

Dashboard Report

Period 10 2023/24

10th December – 6th January 2023



CALEDONIAN
SLEEPER

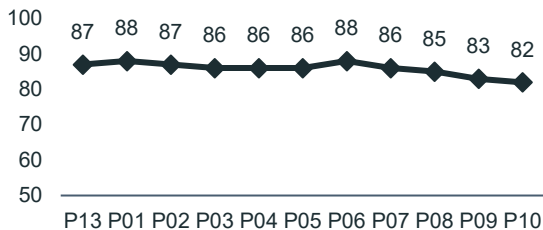
Caledonian Sleeper Passenger Satisfaction

Rail Period 10: 10th December – 6th January 2023

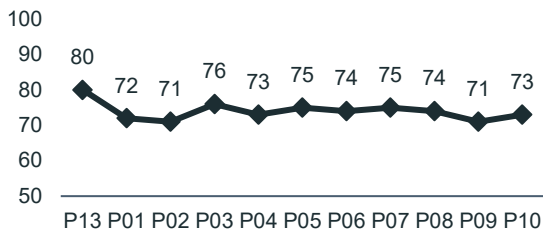
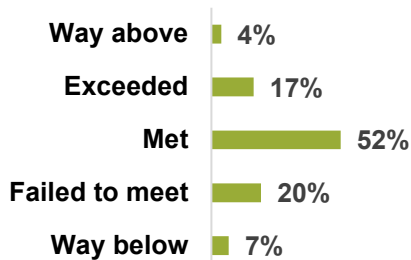
Overall journey experience



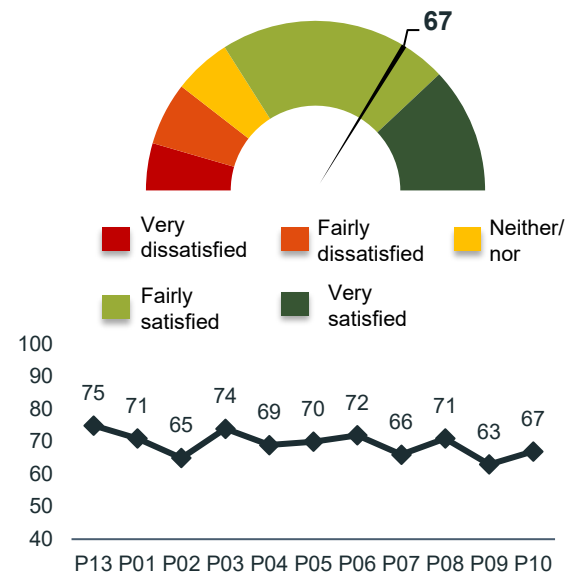
Ave – 3.6



Expectation



Overall satisfaction

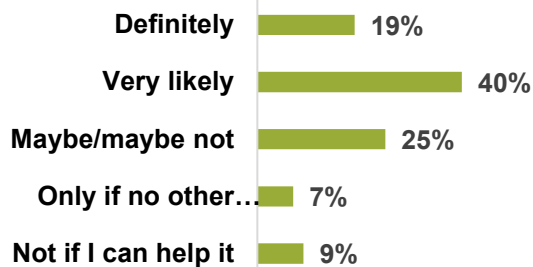


Net Promoter Score

11

40
29

Likelihood of future use



	Lowlander	Highlander
Journey experience	79%	85%
Met / Above expectation	66%	80%
Overall satisfaction	61%	73%
Net Promoter Score	-4	24
Future Use	48%	68%

Sample size: 218 (Lowlander 100, Highlander 118)



Caledonian Sleeper Passenger Satisfaction

CSL Business

Rail Period 10: 10th December – 6th January 2023

Expectations of the journey

Top five:

- 48% Looking forward to the experience
- 37% Sufficiently well informed about the journey ahead
- 36% Not expecting a good night's sleep
- 26% Excited
- 25% Relaxed

Bottom five:

- 8% Concerned I might have someone sharing my room/in the next seat
- 8% Concerned about other passengers' possible bad behaviour
- 7% Anxious or nervous
- 4% Carefree
- 3% Anticipating a sociable evening

Journey Experience

(% 3-5 star rating)

82% **Experience overall**

Making me feel...

- 93% welcomed
- 87% looked after
- 81% relaxed
- 77% comfortable
- 61% I had a good night's sleep
- 87% Room rating
- 93% Club Car rating

Summing up the experience

Top five:

- 44% Functional
- 37% Practical
- 36% Efficient
- 30% Sleepless
- 22% Tiring

Bottom five:

- 6% Distressing
- 6% Chaotic
- 2% World Class
- 1% Reviving
- 1% Boring

Sample size: 218

