

Dashboard Report

Period 07 2023/24

17th September – 14th October 2023



CALEDONIAN
SLEEPER

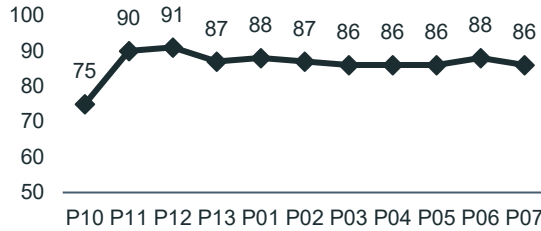
Caledonian Sleeper Passenger Satisfaction

Rail Period 07: 17th September – 14th October 2023

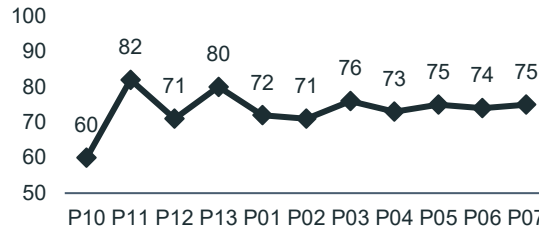
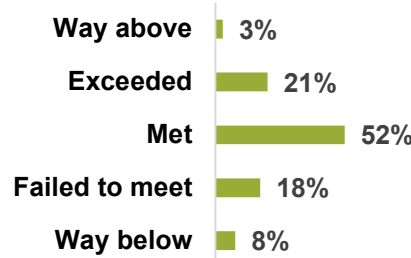
Overall journey experience



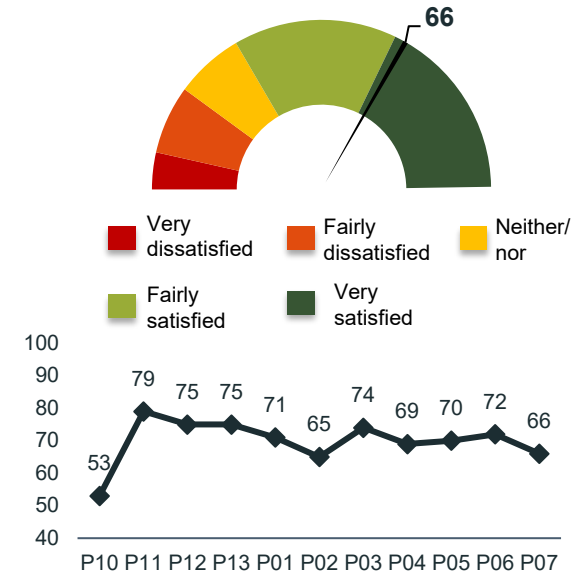
Ave – 3.7



Expectation



Overall satisfaction

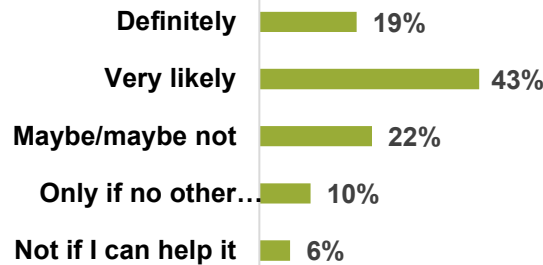


Net Promoter Score

15

45
30

Likelihood of future use



	Lowlander	Highlander
Journey experience	92%	82%
Met / Above expectation	77%	74%
Overall satisfaction	66%	66%
Net Promoter Score	4	22
Future Use	57%	66%

Sample size: 194 (Lowlander 77, Highlander 117)



Caledonian Sleeper Passenger Satisfaction

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Expectations of the journey

Top five:

- 57% Looking forward to the experience
- 42% Sufficiently well informed about the journey ahead
- 34% Not expecting a good night's sleep
- 34% Relaxed
- 29% Looking forward to bed

Bottom five:

- 8% Carefree
- 6% Concerned I might have someone sharing my room/in the next seat
- 5% Anxious or nervous
- 5% Anticipating a sociable evening
- 3% Concerned about other passengers' possible bad behaviour

Journey Experience

(% 3-5 star rating)

86% Experience overall

Making me feel...

- 90% welcomed
- 84% looked after
- 83% relaxed
- 79% comfortable
- 67% I had a good night's sleep
- 92% Room rating
- 91% Club Car rating

Summing up the experience

Top five:

- 44% Practical
- 39% Efficient
- 36% Functional
- 29% Memorable
- 28% Relaxing

Bottom five:

- 5% Chaotic
- 4% Boring
- 3% Distressing
- 3% World Class
- 0% Reviving

Sample size: 194

