

# Caledonian Sleeper

## Quarterly Report

Quarter 4, 2024/25

Rail Periods 10, 11, 12, and 13



CALEDONIAN  
SLEEPER

# Contents

Page

Summary: Caledonian Sleeper results, Quarter 4 2024/25	3
On-board experience	6
Overall opinions of the Caledonian Sleeper	13
Journey expectations	32
Making bookings	37
Boarding and station facilities	41
Accommodation and train facilities	48
Club car and catering	59
Arrival	72
Delay	74
Facilities for those with a disability or illness	78
Appendix: sample profile and methodology	81



# Caledonian Sleeper Passenger Satisfaction

Quarter 4: 8 December 2024 – 31 March 2025

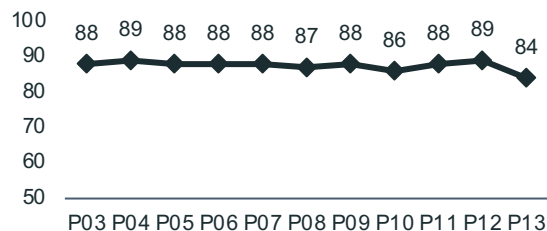
## Overall journey experience



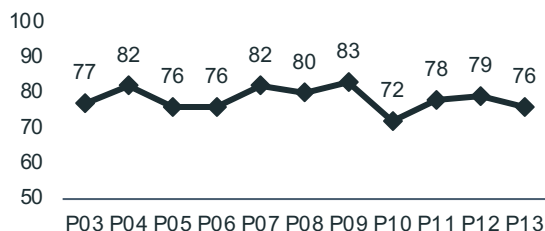
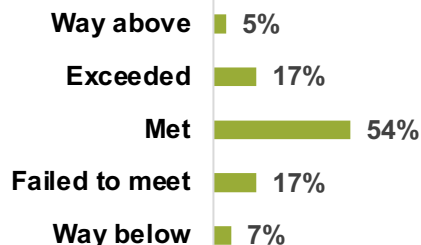
13%

87%

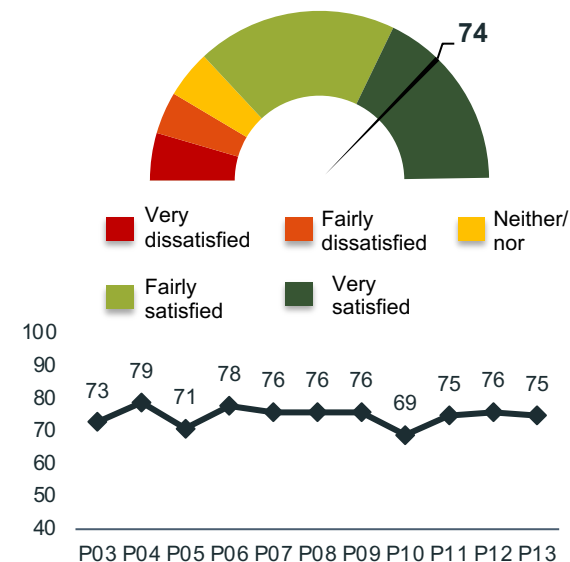
Ave – 3.7



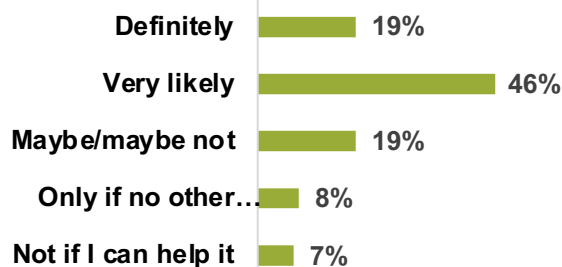
## Expectation



## Overall satisfaction



## Likelihood of future use



	Lowlander	Highlander
Journey experience	83%	89%
Met / Above expectation	74%	78%
Overall satisfaction	71%	75%
Net Promoter Score	9%	24%
Future Use	61%	68%

Sample size: 819 (Lowlander 338, Highlander 481)

## Net Promoter Score

18



45



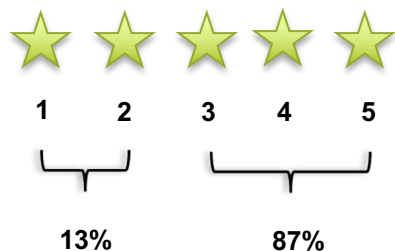
27



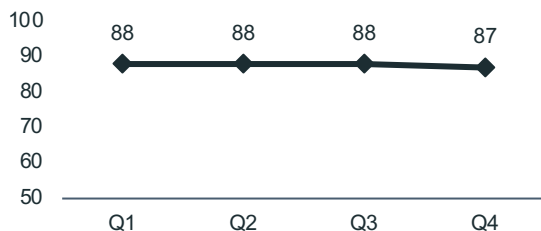
# Caledonian Sleeper Passenger Satisfaction

Quarter 4: 8 December 2024 – 31 March 2025

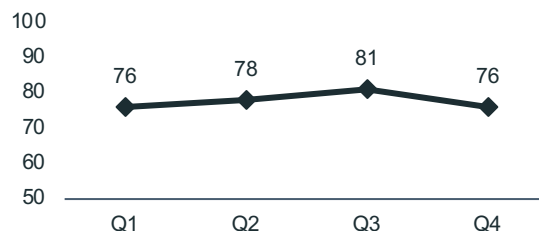
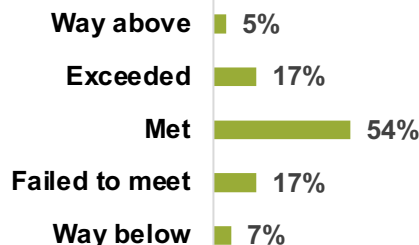
## Overall journey experience



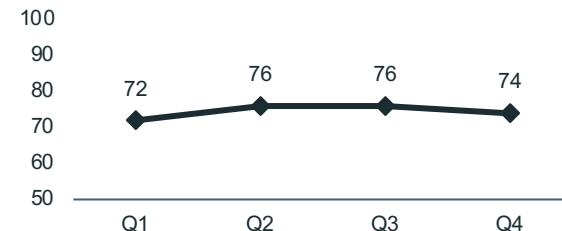
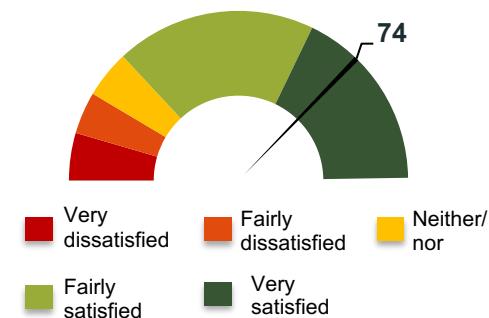
Ave – 3.7



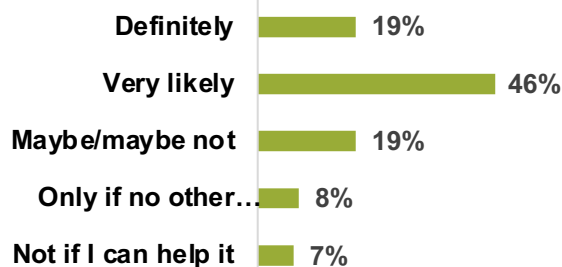
## Expectation



## Overall satisfaction



## Likelihood of future use



## Net Promoter Score

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	Lowlander	Highlander
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Sample size: 819 (Lowlander 338, Highlander 481)





# Caledonian Sleeper Passenger Satisfaction

Quarter 4: 8 December 2024 – 31 March 2025

## Expectations of the journey

### Top five:

- 54% Looking forward to the experience
- 43% Sufficiently well informed about the journey ahead
- 39% Relaxed
- 31% Looking forward to bed
- 31% Excited

### Bottom five:

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

## Journey experience

(% 3 - 5 star rating)

87% **Experience overall**

### **Making me feel...**

- 92% welcomed
- 88% looked after
- 84% relaxed
- 81% comfortable
- 66% I had a good night's sleep
- 87% Room rating
- 94% Club Car rating

## Summing up the experience

### Top five:

- 48% Practical
- 43% Efficient
- 37% Functional
- 29% Relaxing
- 27% Memorable

### Bottom five:

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

Sample size: 819



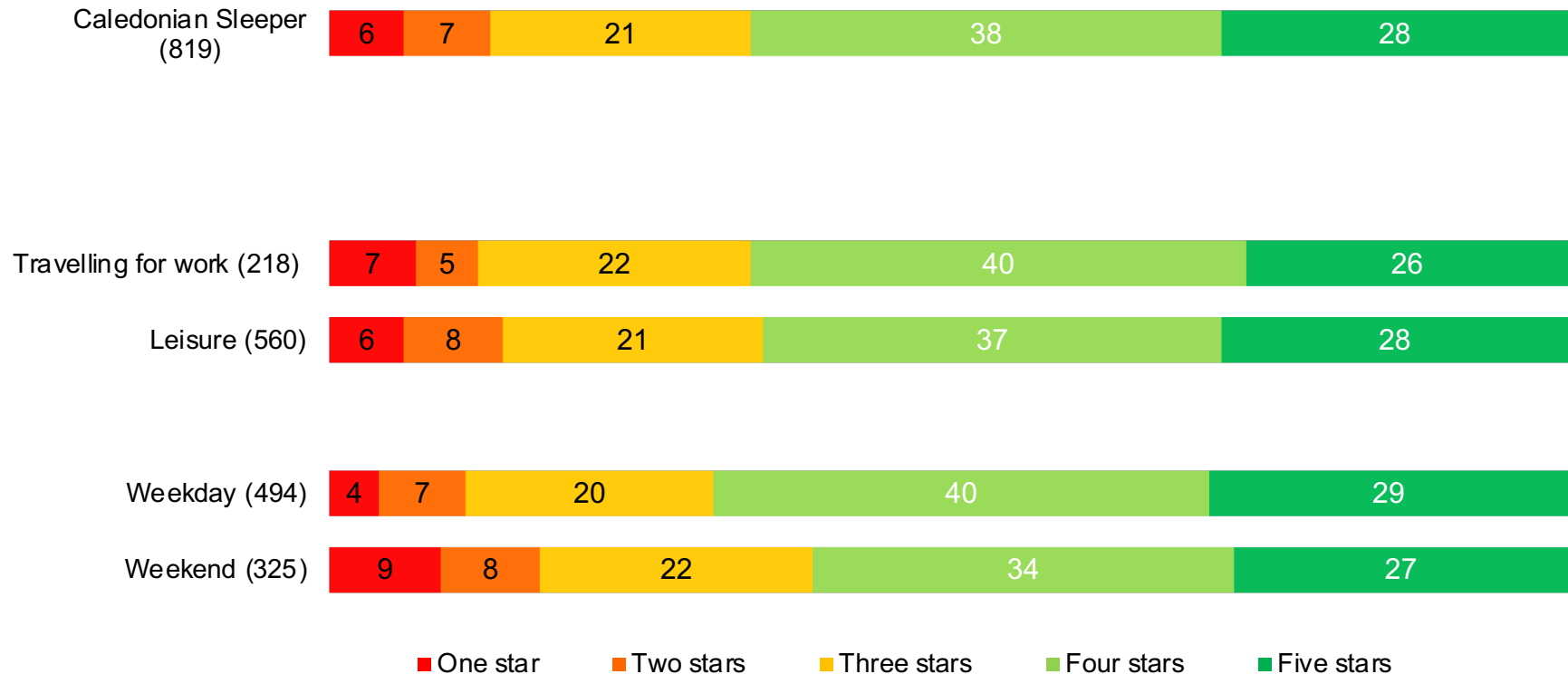
# Caledonian Sleeper

## On-board experience



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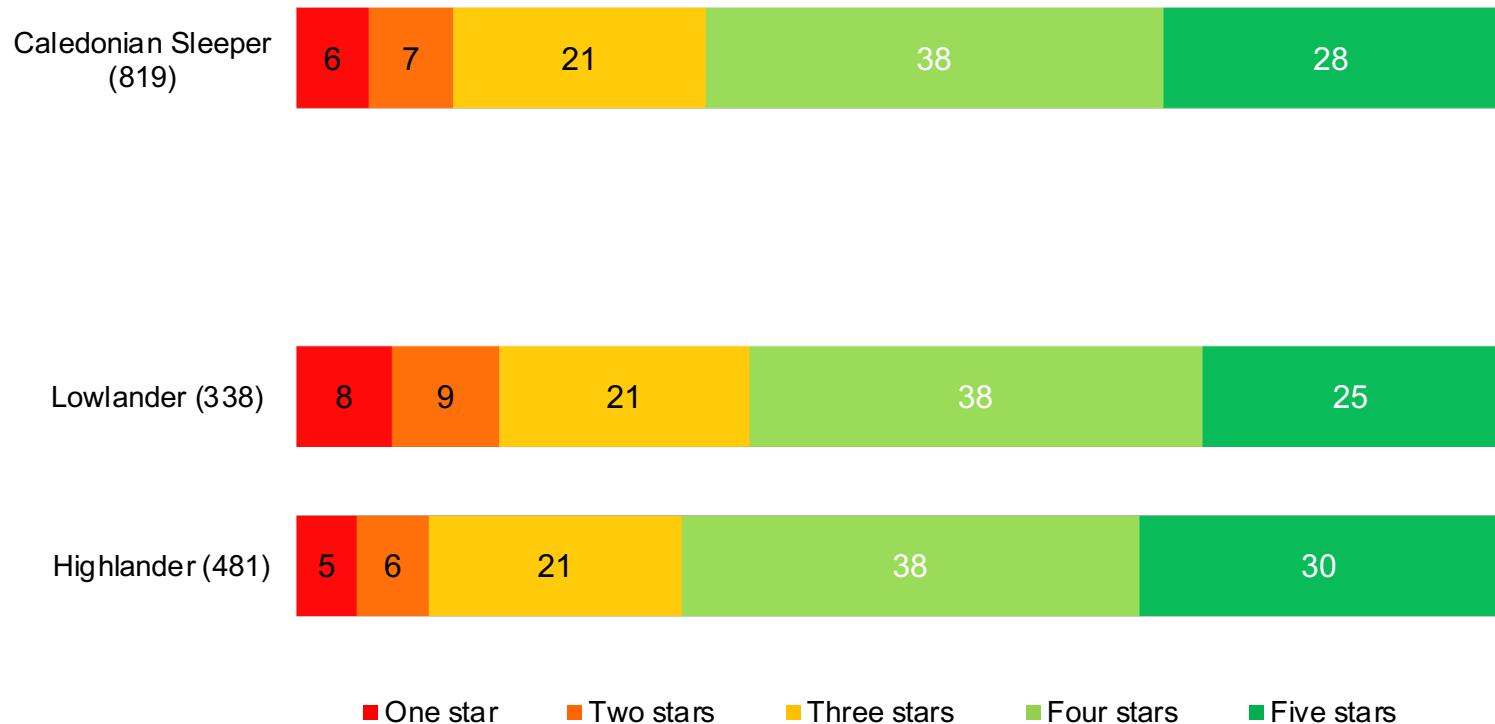
# Overall rating of experience by passenger group



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



# Overall rating of experience by route



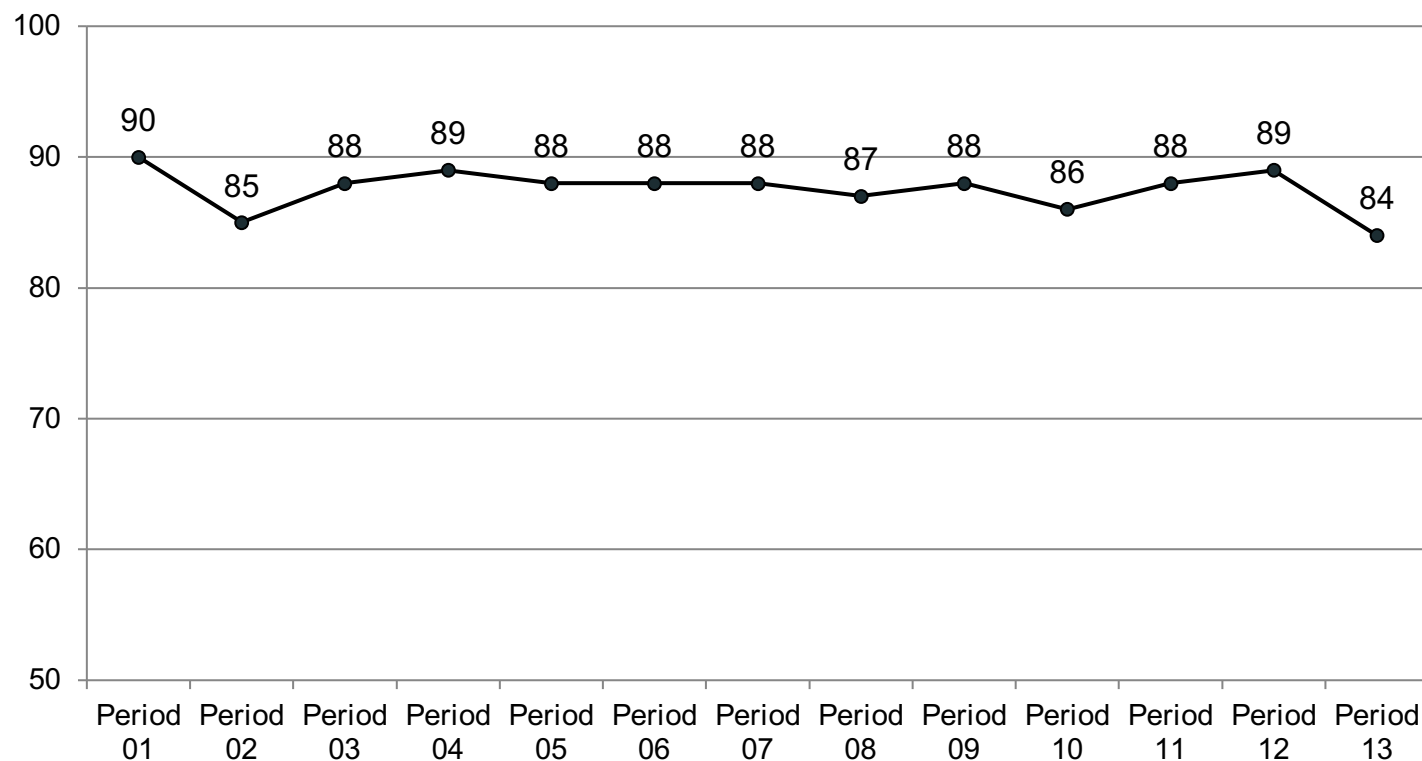
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?  
Base: in brackets above



# 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

*The en-suite toilet didn't flush which I didn't realise until during the night. the speed of the train also felt extremely fast at parts which was uncomfortable. The bed and duvet itself was really comfortable.*

*More space in the compartment. The bed is too narrow and the only place to put my case would have been under the bed but there was a sign there saying Do not put luggage under there as apparently it blocks something. Make the ladder removable would have helped, too.*

*Club guests ought to receive complimentary hot/soft drink in the evening not just at breakfast.*

*(I travel on the Sleeper frequently) - Fix the snagging issues in the rooms. Tables in the rooms are constantly broken: maybe 1 in every 2 journeys on average the table is missing. I frequently find the toilet roll holders to be broken. The power sockets for charging phones/laptops are often very stiff and on occasion it isn't even possible to insert the plug. The room keys are not reliable: there was no key in the room, so we called the staff, and somebody came to program a new key and give it to us. But when I went to use that same key in the morning, it didn't work at all. - The quality of food and drink is the single other largest area for improvement. Coffee is very poor; there's no reason it needs to be so. Porridge is the microwaveable stuff with a congealed texture and no toppings. If there was high-quality breakfast it would be very compelling.*

*The only improvement I would suggest is having more storage in the non-WC rooms. i.e. a place to put belongings attached to the walls by the beds such as a net or mesh storage.*

*Shower is a terrible set up. Room is small which is to be expected but there is no space to store anything and an annoying price card menu with nowhere to put it.*

*I found the seats quite uncomfortable. It would be good to have some kind of footrest (I was on the seat at the far end of the carriage) and somewhere to rest my head. Having said this, I was relieved that there was nobody sat in the seat next to me, so I had more room than usual. It would also be good it if was not quite so bright in the train. I used the eye mask, but found it very scratchy.*

*This was such a lovely experience, a busy week for me and I was able to relax and enjoy it. I was very comfortable in the bed and the staff were lovely. It was the best experience, thank you.*

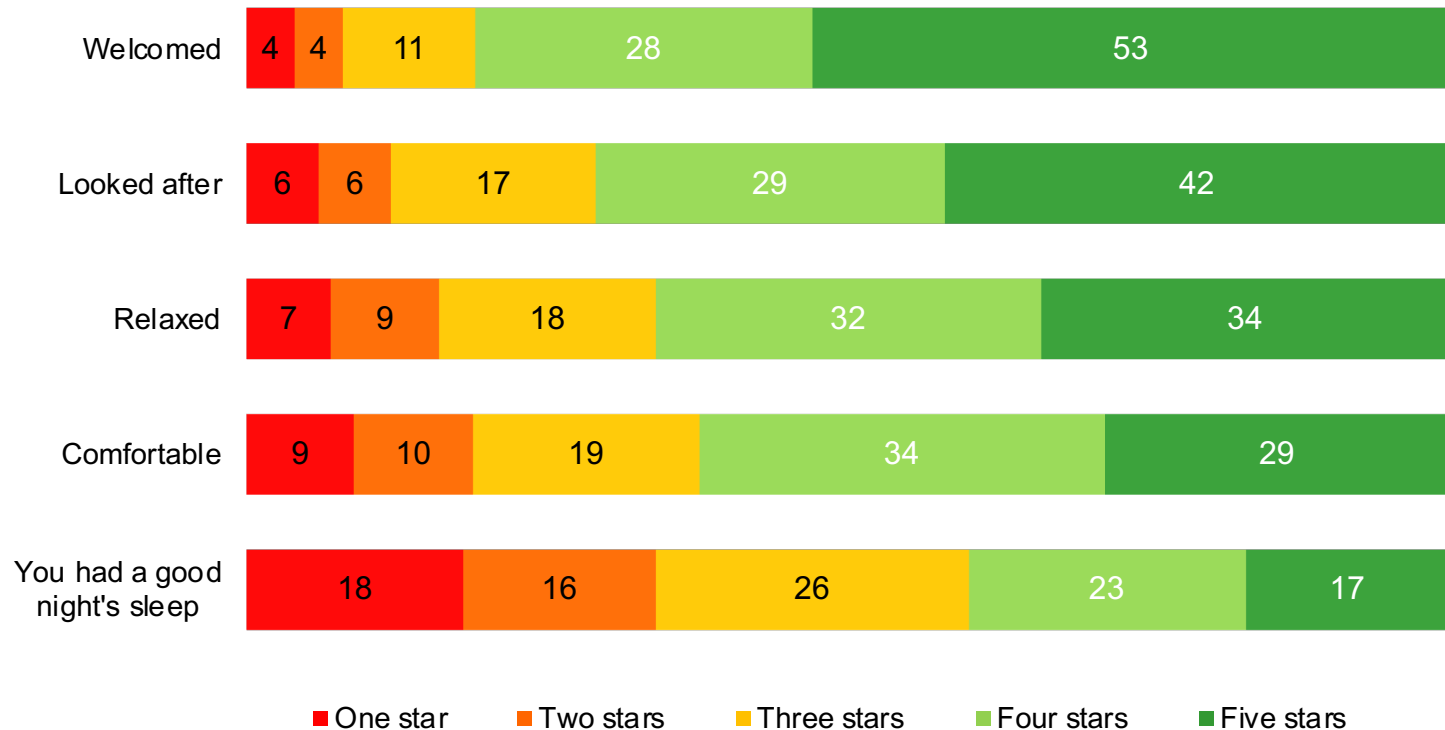
*Understand it is additional work, but it would be more comfortable and make life easier if in solo rooms the upper bunk and ladder were folded away.*

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

*As I have mentioned many times before Caledonian Sleeper would do well to introduce a loyalty programme for regular travellers so that one feels recognised for giving loyalty to this expensive mode of travel.*

*Because we had a young child with us, we thought there would be some relaxation around the time we could board and get him settled on board but there wasn't.*

*Reduce the amount of stopping and starting; better to keep going slowly than stop. Also, although it didn't apply on this journey, when travelling from Glasgow to London there is a lot of shunting in Edinburgh which stops you getting to sleep until well past 12am.*

*Euston Station is a horrible place to negotiate! Appreciate the New Caledonian lounge- that's great. My journey down got off to a bad start as the Train Manager met us at the ticket barrier to say they were short staffed and therefore we'd have to have breakfast served in our rooms. The bag of breakfast was horrid (not the staff's fault). The staff are nearly always friendly and welcoming. The experience of my journey down was not usual but contributed to my not being relaxed on my return journey. Also, as a vegan the new vegan breakfast option is not good compared to what was the vegan option.*

*The ladder to the top bunk was terrifying. The thin rungs really hurt my feet and there was nothing to hold on to get up and down. Fine if you are young but really challenging for this middle-aged woman with hip issues! Not enough head room to sit up in bed on top bunk and nowhere to put anything - book, glasses, iPad.*

*Can't fault the experience. Extremely comfortable mattress and duvet with good temperature. Took a long time to get to sleep because of train movement ... something regular users probably get used to!*

*Providing morning hot drink as previously offered and confirmed and expected, and apologising for the mistake of not providing it when queried on arrival.*

*Dim lights in seated car more. Provide blankets when it's absolutely freezing outside. Allow visual seat selection when booking, so you can select your personal preferences.*

*Boarding didn't start until 11.30pm. I arrived at Glasgow Central soon after 10pm expecting to get straight on train. It was a very cold night and a long cold wait.*

*Not wake me up an hour after going to bed because they had forgotten to charge me for a £6 drink in the buffet car.*

*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?*





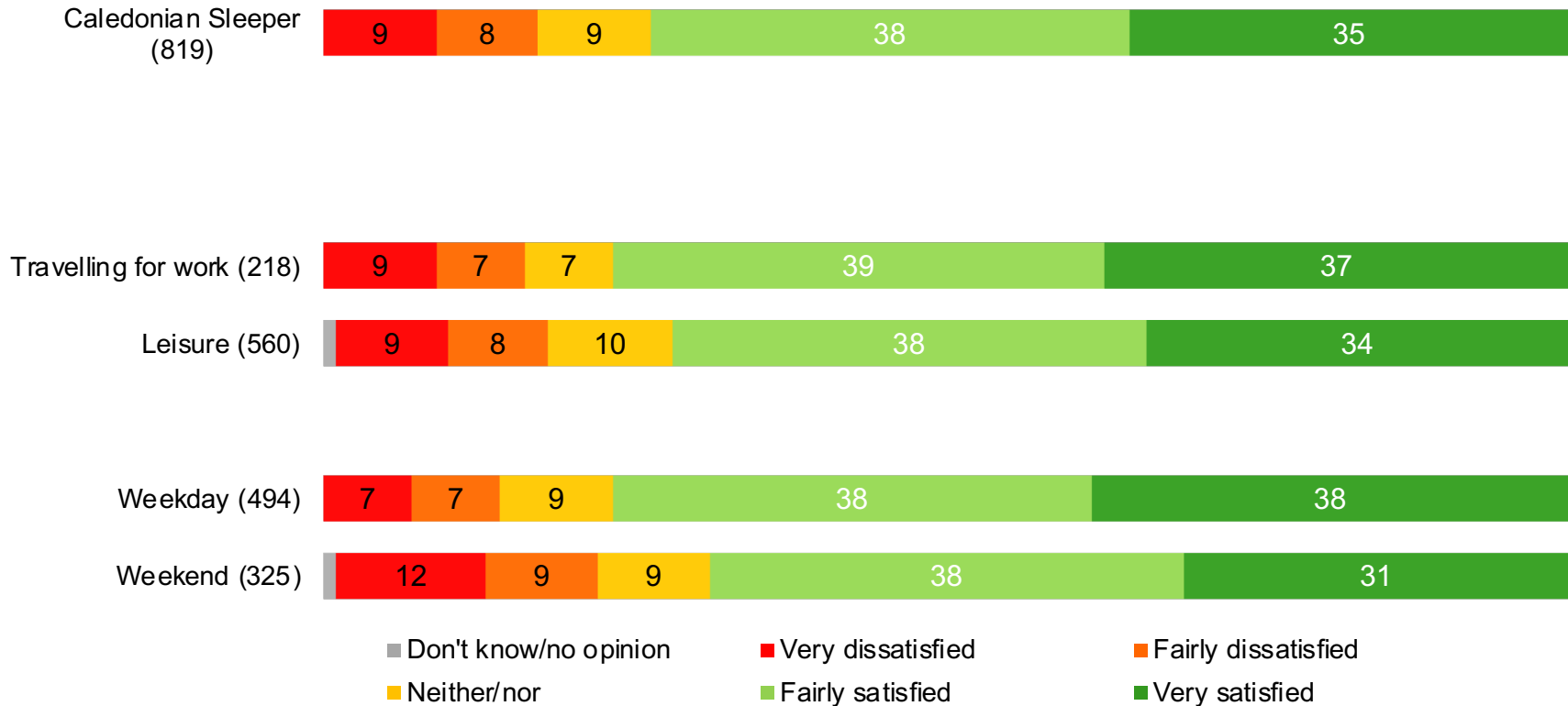
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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# Overall journey satisfaction by passenger group

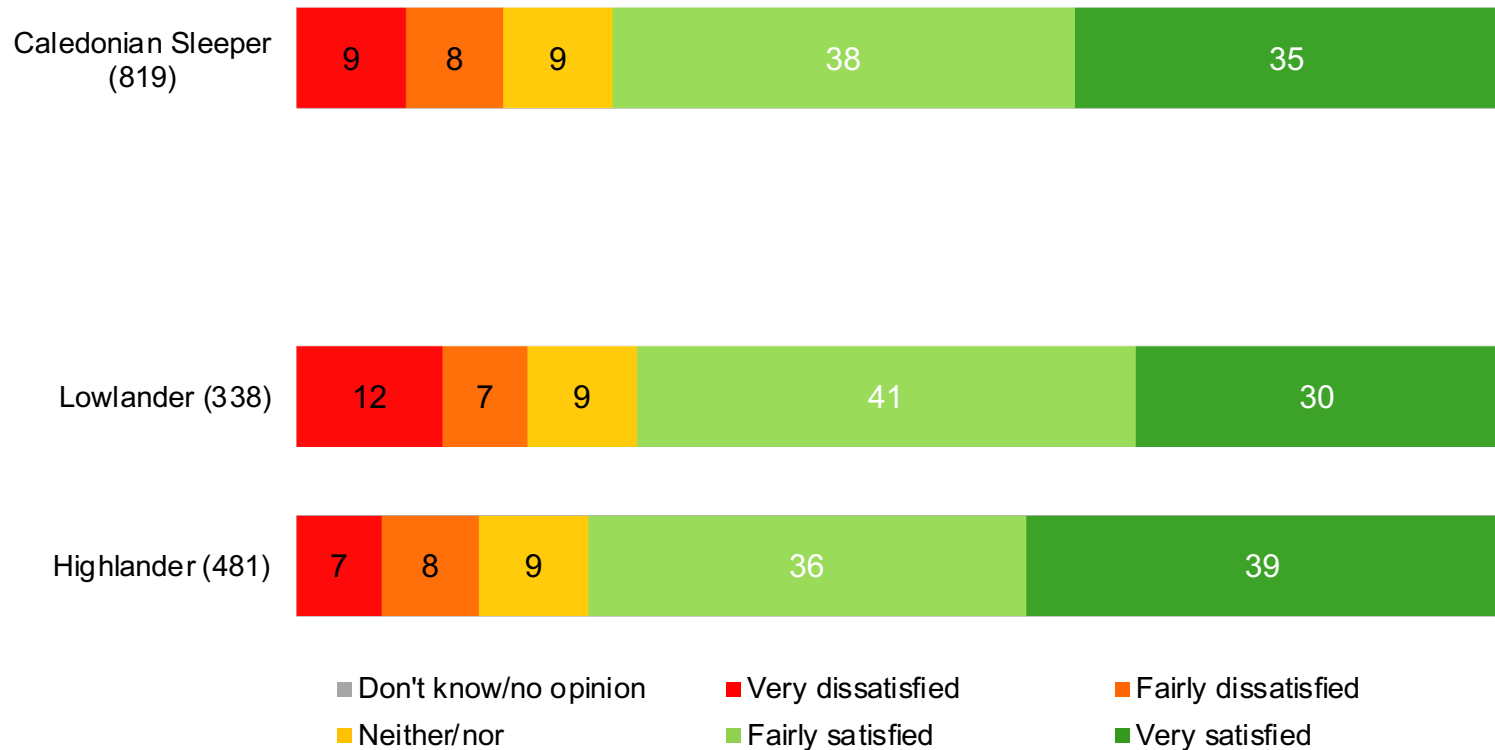


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



# Overall journey satisfaction by route



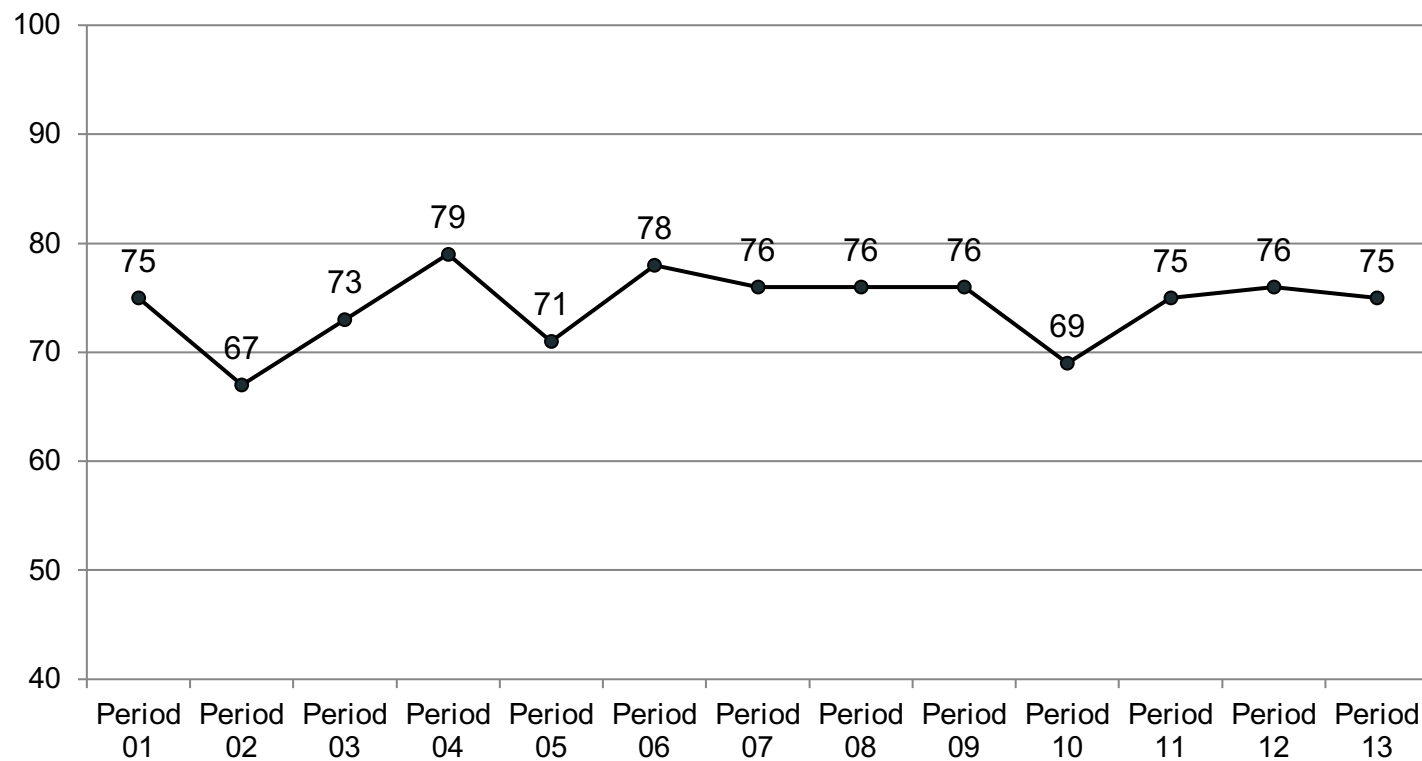
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
Base: in brackets above



# Overall journey satisfaction - trend

Overall journey satisfaction

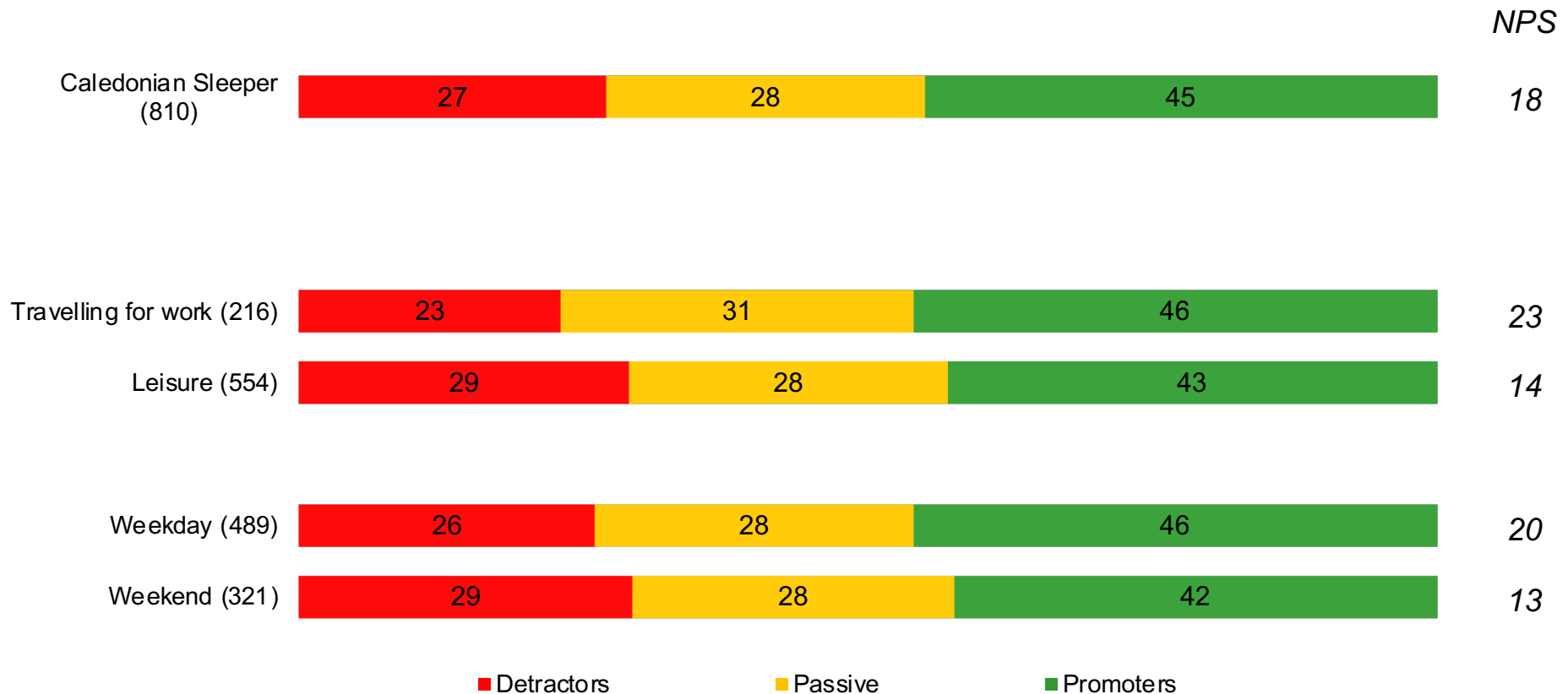
Trend: % very/fairly satisfied



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



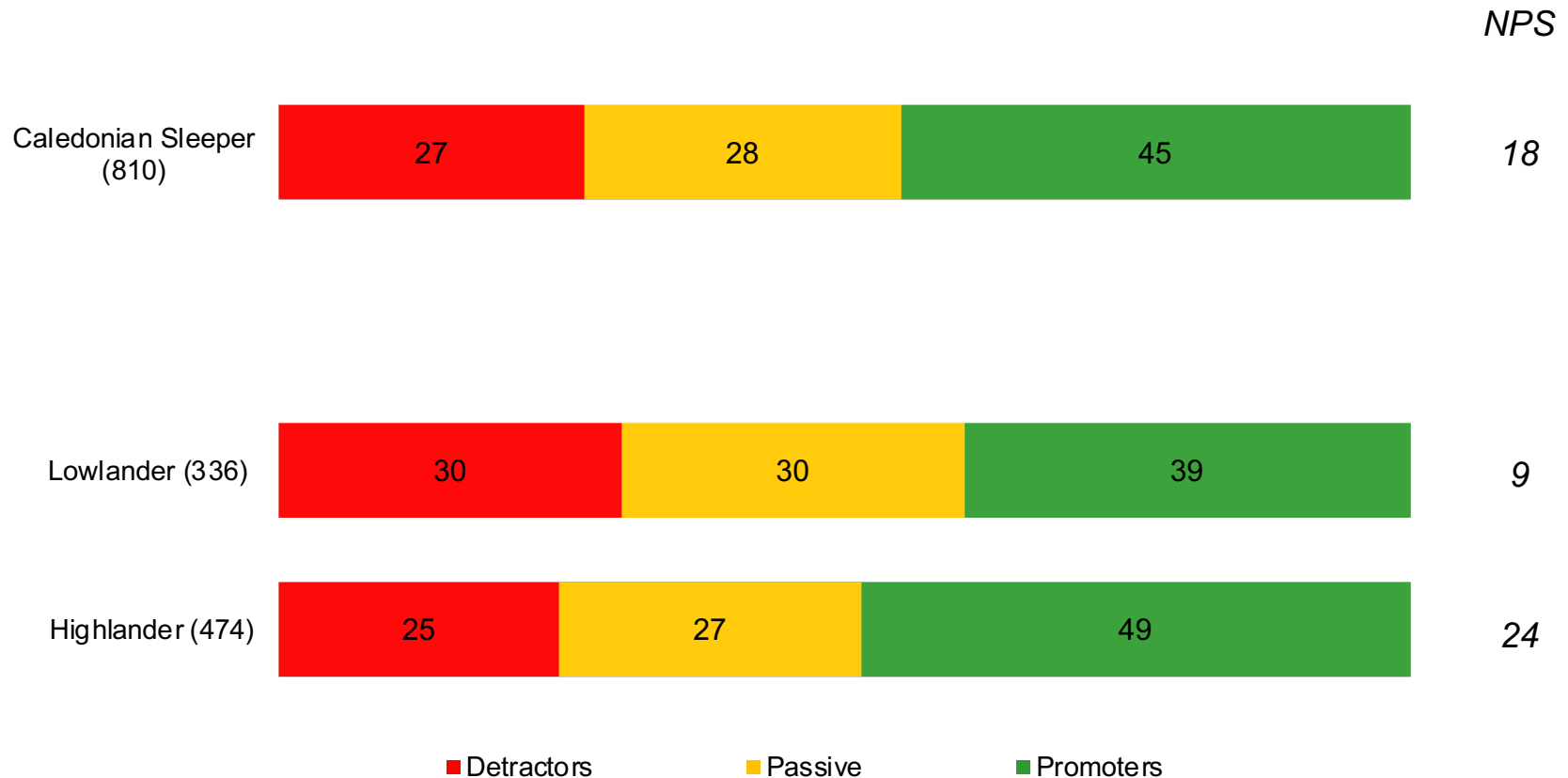
# Net Promoter Score by passenger group



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



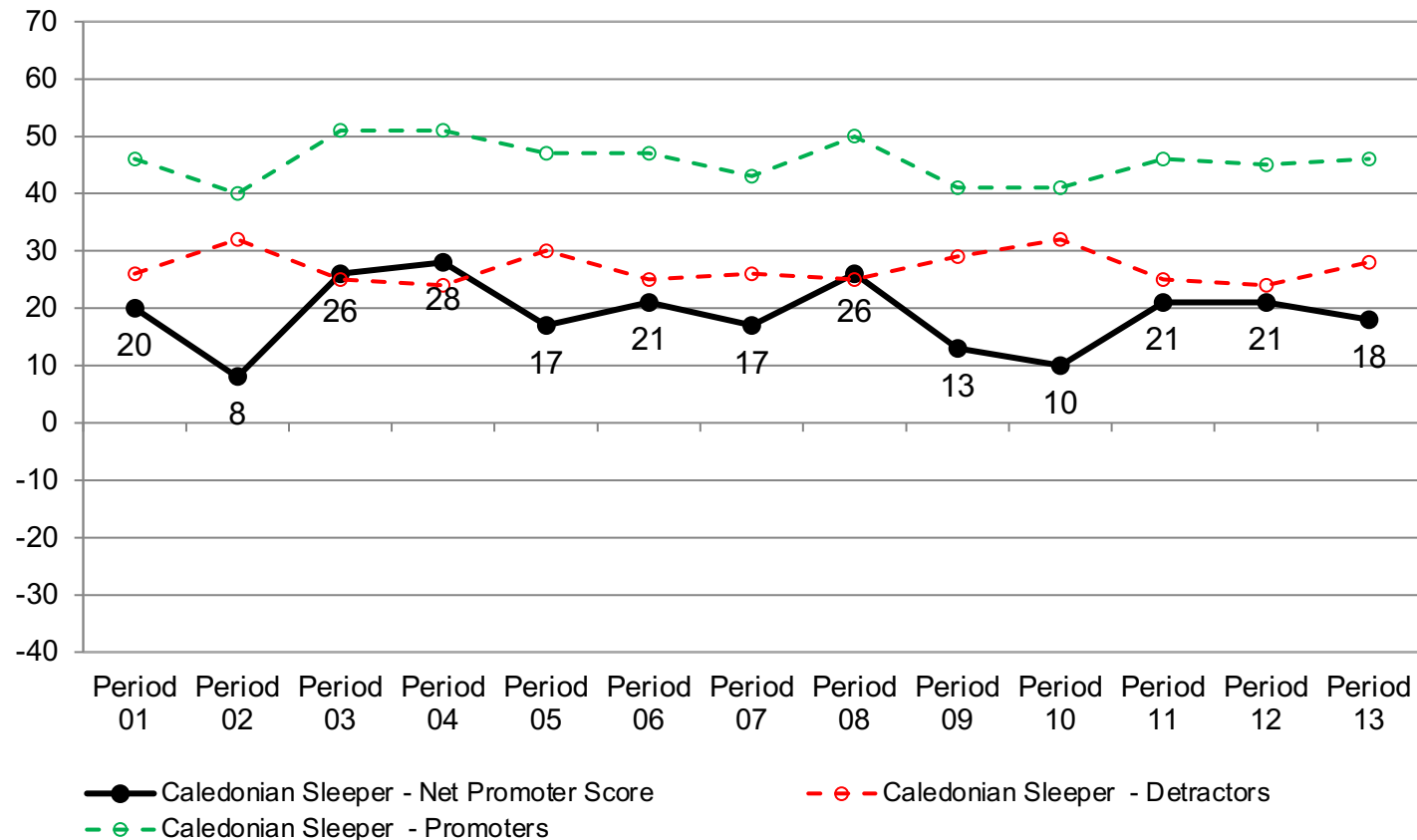
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?  
Base: in brackets above – those with an opinion



# 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)

*It's a fun experience - great for families . Made our Xmas trip an adventure, which the whole family loved. It's not perfect but so what.*

*It would have to be a friend who loves trains, but I do and so I can't think of a better way to travel this very long journey. No changes and a very comfortable train. There is something special about sleeping to the rock of the train, not worrying about the environment or losing luggage (like planes) and not tiring like driving. I prefer the sleeper to a hotel anytime!*

*I just love using the sleeper; such an efficient way to travel from rural Scotland to the centre of London. Beats flying hands down in terms of stress, timing and connections.*

*Because it's an early arrival in the centre of London and good use of time. Service is good, very clean and pleasant ambience on train.*

## Passive (7-8)

*The sleeper provides a very economical way of travelling from Inverness to London if using a seat. It is also the most environmentally friendly option available to me. Consequently, I would recommend the Sleeper for these reasons. However, in its current form, travelling in a seat is not particularly comfortable so I would have to caveat any recommendation with that advice.*

*It is an efficient way to travel but is expensive and I found the lateness of getting onto train combined with the pressure to be off the train before 7am can reduce my rest.*

*There was nothing wrong with the trip at all - and I think booking a room would have made for a different experience! It was a slow, overnight way to get from A to B - but that's what I had booked, so I'm not disappointed per se.*

*I love the experience but wouldn't necessarily feel comfortable recommending due to the price of the en-suite room I tend to book*

## Detractors (0-6)

*The club en-suites are tiny and not what I was expecting. The experience in Glasgow was terrible with no lounge available at either arrival or departure. The water wasn't working in our room and were told we would get extra water, but none arrived. Overall, very disappointed.*

*[The Caledonian Sleeper] did not meet the mark in comparison to the other trains on which I have travelled, and it was much more expensive. Outside of lacking any hot water at all, there wasn't any direction about use of the train outside of the room, or anywhere else on the train that one could access freely w/out a reservation.*

*I was expecting something special, and it didn't live up to expectations. I didn't get any sleep and just one text message to say the train was delayed. I had to look up the arrival time myself and missed my connections.*

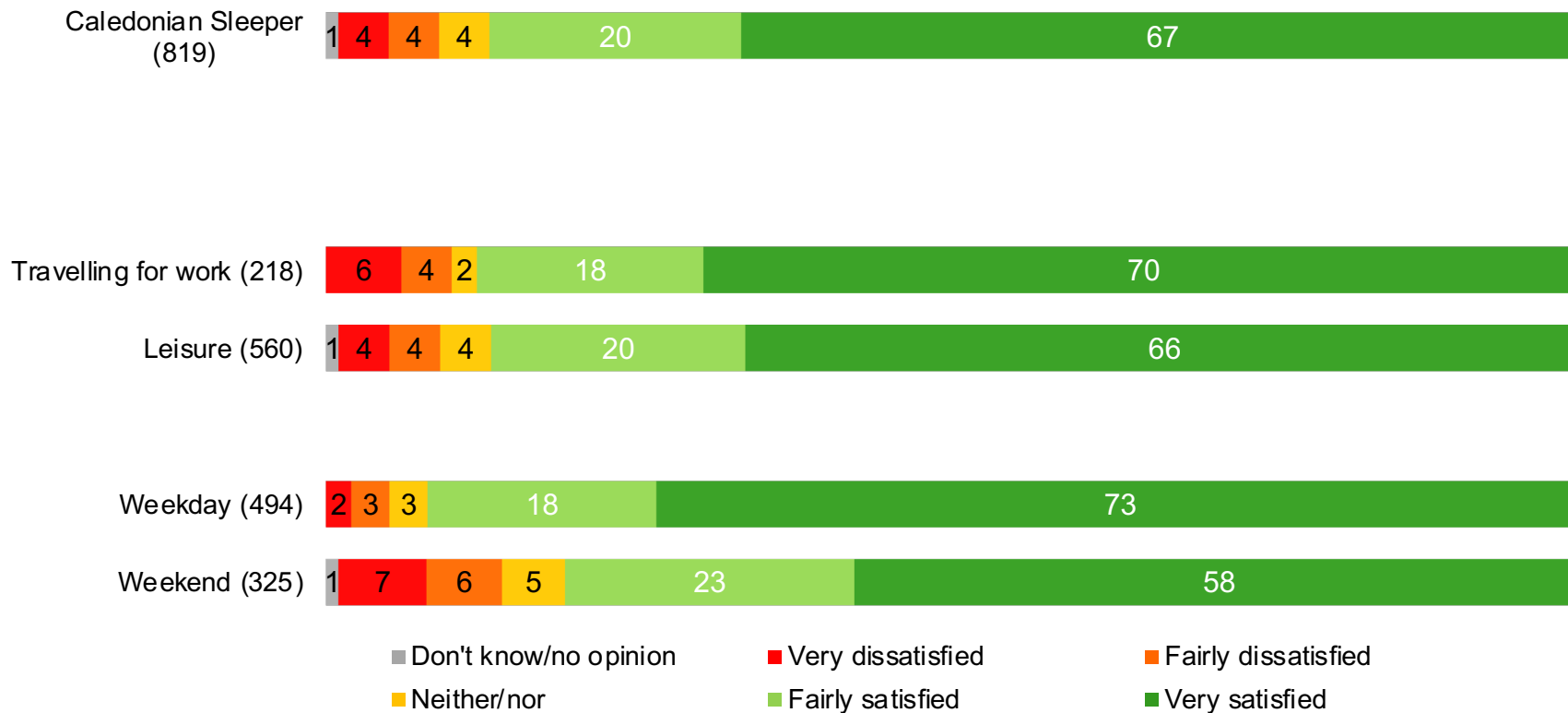
*Very overpriced for an inadequate night sleep*

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?





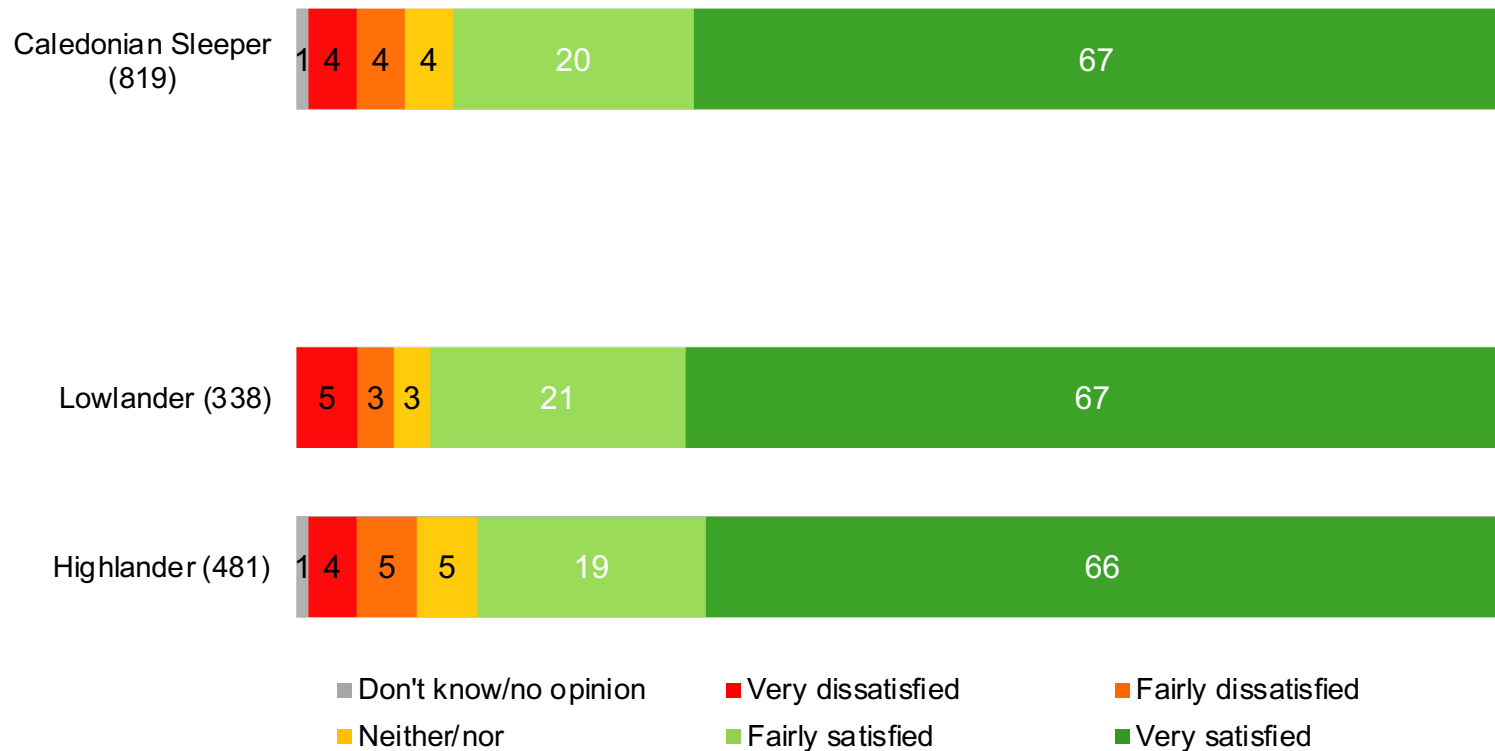
# Punctuality and reliability by passenger group



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



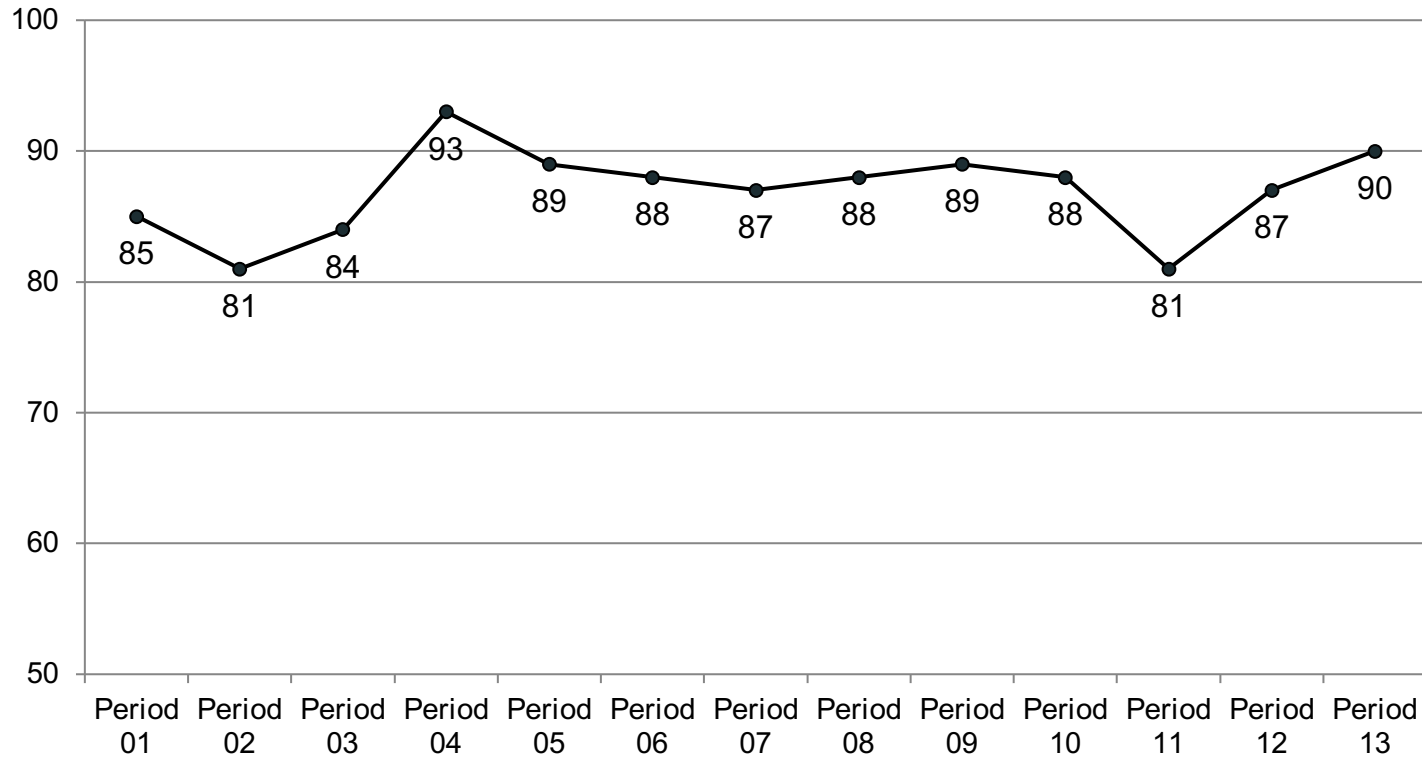
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
Base: in brackets above



# Punctuality and reliability - trend

*Punctuality and reliability*

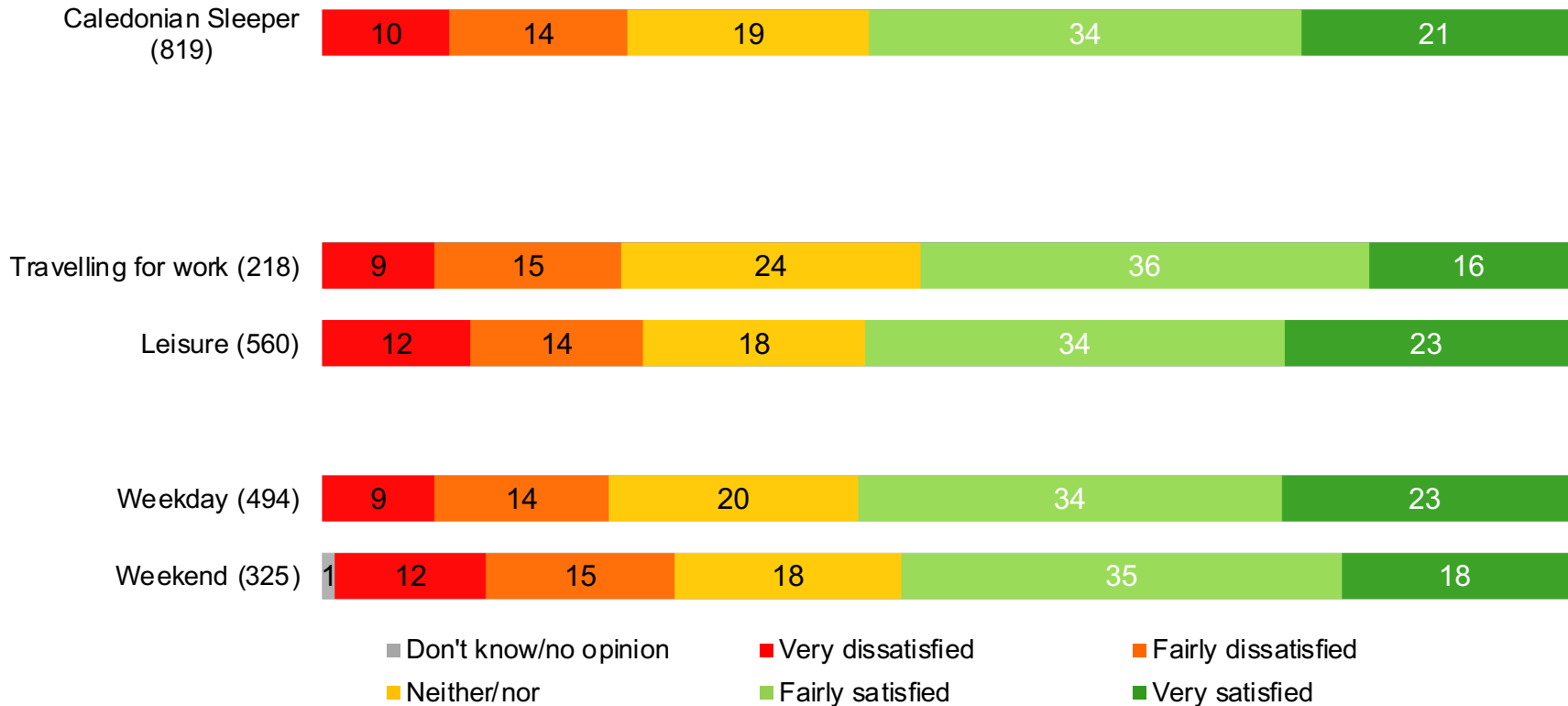
*Trend: % very/fairly satisfied*



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)?



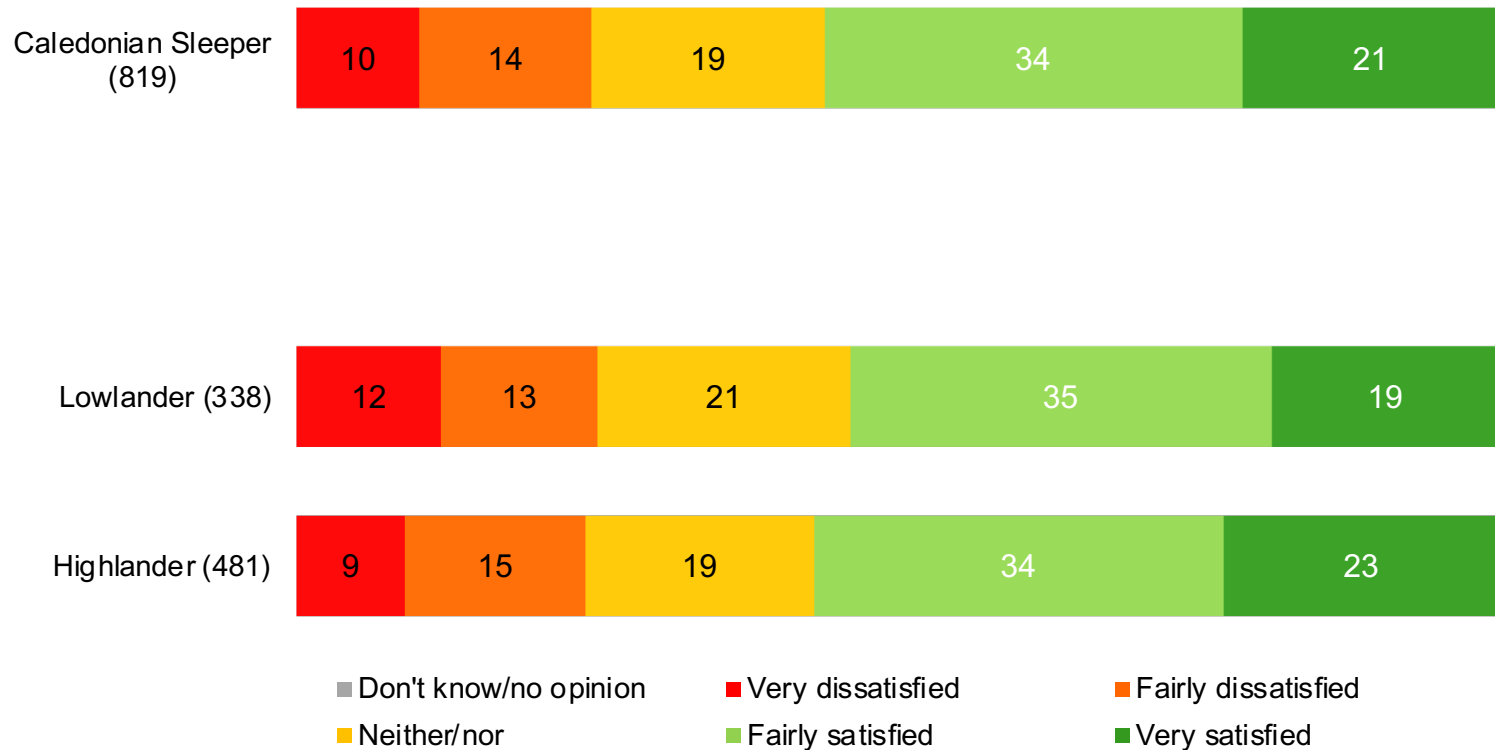
# Value for money by passenger group



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



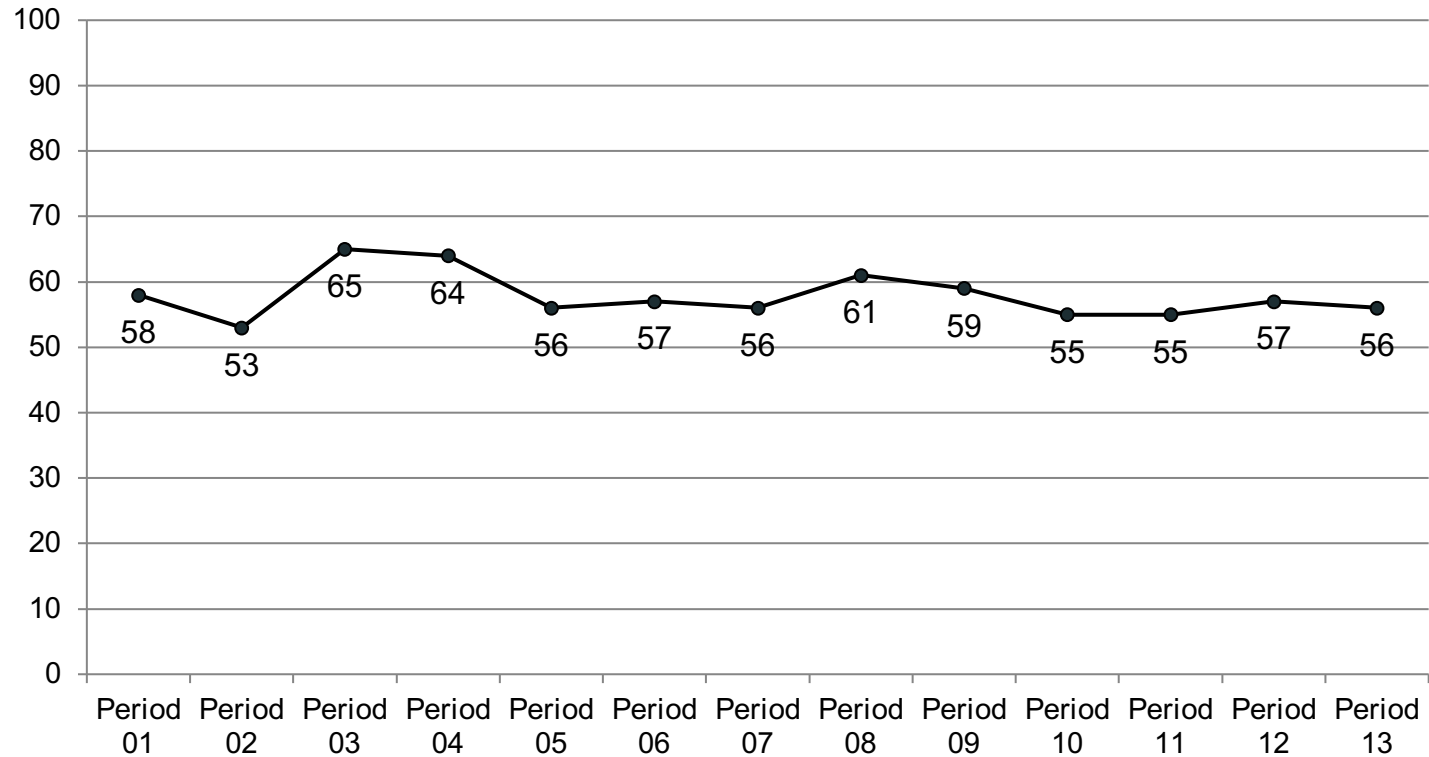
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

*Value for money*

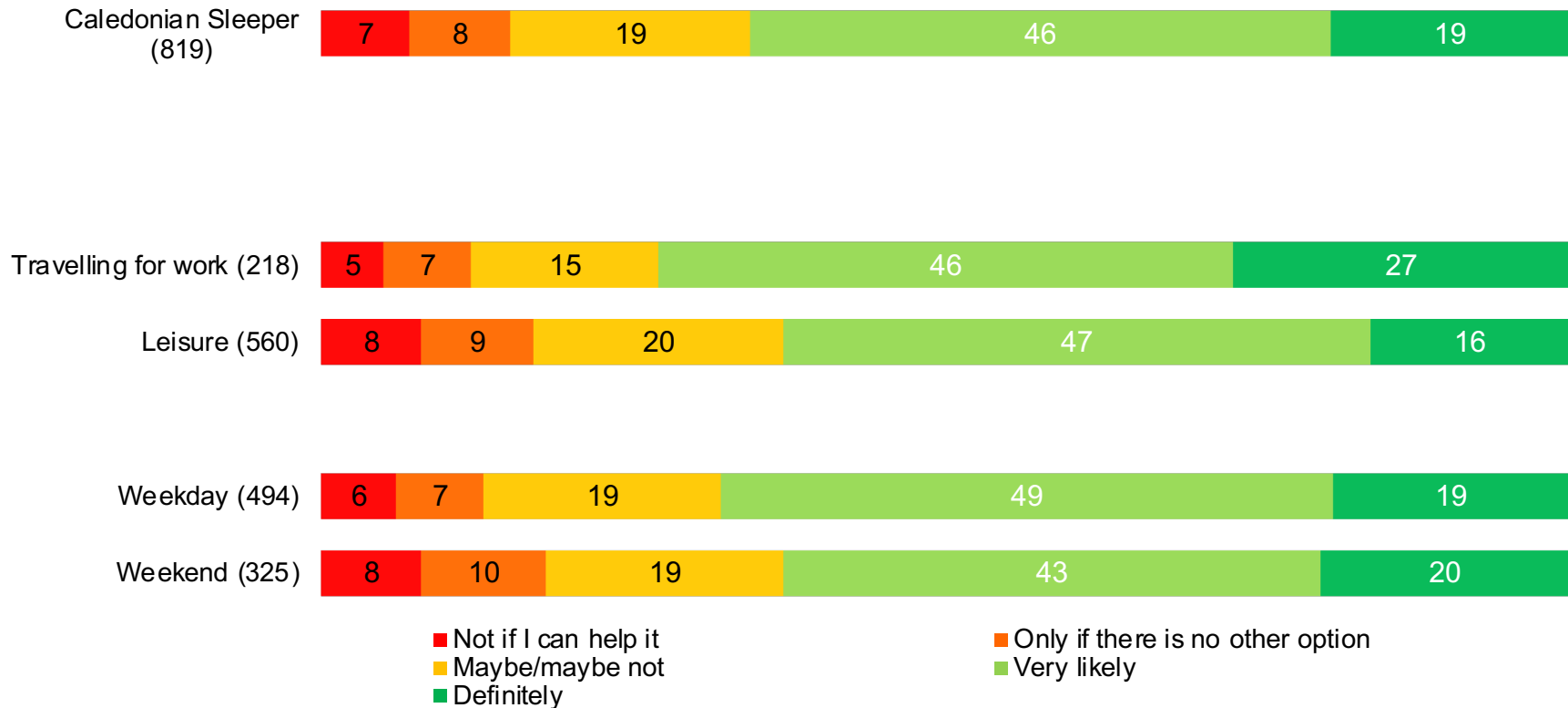
*Trend: % very/fairly satisfied*



*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

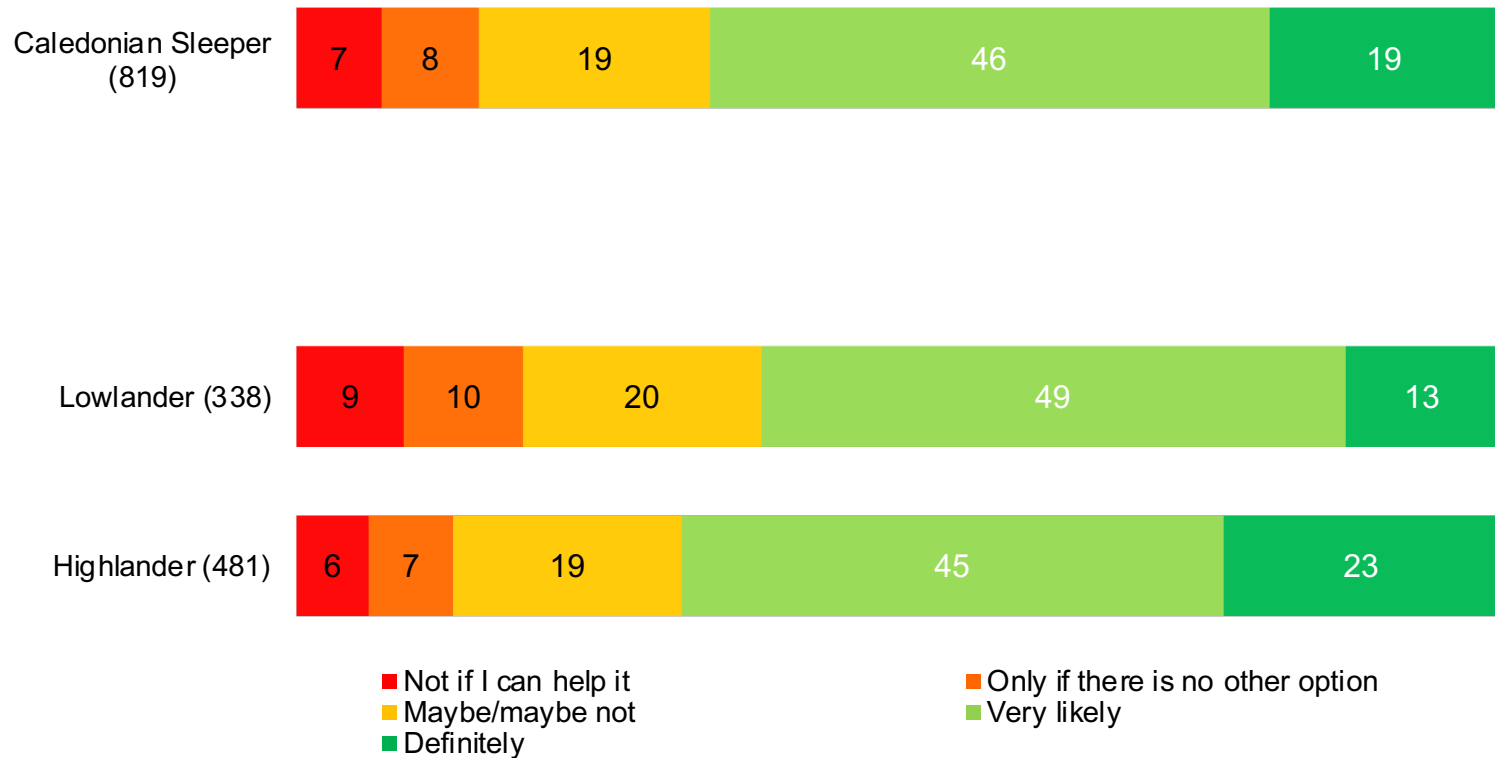


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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 sleep and it's a one-off experience, in reality to me, train and hotel would be less tiring.*

*For the price, the service was not acceptable.*

*I have done it twice now and would prefer to see the scenery during the day.*

*Depends on cost and if a flight is more appropriate. Lounge is nicer at Glasgow airport.*

*National Express is so much cheaper, and I can sleep fairly well on there, too. It certainly outdoes Caledonian Sleeper's seated accommodation for comfort. If my work is paying for travel, and I get approval for room accommodation, I'd choose Caledonian Sleeper again.*

*The price makes it unaffordable for me most of the time I would only use it if needing to access early morning onward transport. For me, the quality of sleep I can hope to get on the train is too low to rely on this for any early morning meetings / event attendance. (I would also want to be able to shower comfortably on arrival).*

*I'm finding it increasingly difficult to justify the cost. It's significantly more expensive than other modes of travel, even when hotel costs are factored in. Although I would be happy to pay a premium price for a first-class service, I'm less inclined to do so if I get little sleep and the overall experience is akin to flying with a budget airline.*

*It's an enjoyable way to travel, but it is expensive, and you aren't getting a great sleep, even if the experience is positive. I'd specifically take the sleeper if I wanted a sleeper train experience on that occasion.*

*I'd have to weigh the pros and cons of the cost vs flying, and I wouldn't pick single cabins again without a toilet. I'd be more inclined to use the sleeper if I was going further north, but if it was Edinburgh or Glasgow, I'd default to flying first.*

*Can be useful to arrive directly into town first thing in the morning if fits with timings and I would prefer to take a train rather than fly, but the service is quite basic for the cost, and it does not compare well when compared with the cost of flying.*

*Overall, it did not live up to the very high expectations and hype from the website and all of the emails sent post booking. apart from the Lounge at Euston station. Also, there is NO lounge facilities at Inverness, or we were not told of them*

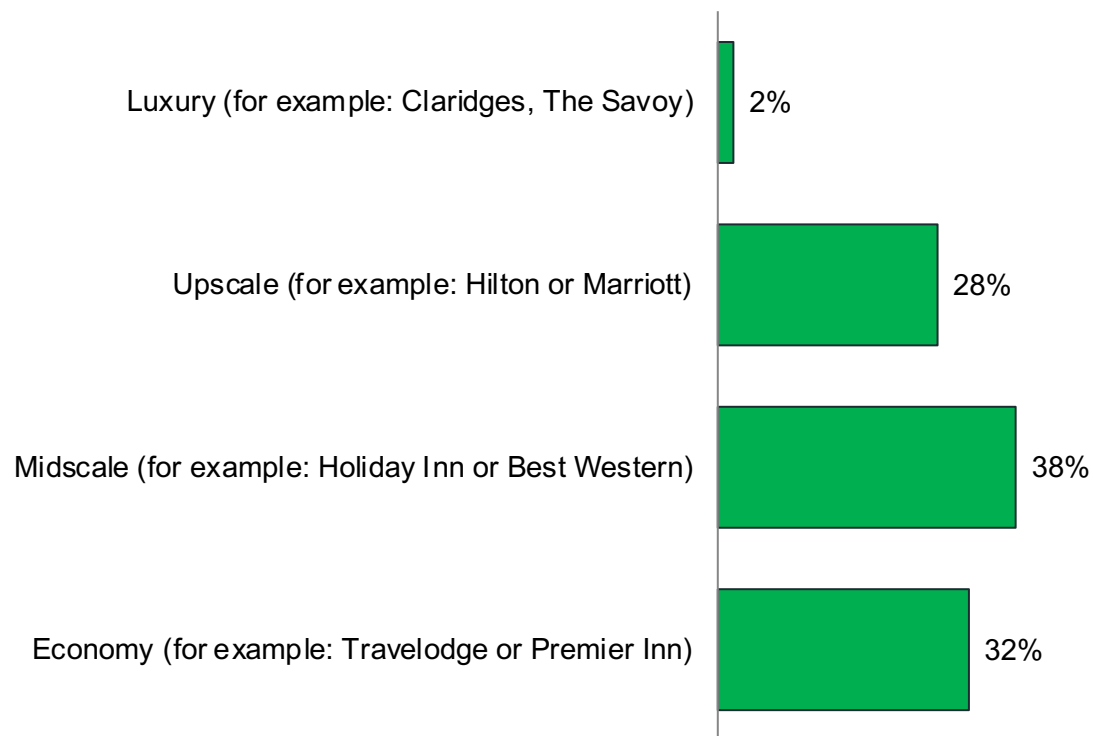
*It was a very bad experience considering the expensive cost. there are more comfortable and less expensive options, the advertising pictures do not reflect the experience.*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 4 2024/25 %



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

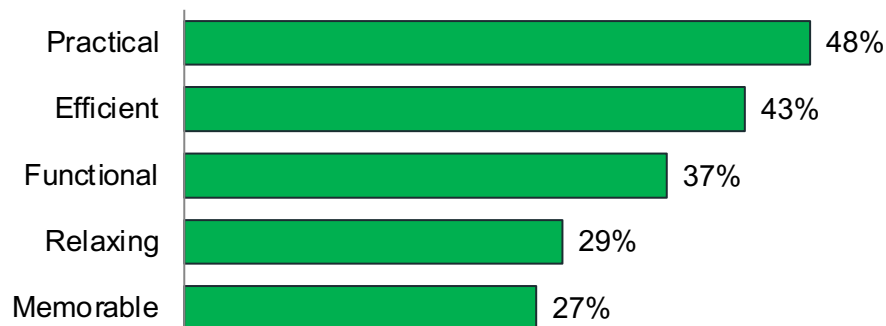
Base: All with an opinion (751)



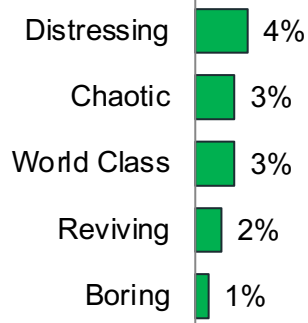
# Overall description of journey

Quarter 4 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 (819)



# Caledonian Sleeper

## Journey expectations

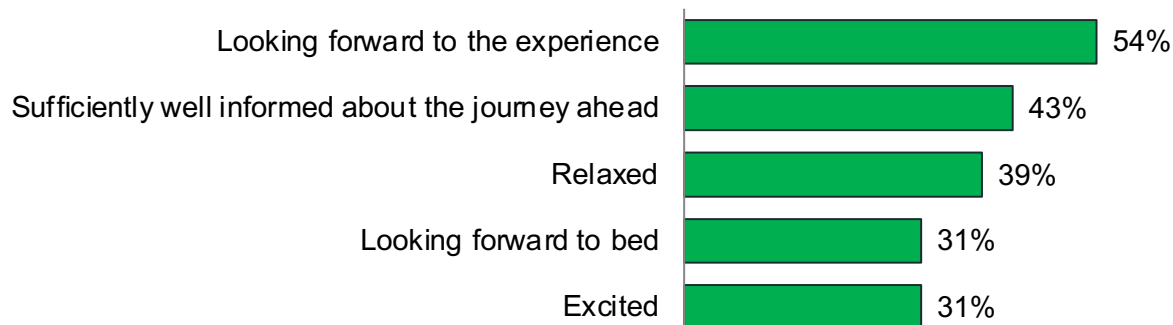


CALEDONIAN  
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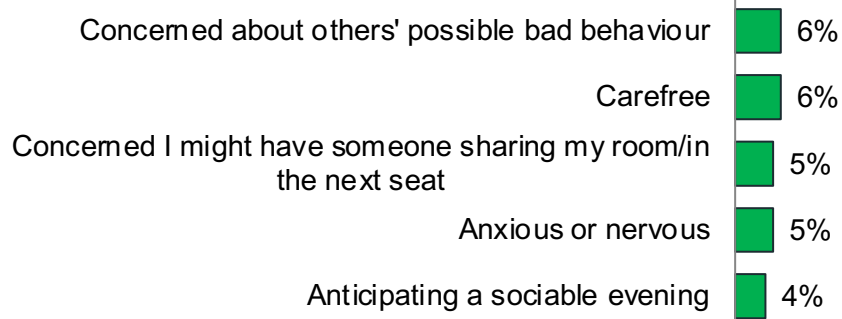
# Thoughts and feelings pre-journey

Quarter 4 2024/25 %

## Top five



## Bottom five

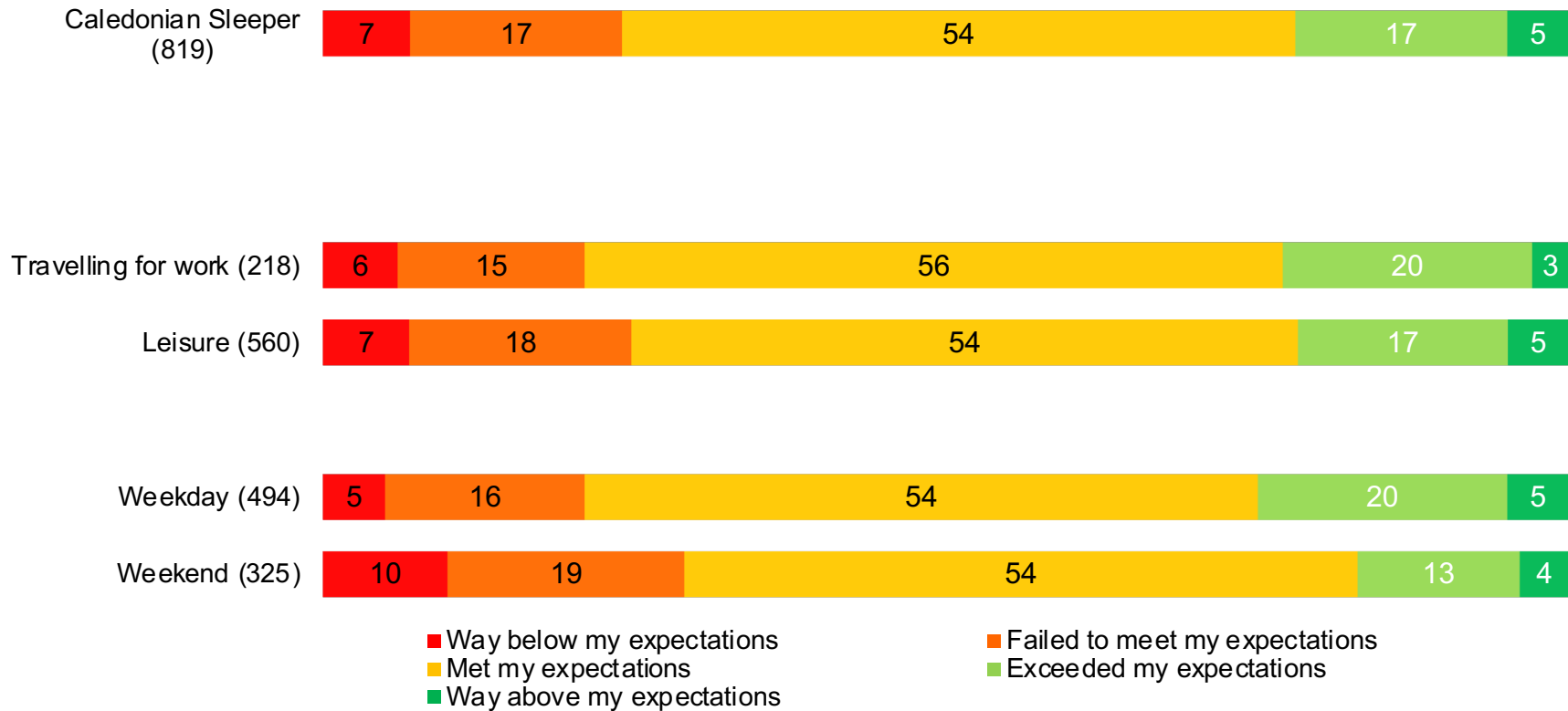


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (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

Caledonian Sleeper  
(819)



Lowlander (338)



Highlander (481)



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

■ Failed to meet my expectations  
■ Exceeded my expectations

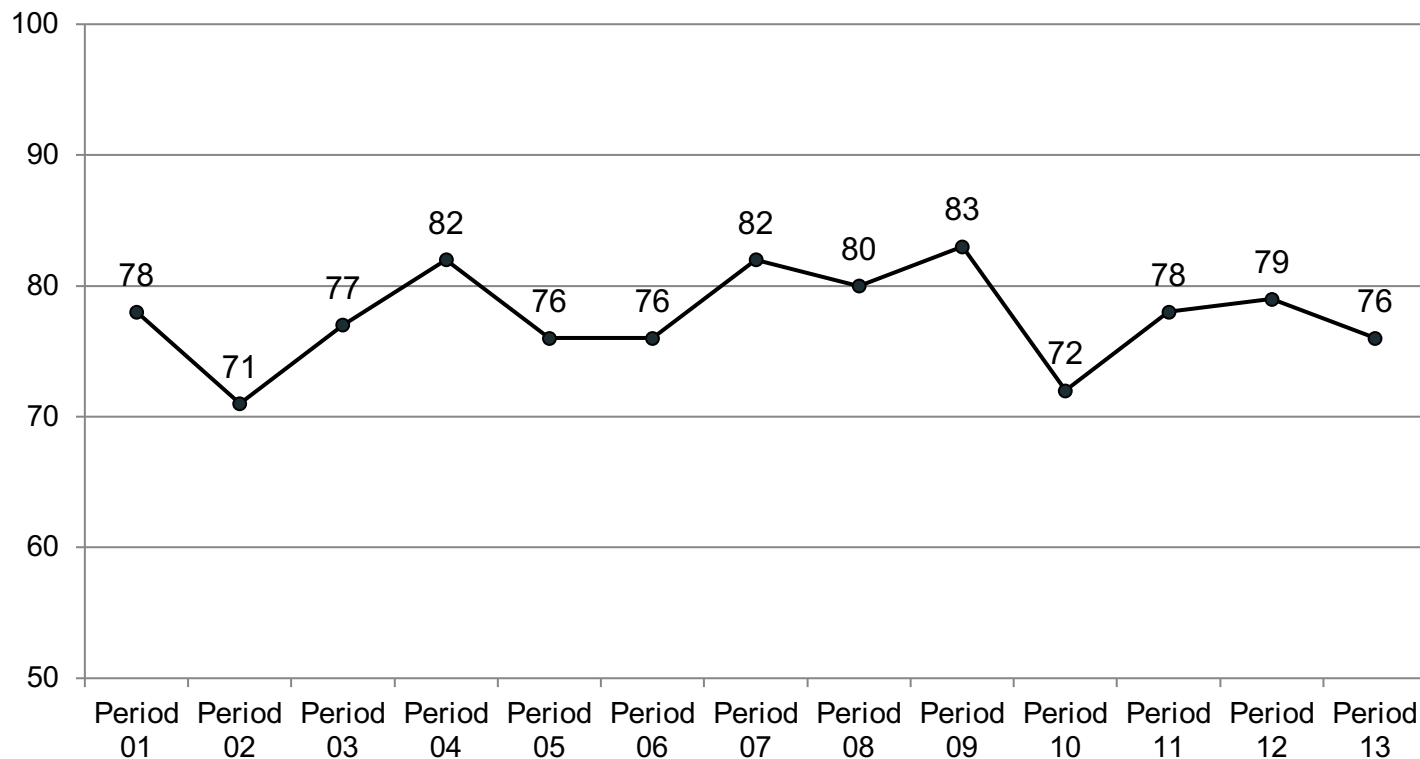
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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

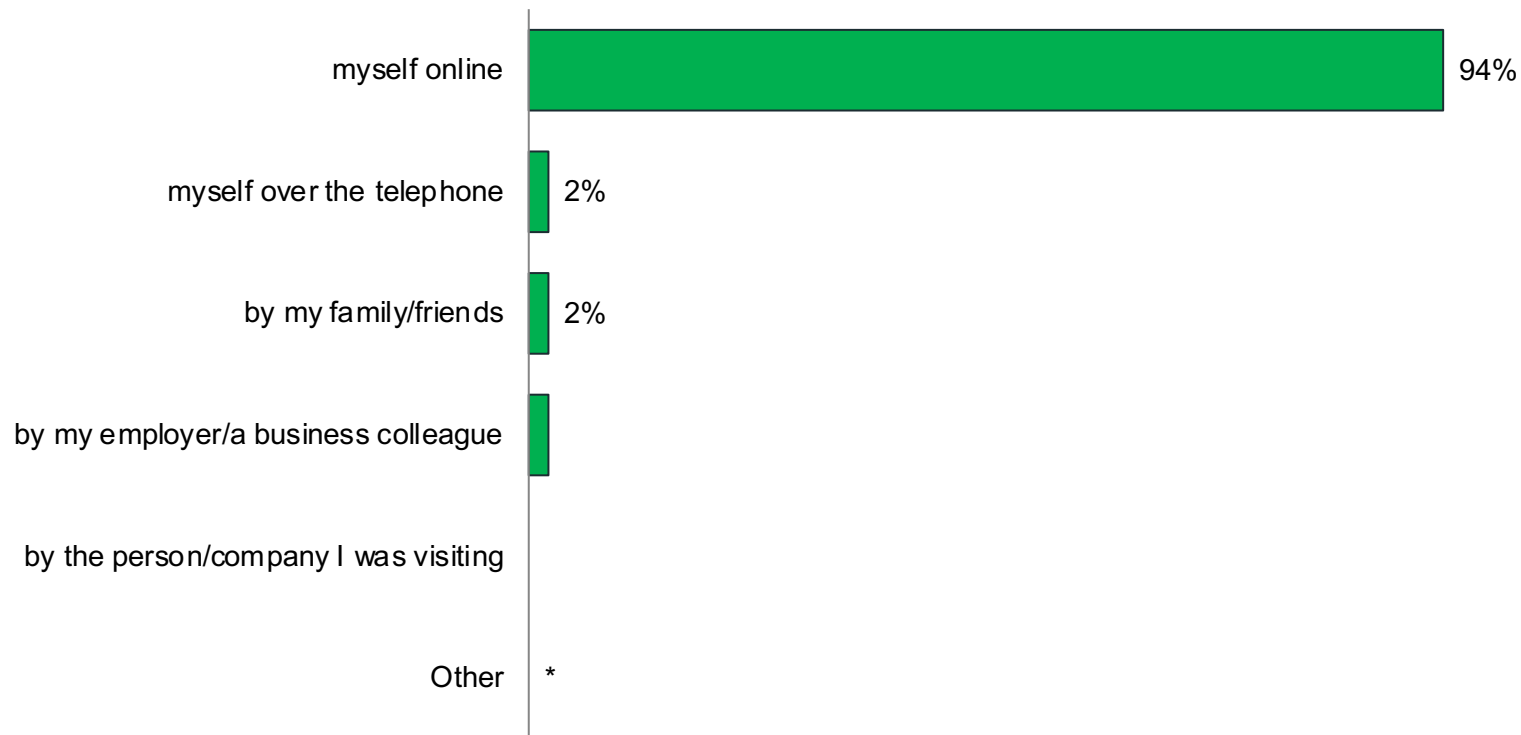


CALEDONIAN  
SLEEPER

# How booking was made

Quarter 4 2024/25 %

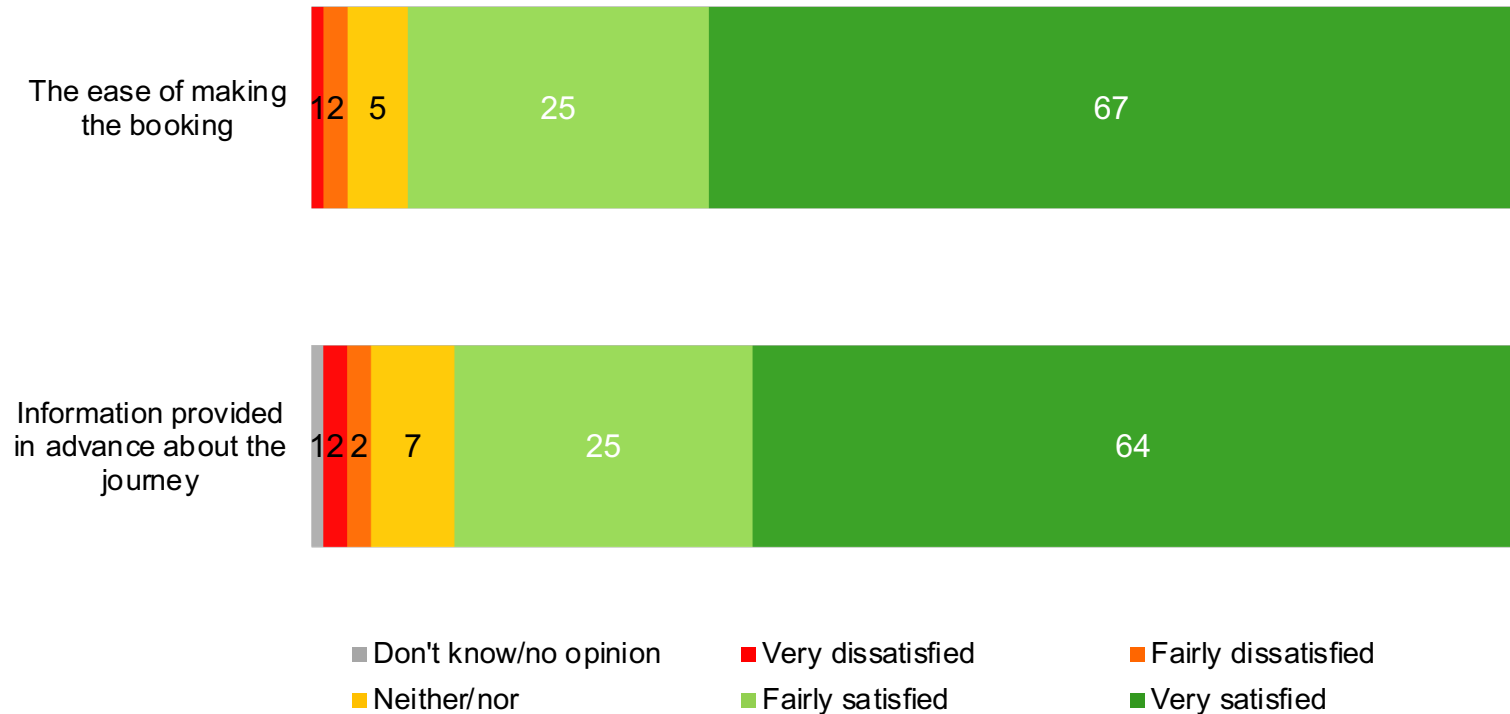
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (600) \* Less than 1%



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (785)



# Improvements to information provided about the journey – customer comments

*It was hard to find information on carriage layout to check that we had been allocated adjoining rooms.*

*You should highlight the size of the room and the size of the corridor.*

*We attempted to update our booking to a room and were taken around in circles over the phone before being told we'd need a first-class ticket.*

*Instead of promoting the room supplements, make it very clear that a room supplement requires a pre-booked travel ticket.*

*Information about actual boarding was not mentioned until I went to the station and there I was initially told the incorrect track by 1st class lounge staff.*

*Give more honest and detailed information about the size and configuration of the rooms.*

*I had no idea the lounge in Perth was shut, or the waiting room wouldn't be open... You need to be much better about including all relevant information and not assume that people know there will be nowhere to wait inside. If I had been on my own, I would have felt very uncomfortable. I am also a little nervous about future journeys as I usually take the sleeper on my own.*

*Sort out your booking system. I get endless messages and warnings about trips that I don't have booked, and about ones that I have cancelled, and yet not about others, so I never really believe whether or not I have a ticket booking until I am on the train.*

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



# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process

The approachability/  
friendliness of staff  
on the platform



Knowing where and  
when to board the  
train



Being directed to  
your room/seat



The station facilities  
available while  
waiting for your train



■ Don't know/no opinion

■ Very dissatisfied

■ Fairly dissatisfied

■ Neither/nor

■ Fairly satisfied

■ Very satisfied

Q14a. How satisfied were you with...?

Base: All (819)



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

*By letting us board the train half an hour earlier. By generally giving a warmer welcome. By showing passengers to their rooms - this was not possible due to only being let on until 5 mins before leaving. No communication given as to why we were left waiting.*

*There was a line of people waiting to get on the platform. We didn't realise we didn't have to wait in it because we booked a deluxe room. No signs to guide people. A disabled child was waiting in this line and were getting distressed. The sleeper staff said they couldn't help.*

*Well, there were no staff on the platform when boarding. Also, when we arrived in London there were no trolleys bearing in mind our group were 6 adults 2 babies so a lot of luggage. We were offered no help whatsoever.*

*Acknowledge passengers, check their tickets and guide them to the correct coach. All coaches are lettered by A. B etc. but are not in order. We walked past platform staff in the wrong direction, and no one approached us. They just stood there chatting amongst themselves.*

*They could have been ready to board us at 10pm as advertised.*

*Smiled a bit. Been a bit more welcoming. One member of staff was arguing with a passenger who had dogs. All seemed a bit unnecessary.*

*Provided more and better communication and direction about what was happening.*

*Friendlier, more welcoming, thinking about the customer experience rather than acting like customers were an inconvenience.*

*A little better direction and making themselves more appreciable as I was interested in upgrading our tickets, however they were too busy chatting amongst themselves we did not get sufficient opportunity.*

*The service was running significantly late- the staff gave no info and appeared to be avoiding all sort of eye contact with customers. Two texts from the company- but nothing during a 45-minute delay on the platform.*

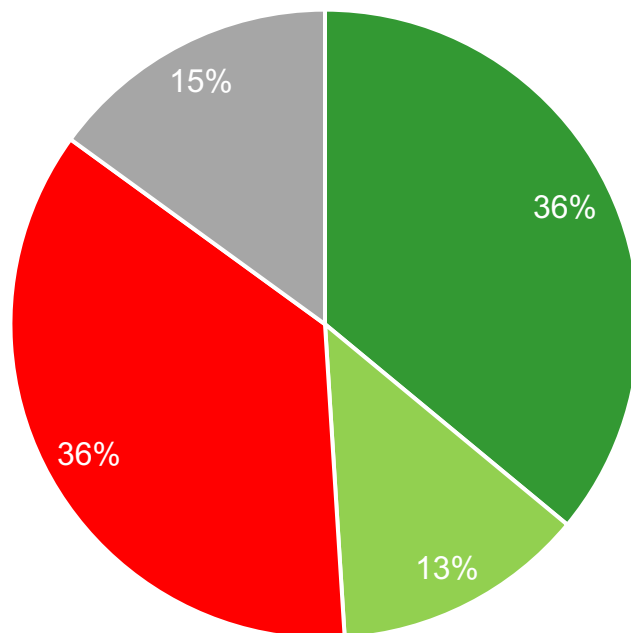
*There was no staff visible, the waiting room (not lounge but station waiting room) and toilets were closed and when people asked to use them were told no, nobody on platform, no idea where the carriage would be and felt pressure to then run half-way up the platform to board.*

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



# Use of customer lounge

Quarter 4 2024/25 %



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

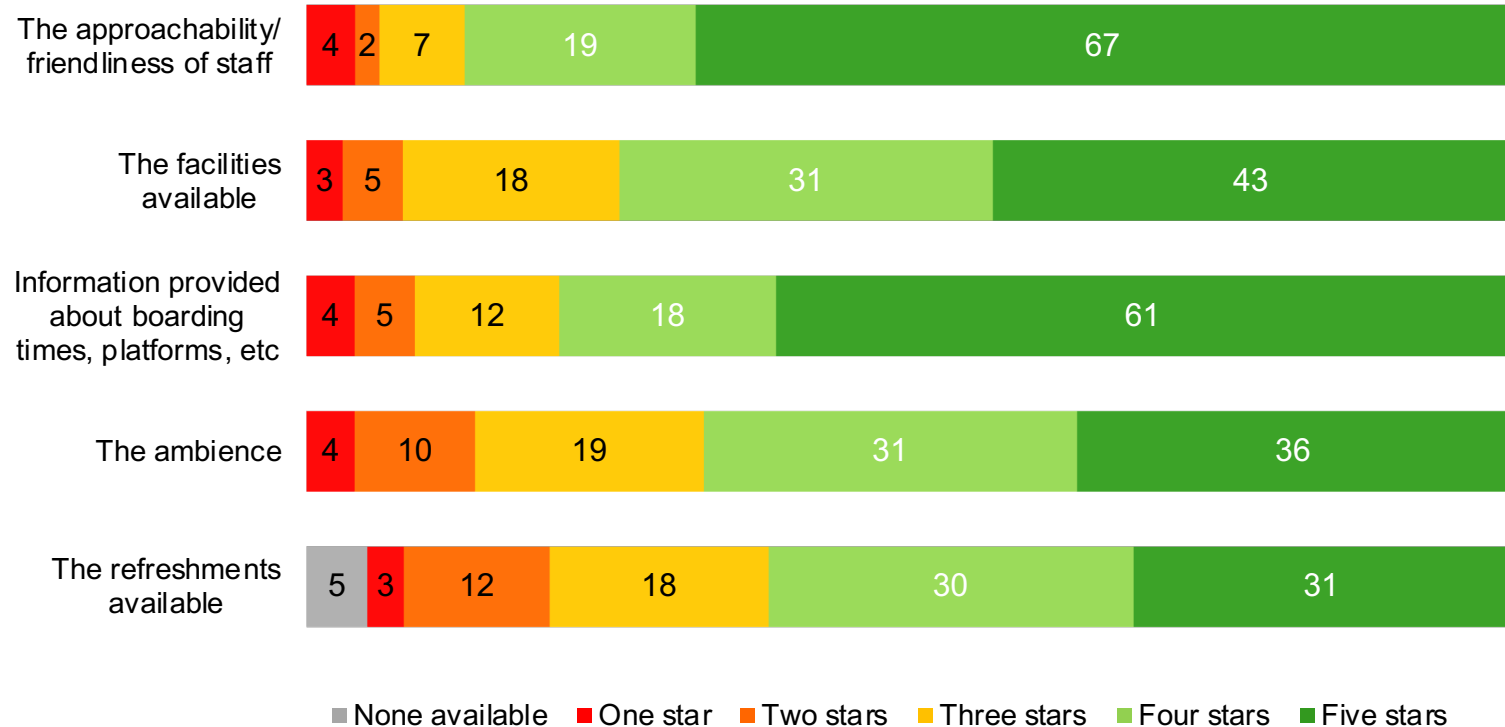
Q15. Were you entitled to use the customer lounge at the station in x?

Base: All travelling from Aberdeen, Edinburgh, Fort William, Glasgow, Inverness, or London (744)





# 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 (267)



# Additional information required in the Customer Lounge – customer comments

*Boarding time for our train as there was another leaving later and it was not obvious that everyone in the lounge was not getting on the same train as us.*

*Had to dig a bit to find when the lounge opened. Also, you say the lounge has no baggage storage, but that Inverness Station does - but as far as we could find out the left luggage at Inverness has been closed.*

*Time and platform of departure.*

*We experienced a delay of nearly two hours. While the staff did their best we received very limited updates in this time. We were told we would hear more in 15 minutes, but an update didn't come for over an hour. I received a text that stated more updates would come soon but I never received another text. If we had received more regular updates this would have allowed us to make decisions about how we spent that two hours of delayed time e.g., going for a walk or having a shower rather than staying in the lounge the whole time.*

*To have been told that the lounge in the station offered only limited refreshments and does not have a relaxing ambience. This was very disappointing given the cost of the sleeper.*

*More information on when to board.*

*I would like a screen telling me what platform the train was at.*

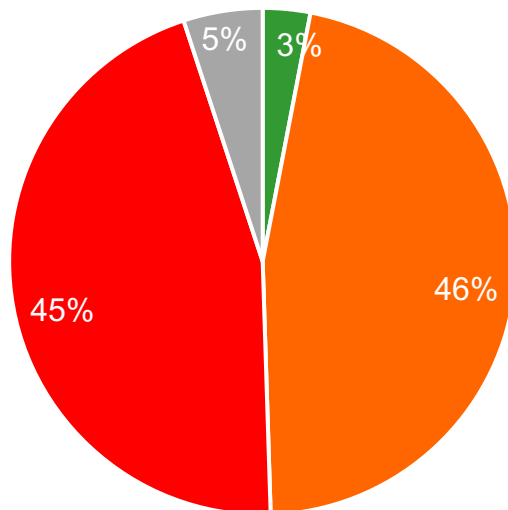
Q16b. What additional/better information would you like to have received?



# Use of shower facilities on arrival

Quarter 4 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, Edinburgh, Fort William, Glasgow, Inverness, or London (748)



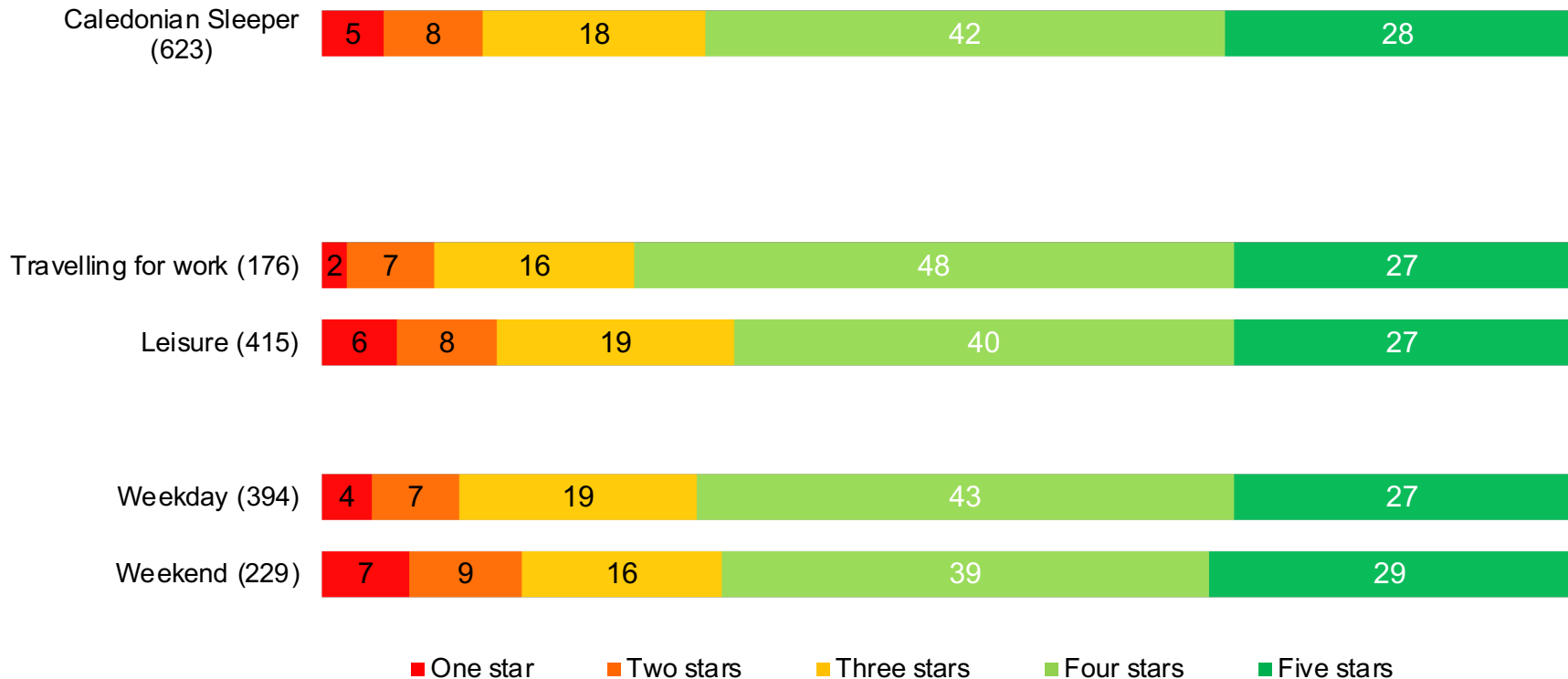
# Caledonian Sleeper

## Accommodation and train facilities



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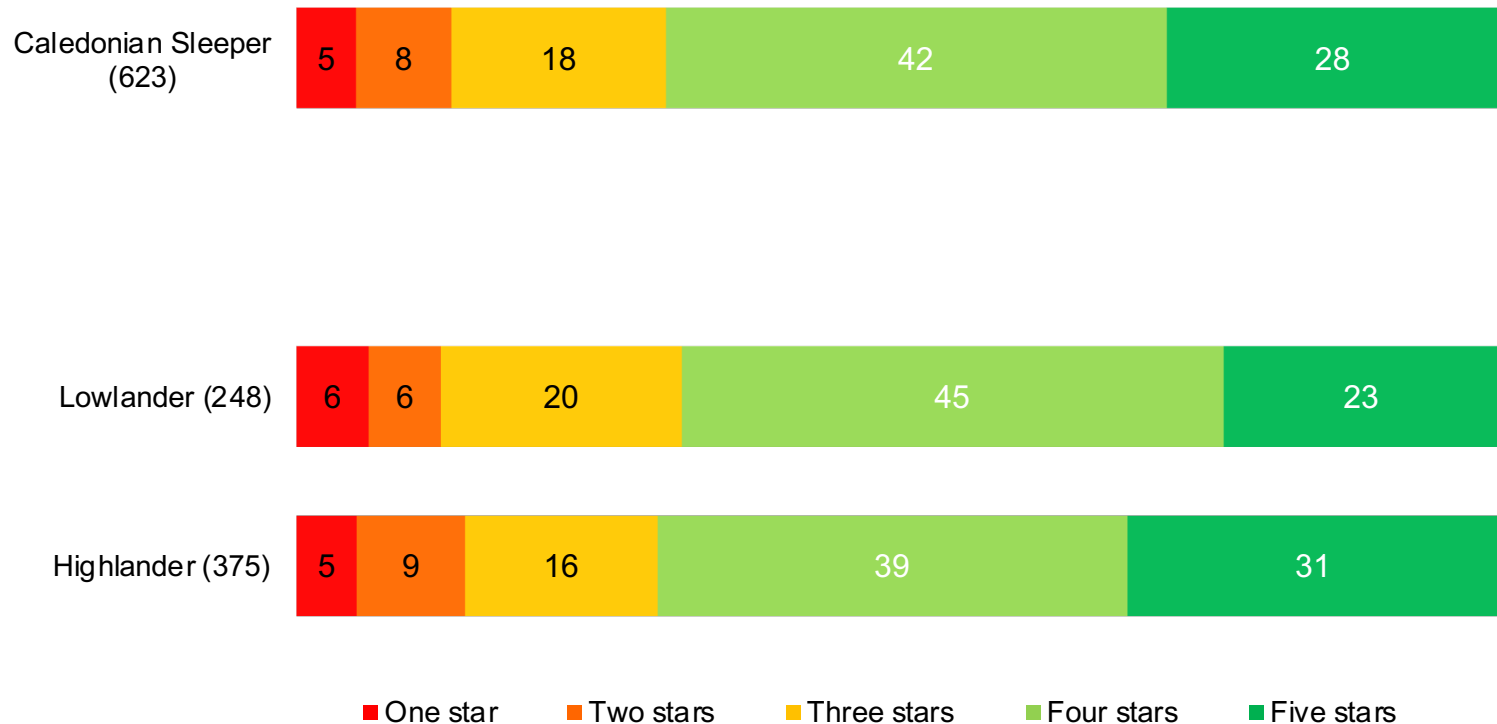
# Overall rating of room by passenger group



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



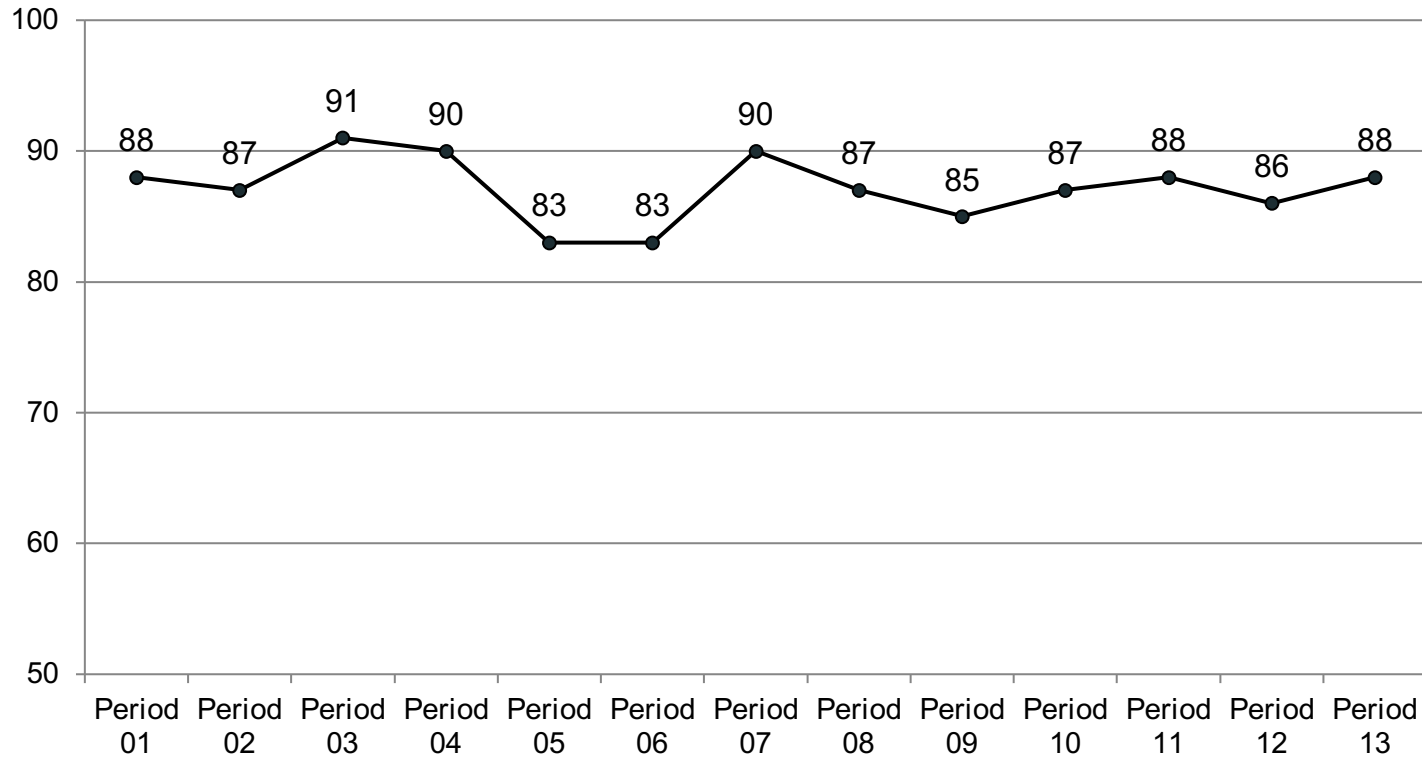
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# 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

*Nothing - the room is a set size, and the bunks are a little narrow, but that's the way things are.*

*The room was great, the bed incredibly comfortable (though I am not very tall!) and I slept much better than I expected. The washbasin worked well. I have been in sleepers before so know what to expect. The only minor change I would make would be an ability to make the room a little darker at night as the light encircling the slight switch in room was bright! I know you provide masks, but I can't sleep with these.*

*See previous comment about the CRAMPED nature. We probably won't travel this way again.. But the bunk was very comfortable. I didn't see any way to adjust hearing - maybe we missed this - but it was OK. Ensuite toilet appreciated, though it didn't flush on our return journey. Lower bunk has great plug access. Not so the top bunk.*

*The twin room is slightly cramped, especially when trying to sort through your case for personal effects but, that aside, the room is for overnight sleeping and for that purpose it was perfect.*

*The positioning of the ladders! You can't slide a case under and me dad, who's knees do not bend easily, had a hell of a job getting himself on to the bed and both ends around either side of the ladder were too tight.*

*Make the shower drain better. My door didn't lock from the outside to start with, I had to ask the attendant - he was very helpful. Give an option for switching off the light in the bathroom. Didn't know how to cool the room down.*

*Install air conditioning, and something that holds the door open when desired, like a door hook.*

*Create space for putting clothes in while sleeping, like a ledge alongside the bed. Also, please give in advance the dimensions of the under-bunk space. The max suitcase size is given, but the max space left once a suitcase is under there is not, and we had difficulty getting our back-packs under there.*

*Maintain it. The acoustic seals between rooms are broken, the tables are broken, one of my lights was broken, the mini shelf by the bed is broken. There are not enough shelves compared with the old rooms. The card keys to the rooms don't work.*

*It would be great to be able to control the temperature a little. I prefer cooler temps for sleeping.*

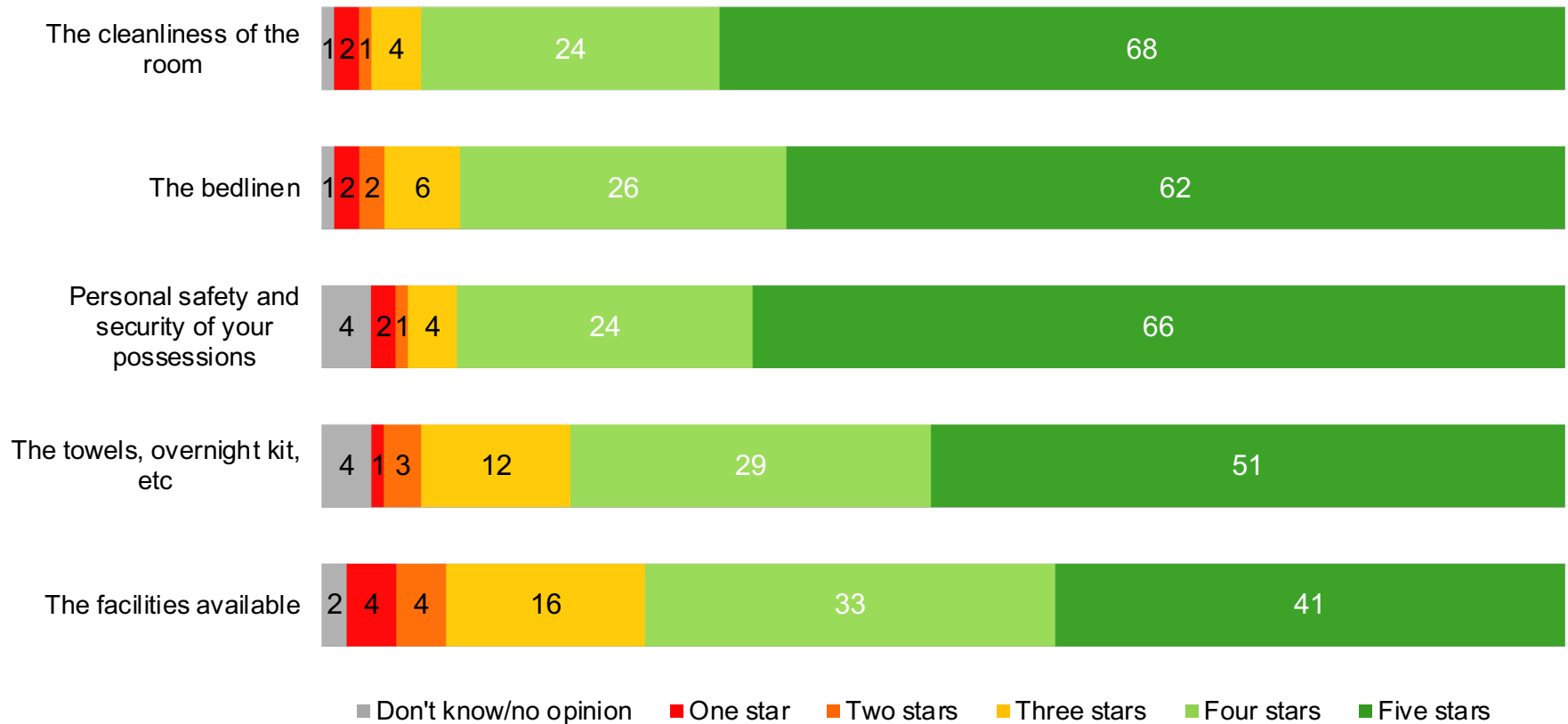
*More storage slots for items; there was very little space to put things, including things provided in the room.*

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?





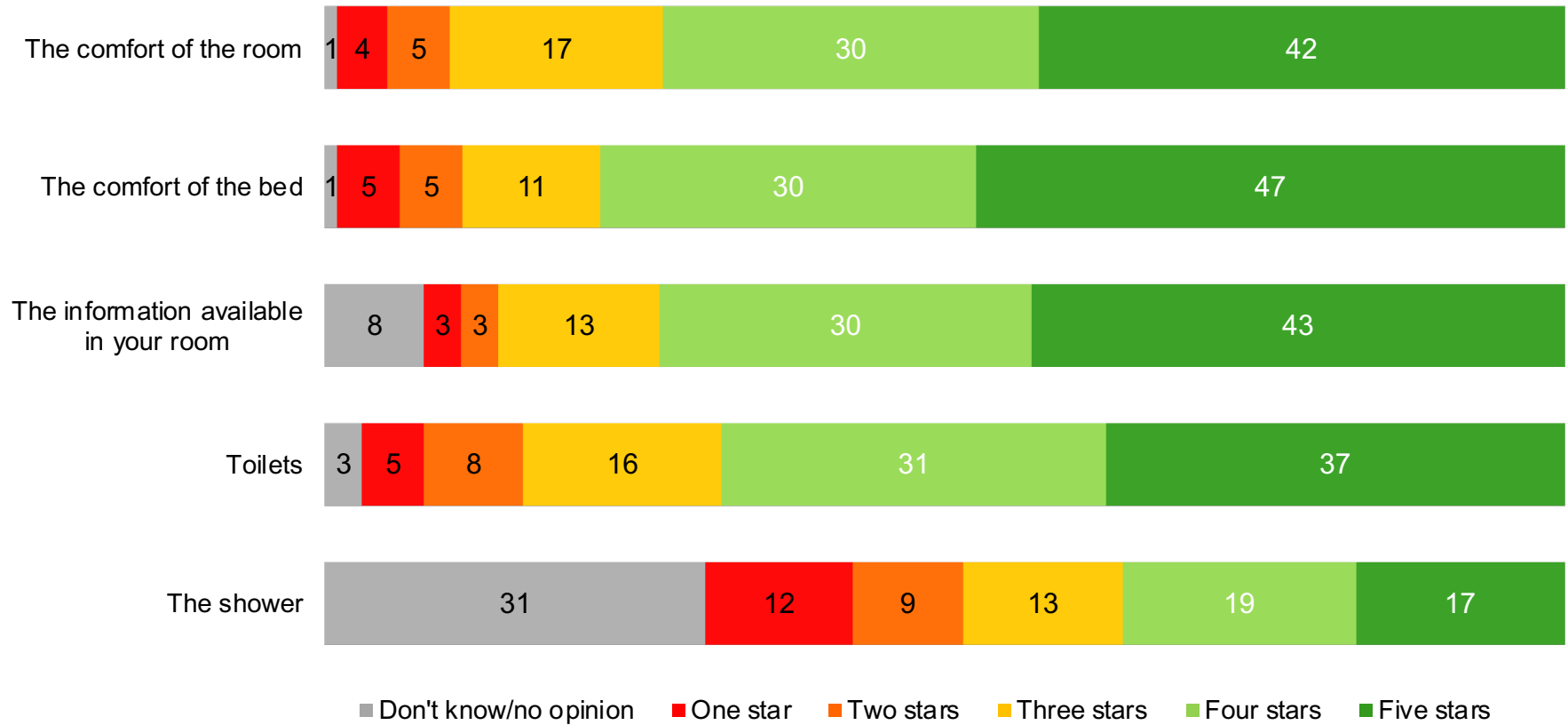
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (623)



# 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 (623), room with en-suite shower (389)



# Rating of features of the room – customer comments

Improve sustainability. Individually wrapped kits are so wasteful, and quite often I only want to use the soap or the ear plugs and so the rest gets binned. A soap dispenser in the room by the sink would be good.

Very tight and narrow than expected and only one per carriage. I boarded early and went to the toilet only to find water already on the floor from the wash facility! When I went again the morning the toilet was then out of use! I had to go to the next carriage in my pjs!

The toilet roll dispenser was broken so there was a toilet roll placed on the small shelf in the WC, but this was sub-optimal.

The lack of grab handles by the bed and basin in the accessible bedroom. It would also be helpful to have a cup of some sort by the basin.

More space generally, more luggage space / racks / shelves / hooks etc

I discovered the door had a faulty lock. In the middle of the night a stranger walked in on me and in the morning, I couldn't lock it to go to breakfast.

Carpet was stained, fabric surrounding the bunk did not feel super clean, bedframe v dusty in corners under the mattress.

It would've been helpful to have more information about the route and the timings of stops in the room, Also about potential other routes for future journeys, and maybe the history of the service.

More information about breakfast - the time it starts in particular. Also, I would not have opted for breakfast in the cabin had I known that there's was no table or tray in the wall by the bed.

I don't know if it is possible, but it would be great if we had more control over the temperature in the room as it was too hot.

Move the ladder nearer to one end of the bed so you can get in the lower bunk more easily.

[The shower] has improved - but is variable. Fixings don't allow best positioning of shower head or locating towel. Water pressure and temp variable, and the drain pump can be very loud, causing disturbance.

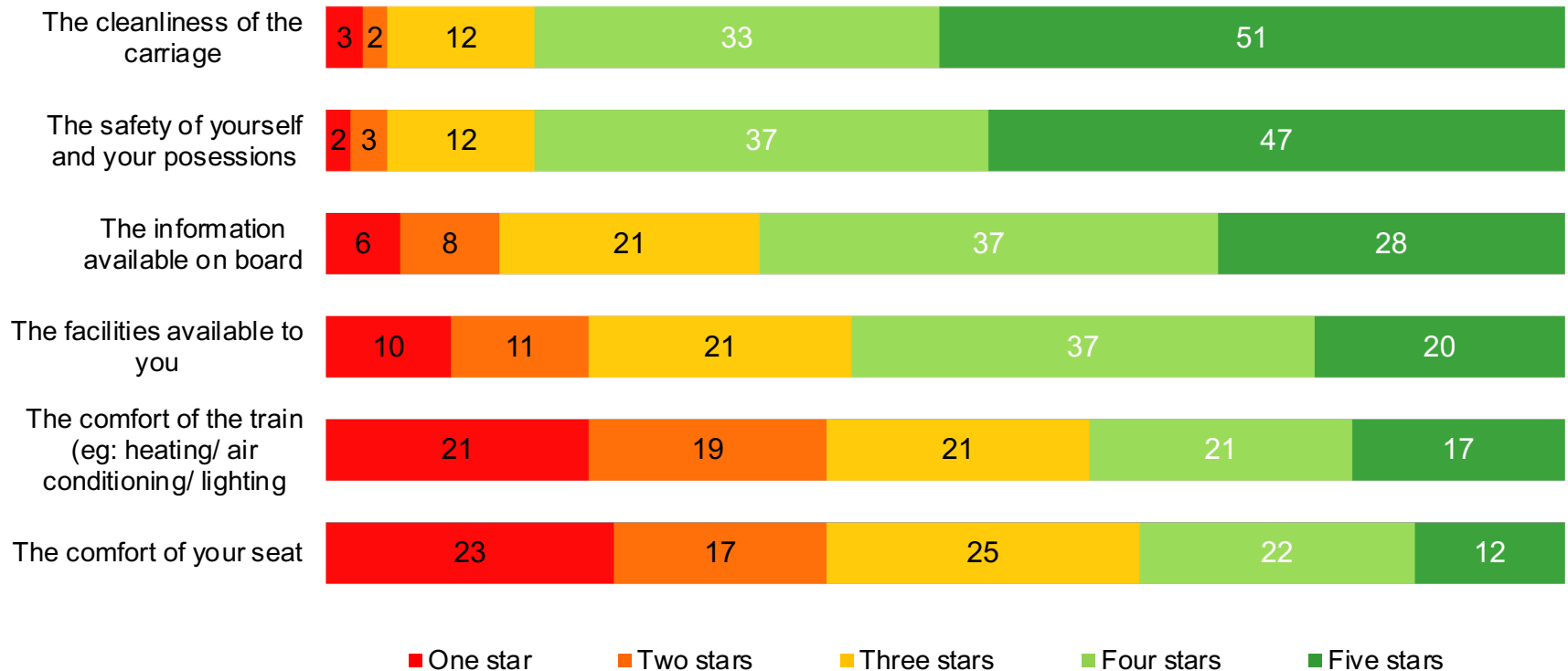
Sometimes the mattress feels a bit thin/hard.

Linens were clean and smelled fresh, perfectly serviceable. Bedding felt like standard hospitality goods; thin and generic. Would love something warmer/cozier, especially on a chilly night.

More comfortable mattress. For the cost of the ticket everything is very much basic and standard.



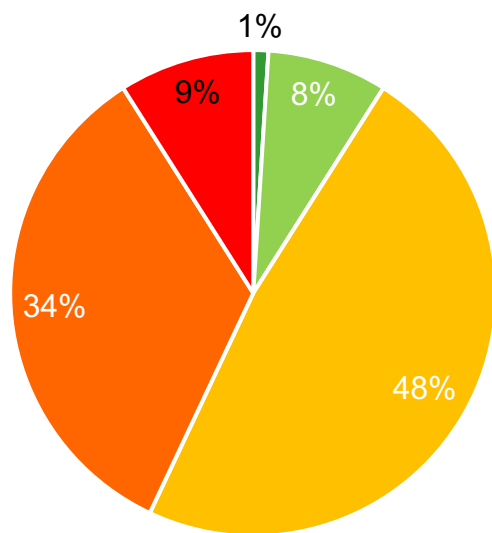
# Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?  
 Base: All seated guests (196)

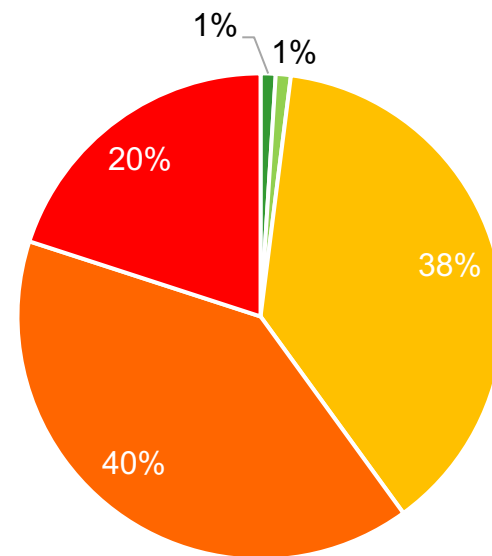


# Quality of sleep



*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 (623), seated guests (196)



# Improving quality of sleep – customer comments

*The main thing the staff could have done would be to speak quieter whilst people are sleeping and encourage those boarding at Edinburgh to do so quietly. And to have ensured a more comfortable temperature in the carriage. It wasn't clear who to talk to about this.*

*As I say, nothing the staff could do. I just don't sleep well due to the bumping and rocking of the train. I still love the sleeper experience though so can cope with a restless night*

*The always on light should not be directly above where you sleep, or it should be possible to cover it up - it was a real issue. Also, would've preferred to have a table space where we could charge phones as felt a bit uncomfortable having the charging cable right by my head.*

*I would like to be better informed about the bumpiness of the journey. Being an overnight train taking longer than a normal train, our expectation was that the train was slower and smoother.*

*The illumination of the light switches was annoyingly bright. As mentioned in previous answers the mattress could be made thicker.*

*Air conditioning was far too strong. The air was really dry, so I kept having to drink water. I got through my whole bottle of water two hours in and had to start buying water, as the train crew told me that there was no drinkable tap water on board. It was also very bright in the seated carriage. I also find that I do not know what temperature to expect on the train. It has sometimes been very cold.*

*Very little they could have done. I chose a seat*

*It's just the noise and motion of the train. It was very noisy and bumpy. Made me feel quite nauseous*

*The overhead lights could be dimmed further, perhaps supplementing with floor lighting for passenger safety. Seat bases could have more padding in them for a little additional comfort*

*There were lights on all night, and the toilet announced the doors opening and closing all night also. Both of these could have been avoided.*

*Better temperature controls/windows that actually open, better suspension*

*Nothing! It's just a different experience from being at home*

*As mentioned previously, the ability to cool down the room and softer bed linen.*

*I was next to a room (maybe a guard's room?) with a phone that rang through the night - I think it eventually stopped for a bit, but it really was quite annoying.*

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



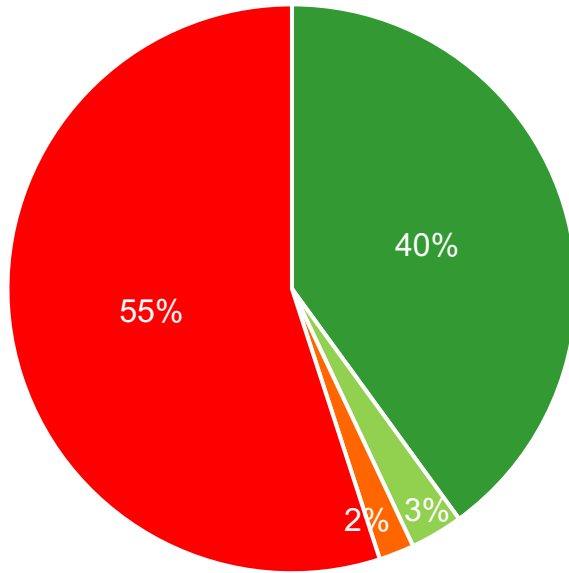
# Caledonian Sleeper

## Club car and catering



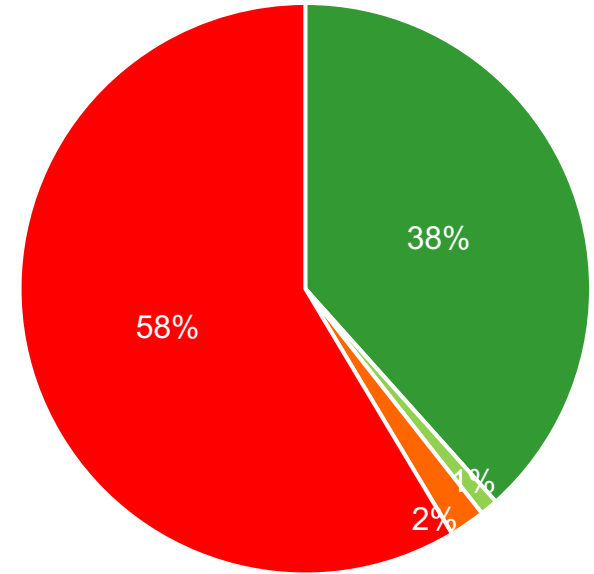
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SLEEPER

# 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



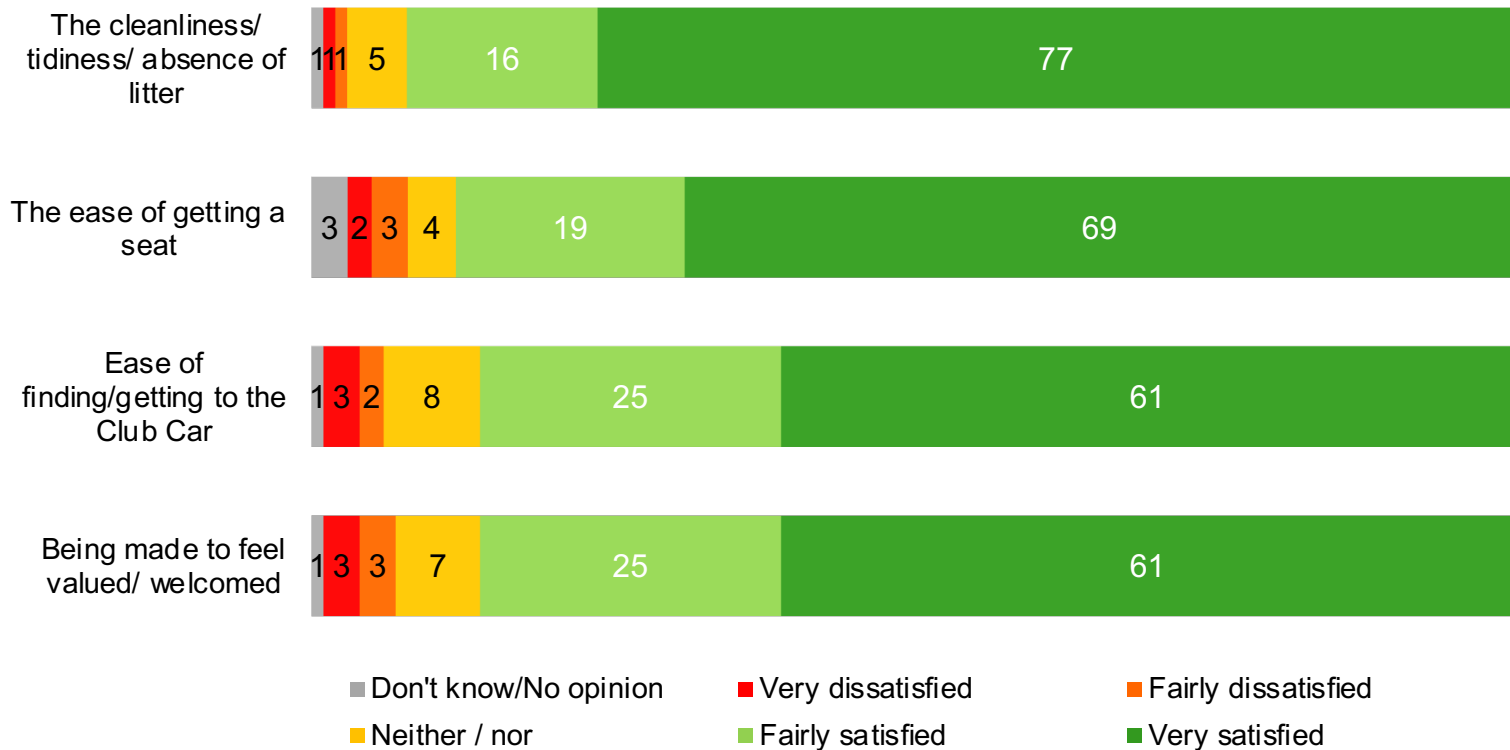
*Morning Use*

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?  
Base: All (623)





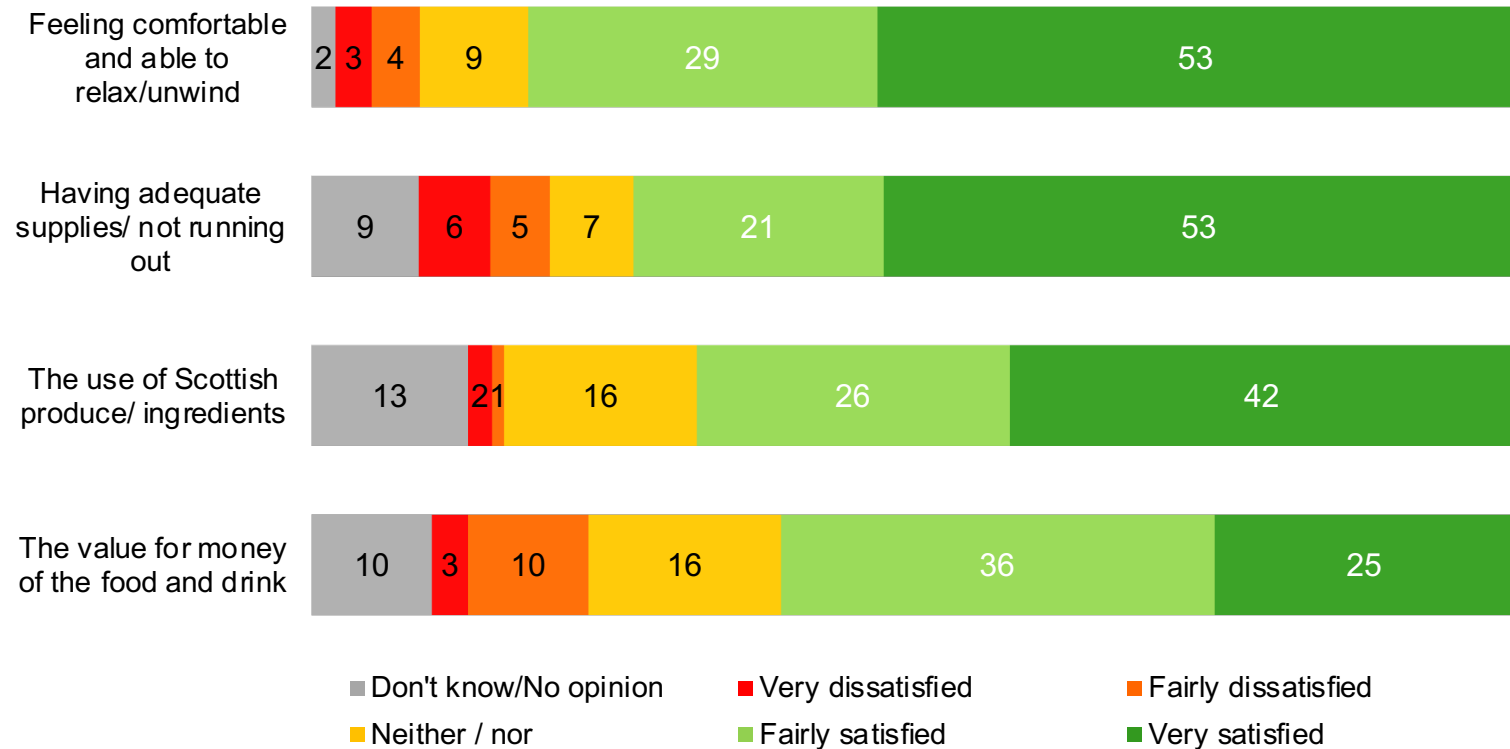
# Satisfaction with features of the Lounge Car – top 4



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 (355)



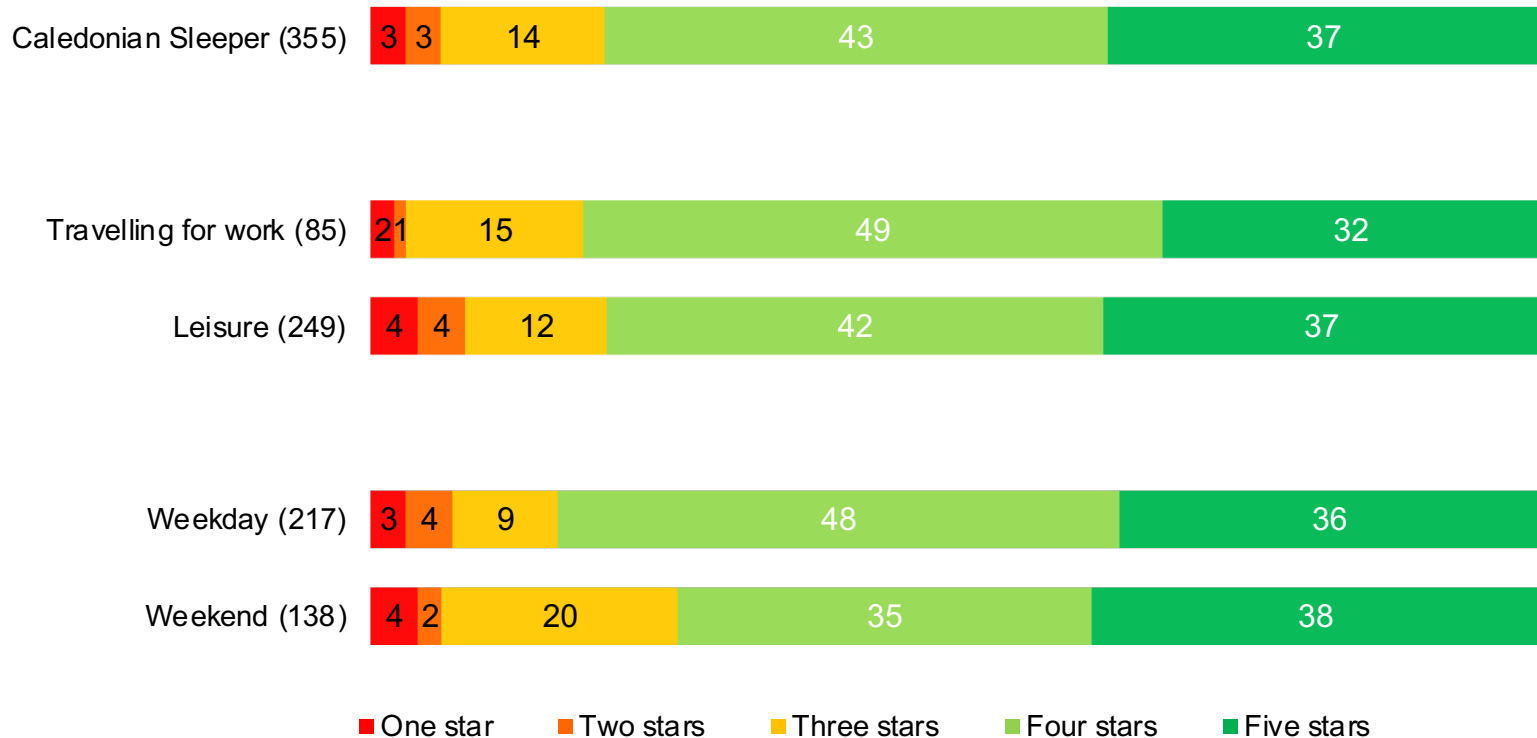
# Satisfaction with features of the Club Car – bottom 4



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 (355)



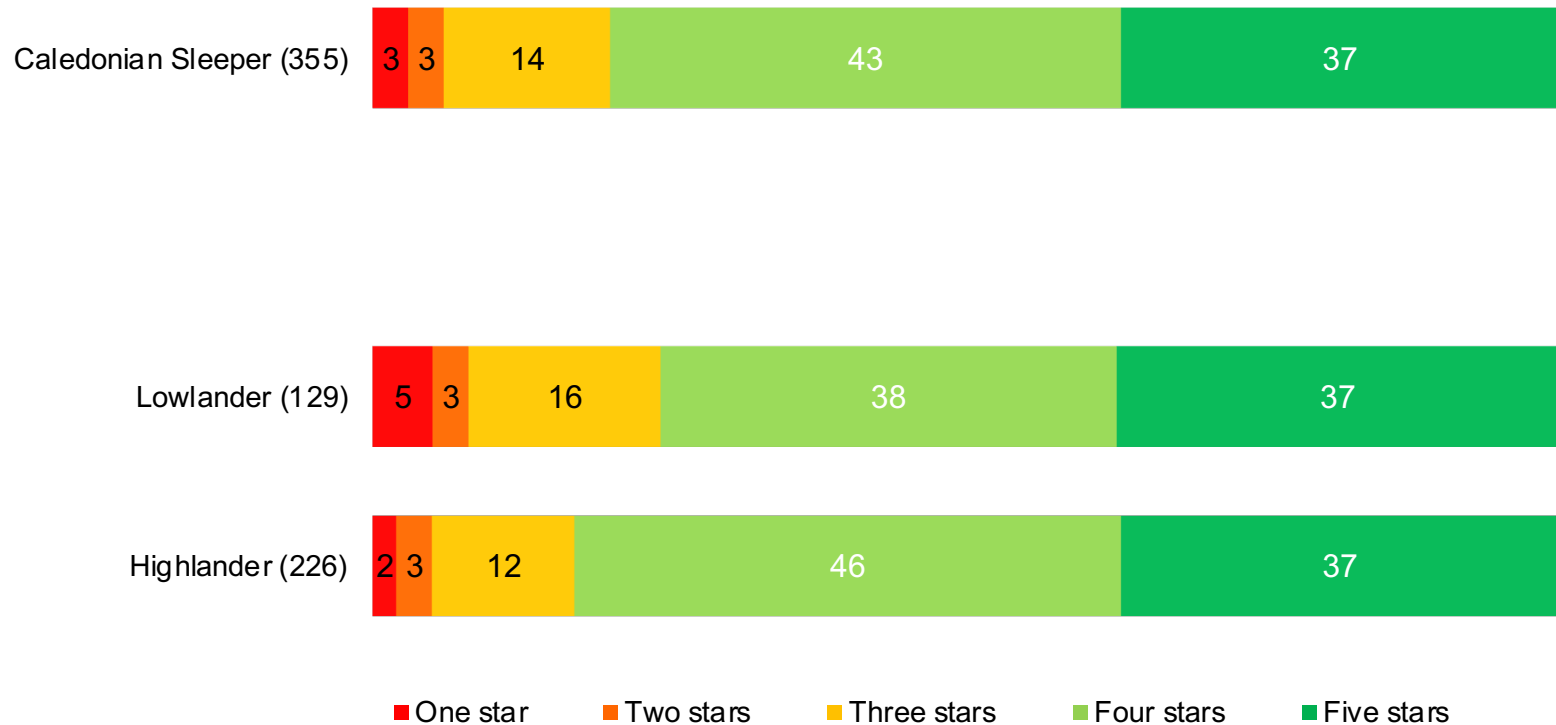
# Overall rating of Club Car by passenger group



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



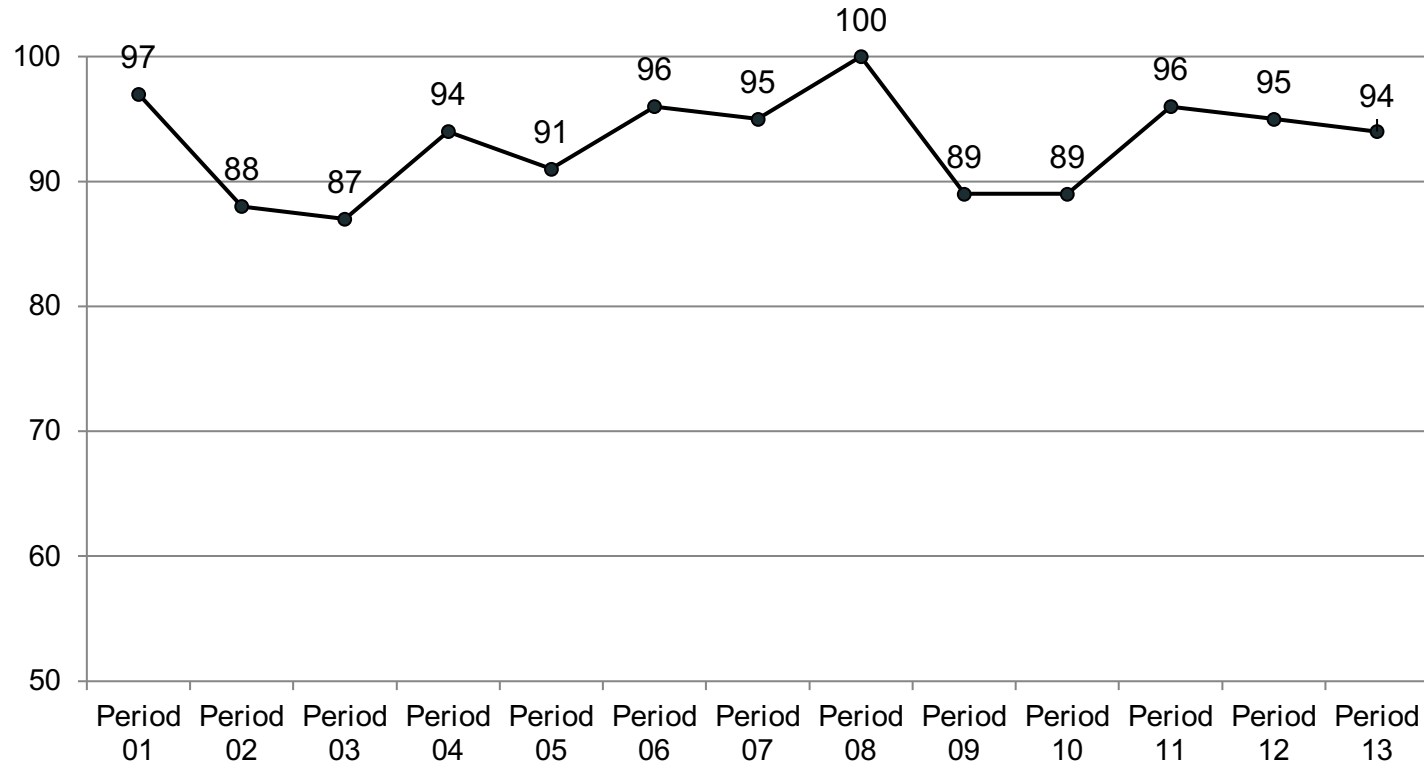
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?  
Base: All users of the Club Car (in brackets above).



# 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

*A broader range of food, and more themed or Scottish menu would be a great improvement, especially for hot foods. Caledonia Sleeper deserves a special menu to make the trip especially memorable.*

*We should have been asked if we wanted to share a table with others. There were other tables, but they didn't offer to switch us despite seeing we were obviously gutted about this and of course we disrupted the people who joined us when they were eating. So embarrassing and uncomfortable!*

*Either making it feel more of a social space than a restaurant or not having too much of a demand of the space. Also, I think tea could be cheaper than £3... and the portion sizes of the entree felt small compared to the starter.*

*I wasn't sure if I was allowed to get into the club car before setting off (after boarding). There wasn't any information about this. Being clearer about this would help - and of course a bigger club car!*

*Uncomfortable seats. Not enough seats. No wifi. Staff chatting to each other not serving. Many menu items not available (run out).*

*The food was delicious and the staff lovely, it was very quiet, so they had time and ended up moving to sit with another solo passenger and chat, we had a lovely time.*

*Tapas or little plates of nibbles to go with beer/wine would be good. Had the cheeseboard which was great with a bottle of wine.*

*Service wasn't great*

*Actually be able to provide some of the hot food advertised. Also, when the sleeper was run under the franchise, the food was always available and of better quality. Better presented and seems freshly cooked rather than packaged. The staff seemed quite stressed and but partiality happy although the male attendant was kind to a disabled passenger and went to the Edinburgh club car to get him some hot food.*

*I usually get to my room, crash and leave once we get to destination. It was good to have somewhere to go at 4:30 when I woke. It would be better a) to signal what direction to walk once I leave room and b) what is free (I assumed I had to pay for breakfast because until now have travelled the tier below Club).*

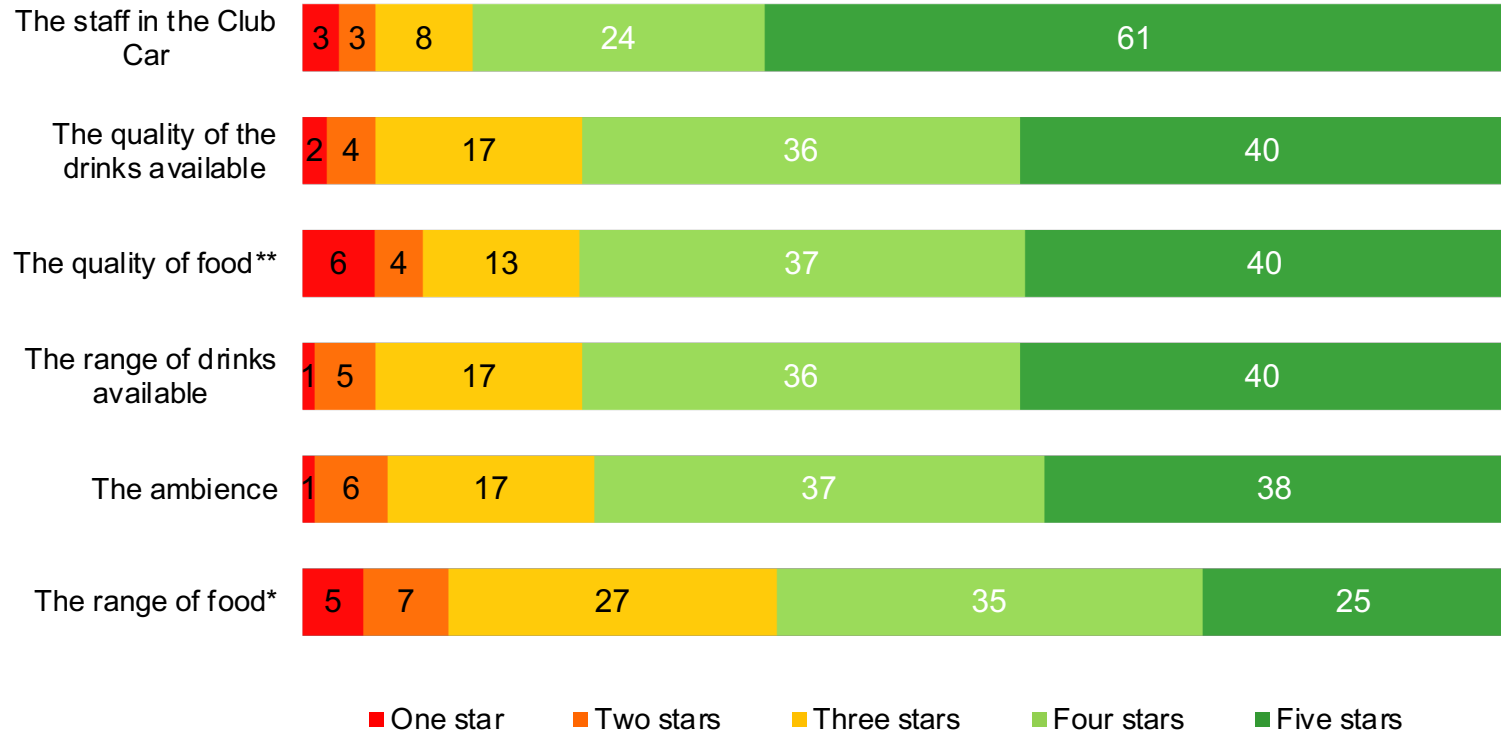
*Seating should be provided were people who are entitled to use the club car should be able to sit WITHOUT the company policy being quoted that you have to buy something to sit there. It is NOT stated on the website that you have to buy something. When you book you are advised that you have free access to the use of the club car BUT when on board you are told you have to buy something - so this is misleading.*

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 (355), \*those who looked at the menu (204), \*\*those who ate a meal (136)



# Rating of features of the Club Car – customer comments

*Awful lighting - there need to be warmer lights, not bright white fluorescent / l.e.ds! It is basic in good restaurant/bar design to have a warmer ambience.*

*In my experience the club car on the Aberdeen section is generally not very occupied, so the general ambience is therefore not as convivial as one might like. But of course, this is hardly the fault of Caledonian Sleeper per se and on the plus side means we always get a seat.*

*In the evening the staff were not very engaging and didn't appear to want to be there. This should be 1 star. In the morning the Scottish lady who served us was fantastic and should be a 5 star. Customer service is what this train should be all about and it is very hit and miss.*

*Better sandwiches - panini or ciabatta rather than traditional toastie (though actually a traditional toastie would be fine if it was better - mine was very dry and overdone). The veg stew is actually more like a sauce - it needs a portion of rice or something similar, partly because it isn't enough food but also because it's just too intense.*

*The quality of hot drinks is poor: the hot chocolate is a cheap instant variety, and the coffee is poor also, likely a combination of poor-quality beans and coffee equipment and poor training. No reason for it to be so these days: consult with an independent Scottish roastery*

*There was little engagement. Interaction was very transactional. Staff mostly sitting at one end of the club car chatting amongst themselves for the majority of the time we were in there both in the evening and the following morning.*

*The quality and availability of food items let it down - both off the menu the evening before and at breakfast ( Scottish breakfast and pancakes with blueberries) which were only just edible. The coffee was very good, however was served with UHT milk from sachets which us is disappointing.*

*Range of food is limited but quality of the dinner was very good.*

*Wine is limited and please could it be organic??? Scottish low/zero alcohol; beer please.*

*Drinks were fizzy no fruit juices, I don't drink alcohol*

*There is a pretty limited choice of you do not want to eat meat. Can you increase this?*

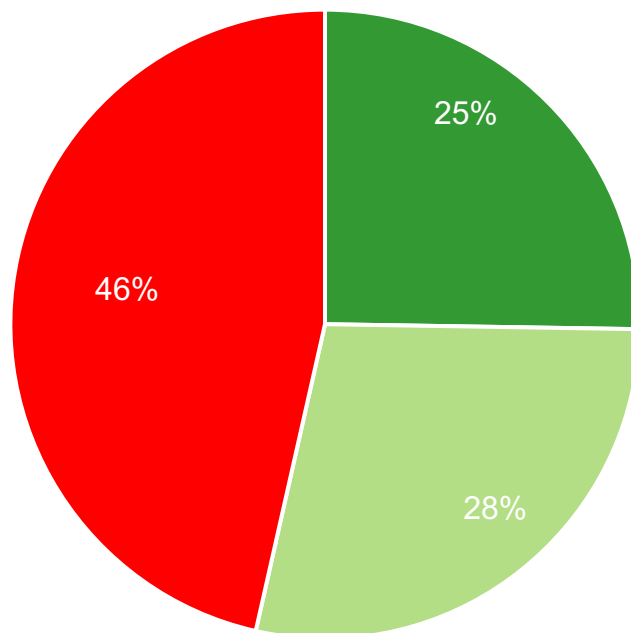
Q24d. You gave just a single/two stars for the ambience of the Club Car / staff in the Club Car / range of hot and cold drinks available / quality of the drinks available / range of food available / quality of food available, what could Caledonian Sleeper do to improve this rating?





# Breakfast

Quarter 4 2024/25 %

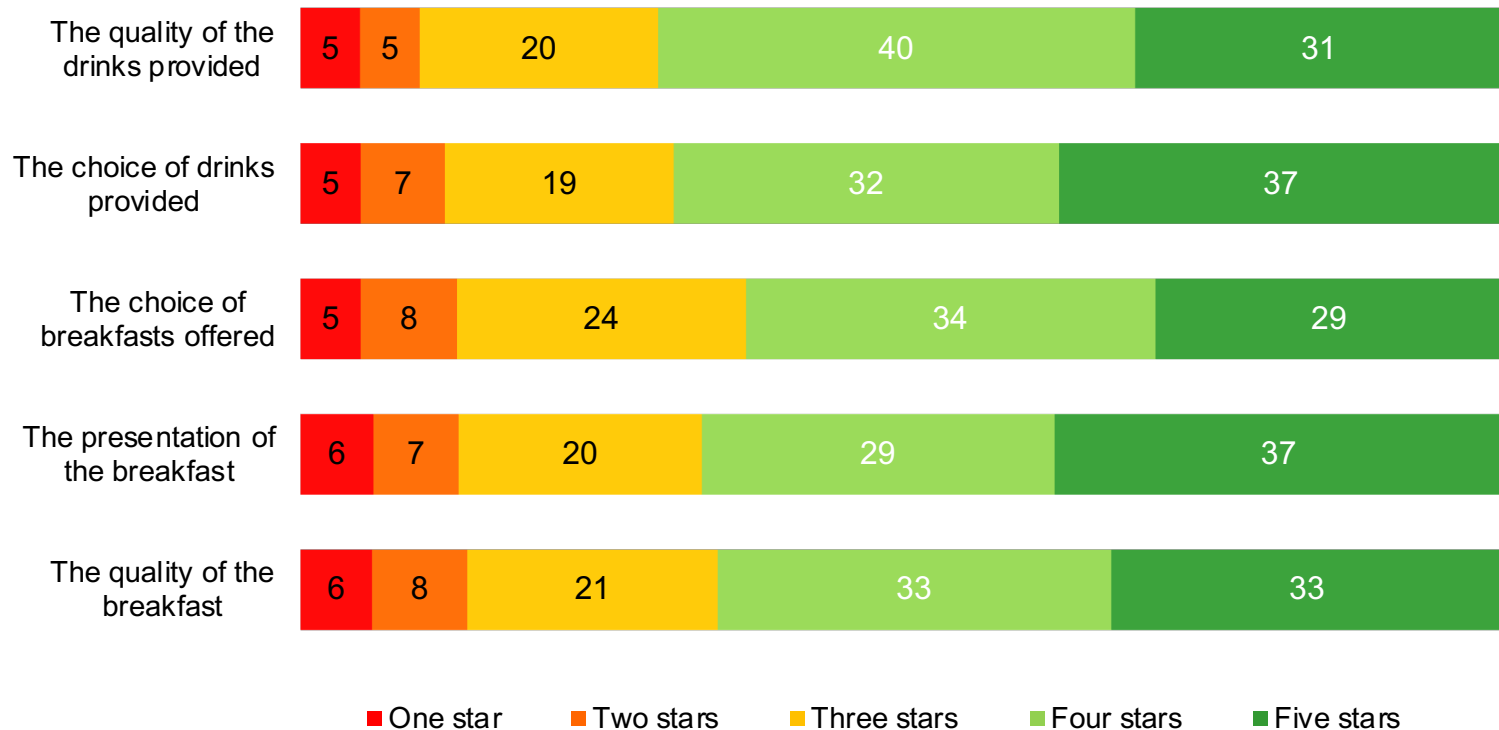


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (819)



# Rating of features of breakfast



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

Base: All eating a Caledonian Sleeper breakfast on the train (440)



# Rating of features of the breakfast – customer comments

*See previous remarks re change of vegan breakfast option. Blueberry pancakes not what I would like. Would it be possible to do vegan porridge if the former cooked breakfast is no longer possible? Or toast with really good bread? Also, vegan butter or spread, not dairy butter.*

*Just review the entire menu and the quality of options offered. The sleeper service is usually advertised as a luxury option, like a hotel on wheels, but the quality and range at breakfast doesn't live up to that promise.*

*No vegan options offered in room. Porridge is not vegan. The selection for non vegans is good.*

*Breakfast (full Scottish) was okay given it was included with the price of the ticket. Options and presentation were good, but it was a pretty bland and small meal. Okay for airline/train meal but not an actual restaurant or café quality.*

*The croissant was pretty disappointing! Maybe fruit. Maybe pain au chocolat instead of croissant. Or just nicer quality.*

*Cheap fruit juice from small cartons with a straw is a joke for a what is meant to be a quality service. This is a fail, both for the quality of the juice, no glass to drink it from and sustainability. and so easy to serve quality juice in a glass!*

*Paper bags and paper cups are not what I expect for the ticket price.*

*It was all in a bag. No option to eat in club car*

*The food was terrible, worse than airplane food. The Scottish breakfast had clearly been cooked hours, if not the day before and was heated. The hash brown was soggy and mushy, the egg frittata was over cooked and dried out and the bacon was, well almost non existent. The best part was the beans and toast. My kids had the porridge and bacon roll, both didn't finish them. These meals should be prepared fresh.*

*Would have preferred to have a fresh brewed coffee. Coffee press or bag would be preferable to the mediocre machine offering*

*Tea in a mug, tasted terrible and should be made in a tea pot with teacups. Made in a mug meant that by the time the tea had brewed it was stone cold. Also, provide sufficient milk. We were provided one tiny little milk serve for three teas and had to ask for top up's at least three times.*

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?



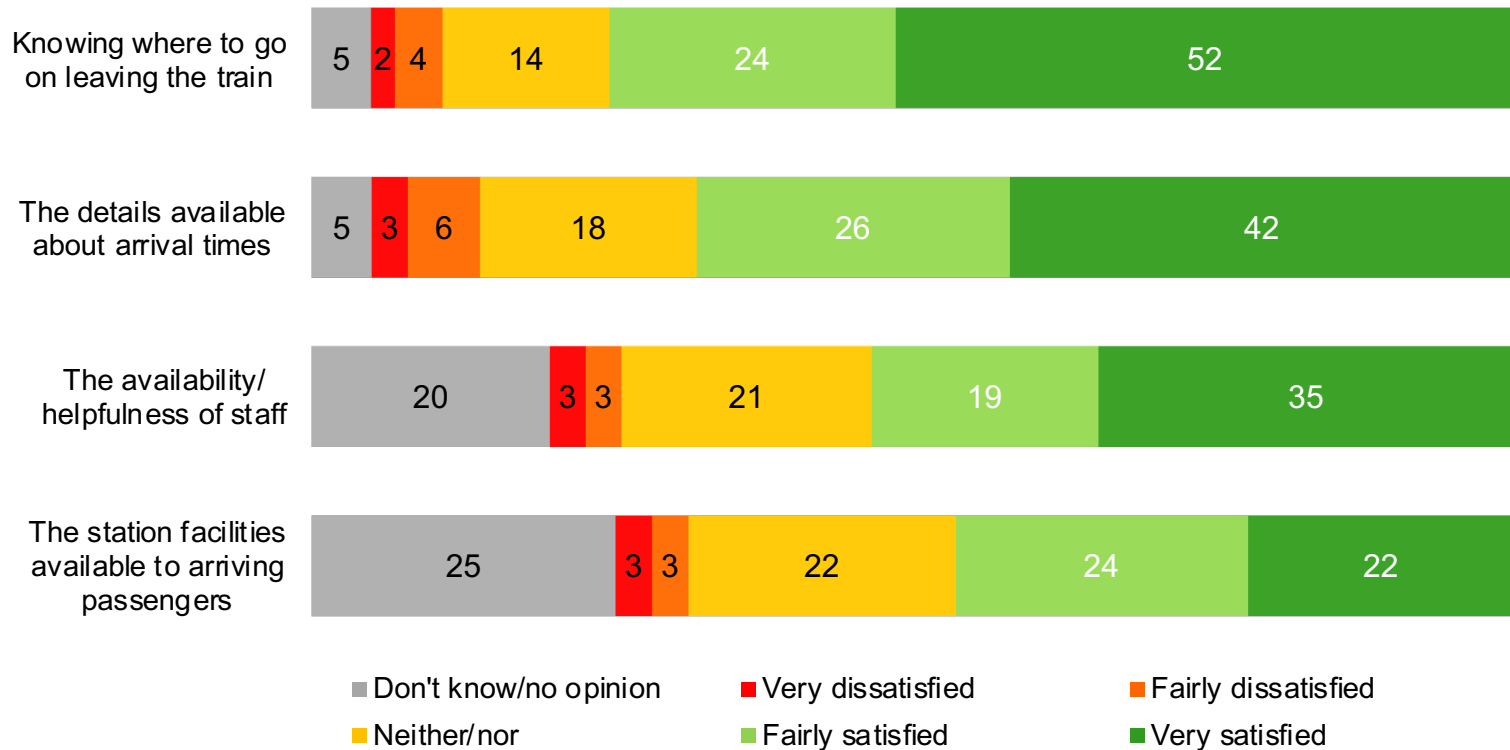
# Caledonian Sleeper

## 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 (819)



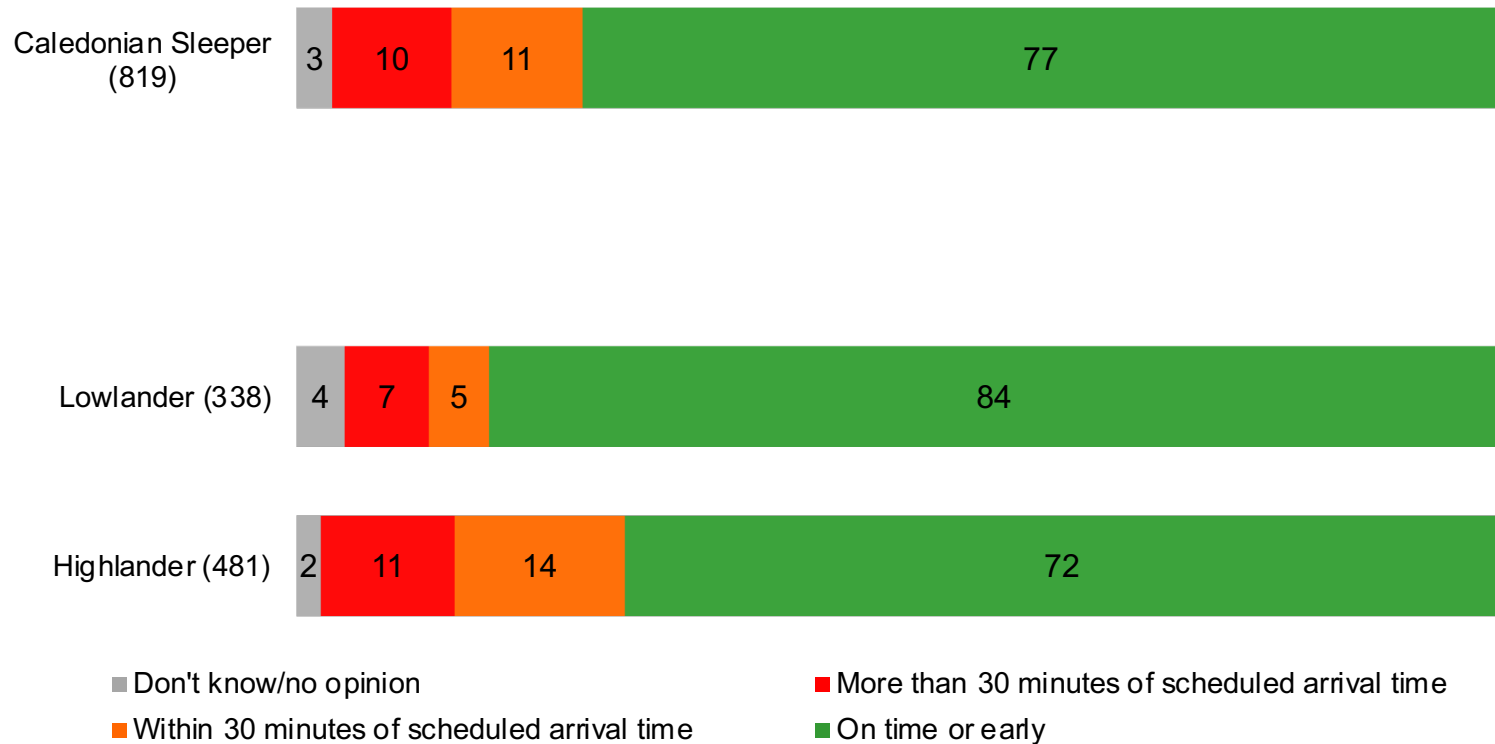
# Caledonian Sleeper

## Delay



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SLEEPER

# Punctuality of service by route



Q27a. Did your train arrive on time?

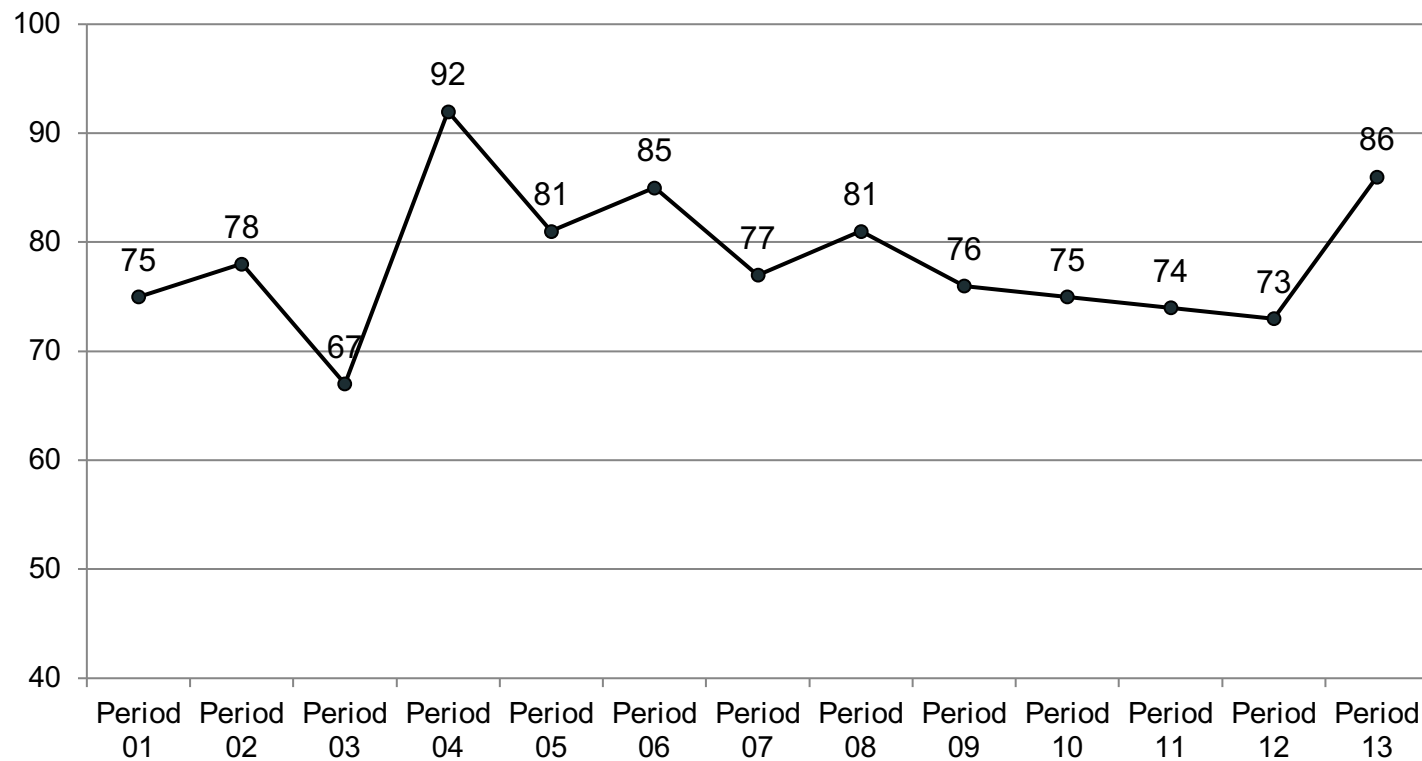
Base: in brackets above



# Punctuality of service - trend

*Rating of experience*

*Trend: On time or early*



Q27a Did your train arrive on time?

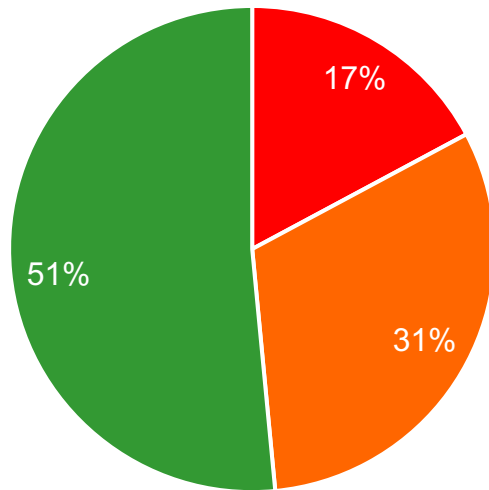




# Impact of delay

Quarter 4 2024/25 %

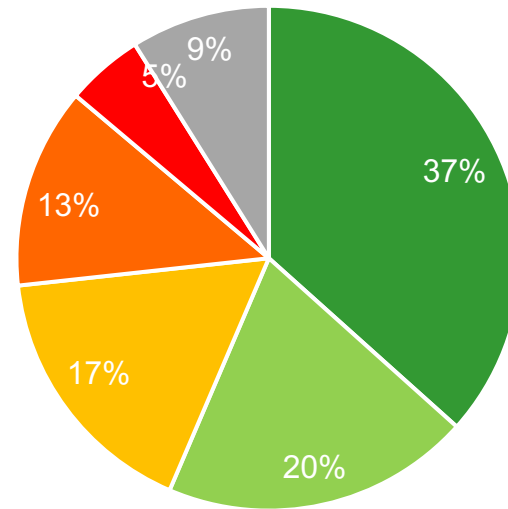
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (167)

- 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 (167)



# Caledonian Sleeper

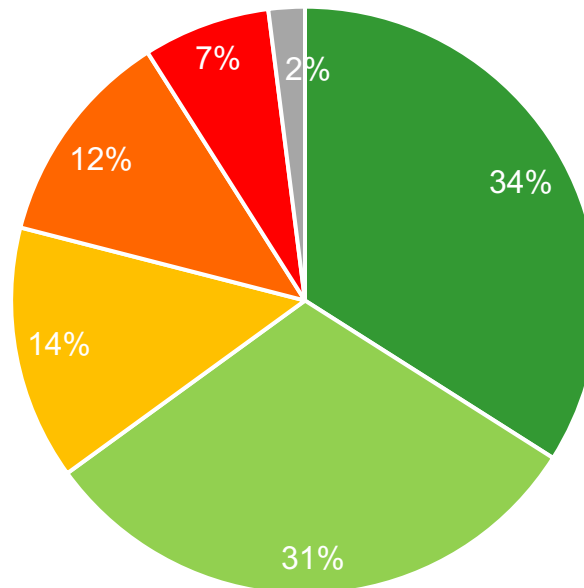
## Facilities for those with a disability or illness



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# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 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 (38\*) \*Caution – low base



# Providing a service suitable to needs – customer comments

*Make it easier to access the top bunk.*

*I think it would be good to have accessible information onboard to help understand verbal announcements.*

*I'm Deaf. We booked using my disabled persons railcard. No staff members took into account that a member of our group had a disability, so communication between staff to me was challenging and chaotic. My husband was having to interpret after incidents happened. This meant that, initially when the window alarm went off, I had people entering my room via the connecting door and I had no idea why.*

*Seems strange that the accessible cabins have no en-suite.*

*Better range of accessible rooms.*

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



# Caledonian Sleeper

## Appendix



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# Sample profile – journey details

Sample size	819 %	Sample size	819 %	Sample size	700 %
<b><u>Age</u></b>		<b><u>Journey Purpose</u></b>		<b><u>Disability or Illness</u></b>	
16-34	11	<b>Travelling for work/business</b>	<b>27</b>	<b>None</b>	<b>93</b>
35-54	40	Company business	18	Vision	>1
55+	46	Personal Business	5	Hearing	2
Not stated	3	Regular travel between home and workplace	4	Mobility	4
<b><u>Gender</u></b>		<b>Leisure</b>	<b>68</b>	Hidden disability	3
Male	48	Visiting friends/ relatives	27	Speech or language impairment	>1
Female	49	Holiday/ short break	37	Mental health	2
Not stated	3	Attending a sporting/ musical/ theatrical/ charity event	4	Other	2
<b><u>Working status</u></b>		<b>Other</b>	<b>5</b>		
Full time	58				
Part time	14				
Not working	2				
Retired	20				
Student	1				
Not stated	5				
<b><u>Residence</u></b>					
UK	90				
Non-UK	10				



# Sample profile – journey details

Sample size	819 %	Sample size	819 %	Sample size	819 %
<b><u>Travelling party</u></b>		<b><u>Return journey mode</u> (those making outward journey)</b>		<b><u>Travel to departure station</u></b>	
Alone	57	Caledonian Sleeper	40	Train	38
With a business colleagues(s)	1	Daytime train	37	Underground/ Tram/ Subway	25
With family (adults only)	27	Plane	14	Bus/ Coach	10
With family (adults/children)	10	Coach	1	Taxi	10
With friends	4	Own Car	1	Own car/ Dropped off	15
<b><u>Accommodation</u></b>		Hire car	1	Hire car	2
Seat	24	Other	3	On foot	16
Room	29	Don't know	3	Bicycle	1
En-suite room (with shower)	47	<b><u>Outward journey mode</u> (those making return journey)</b>		Other	2
<b><u>Journey direction</u></b>		<b><u>Travel from arrival station</u></b>			
Outward	65	Caledonian Sleeper	50	Train	36
Return	35	Daytime train	30	Underground/ Tram/ Subway	20
One way	-	Plane	14	Bus/ Coach	11
		Coach	1	Taxi	11
		Own Car	1	Own car/ Dropped off	12
		Hire car	1	Hire car	5
		Other	2	On foot	24
				Bicycle	1
				Other	3



# Sample profile – journey details

<i>Sample size</i>	<i>819 %</i>	<i>Sample size</i>	<i>819 %</i>	<i>Sample size</i>	<i>819 %</i>
<b><u>Service Day</u></b>		<b><u>Accommodation type</u></b>		<b><u>Transaction value</u></b>	
Weekday	60	1 <sup>st</sup> class	47	£0-£49.99	5
Weekend	40	Standard	24	£50-£99.99	16
<b><u>Direction</u></b>		Seated	28	£100-£149.99	9
Northbound	54	<b><u>Party size</u></b>		£150-£199.99	16
Southbound	46	Single traveller	60	£200-£249.99	12
<b><u>Train Type</u></b>		Two people	33	£250-£299.99	11
Highlander	59	Three or more people	7	£300 or more	30
Lowlander	41			<b><u>Transaction value by guest</u></b>	
<b><u>Crew</u></b>				£0-£49.99	8
Aberdeen	5			£50-£99.99	22
Edinburgh	11			£100-£149.99	15
Fort William	7			£150-£199.99	22
Glasgow	10			£200-£249.99	33
Inverness	17				
London	51				





# Sample profile – journey details

<i>Sample size</i>	<i>819 %</i>	<i>Sample size</i>	<i>819 %</i>	<i>Sample size</i>	<i>819 %</i>
<b><u>Return journeys between Scotland and London</u></b>		<b><u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)</b>		<b><u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)</b>	
12 or more	10	(519)			(716)
4-11	28	12 or more	6	More than 20 years ago	29
2-3	25	4-11	20	15-19 years ago	9
First journey in last 12 months	24	2-3	33	10-14 years ago	10
First ever journey	9	1 Journey	32	5-9 years ago	9
Have never made a journey between Scotland and the London area	3	None	0	3-4 years ago	9
Don't know	-			In the last 1-2 years	34



# 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 13<sup>th</sup> 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 fourth quarter of fieldwork for the year 2024/25, combining Rail Periods 10, 11, 12 and 13. **Fieldwork for quarter 4 2023/24 took place between 11 December 2024 and 18 April 2025.** This covered journeys made between 8 December 2024 – 31 March 2025.

**819 questionnaires were completed in total.**



# Caledonian Sleeper

## Quarterly Report

Quarter 4, 2024/25

Rail Periods 10, 11, 12 and 13



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