

# Dashboard Report

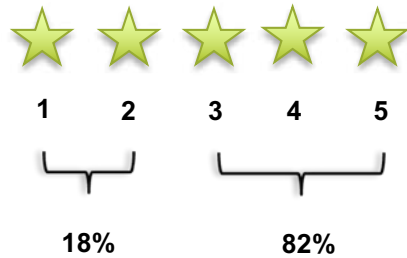
Period 04 2025/26

22<sup>nd</sup> June – 19<sup>th</sup> July 2025

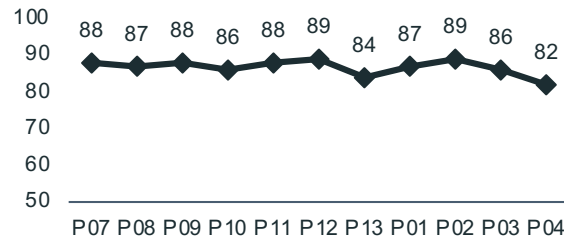
# Caledonian Sleeper Passenger Satisfaction

## Rail Period 04: 22<sup>nd</sup> June – 19<sup>th</sup> July 2025

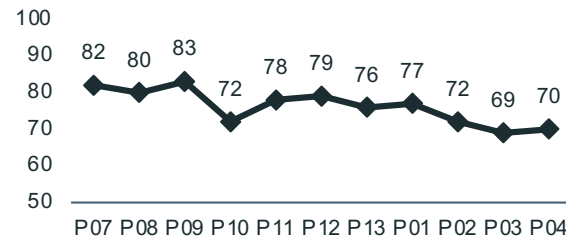
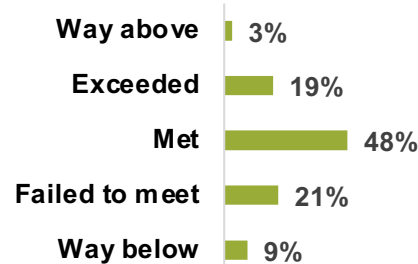
### Overall journey experience



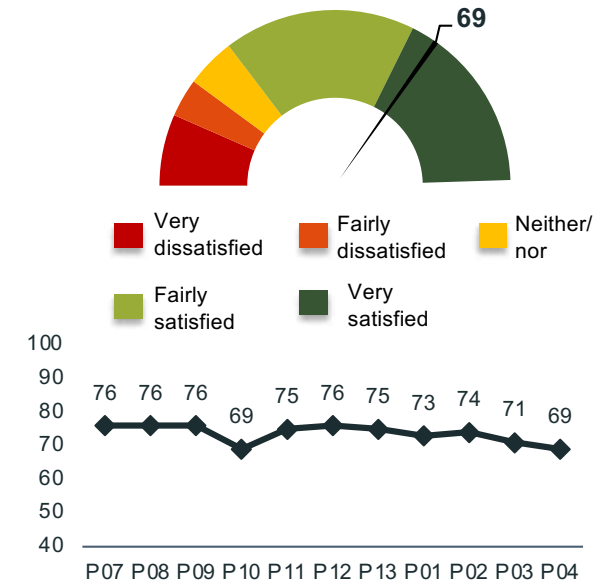
Ave – 3.6



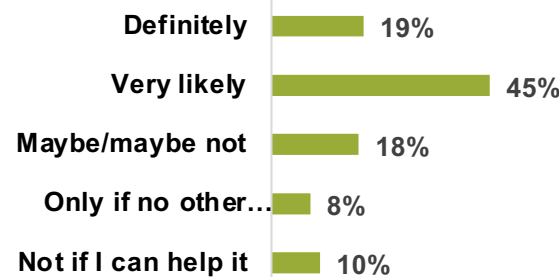
### Expectation



### Overall satisfaction



### Likelihood of future use



	Lowlander	Highlander
Journey experience	80%	84%
Met / Above expectation	64%	75%
Overall satisfaction	63%	74%
Net Promoter Score	-1	22
Future Use	57%	70%

Sample size: 227 (Lowlander 102, Highlander 125)



# Caledonian Sleeper Passenger Satisfaction

## Rail Period 04: 22<sup>nd</sup> June – 19<sup>th</sup> July 2025

### Expectations of the journey

#### Top five:

- 58%** Looking forward to the experience
- 40%** Sufficiently well informed about the journey ahead
- 36%** Excited
- 33%** Relaxed
- 32%** Not expecting a good night's sleep

#### Bottom five:

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

### Journey Experience

(% 3-5 star rating)

**82%** Experience overall

#### Making me feel...

- 87%** welcomed
- 83%** looked after
- 80%** relaxed
- 77%** comfortable
- 63%** I had a good night's sleep

**82%** Room rating

**91%** Club Car rating

### Summing up the experience

#### Top five:

- 39%** Practical
- 36%** Functional
- 36%** Efficient
- 34%** Memorable
- 27%** Relaxing

#### Bottom five:

- 7%** Nostalgic
- 6%** Classy
- 3%** Boring
- 3%** World Class
- 2%** Reviving

Sample size: 227

