

Dashboard Report

Period 03 2024/25

26th May – 22nd June 2024



CALEDONIAN
SLEEPER

Caledonian Sleeper Passenger Satisfaction

Rail Period 03: 26th May – 22nd June 2024

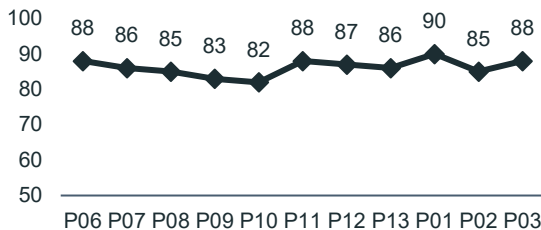
Overall journey experience



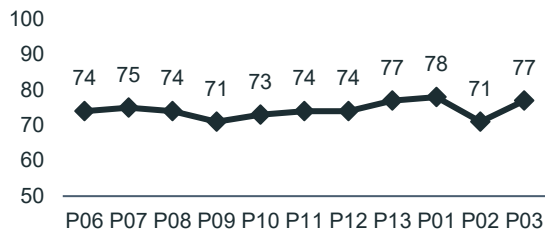
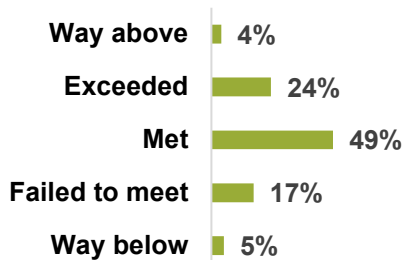
12%

88%

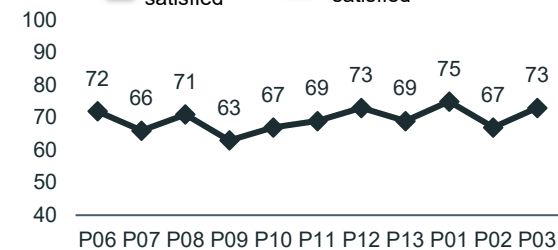
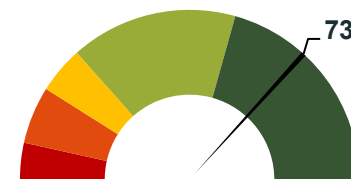
Ave – 3.9



Expectation



Overall satisfaction



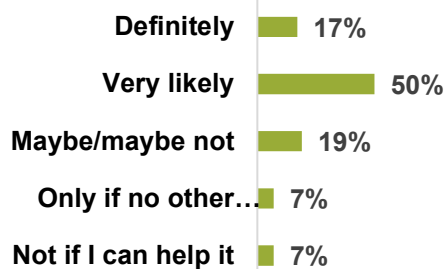
Net Promoter Score

26

👍 51

👎 25

Likelihood of future use



	Lowlander	Highlander
Journey experience	89%	88%
Met / Above expectation	82%	75%
Overall satisfaction	79%	69%
Net Promoter Score	35	20
Future Use	68%	67%

Sample size: 226 (Lowlander 92, Highlander 134)



Caledonian Sleeper Passenger Satisfaction

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Expectations of the journey

Top five:

- 61% Looking forward to the experience
- 39% Excited
- 38% Sufficiently well informed about the journey ahead
- 37% Relaxed
- 31% Looking forward to bed

Bottom five:

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

Journey Experience

(% 3-5 star rating)

88% Experience overall

Making me feel...

- 92% welcomed
- 89% looked after
- 88% relaxed
- 85% comfortable
- 69% I had a good night's sleep
- 91% Room rating
- 87% Club Car rating

Summing up the experience

Top five:

- 41% Efficient
- 37% Practical
- 36% Memorable
- 36% Functional
- 32% Relaxing

Bottom five:

- 7% Chaotic
- 2% World Class
- 2% Distressing
- 1% Reviving
- 0% Boring

Sample size: 226

