

Dashboard Report

Period 03 2023/24

25th June – 22nd July 2023

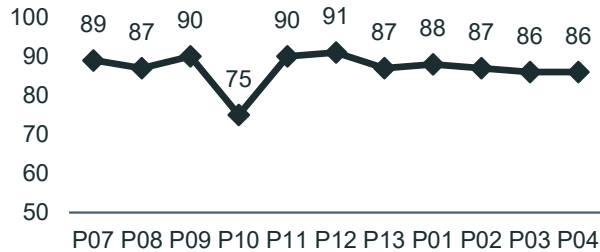
Caledonian Sleeper Passenger Satisfaction

Rail Period 05: 25th June – 22nd July

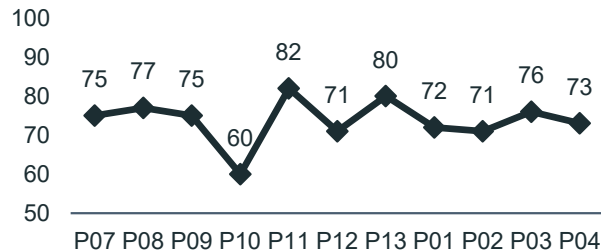
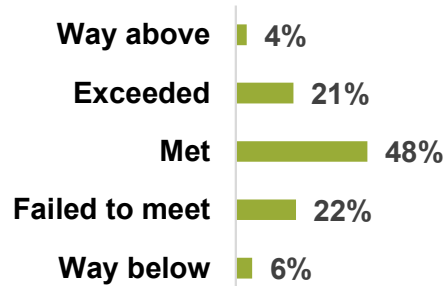
Overall journey experience



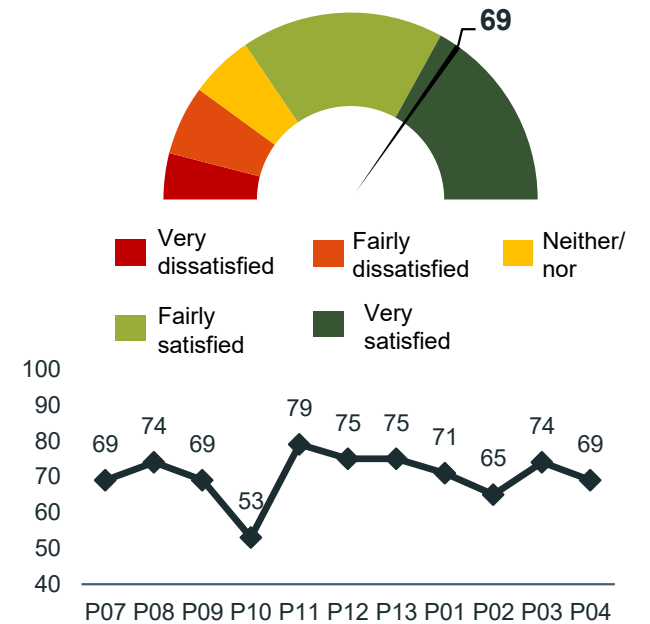
Ave – 3.6



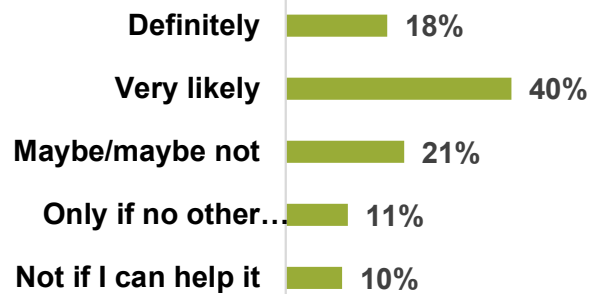
Expectation



Overall satisfaction

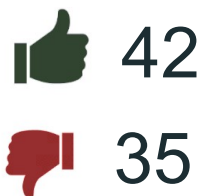


Likelihood of future use



Net Promoter Score

7



	Lowlander	Highlander
Journey experience	84%	88%
Met / Above expectation	70%	75%
Overall satisfaction	66%	72%
Net Promoter Score	2	11
Future Use	51%	63%

Sample size: 218 (Lowlander 90, Highlander 198)



Caledonian Sleeper Passenger Satisfaction

Rail Period 05: 25th June – 22nd July

Expectations of the journey

Top five:

- 57% Looking forward to the experience
- 36% Sufficiently well informed about the journey ahead
- 34% Not expecting a good night's sleep
- 33% Looking forward to bed
- 29% Relaxed

Bottom five:

- 5% Anxious or nervous
- 5% Concerned I might have someone sharing my room/in the next seat
- 2% Concerned about other passengers' possible bad behaviour
- 2% Worried we might be late
- 1% Anticipating a sociable evening

Journey Experience

(% 3-5 star rating)

86% Experience overall

Making me feel...

- 90% welcomed
- 86% looked after
- 83% relaxed
- 76% comfortable
- 66% I had a good night's sleep
- 86% Room rating
- 92% Club Car rating

Summing up the experience

Top five:

- 43% Practical
- 39% Efficient
- 36% Functional
- 28% Memorable
- 25% Relaxing

Bottom five:

- 5% Chaotic
- 4% Distressing
- 2% Boring
- 2% World Class
- 1% Reviving

Sample size: 218

