

# Dashboard Report

Period 08 2025/26

12<sup>th</sup> October – 8<sup>th</sup> November 2025

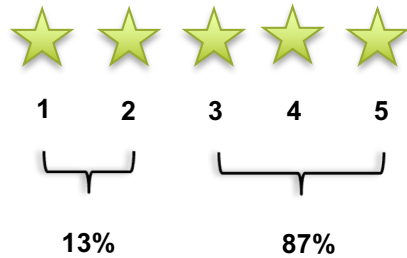


CALEDONIAN  
SLEEPER

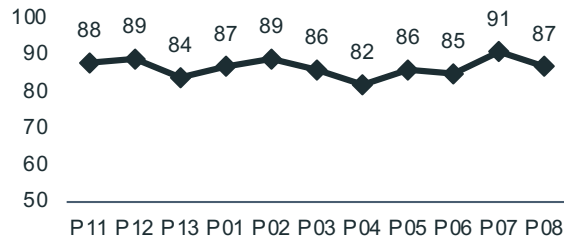
# Caledonian Sleeper Passenger Satisfaction

## Rail Period 08: 12<sup>th</sup> October – 8<sup>th</sup> November 2025

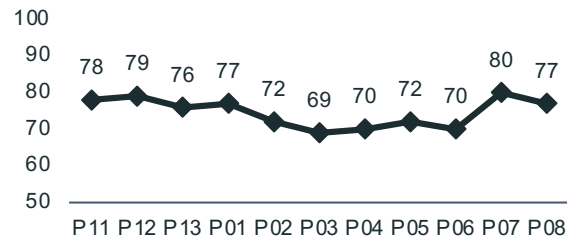
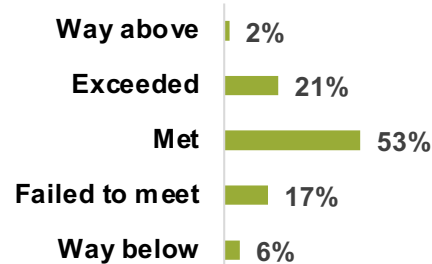
### Overall journey experience



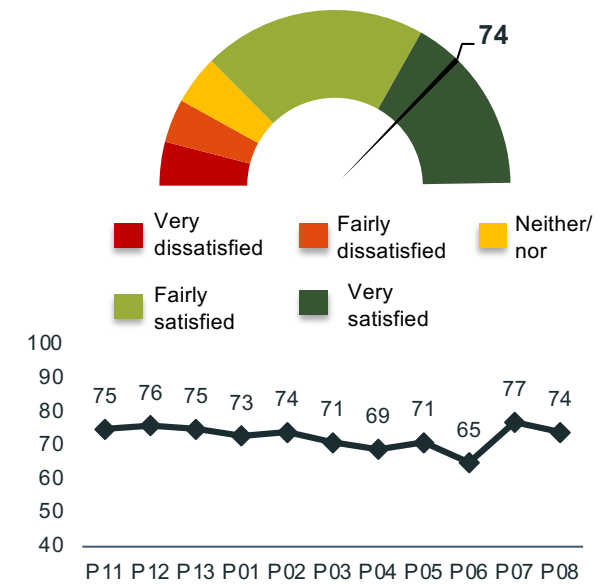
Ave – 3.9



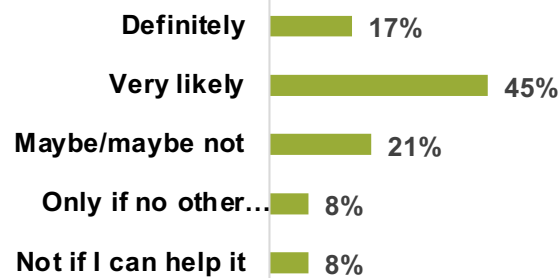
### Expectation



### Overall satisfaction



### Likelihood of future use



	Lowlander	Highlander
Journey experience	81%	90%
Met / Above expectation	78%	76%
Overall satisfaction	71%	75%
Net Promoter Score	3	24
Future Use	58%	66%

Sample size: 224 (Lowlander 90, Highlander 134)



# Caledonian Sleeper Passenger Satisfaction

## Rail Period 08: 12<sup>th</sup> October – 8<sup>th</sup> November 2025

### Expectations of the journey

#### Top five:

- 57%** Looking forward to the experience
- 40%** Sufficiently well informed about the journey ahead
- 38%** Relaxed
- 34%** Looking forward to bed
- 29%** Not expecting a good night's sleep

#### Bottom five:

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

### Journey Experience

(% 3-5 star rating)

**87%** Experience overall

#### Making me feel...

- 89%** welcomed
- 87%** looked after
- 85%** relaxed
- 83%** comfortable
- 67%** I had a good night's sleep

**86%** Room rating

**91%** Club Car rating

### Summing up the experience

#### Top five:

- 46%** Practical
- 42%** Efficient
- 41%** Functional
- 28%** Memorable
- 28%** Unique

#### Bottom five:

- 5%** Distressing
- 3%** World Class
- 1%** Chaotic
- 0%** Reviving
- 0%** Boring

Sample size: 224

