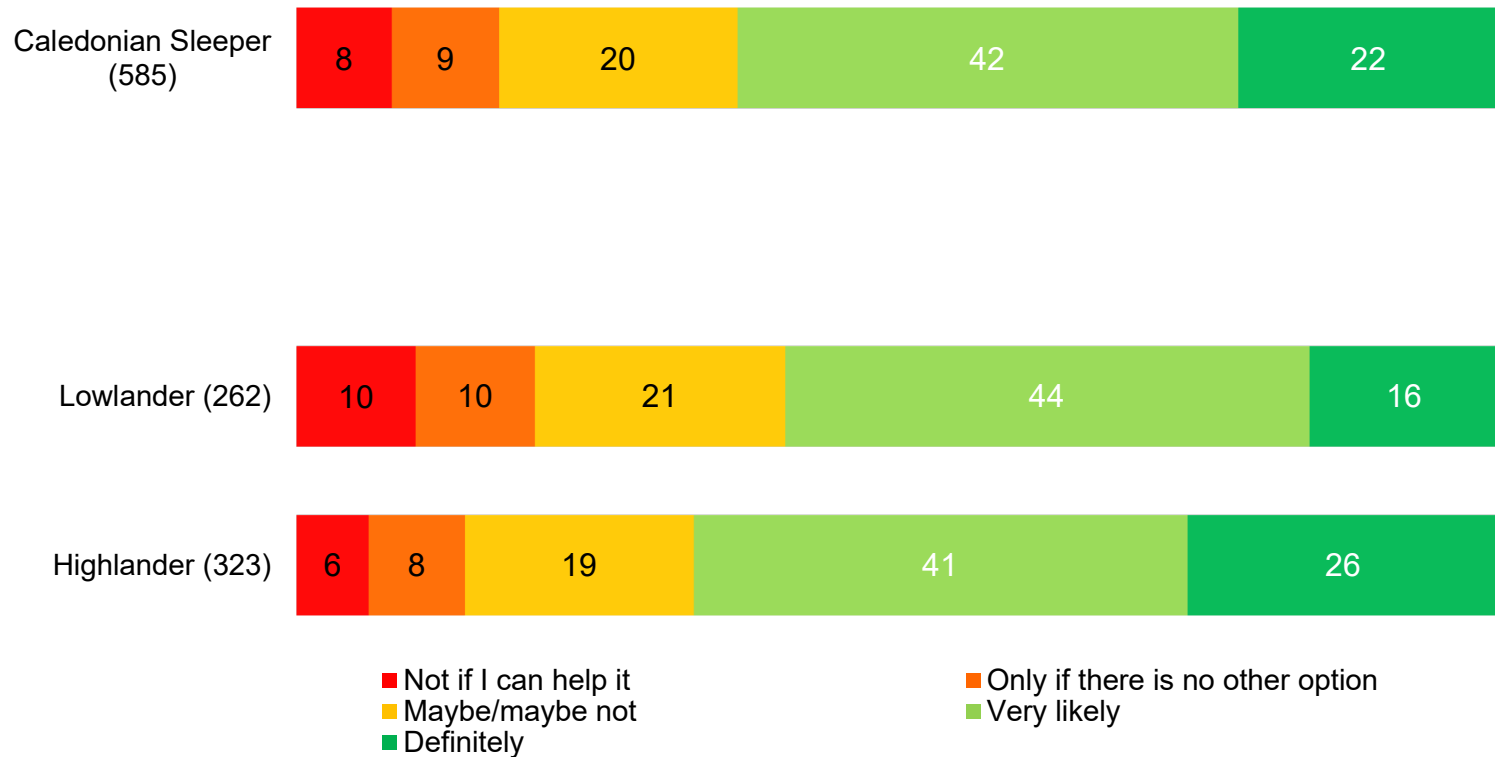


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Poor quality sleep predominantly, but also price - it was very expensive for the tickets, and it is not something I could afford to do routinely.

Because it is one of the cheaper ways to travel by train currently and more environmentally friendly than flying but only suitable if you have time to recover from barely any or no sleep.

It is marketed and priced as a luxury experience and in reality it is nothing of the sort. I always try to take the train where possible but for this route would now much rather fly.

My use of the sleeper is driven by London hotel costs and the practicality of having a full day to work in London.

It is a very expensive way to travel. This would be fine if the experience matched the price, but it did not.

It was not a restful night.

Not sure I felt it was a luxury value for money experience. Shower issue and breakfast were major disappointments. The trip to Glasgow was too short to use the club car, or to get enough sleep and have time to shower and have breakfast.

I didn't arrive refreshed, needed some sleep and spent the first day of our break feeling washed out. Early night and straight to sleep at our hotel that night.

It would depend on my financial situation at the time of booking (the cabin options are very expensive, especially when travelling alone yet the seated option is much cheaper than a daytime train) and my onward plans; I would only choose the sleeper train for the return journey if I was going straight back to my own home to go back to bed.

I like the sleeper concept, but I do not like the shambles that in reality it is. The new carriages are rubbish. Rough riding, uncomfortable, often toilets don't work. The restaurant frequently lacks items. You need a major kick up the proverbial in my eyes to demonstrate a consistent reliable service.

I wanted to sleep on a train and enjoyed the experience but if I was travelling again, I would book a first-class daytime trip to enjoy the scenery.

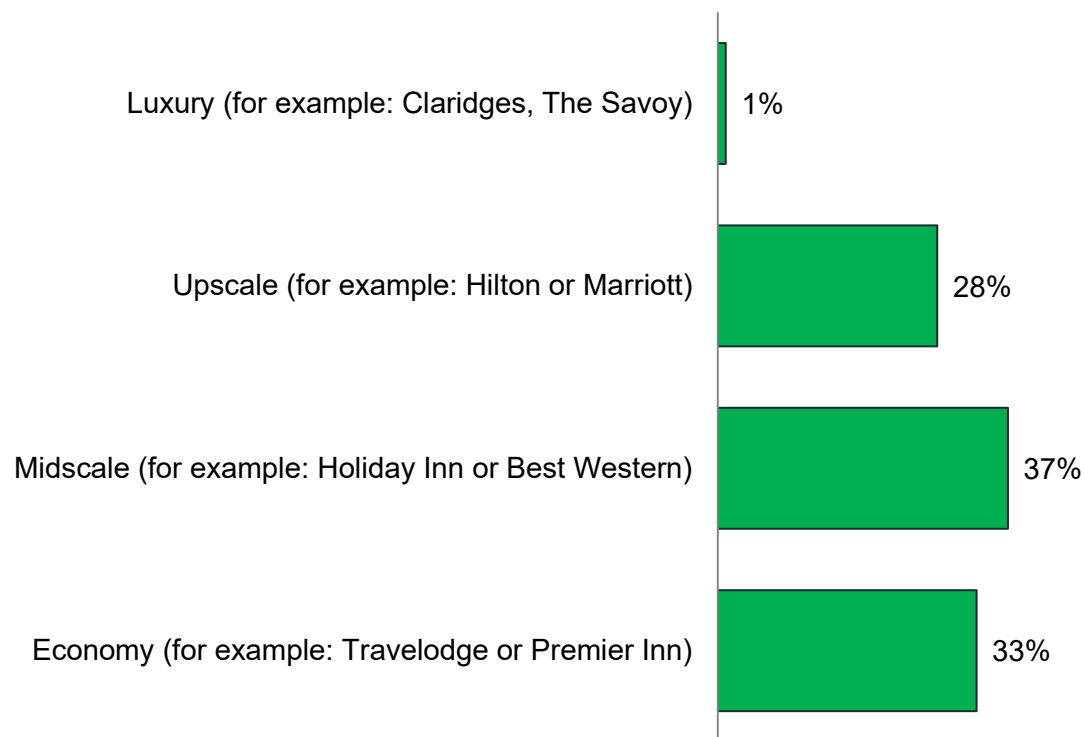
Mainly cost. I don't really have the budget to travel regularly on the sleeper, and if I'm travelling for work, I'm not able to expense it, I can only get reimbursed for a day train.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 2 2024/25 %



Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?

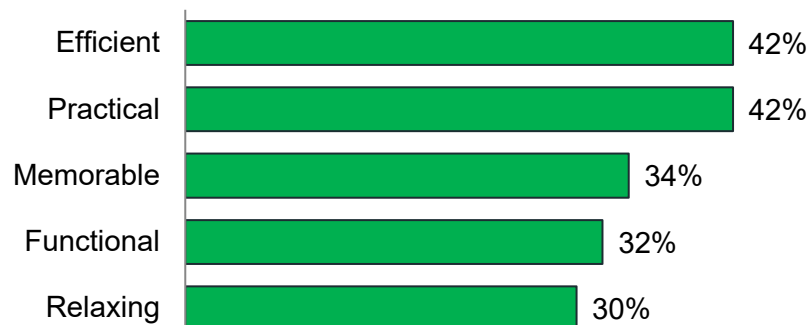
Base: All with an opinion (540)



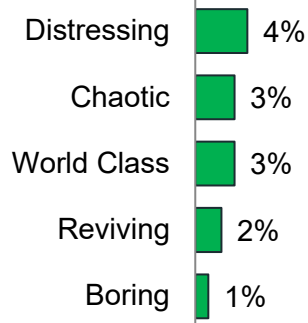
Overall description of journey

Quarter 2 2024/25 %

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 (585)



Caledonian Sleeper

Journey expectations

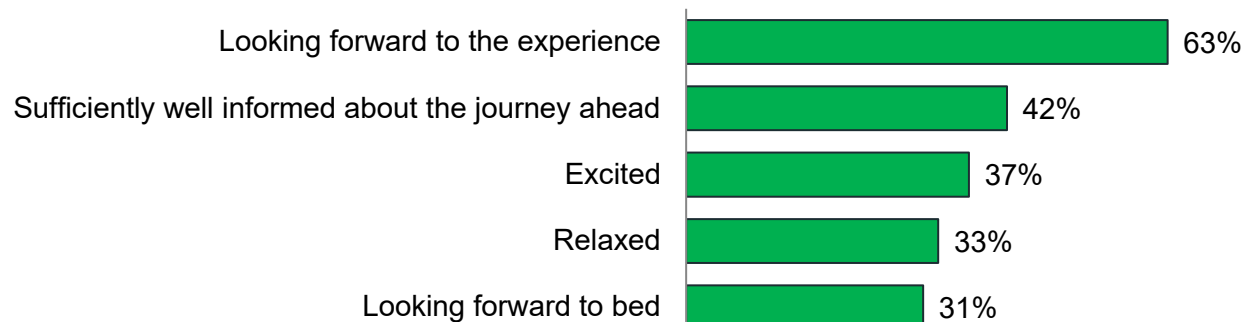


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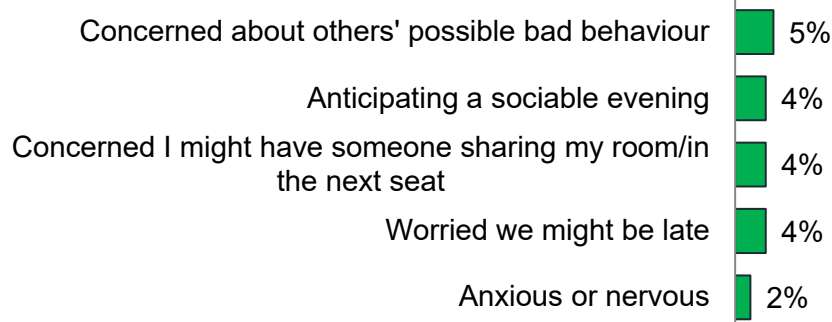
Thoughts and feelings pre-journey

Quarter 2 2024/25 %

Top five



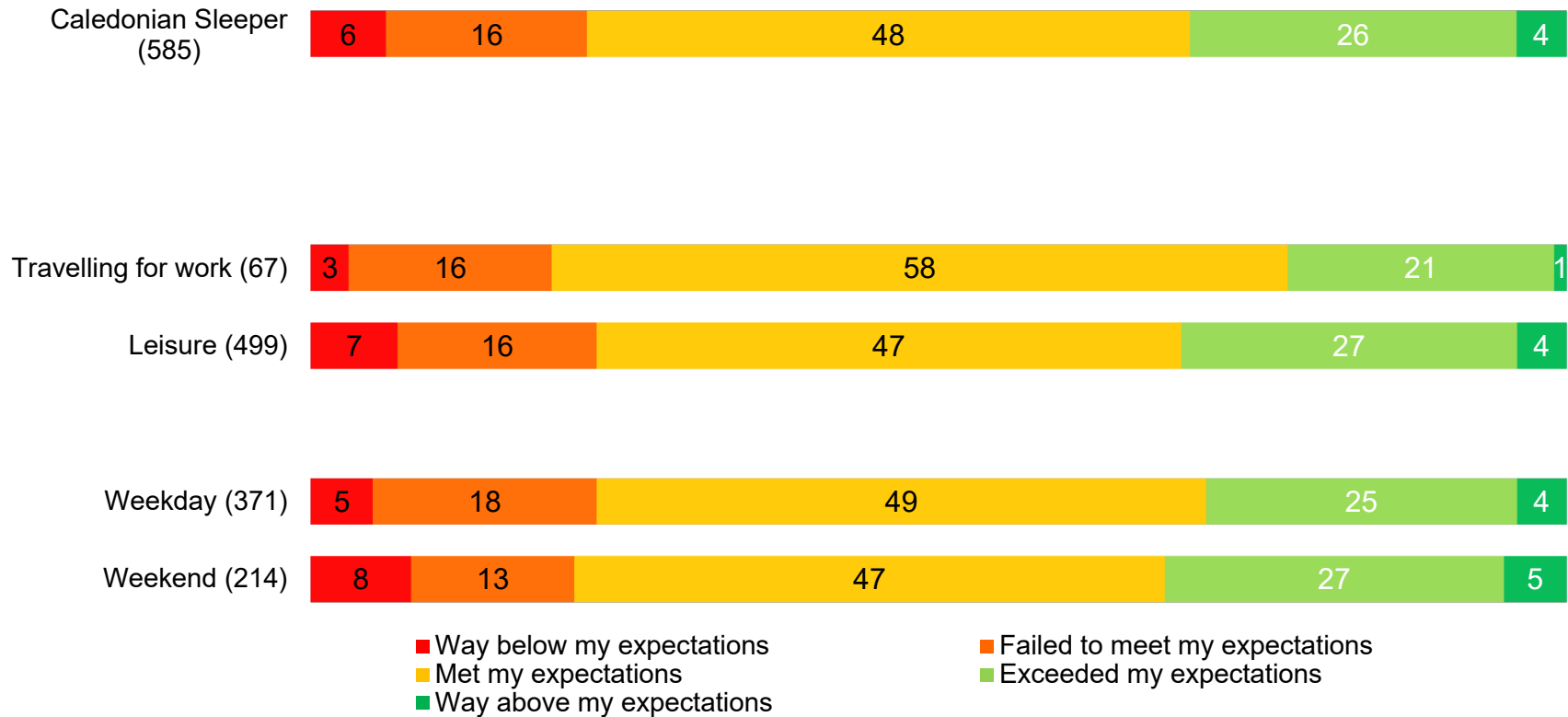
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: All (585)



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

Caledonian Sleeper
(585)



Lowlander (262)



Highlander (323)



■ Way below my expectations
■ Met my expectations
■ Way above my expectations

■ Failed to meet my expectations
■ Exceeded my expectations

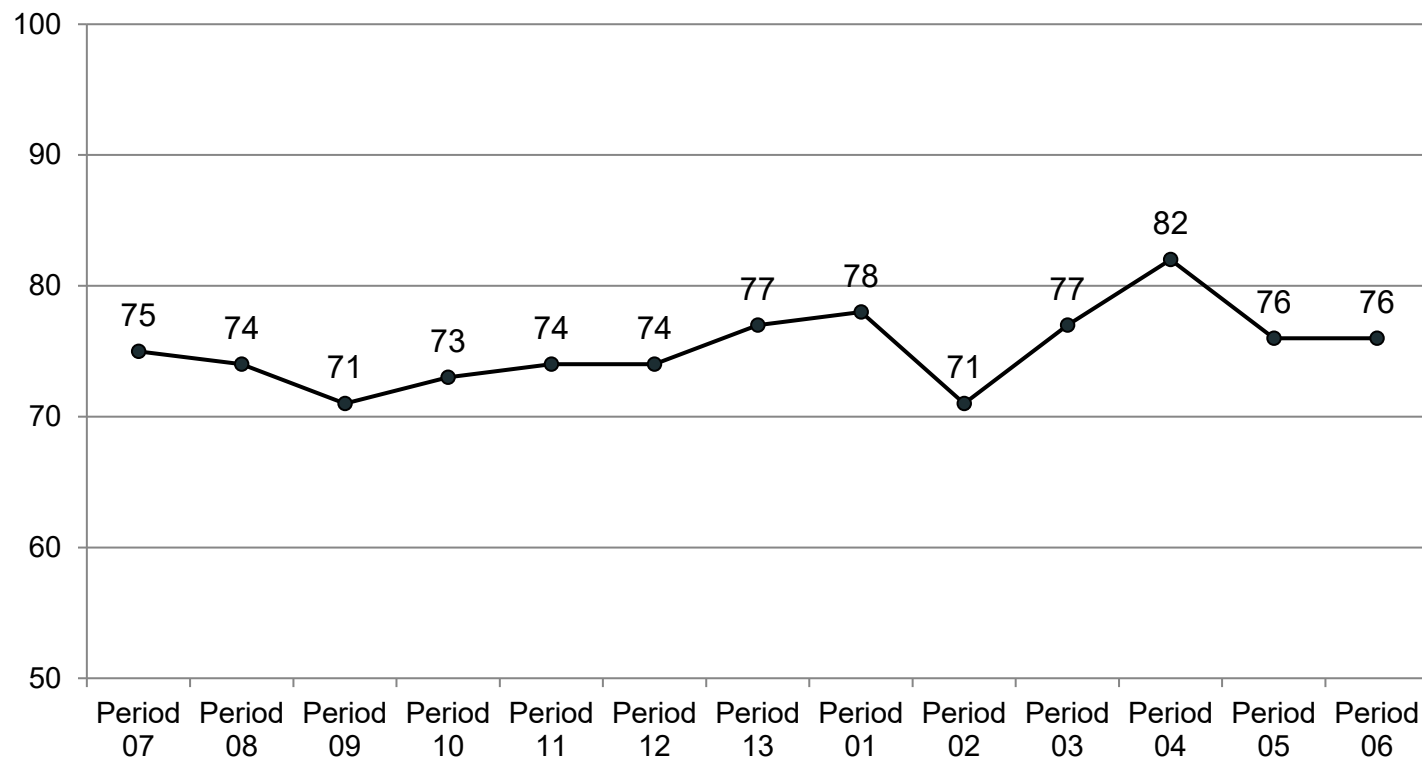
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

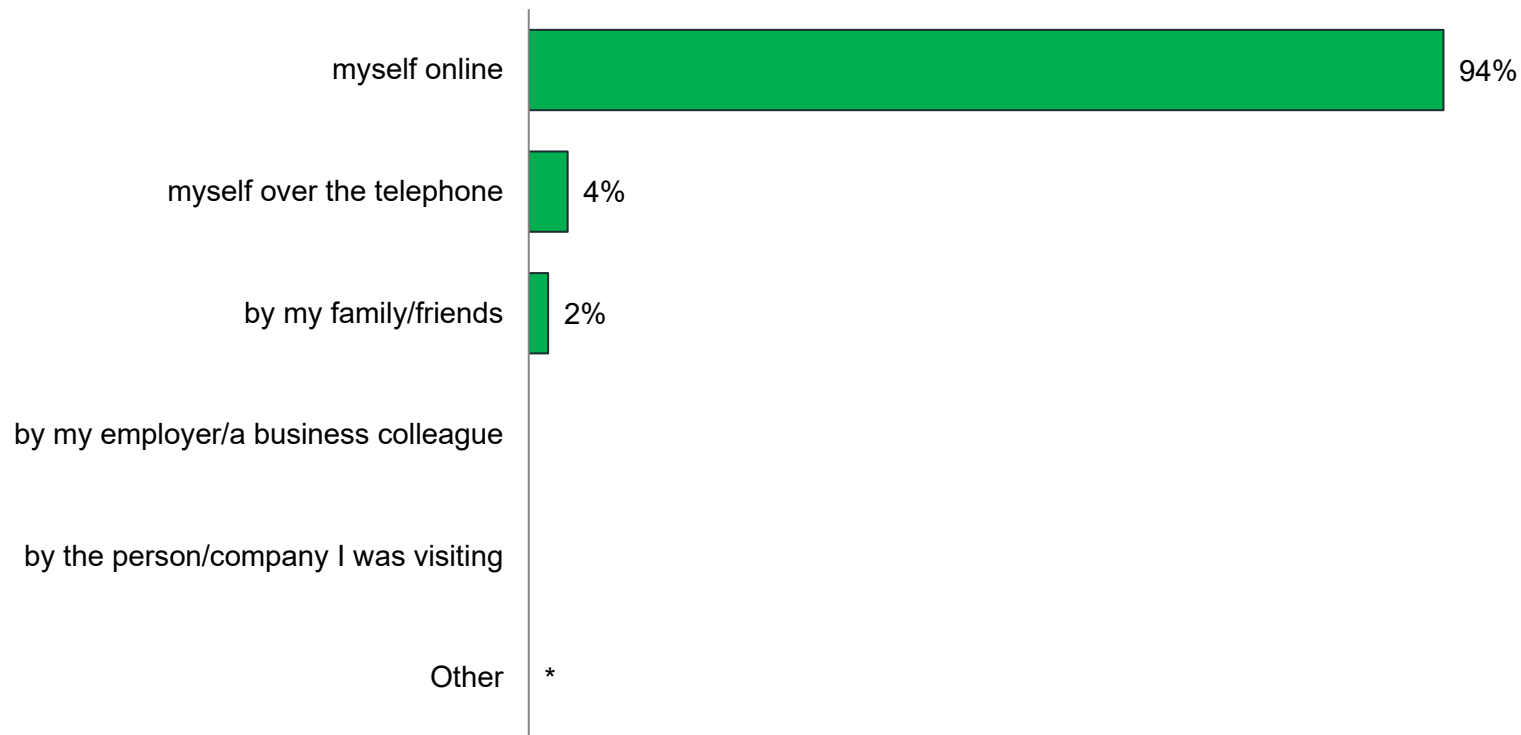


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How booking was made

Quarter 2 2024/25 %

It was booked/I booked it...

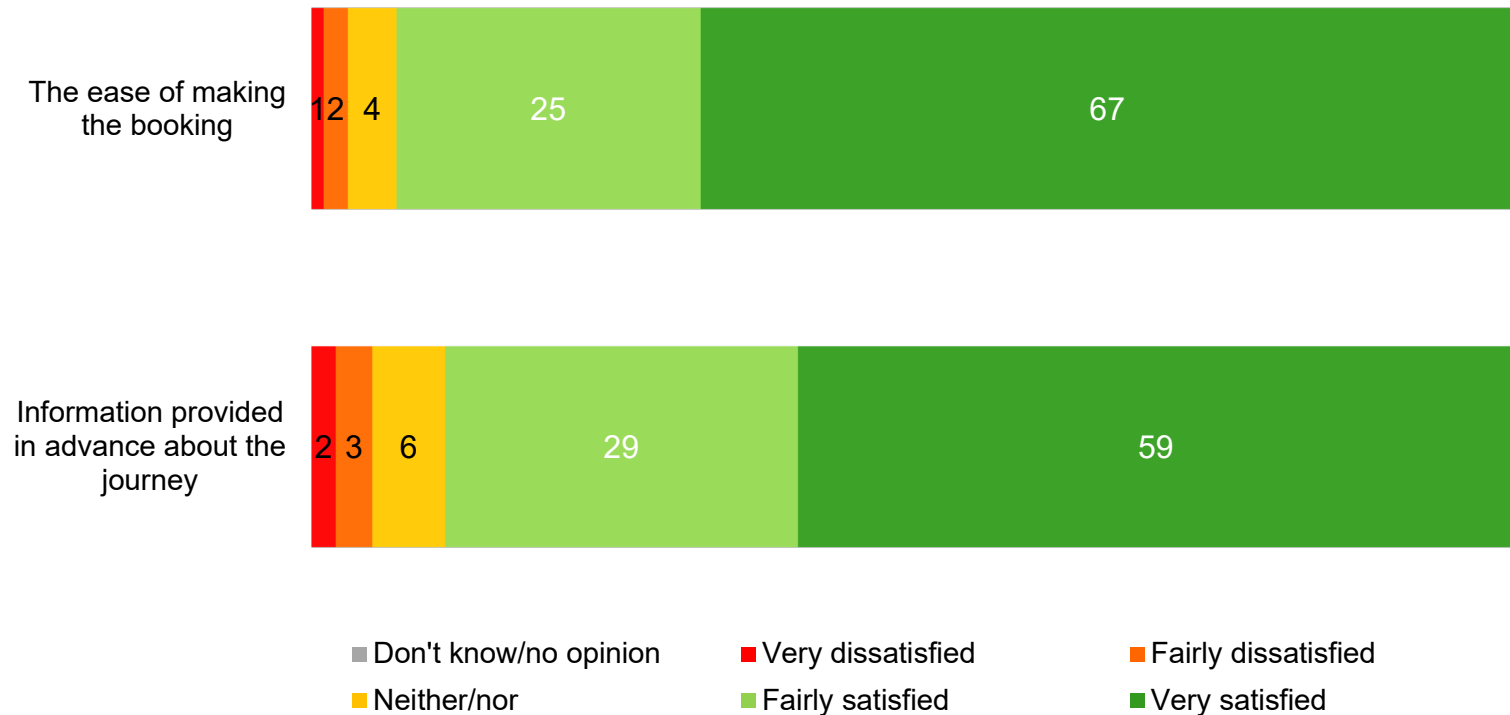


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (585) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with...?
Base: All who booked themselves (570)



Improvements to information provided about the journey – customer comments

Let people know of the cold temperatures in the cars and to bring blankets etc.

Indicate if seat is forward or backward facing.

More clear instructions about the train station, where to find luggage storage options (this is available in the train station, but that information has to be strung together on your own).

I had no idea what platform I was supposed to go to at Euston station, it would've been great if I had got an email nearer the time to inform me what platform the train would be leaving from, I was anxious about this days prior to the journey.

Tell passengers how far along the platform carriages will be. Give them a screen to choose seats - like a cinema seat selection or flight seat selection screen.

Avoid using the word 'luxury'! These cabins are not luxurious, they are thoroughly uncomfortable.

More complete descriptions of rooms, baths, departure area, sleeping accommodations, trip details, food offerings.

I had repeated emails giving the wrong information (that there was 1 bicycle on the booking instead of 2) - this continued even after several calls to clarify.

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



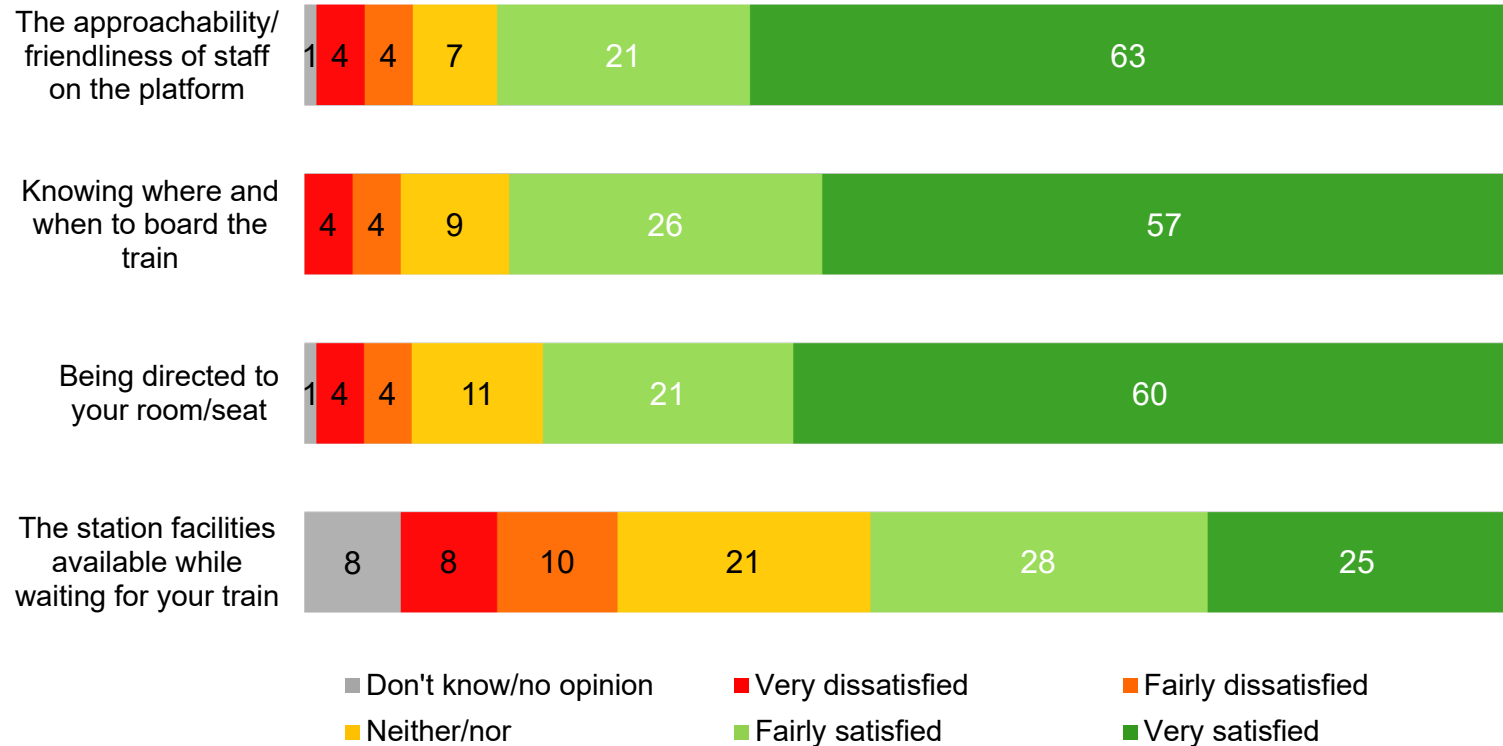
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
Base: All (585)



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

There were no station staff readily available to advise us where our carriage was located and we boarded on the carriage in front of ours, walking along the gangway of the train to ensure we embarked on time - The only time platform staff were noticed was when we were boarding the train and looked back to see someone at the head of the train on the platform!

They could have taken the time to listen to me in full cutting me short and jumping down my throat when all I was trying to do was offer some constructive feedback. Also, they could have pointed out where the guest lounge was.

There was no staff to be found or signage about where to go. We found out about the lounge hours and location from the staff in the lounge of a competitor.

Station staff are not particularly interested in customer service.

No one showed us to our room, we had to find it ourselves.

They were a little short with me and seemed bothered when asked clarifying questions.

We arrived with bikes hoping to use the lounge before departure. We were told that we couldn't leave our bikes anywhere near the lounge, but instead had to leave them outside the station. Effectively we couldn't use the lounge.

A more approachable manner. The person was only interested in getting us to complete the breakfast form and again it felt as though he couldn't be bothered in dealing with us. Again, no basic manners.

Manning the barrier, looking us in the eye with a smile and saying, "welcome to the sleeper, have you travelled with us before?" Is what we expected. Indicating where to board, and where to put our luggage.

Tell where the luggage/trunks can be stored, be clear how to make reservations for breakfast (not only for a table but also the/what kind of breakfast). They should speak clearly and calmly to non-Scots, and give more information about any delay.

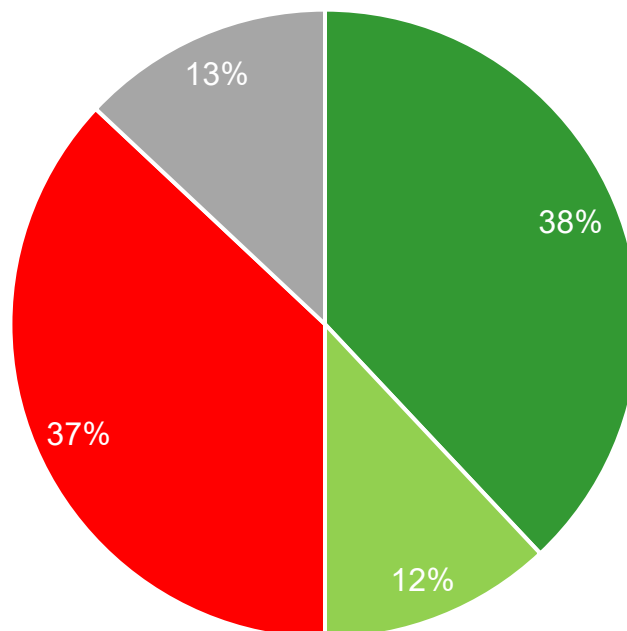
A friendly greeting and a smile would have been nice as it was the same staff as my outward journey. The staff in the platform made me feel like I was a complete inconvenience to them and that they were bored with the whole thing.

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



Use of customer lounge

Quarter 2 2024/25 %



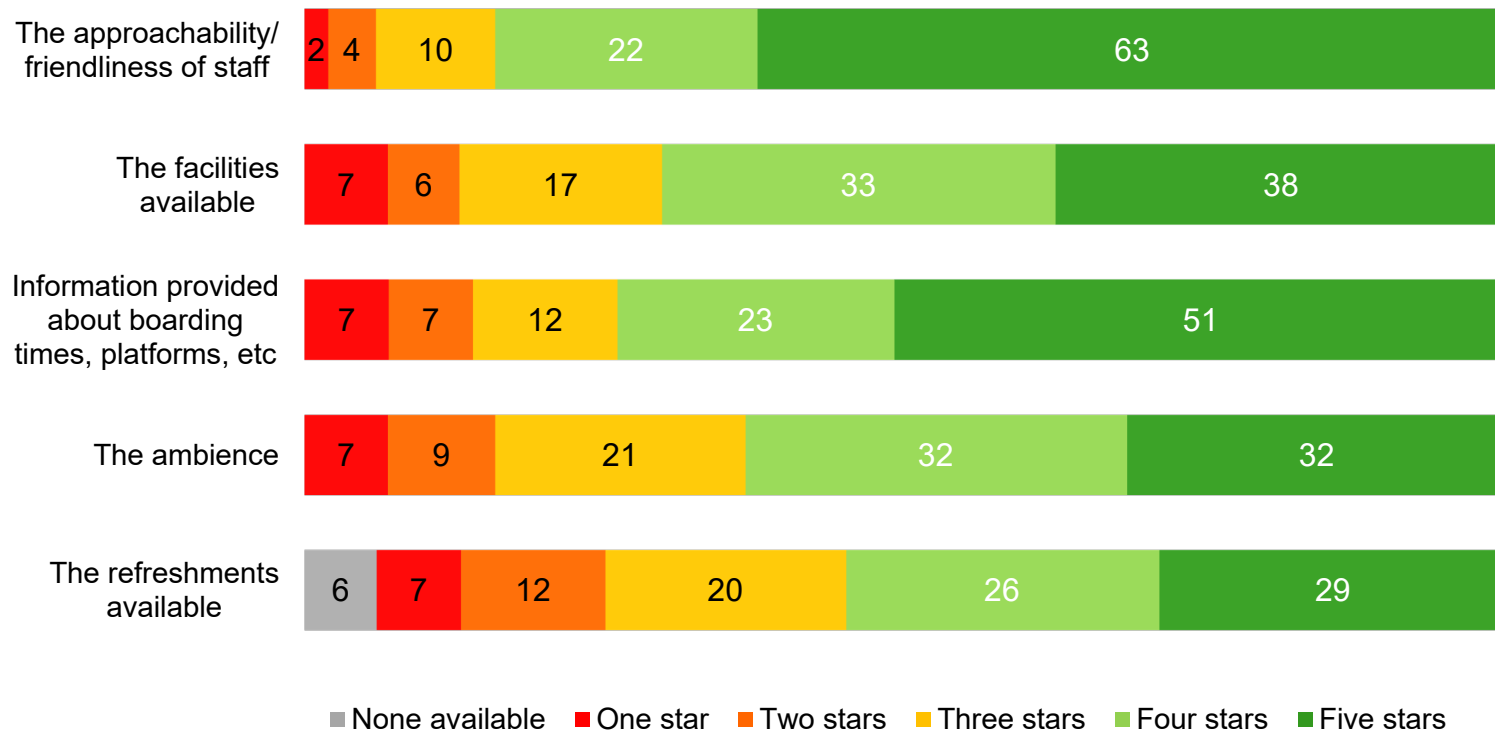
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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

Base: All travelling from Aberdeen, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth or Stirling (543)



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 (209)



Additional information required in the Customer Lounge – customer comments

Specific information about the platform. There were so many emails, but none indicated the platform. When we arrived at the station the Caledonian wasn't listed on the departures board, so we thought for a moment that we were at the wrong station. There were very few station staff to ask. Seems easy enough to say the Caledonian leaves from platform 11 or that it isn't listed on the departures board.

Didn't really receive any info about boarding so just did our own thing. Also needed to get our luggage out from left luggage.

They announced boarding and we walked down to our car and had to stand and wait another 35 minutes for the doors to open.

It was chaos!!! Staff were drowning with enquiries as three carriages had been withdrawn on a full train due to aircon issues.

There was a lot of confusion about when to queue for the lowland train while the highland train was boarding.

The platform number was changed, and I had to walk back to the opposite side of the station. The final platform announcement was very late, and I spent too long waiting on the concourse as no member of staff knew where to send me and no disability transport was available despite platform change from platform 1 to platform 15. I am quite disabled.

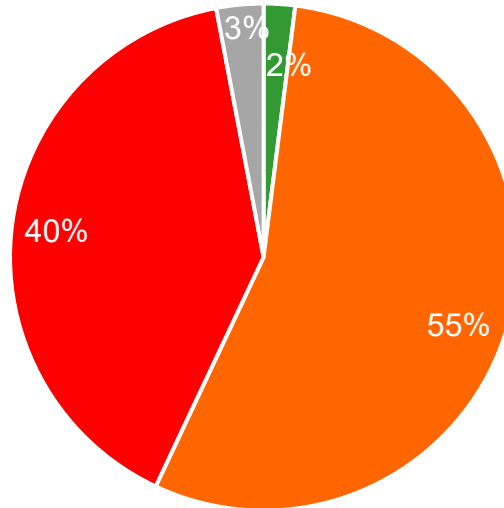
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 2 2024/25 %

- 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, Crianlarich, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth, or Stirling (555)



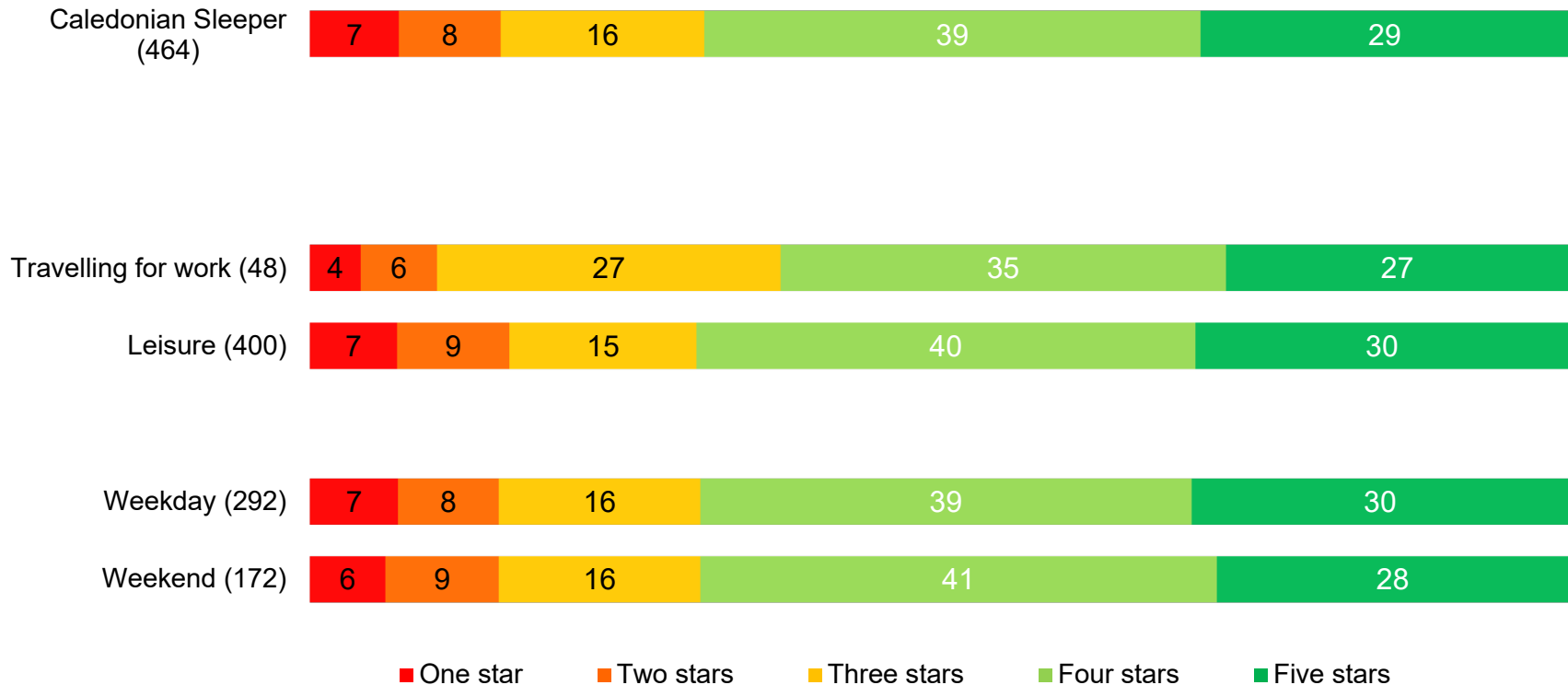
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

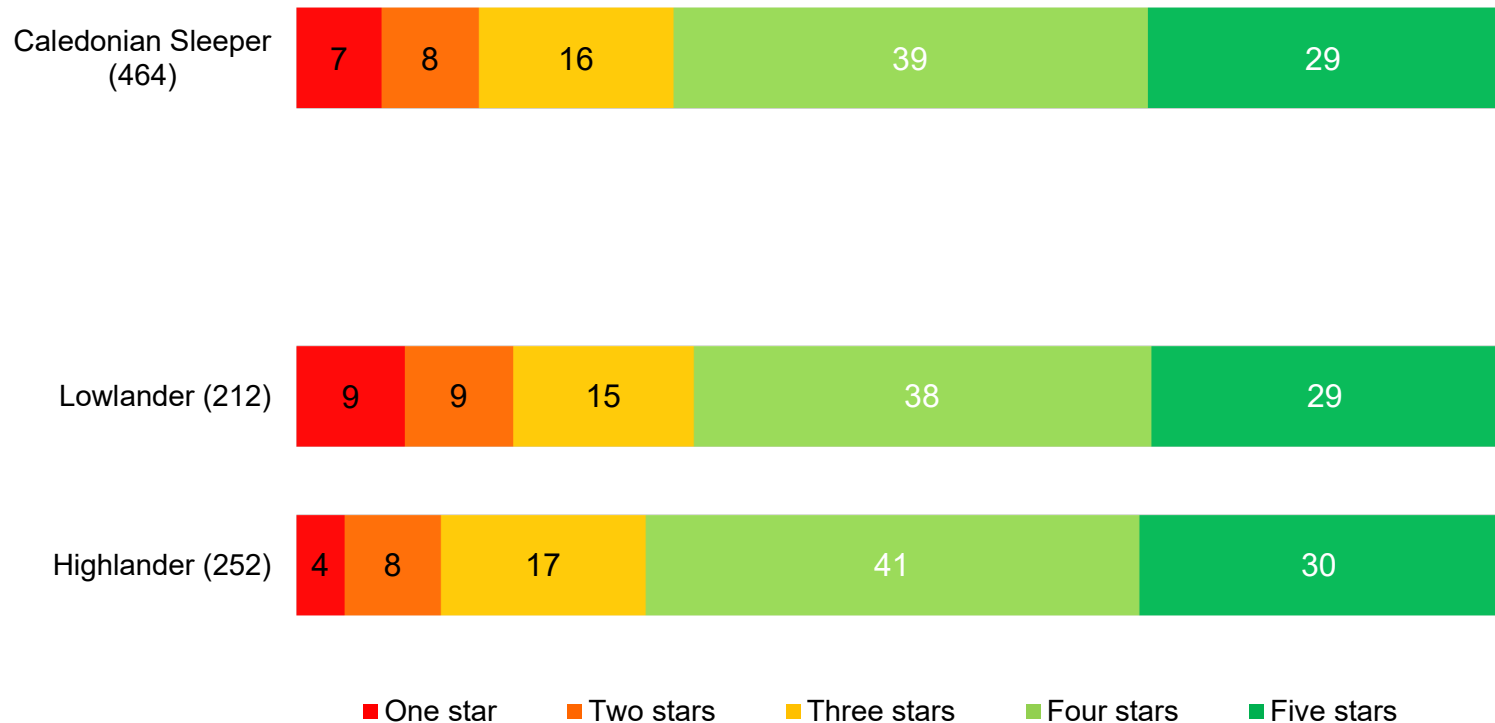
Overall rating of room by passenger group



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



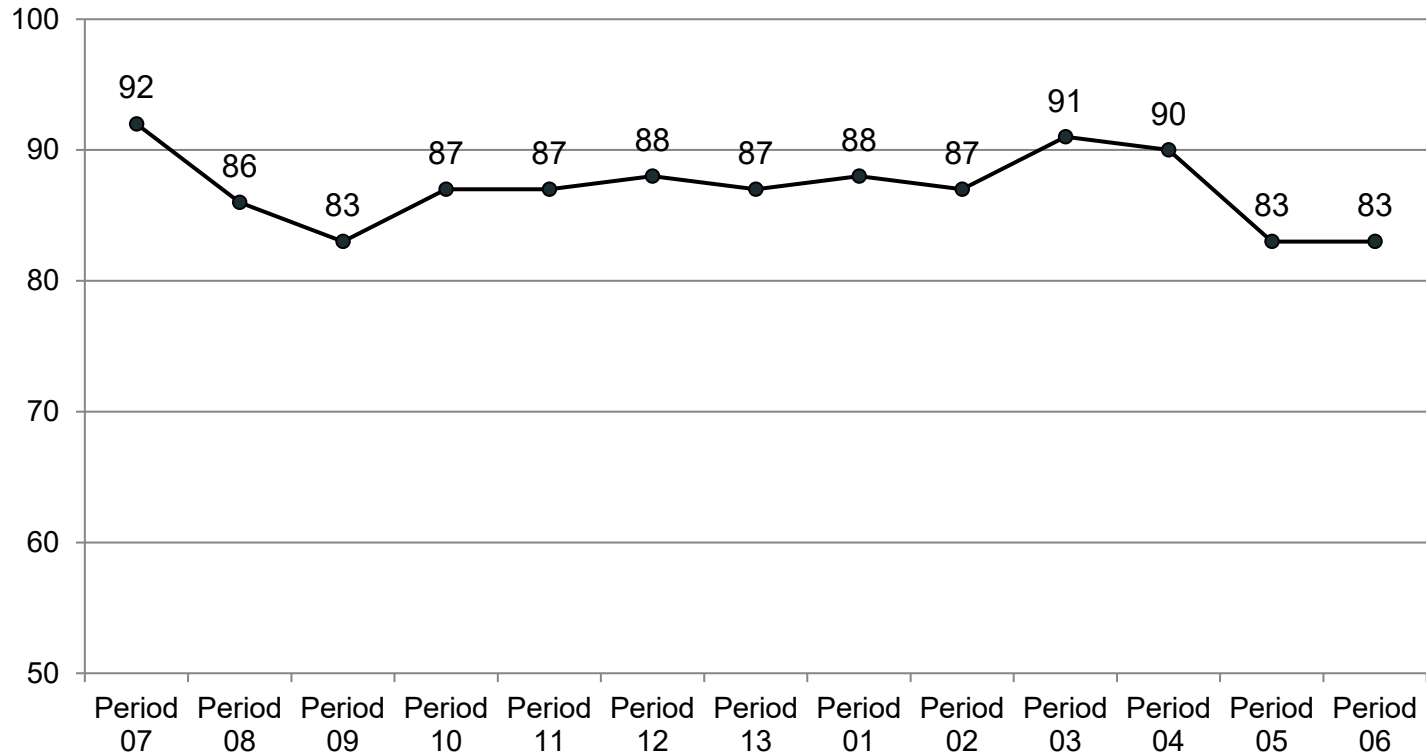
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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

Luggage storage space is small. I had little luggage, but it could have been awkward if I was on a 2-week holiday.

Make the room bigger with somewhere to store passenger's luggage. Also, the ladder for someone elderly like myself, to climb into the top bunk is positively unsafe as there is nothing to hang on to while manoeuvring onto the bunk.

The light switches are circled by an LED-line, obviously to make them findable. However, these LEDs make an uncomfortable light in the dark. They could be less bright in order to not glare too much.

Room was very hot in the night and despite having what appeared to be air-con/temperature dials this didn't seem to be adjustable. Mattress was nice and firm, but perhaps an even thicker mattress would have mitigated some of the vibrations and shaking - though I'm not an expert, so possibly not!

A/C was broken. It was 30 degrees in the room. Very difficult and uncomfortable to sleep. At the very least have some sort of air flow.

More storage. Washroom felt oversized and so a cupboard might be more helpful than the width of the washroom. Not sure many people are using the shower facilities anyways - we did not.

The bunk rooms are very compact, and not a comfortable place to sit, so more room with a guaranteed seat in the club coach should be a given for people who have paid over £350 to use the sleeper.

You have removed all the shelving that the berths used to have so there is nowhere to put bags, or morning tea. Most of the inter-room rubber door closures are broken already and so the acoustics between rooms are really bad. All the doors slam.

Bigger room, better air con, blinds that go all the way down.

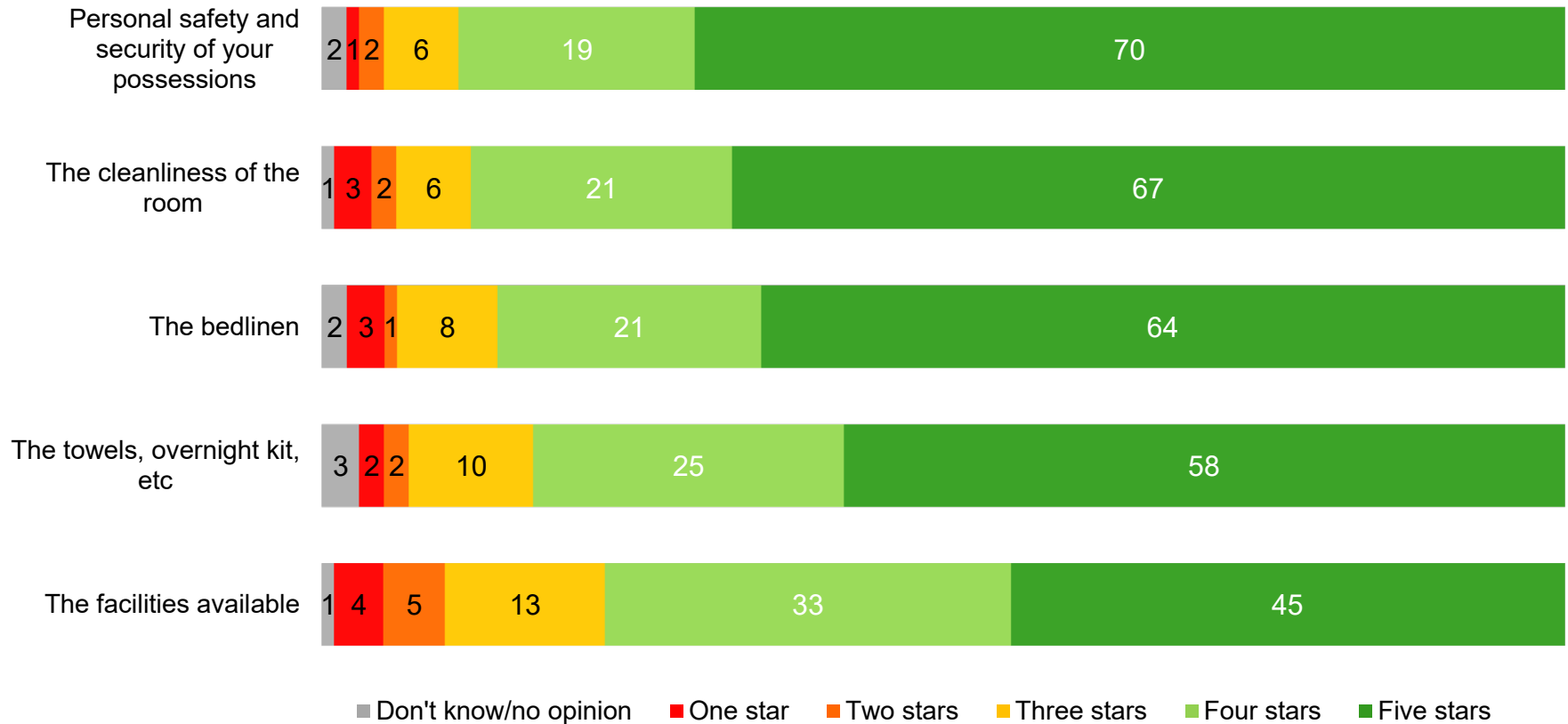
If /when travelling solo, there is no need to have the upper bunk in use .this could easily be folded away reducing costs of cleaning etc and in turn providing a bit more room.

More space, warm water, small hand towels. Hooks that stick out for items like bags and hoodies. More space to wash face in basin.

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?



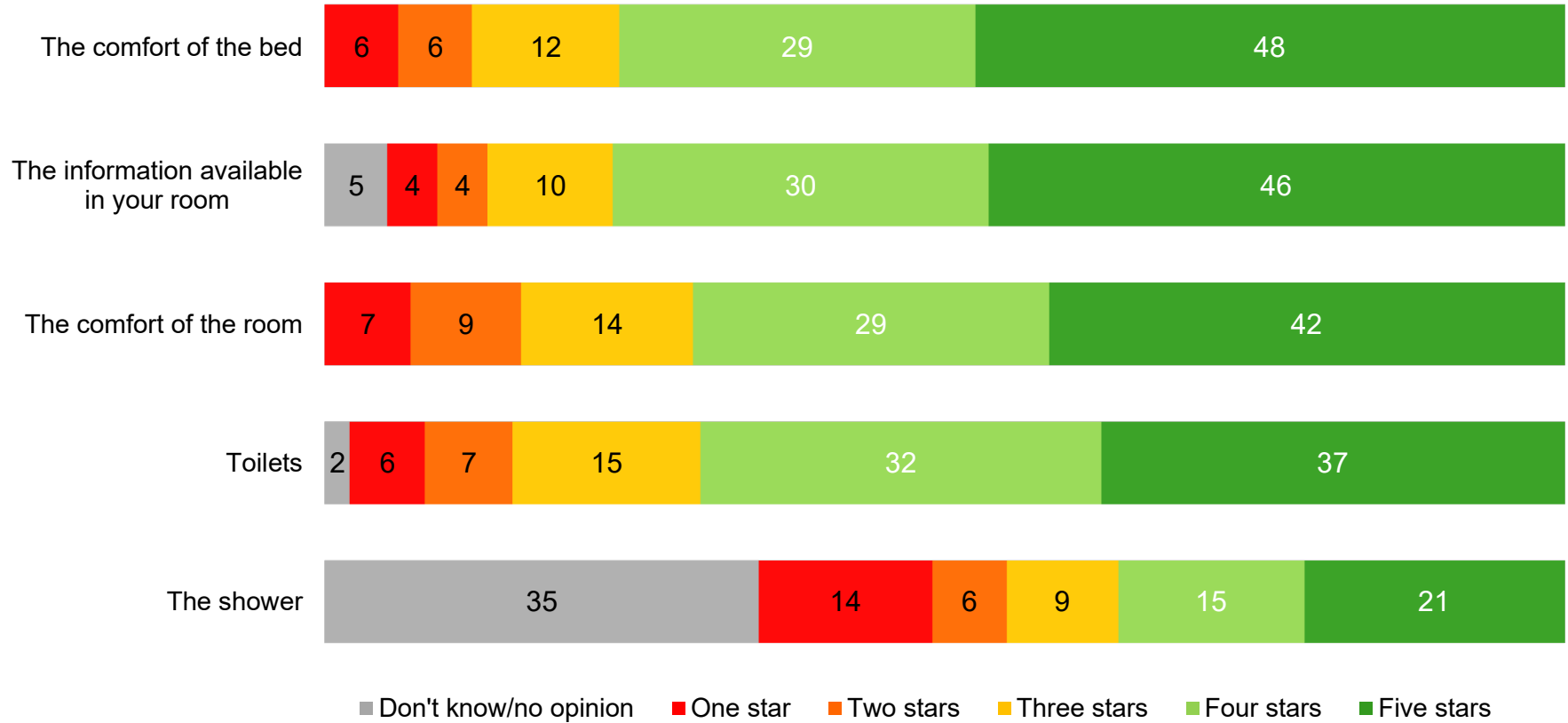
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (464)



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 (464), room with en-suite shower (260)



Rating of features of the room – customer comments

The light switch remains bright when the light is switched off. The ladder is in a very annoying position.

The room was far too cold, and it took hours to get the temperature up using the thermostat.

The earplugs of one of the previous guests were still in the upper bed (probably slipped next to the mattress when changing the linens). It's a human mistake, but it should not be happening regularly.

I was not able to lock my door from the outside. I did not feel my possessions were safe while I was in the club car. This was the case on both outward and inward journeys - I had a keycard, but it didn't appear to do anything

[The toilet] was adequate given the limited space, so probably not possible to improve without using more space.

Toilet in our room was not working properly, also at least one other toilet at the end of the coaches was out of order.

There was no hot water on the shower at all, having a temperature knob was largely useless.

Hot water in the shower. No matter what time I take it it is cold.

A handy leaflet explaining heating/air-conditioning operation, and how to use the shower - we had no idea what to do so didn't use it! Also lighting as it's quite difficult to see the consoles once in bed. Would also have liked an itinerary giving guidance on stops and what might be happening through the night.

I couldn't see information about the latest time we could get off the train in the morning

Thinner duvets would be useful in summer months; they were very thick and made it difficult to keep cool given we were travelling at the height of summer.

The overnight kits just contain single use, disposable items, and are not really necessary as they mostly go straight to landfill, I expect

Storage for luggage. More hooks for hanging things.

Some place or storage for small items for example phone or the provided paper menu.

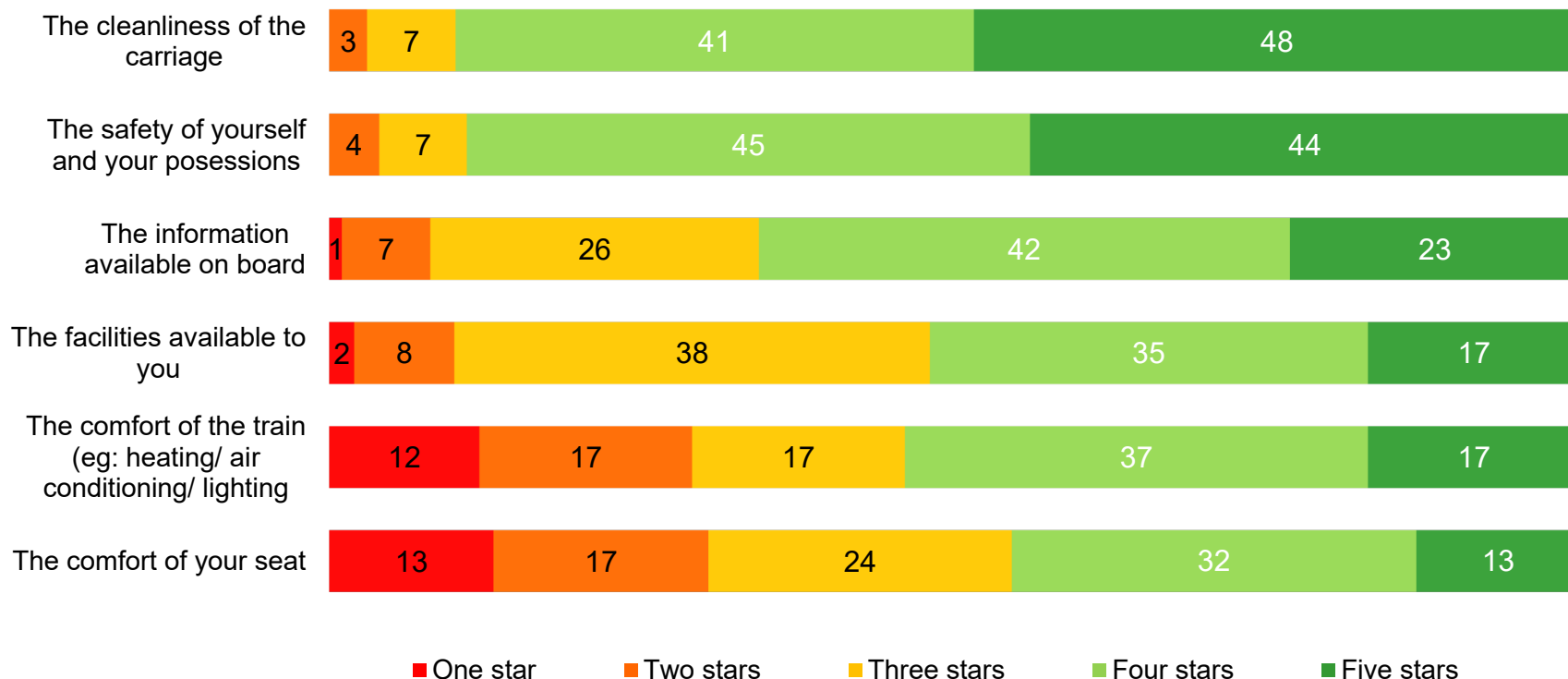
I think this is more based on personal preference, but I just felt like the mattress was a bit thin and uncomfortable to get settled into. However, I understand that there are space limitations so I am unsure how to suggest ways in which this could be changed.

Not enough substance to them [the mattresses] for the thickness. Can feel the surface underneath and I'm not that heavy. Have slept on more comfortable ones on boats so they are available in thin sizes

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?



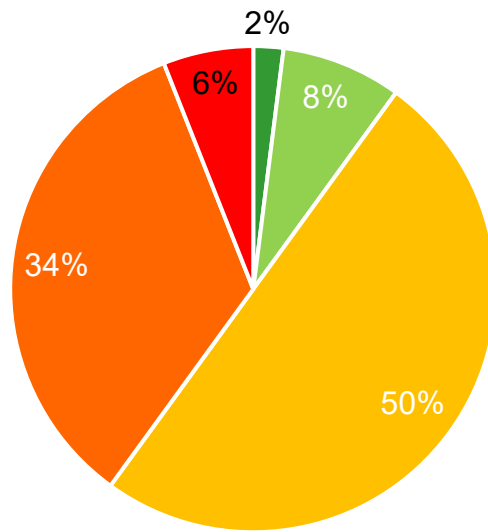
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
Base: All seated guests (121)

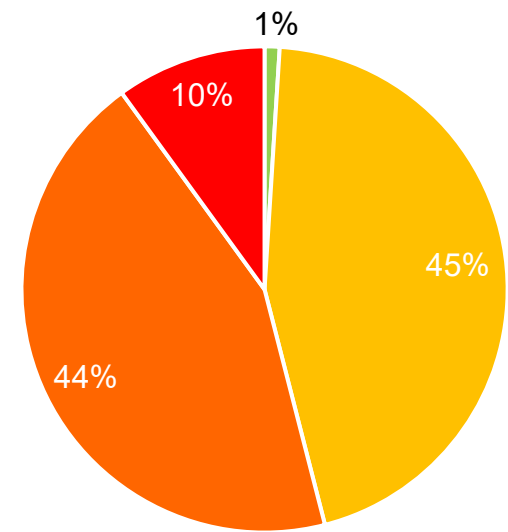


Quality of sleep



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 (464), seated guests (121)



Improving quality of sleep – customer comments

Anything that could reduce the effects of the bumpy tracks that vibrated through the carriage and bed and made the carriage shake at times. However, this just might not be possible and is part of the 'joy' of Sleeper Train travel.

Consistency where possible with the speed of the train. If the train travelled slower and smoother this would be easier to get used to and we wouldn't have arrived 45 mins early. Cooler rooms. Thicker mattress.

Better temperature control, no AC blowing up the side of the window. Better control of temperature and airflow through better management of the doors. The space in between carriages is cold and every time someone walks in and out of the carriage cold air blows into the carriage.

Ability to be on the train earlier, less noise and less bumpy. Also, the room shouldn't be so hot even when the thermostat is at the coldest setting.

I've never slept on a train before, so it was probably an unfamiliar experience which led to a bad sleep.

Nothing could have been done on the night, but each room has a number of rattles - in this case the door lock was rattling loudly all night. Every so often, a room should be left empty, and a recording device should be placed in there to monitor the level of noise. In addition, the blinds frequently slip upwards, and the various lights on the control panels are very bright, making it less than a restful experience.

Thicker mattress.

Lights maybe dimmed a little more as it was quite bright even when they were turned down.

Make sure the air conditioning is working and provide a top sheet on the bed to make sleep more comfortable.

Not much, it was mainly just the outcome of trying to sleep on a train.

The journey involves a lot of bumps, stops outside of stations which unfortunately meant I was awake on and off for most of the journey.

Dim lighting slightly, turn off cold and very noisy air conditioning.

We were both surprised by the amount of noise and movement of the train particularly in the first half of the journey.

More cold air flow. Smoother ride. Side rails or raised cushions around the bed might feel more secure.

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



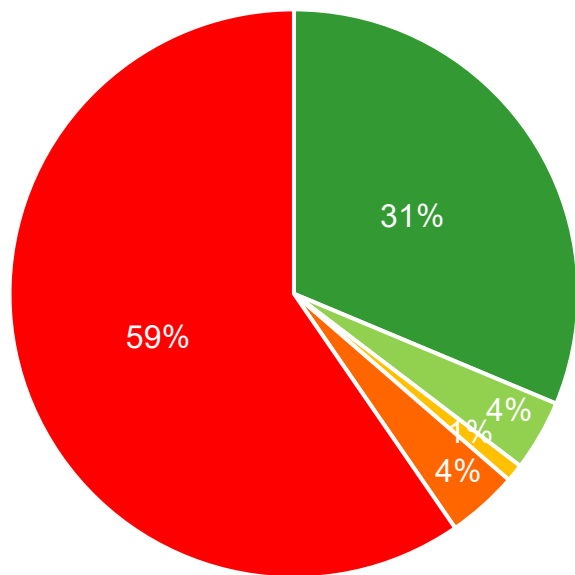
Caledonian Sleeper

Club car and catering



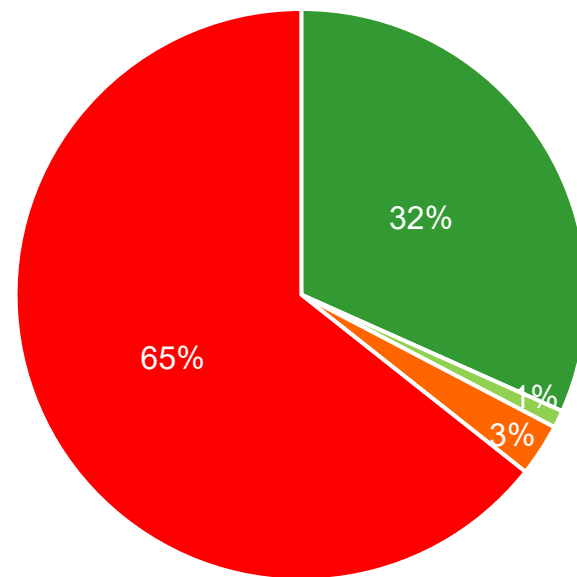
CALEDONIAN
SLEEPER

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



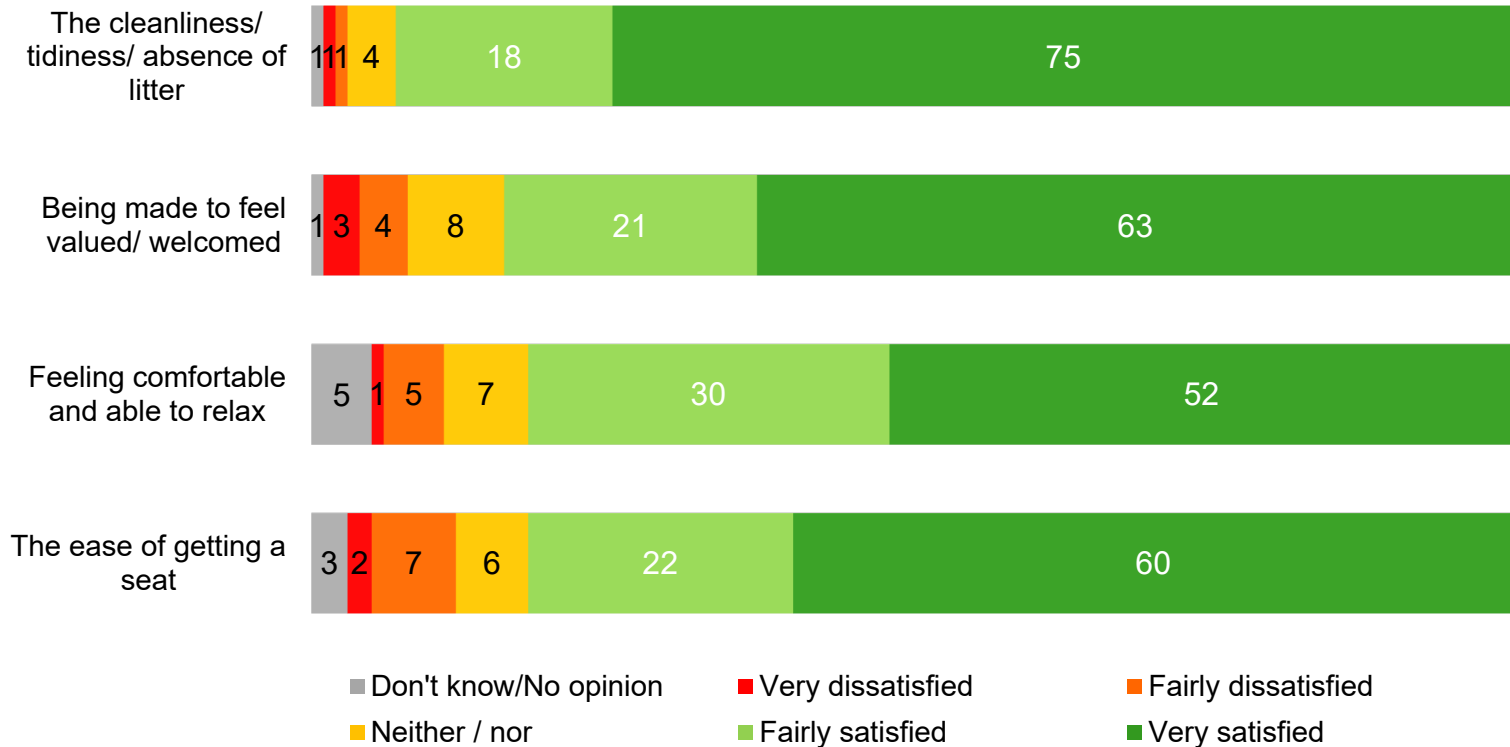
Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?

Base: All (464)



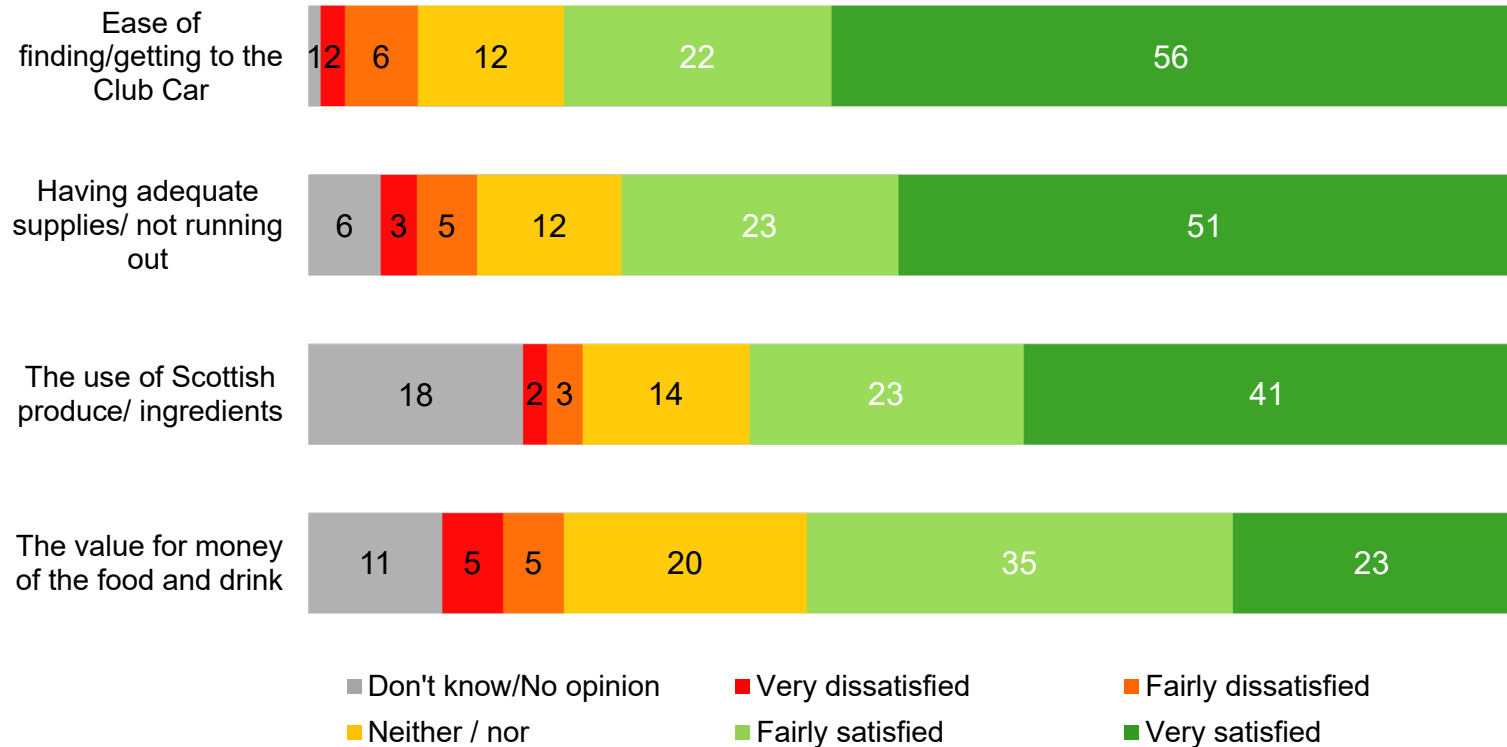
Satisfaction with features of the Lounge Car – top 4



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 (237)



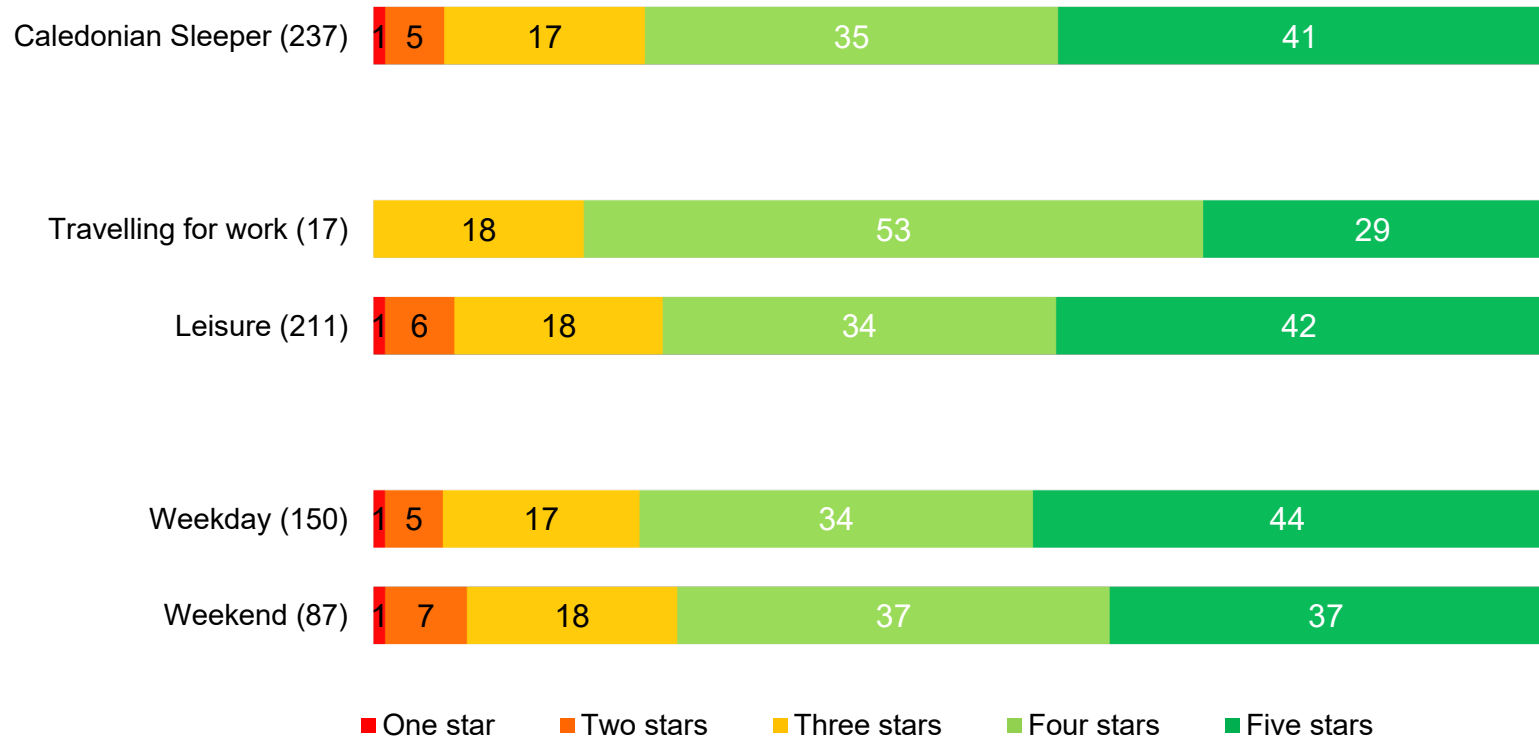
Satisfaction with features of the Club Car – bottom 4



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 (237)



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



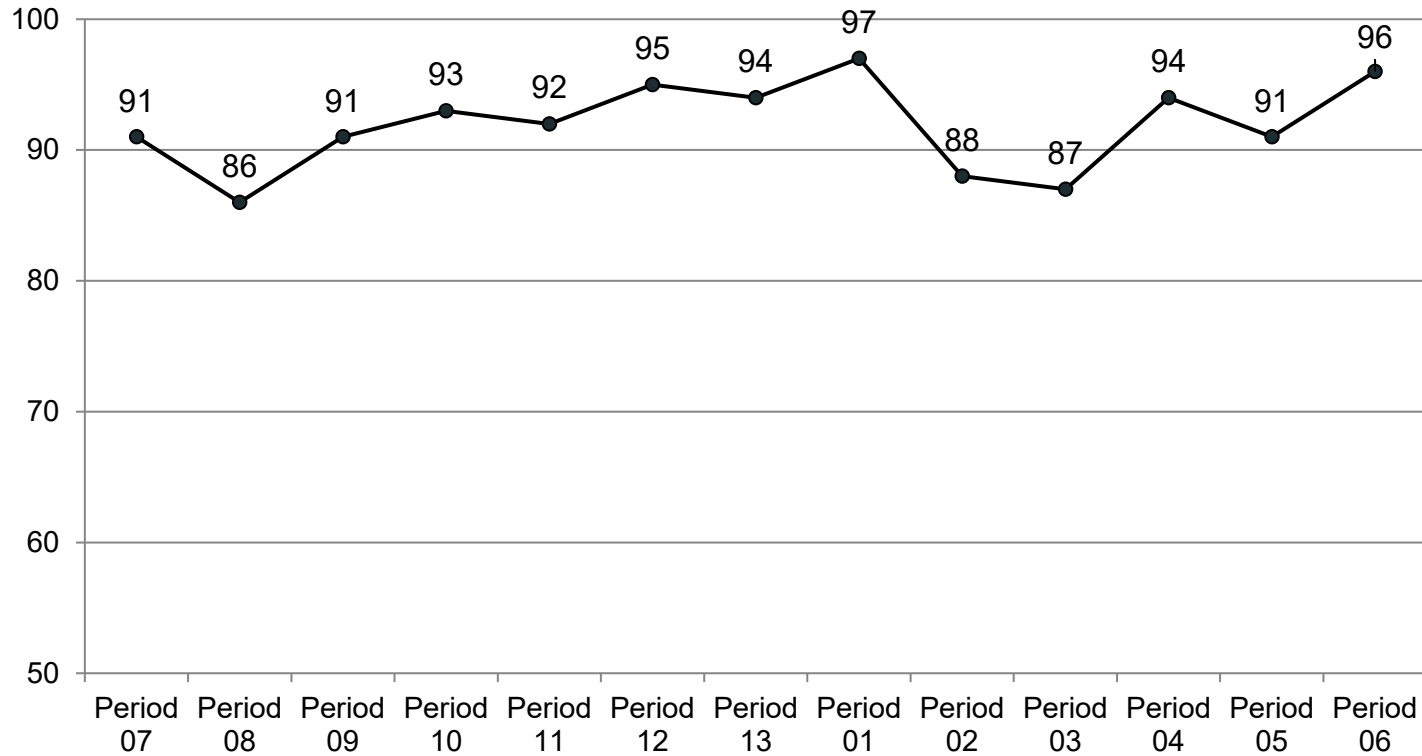
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



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 seemed to be understaffed with only one waitress. She did a great job, but I still had to wait like ten minutes for the bill since she was serving so many other customers.

Increase food quality. Crab cake was okay, mostly potato. The salsa on the nachos wasn't much more than ketchup. We were one of the first people in the car, but they were already out of the cheese plate.

More small Scottish breweries (other than Brewdog). Great getting Black Isle beers. Might have had another if the choice was slightly wider. I highly rate Burnside, but think they only bottle their beer.

The Club car is obviously very popular, but really cannot serve all the customers on the train efficiently. It would make sense to have more than one club car. Having "privileged" access being a club room passenger allowed us early access, and we made a point of being at the head of the queue to board the train in order to secure a seat for ourselves. It filled up fairly quickly, long before the train departed, and many people, including club room guests had to be turned away. I know the frustration of this from experience.

Offer either glasses of champagne or half bottles as having a full bottle close to Midnight between 2 would be a little too much.

Very little, always a lovely experience. It's a bit busy but hard to see how that can be changed. (hence wait a while before being served).

Sunny weather and the long daylight hours at this time of year added to the experience. Eating haggis then enjoying a whisky while the highland scenery passed the windows was a great experience. Another passenger at the same table as me, who had her back to the window, found the draught from the vents below the window a bit chilly.

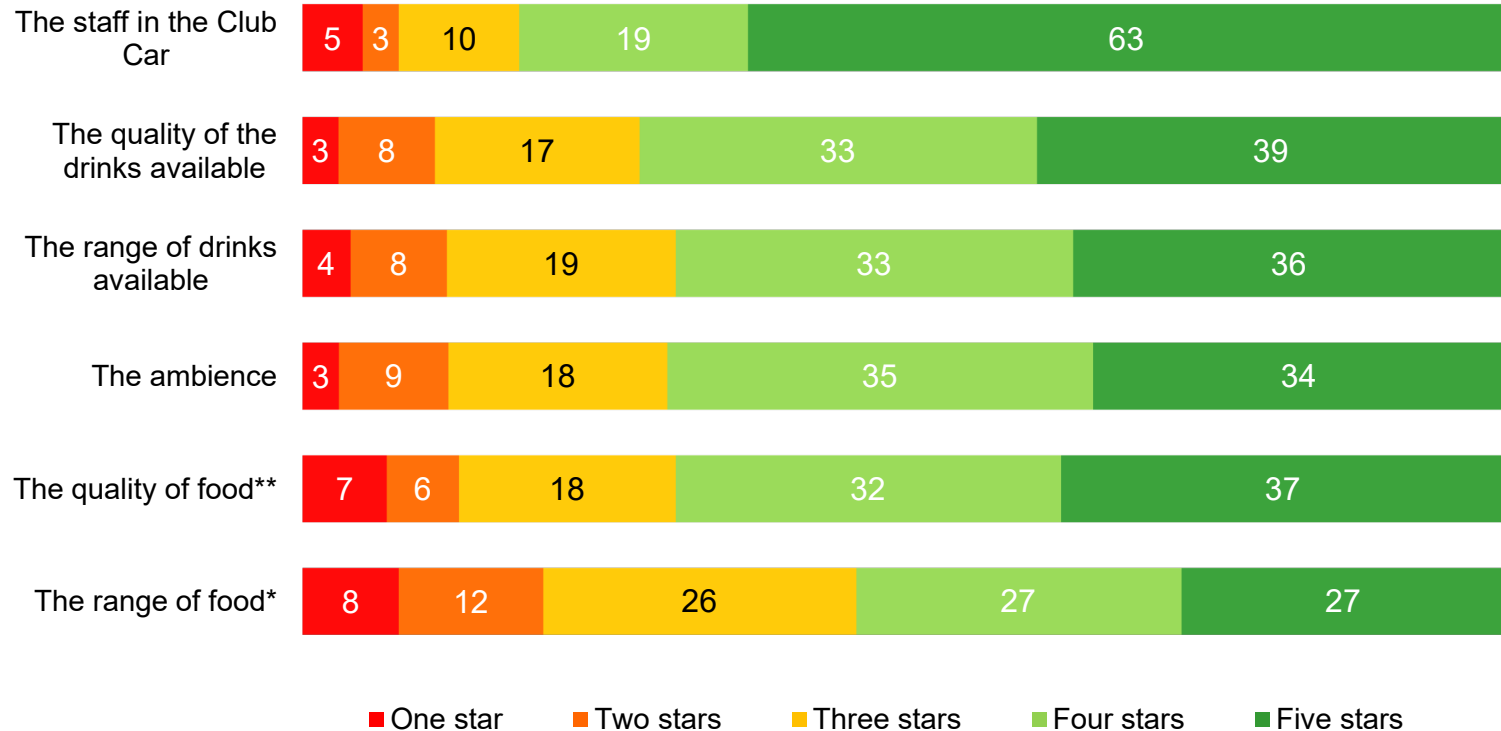
The seats seem designed to be not comfortable. The benches have narrow seats, very upright backs and the stools seem to tip forward. Maybe the intention is to encourage customers not to stay long. The old rolling stock lounge car was more comfortable and less office-like in ambience.

Firstly, I didn't know where the club car was and was wondering back and forth until I saw a member of staff who advised me. On the evening, there wasn't space for both me and my son, so we had to sit and eat in our room. Also ignored on arrival in club car. The morning was better as we had booked breakfast in there but would rather have not had to share the breakfast table with strangers.

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 (237), *those who looked at the menu (135), **those who ate a meal (97)



Rating of features of the Club Car – customer comments

The staff were wonderful, but service was incredibly slow. They were obviously understaffed.

If you are going to shout about the Scottishness of the food, you need to deliver something to be proud of. We ate 3 different meals between us, and none of them were even ok. I would have been happy to pre-order food for the evening if that would increase the quality.

Stock enough [drinks] for the steward not to have to apologize for this "always happening".

Staff need to ask guests if they are okay occasionally, and not tell them they need to be moved on to make room for other guests. The advertising suggests that this is a special experience, and it most certainly was not.

We had toasted sandwiches which were limp and chewy not nice at all.

More selection of non-alcoholic drinks.

There were too many children in there in the evening, so it was like a family dining restaurant - lots of noise.

Only 1 vegan option.

Have some better wines available.

Improve lighting to create more ambience.

Seating is rather too generously spread out.

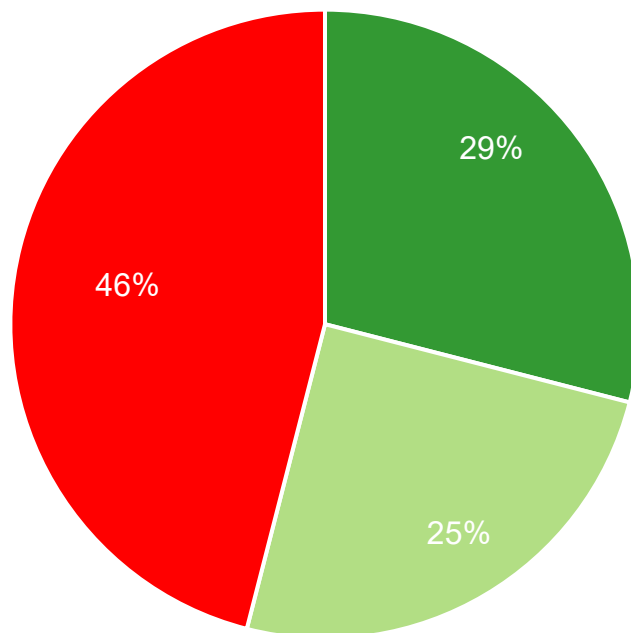
Most menu items were out of stock by the time we could get a table in the Club Car. Too many people just using up the seats, so we didn't get there until quite late.

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 2 2024/25 %

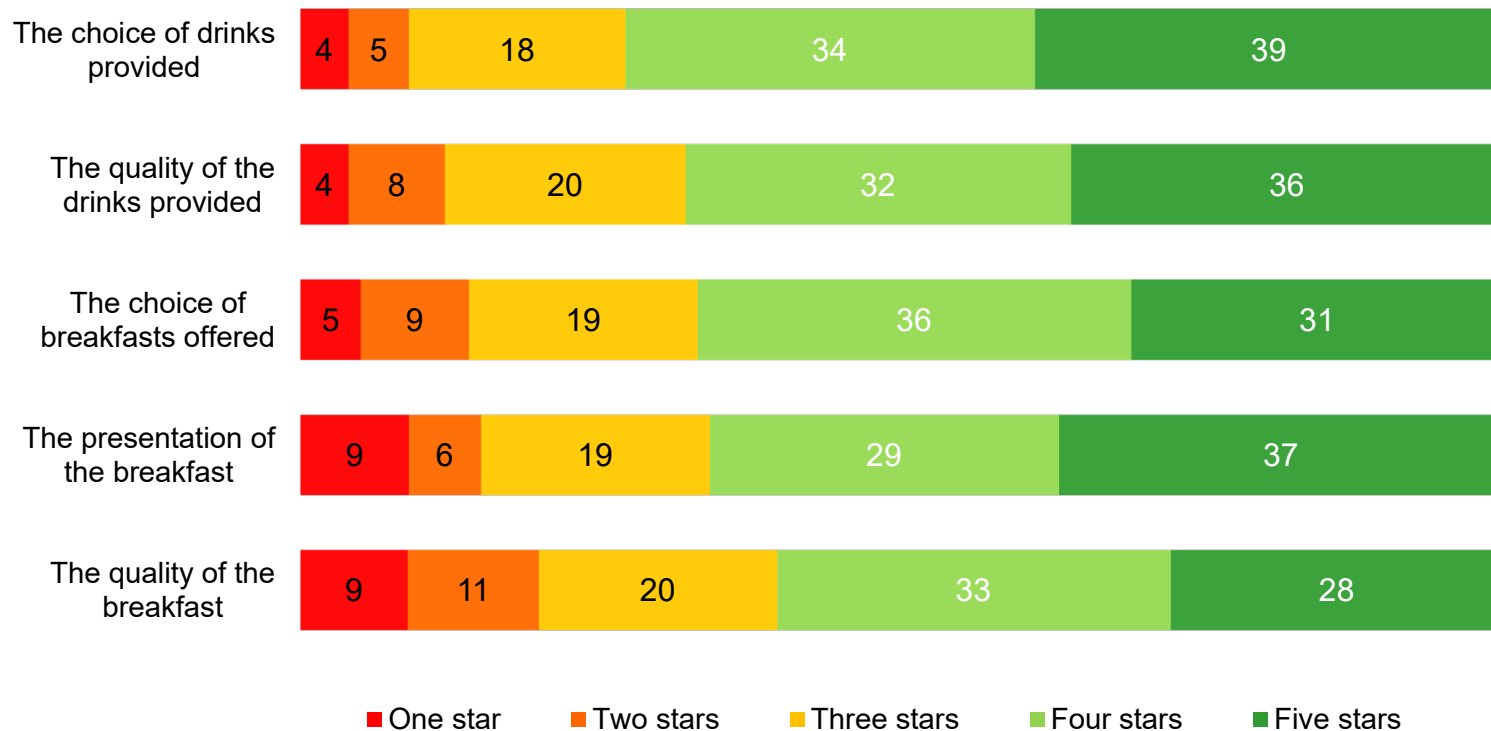


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (585)



Rating of features of breakfast



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

Base: All eating a Caledonian Sleeper breakfast on the train (317)



Rating of features of the breakfast – customer comments

Please provide a vegetarian breakfast option! It only needs a slightly larger quantity of egg, beans and potato to replace the bacon, sausage and black pudding. Other breakfast offerings were cold, sugary carbs and very unpalatable and unhealthy. Very disappointing indeed.

Very tasteless produce. Not presented on any appealing way and the food was mostly far from acceptable temperature.

I would have liked some water, but it wasn't offered.

Provide espresso / cappuccino / latte.

The choices are too rigid, flexibility of choice should be improved.

Why can't you buy extras. I wanted a slice of toast and told I could only have that if I had the Highland breakfast. I only had porridge so means I can't have toast even if I pay extra. Crazy!!

The breakfast I ordered was fairly standard and what I was presented with was fairly ordinary and a bit tired looking.

Brew the coffee, the coffee bags are not the answer.

My son had a Scottish breakfast, just shoved in a box in a heap. Croissant microwaved in a plastic bag. Nothing to be proud of I'm afraid.

Allow me to modify the breakfast items, choose how to cook my eggs, etc. It came to my room in a box, not a plate. The breakfast itself was nice and tasty.

No napkin provided & wooden cutlery.

Only 1 vegan option for breakfast, and no plant milks so I didn't have any hot drinks. Chocolates on the bed also contained dairy.

I ordered pancakes with a fruit compote no plate was provided they came clumped together in a bag. How on earth are you supposed to pour the compote over them and eat them!

The marketing shows a high-quality service, breakfast arriving in a bag on a paper plate is not in keeping with your image.

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?



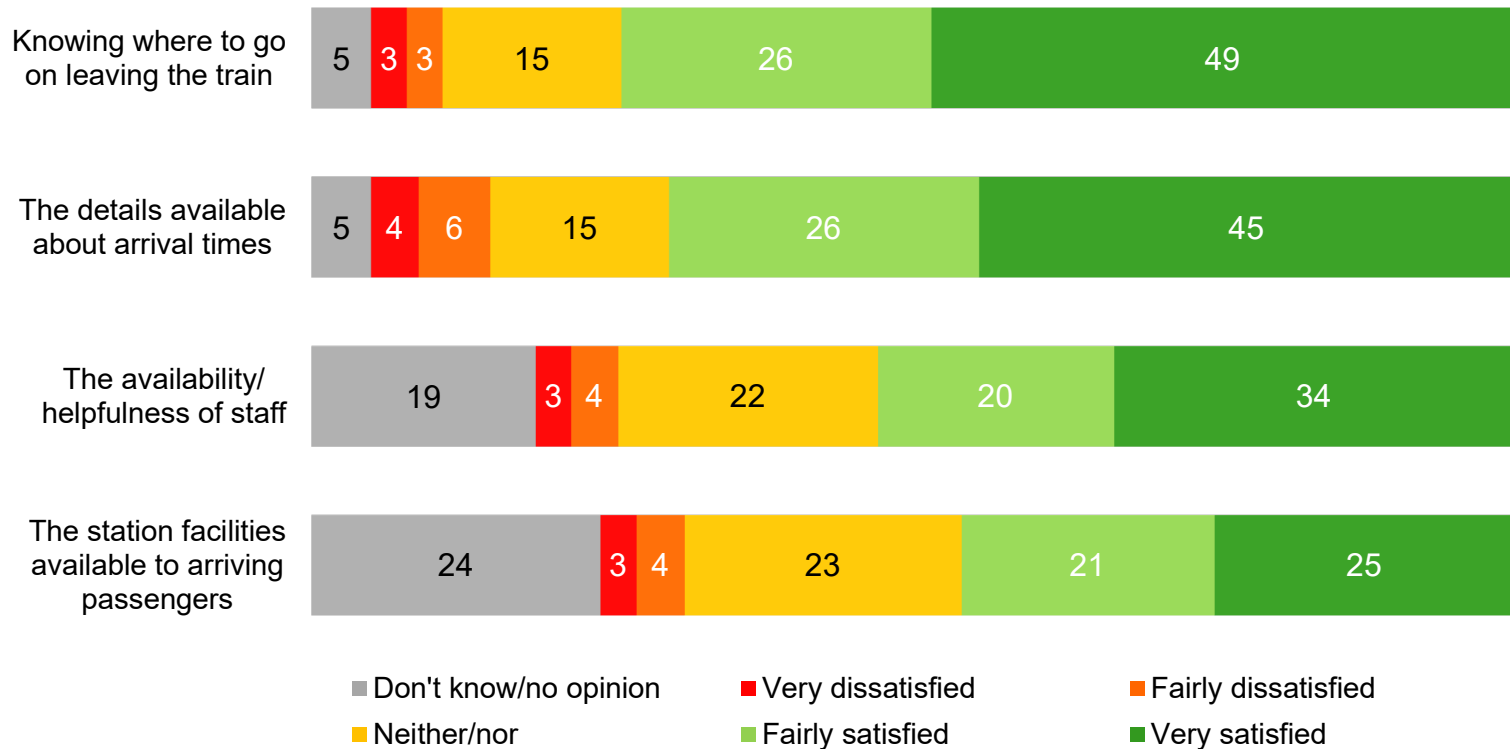
Caledonian Sleeper

Arrival



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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 (585)



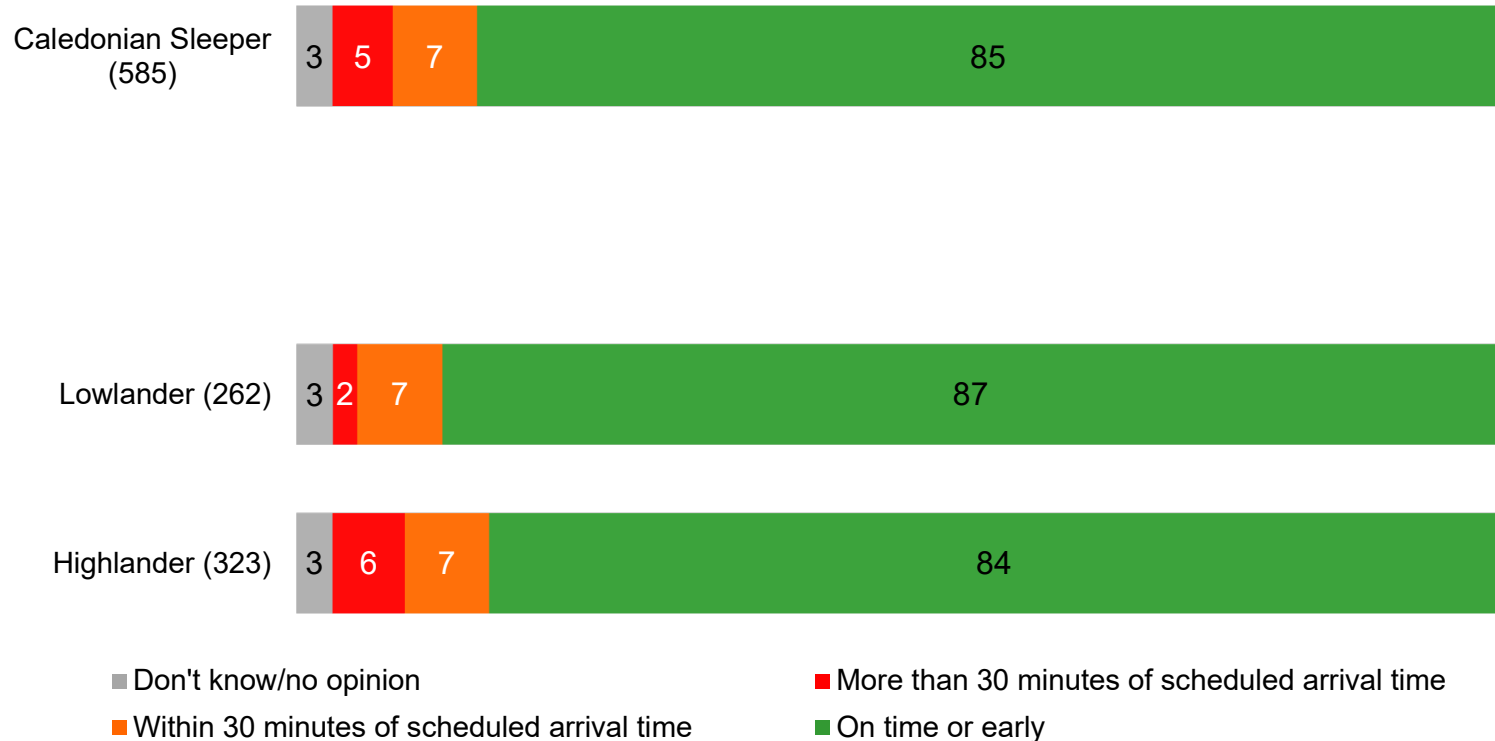
Caledonian Sleeper

Delay



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SLEEPER

Punctuality of service by route



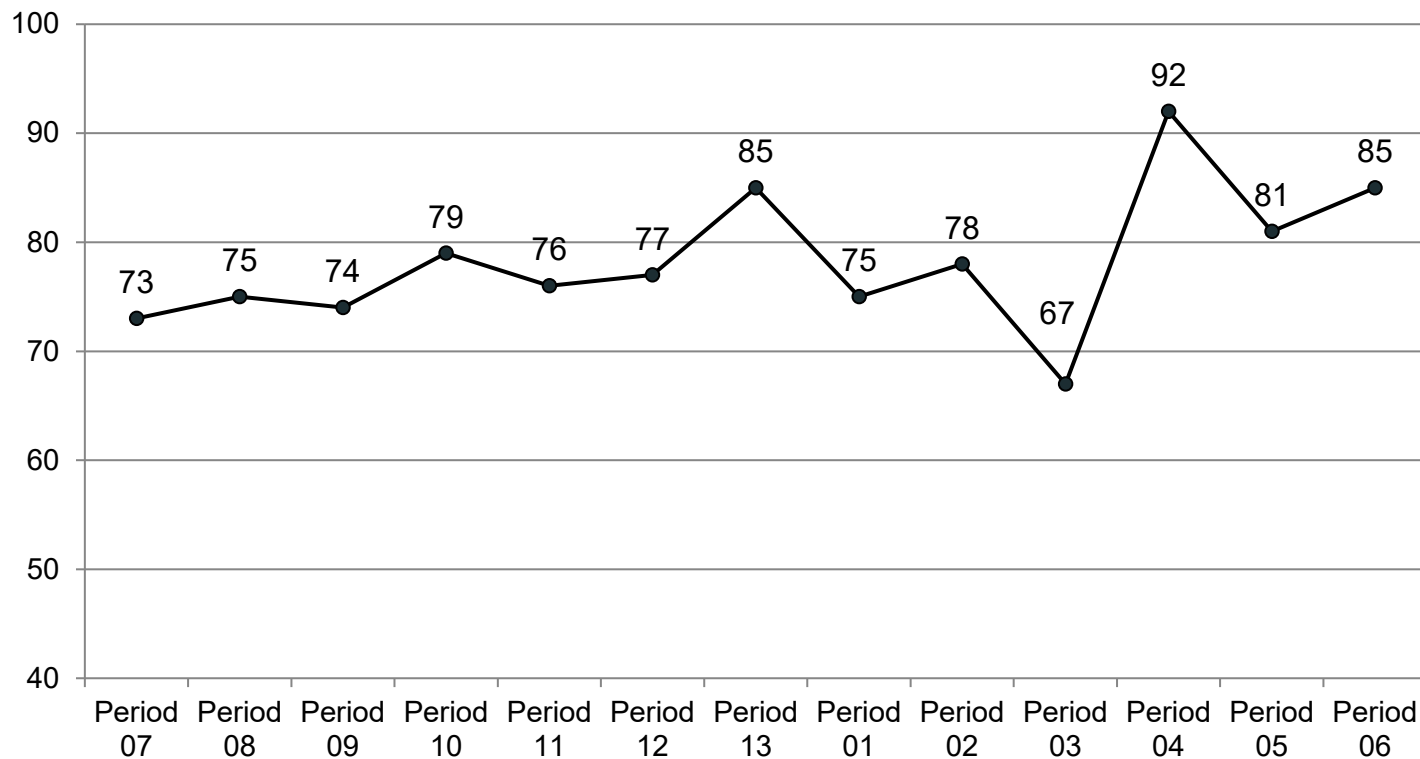
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



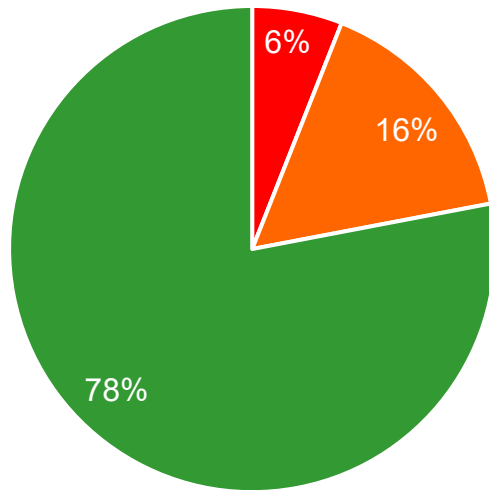
Q27a Did your train arrive on time?



Impact of delay

Quarter 2 2024/25 %

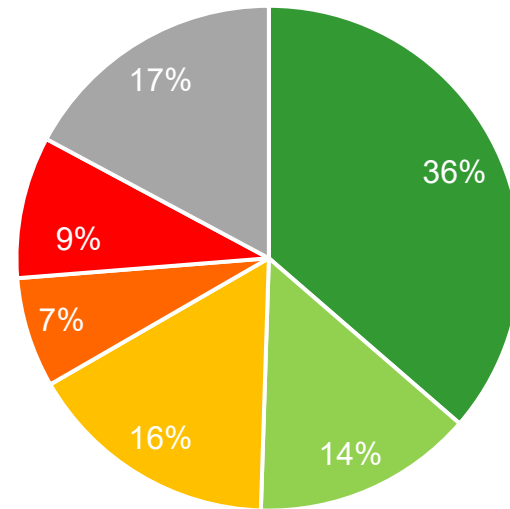
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (69)

- 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 (69)



Caledonian Sleeper

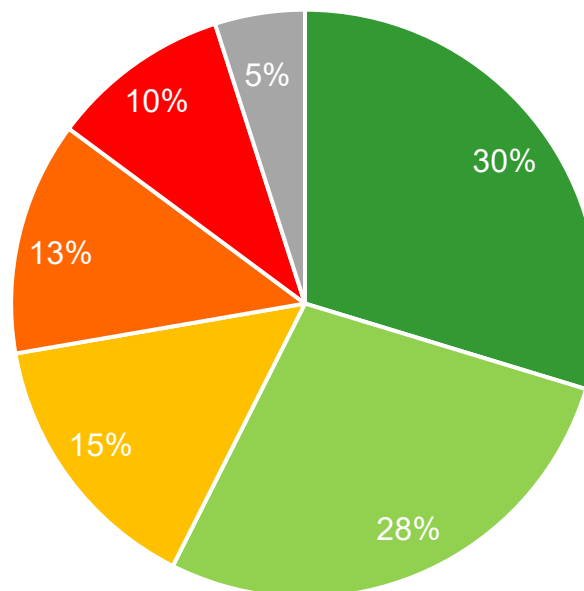
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 2 2024/25 %



- 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 (40*) *Caution – low base



Providing a service suitable to needs – customer comments

Clearer information, more privacy, less intrusive lighting and heating, a quieter environment.

Be pleasant and welcoming, not be antagonistic with the assistance crew as this is very unprofessional. Check in on disabled passengers to check they are ok.

More lumbar support in cabin and Club car. Seniors do not want to sit at bar seats.

I wear hearing aids, and the brief announcements were inaudible for me - all staff using PA systems need training.

Not change us from our booked accessible double room into a standard bunk.

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	585 %
Age	
16-34	15
35-54	37
55+	47
Not stated	2
Gender	
Male	47
Female	50
Not stated	2
Working status	
Full time	55
Part time	11
Not working	2
Retired	24
Student	3
Not stated	5
Residence	
UK	69
Non-UK	31

Sample size	585 %
Journey purpose	
Travelling for work/business	11
Company business	7
Personal Business	2
Regular travel between home and workplace	2
Leisure	85
Visiting friends/ relatives	15
Holiday/ short break	65
Attending a sporting/musical/ theatrical/charity event	5
Other	4

Sample size	506 %
Disability or Illness	
None	93
Vision	>1
Hearing	1
Mobility	5
Hidden disability	3
Speech or language impairment	>1
Mental health	1
Other	2



Sample profile – journey details

Sample size	585 %	Sample size	585 %	Sample size	585 %
Travelling party		Return journey mode (those making outward journey) (356)		Travel to departure station	
Alone	37	Caledonian Sleeper	34	Train	35
With a business colleagues(s)	-	Daytime train	39	Underground/ Tram/ Subway	19
With family (adults only)	38	Plane	15	Bus/ Coach	9
With family (adults/children)	16	Coach	-	Taxi	14
With friends	8	Own Car	1	Own car/ Dropped off	9
Accommodation		Hire car	2	Hire car	5
Seat	21	Other	8	On foot	22
Room	35	Don't know	1	Bicycle	4
En-suite room (with shower)	44	Outward journey mode (those making return journey) (229)		Other	2
Journey direction		Caledonian Sleeper	48	Travel from arrival station	
Outward	61	Daytime train	33	Train	33
Return	39	Plane	12	Underground/ Tram/ Subway	20
One way	-	Coach	2	Bus/ Coach	10
		Own car	1	Taxi	11
		Hire car	2	Own car/ Dropped off	10
		Other	2	Hire car	7
				On foot	22
				Bicycle	3
				Other	3



Sample profile – journey details

<i>Sample size</i>	<i>585 %</i>	<i>Sample size</i>	<i>585 %</i>	<i>Sample size</i>	<i>585 %</i>
Service day		Accommodation type		Transaction value	
Weekday	63	1 st class	44	£0-£49.99	3
Weekend	37	Standard	35	£50-£99.99	13
Direction		Seated	21	£100-£149.99	6
Northbound	50	Party size		£150-£199.99	12
Southbound	50	Single traveller	40	£200-£249.99	8
Train type		Two people	46	£250-£299.99	11
Highlander	55	Three or more people	4	£300 or more	46
Lowlander	45			Transaction value by guest	
Crew				£0-£49.99	6
Aberdeen	4			£50-£99.99	21
Edinburgh	13			£100-£149.99	16
Fort William	8			£150-£199.99	30
Glasgow	10			£200-£249.99	27
Inverness	12				
London	53				



Sample profile – journey details

<i>Sample size</i>	<i>585 %</i>	<i>Sample size</i>	<i>585 %</i>	<i>Sample size</i>	<i>585 %</i>
Return journeys between Scotland and London		Number of journeys using Caledonian Sleeper (making at least 2 journeys between Scotland and London)		When first travelled on Caledonian Sleeper (previously travelling by Caledonian sleeper)	
			(250)		(434)
12 or more	5	12 or more	6	More than 20 years ago	29
4-11	14	4-11	16	15-19 years ago	6
2-3	24	2-3	31	10-14 years ago	8
First journey in last 12 months	31	1 Journey	32	5-9 years ago	7
First ever journey	20	None	14	3-4 years ago	6
Have never made a journey between Scotland and the London area	5			In the last 1-2 years	44
Don't know	-				



Survey method 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 13 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 second quarter of fieldwork for the year 2024/25, combining Rail Periods 4, 5 and 6. Fieldwork for quarter 2 2023/24 took place between 26 June and 30 September 2024. This covered journeys made between 23 June and 14 September 2024.

585 questionnaires were completed in total.



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Quarterly Report

Quarter 2, 2024/25

Rail Periods 4, 5 and 6



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