

Caledonian Sleeper

Quarterly Report

Quarter 1, 2024/25

Rail Periods 01, 02, and 03



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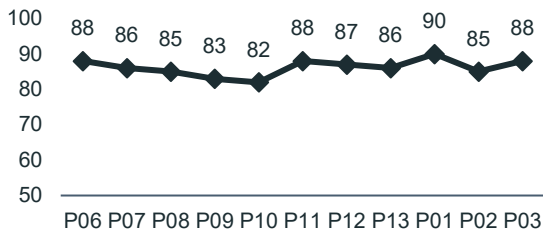
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April – 22nd June 2024

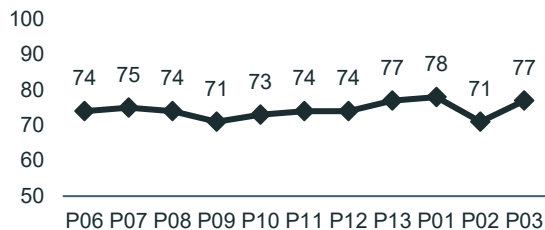
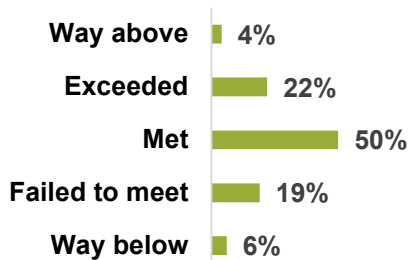
Overall journey experience



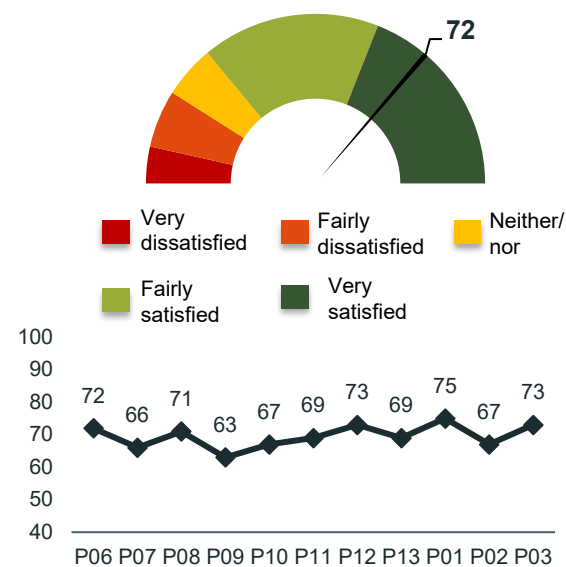
Ave – 3.8



Expectation



Overall satisfaction



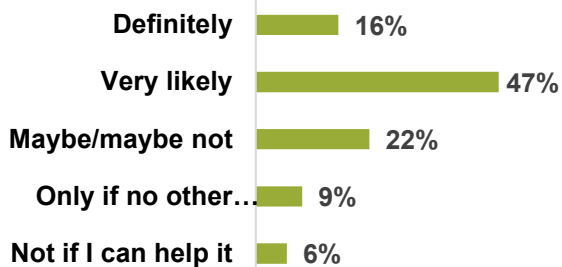
Net Promoter Score

18

👍 46

👎 28

Likelihood of future use



	Lowlander	Highlander
Journey experience	88%	88%
Met / Above expectation	74%	77%
Overall satisfaction	74%	70%
Net Promoter Score	19%	18%
Future Use	60%	65%

Sample size: 649 (Lowlander 293, Highlander 356)



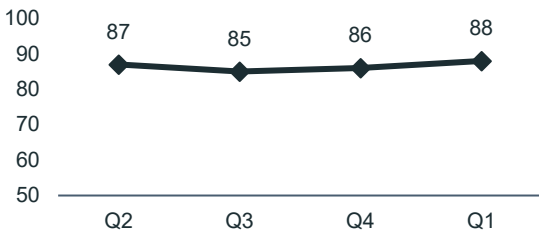
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April – 22nd June 2024

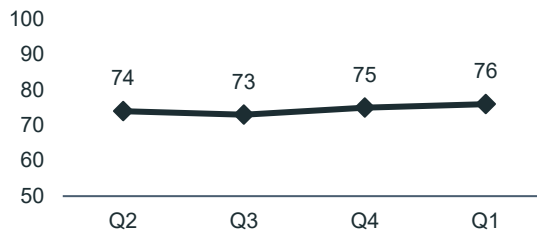
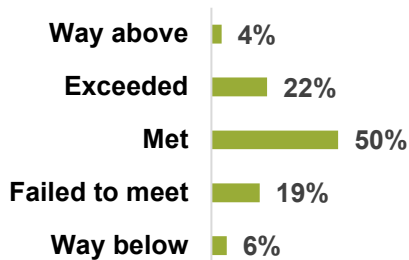
Overall journey experience



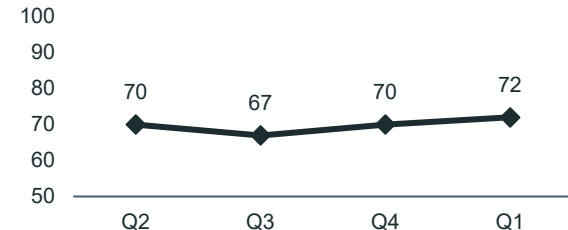
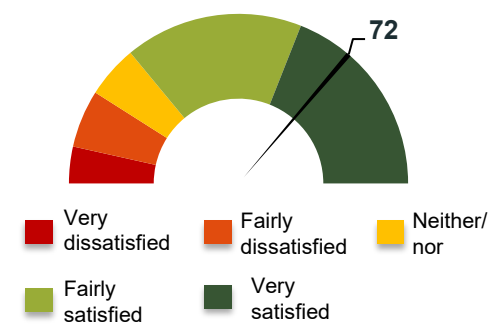
Ave – 3.8



Expectation



Overall satisfaction

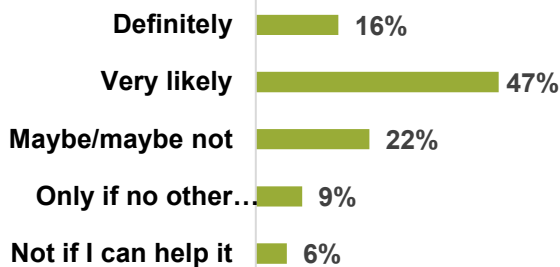


Net Promoter Score

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Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April – 22nd June 2024

Expectations of the journey

Top five:

- 52% Looking forward to the experience
- 41% Sufficiently well informed about the journey ahead
- 33% Not expecting a good night's sleep
- 30% Relaxed
- 30% Looking forward to bed

Bottom five:

- 7% Worried we might be late
- 7% Carefree
- 7% Concerned I might have someone sharing my room/in the next seat
- 6% Anxious or nervous
- 4% Anticipating a sociable evening

Journey experience

(% 3 - 5 star rating)

88% Experience overall

Making me feel...

- 90% welcomed
- 87% looked after
- 87% relaxed
- 83% comfortable
- 69% I had a good night's sleep
- 89% Room rating
- 90% Club Car rating

Summing up the experience

Top five:

- 41% Efficient
- 41% Practical
- 40% Functional
- 26% Memorable
- 26% Sleepless

Bottom five:

- 5% Distressing
- 4% Chaotic
- 3% World Class
- 1% Boring
- 1% Reviving

Sample size: 649



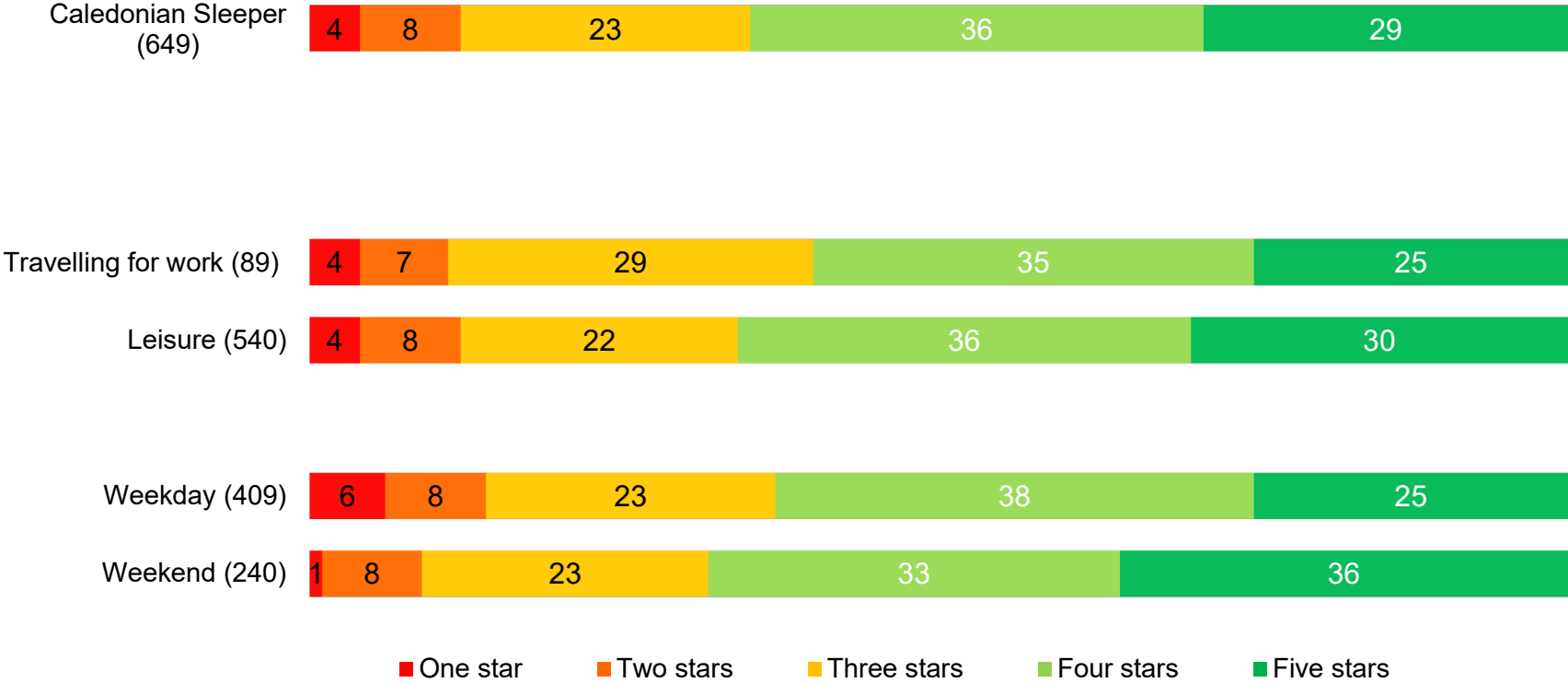
Caledonian Sleeper

On-board experience



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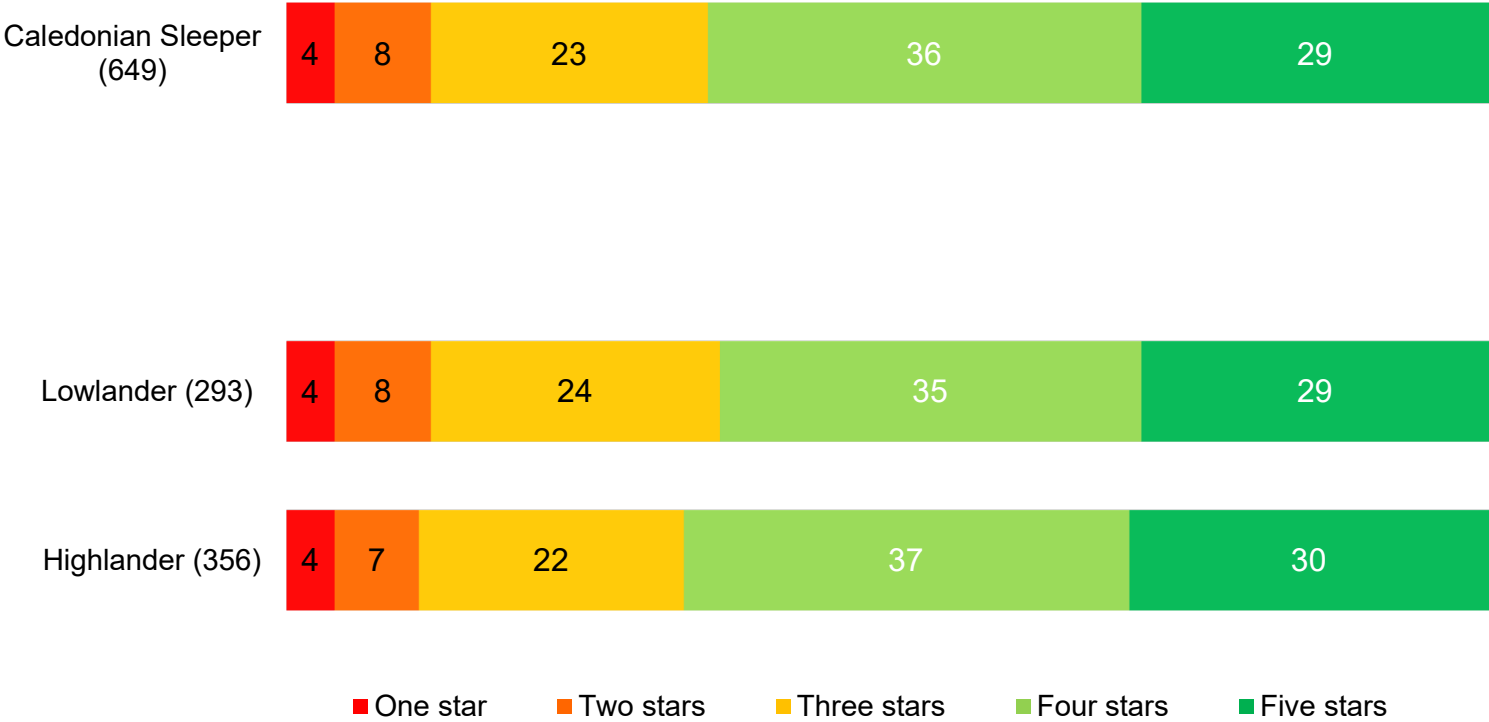
Overall rating of experience by passenger group



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
 Base: in brackets above



Overall rating of experience by route



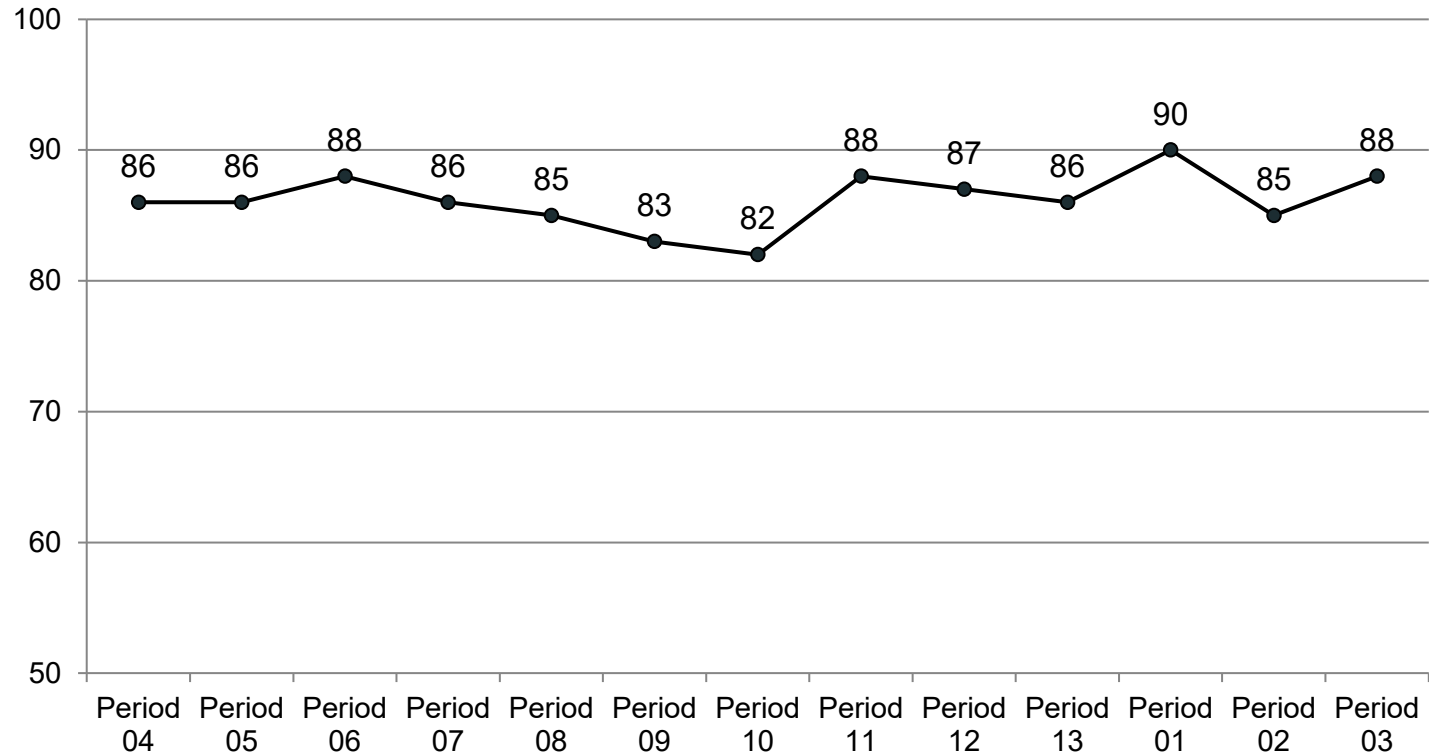
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



Overall rating of experience - trend

Rating of experience

Trend: % Three, four or five stars



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?



Overall rating of experience – customer comments

Improve ability to control room temperature, increase 'moving' space and storage space, improve comfort of beds, improve quality of food and size of portions.

I have mobility issues and book the accessible bunks. It is a great room and a brilliant facility, and the staff are always helpful.

We loved it. Will definitely be doing it again. My only thing is giving maybe a little more time at the end to have a decent breakfast that's not super early and time to get dressed. Maybe an 8am checkout.

The whole experience was wonderful. We stayed up late to see the sites in the waning daylight and then slept wonderfully well -- the rhythm of the train was very relaxing. Only two issues: one is that the cafe club car ran out of some key food items rather early, which seems like a fixable problem; the other is that there was no water for using the toilet or sink by 6 am in the coach with double rooms, which seemed rather early to run out of water.

It was a wonderful experience travelling by the Caledonian Sleeper. However, it is fiercely expensive for low-income families and persons with disability. I would welcome discounts or special offers during the off-peak seasons if possible.

The room and the bed were both WAY smaller than I had expected from the photos. And the entire experience was just a lot less premium than I had expected -- from the fit and finish of the cabin to the lounge to the dining car, it's sold as luxury but is actually well below that.

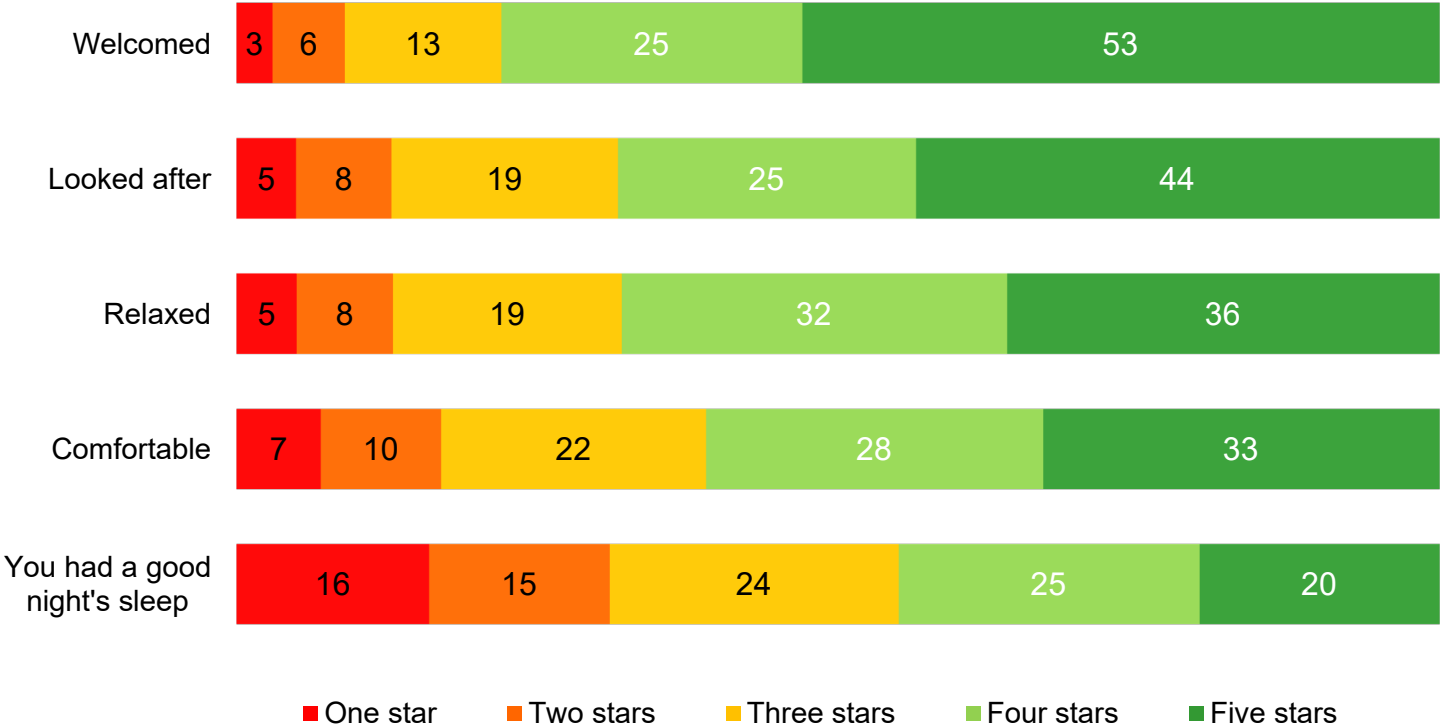
The bar and restaurant ran out of most food and drinks. My sleeping experience was so poor due to noise of the train as we travelled. Surely there shouldn't be so much noise and rattling in the rooms. The train is relatively new, and I have travelled on much older sleeper trains with far less noise and rattling. I would have expected a much better insulation against noise.

Aside from an initial in person rushed explainer while boarding, there was zero communications throughout the train. Nothing mentioned between when/why the club car was unavailable, why we stopped late, why we randomly stopped in a trainyard, when we arrived. Had no idea what was going on and what to expect.

Q11c. You gave just a single/two stars overall, what should Caledonian Sleeper do to improve this rating
Q11e. What, if anything, could Caledonian Sleeper do to improve the experience on board?



Rating for making guests feel...



Q11b. And how many stars do you give the Caledonian Sleeper for making you feel...?
 Base: All (649)



Rating of features of the journey – customer comments

There was very poor communication at the platform as to when the boarding was and for which part of the train. There was one lady who basically spoke only to people directly approaching her which resulted in confusion and commotion.

No help with luggage (I'm a small woman). No explanation of services. Host was too busy trying to please some businessmen to pay any attention to a female student. He just ignored me and whenever I asked anything was very condescending.

European style couchettes, Seats that tilt back more. A suggestion to pull down the window blinds. The arm rests on the sides of the seat should be movable so a passenger can lean against the window. The air circulation is good but freezing beside the seat.

[Staff could] Welcome guests on board, staff could introduce themselves by name/role, explain train amenities e.g. where toilets are, where to find staff if we need anything, what will happen when we stop and for how long we will stop.

There was no interaction on journey. No offer of service for comfort. The cabin was cold. Staff should be at least offering services personally. Perhaps a blanket. Staff should monitor the toilet facility or at least make sure it's tidy and clean.

By not having the ladder to the top bunk on the middle of the bed. It should be placed near on end or the other which would make getting in and out of the lower berth easier.

It may be due to my size, but I found the bed very small. It was comfortable though the pillows were nice. I also found the journey wasn't long enough to have a full night sleep. For example, by the time I went to bed about 11:45 it would have been less than 8 hours by the time we arrived. It also took a long time to fall asleep as well. Potentially look at the train leaving a few hours earlier or arriving later in Edinburgh.

Seats are a touch uncomfortable. Being able to recline a tiny bit more would be ideal. I'm not sure how best to describe it, but a headrest to the sides of the seat would be useful.

The morning was stressful after being told we would arrive in Edinburgh around 8 but actually arrived at 7 and were given no time frame for disembarking.

I'm not sure what can be done but even with ear plugs in it is loud. Also, the jolting that occurs when starting/stopping can be enough to awake you from your sleep

Q11d. You gave just a single/two stars for making you feel welcomed / looked after / relaxed / comfortable / you had a good night's sleep, What should Caledonian Sleeper do to improve this rating?



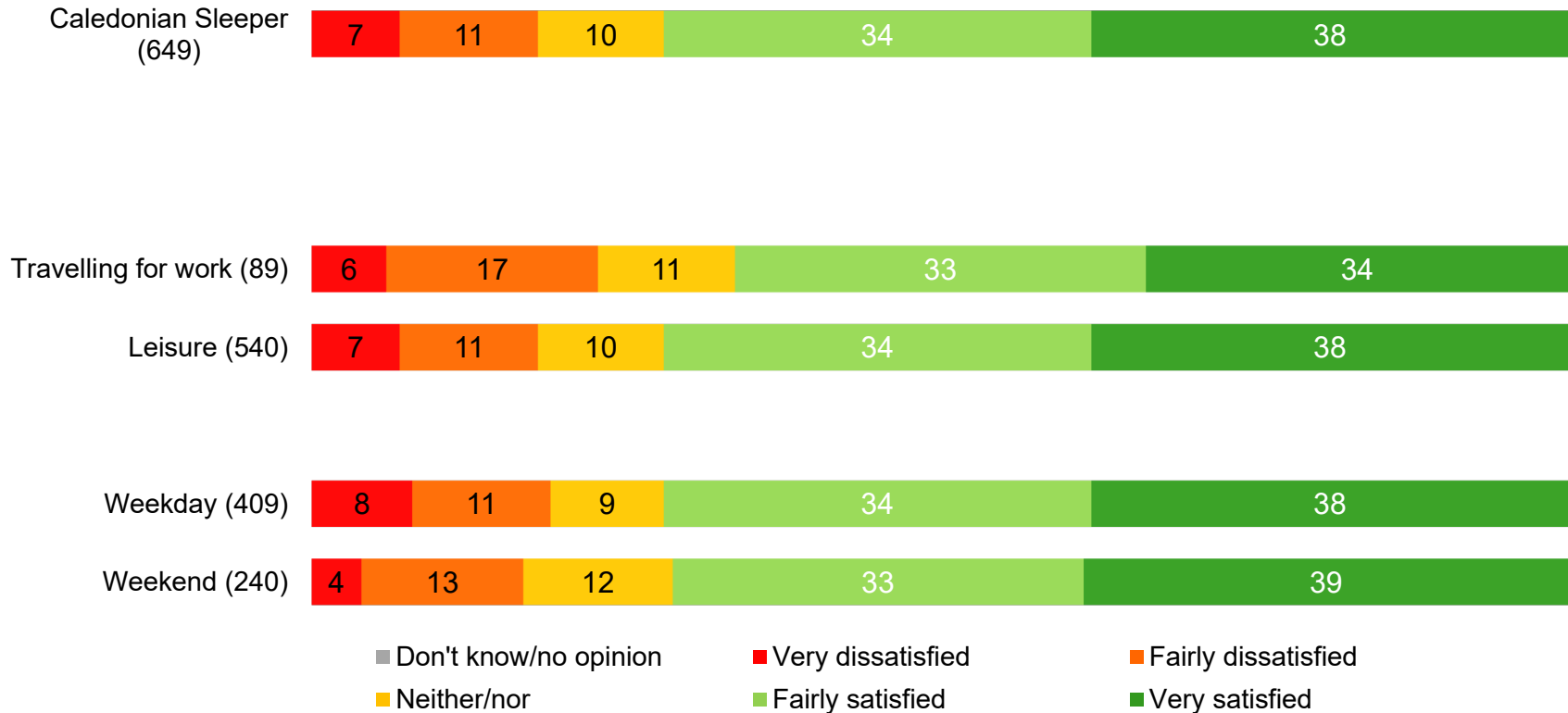
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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Overall journey satisfaction by passenger group

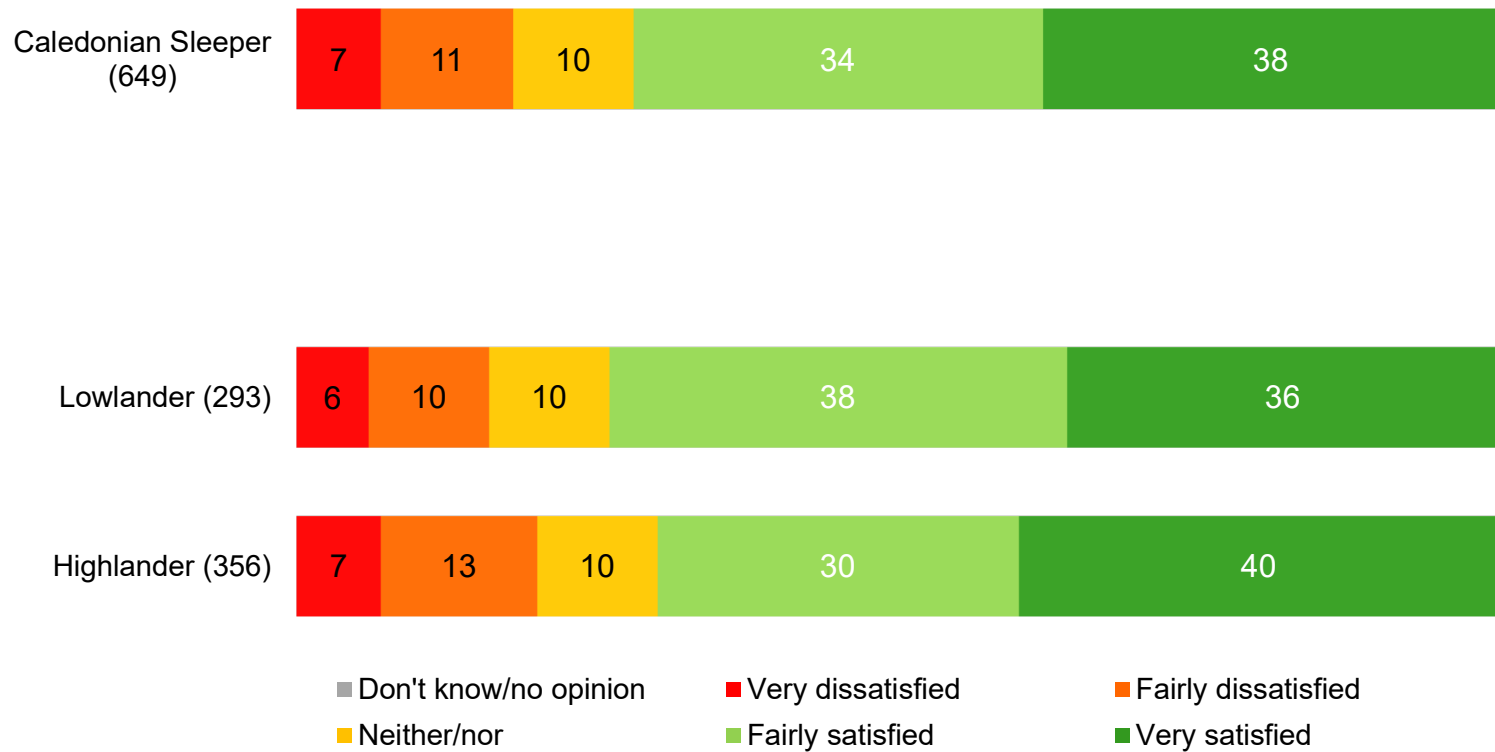


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



Overall journey satisfaction by route



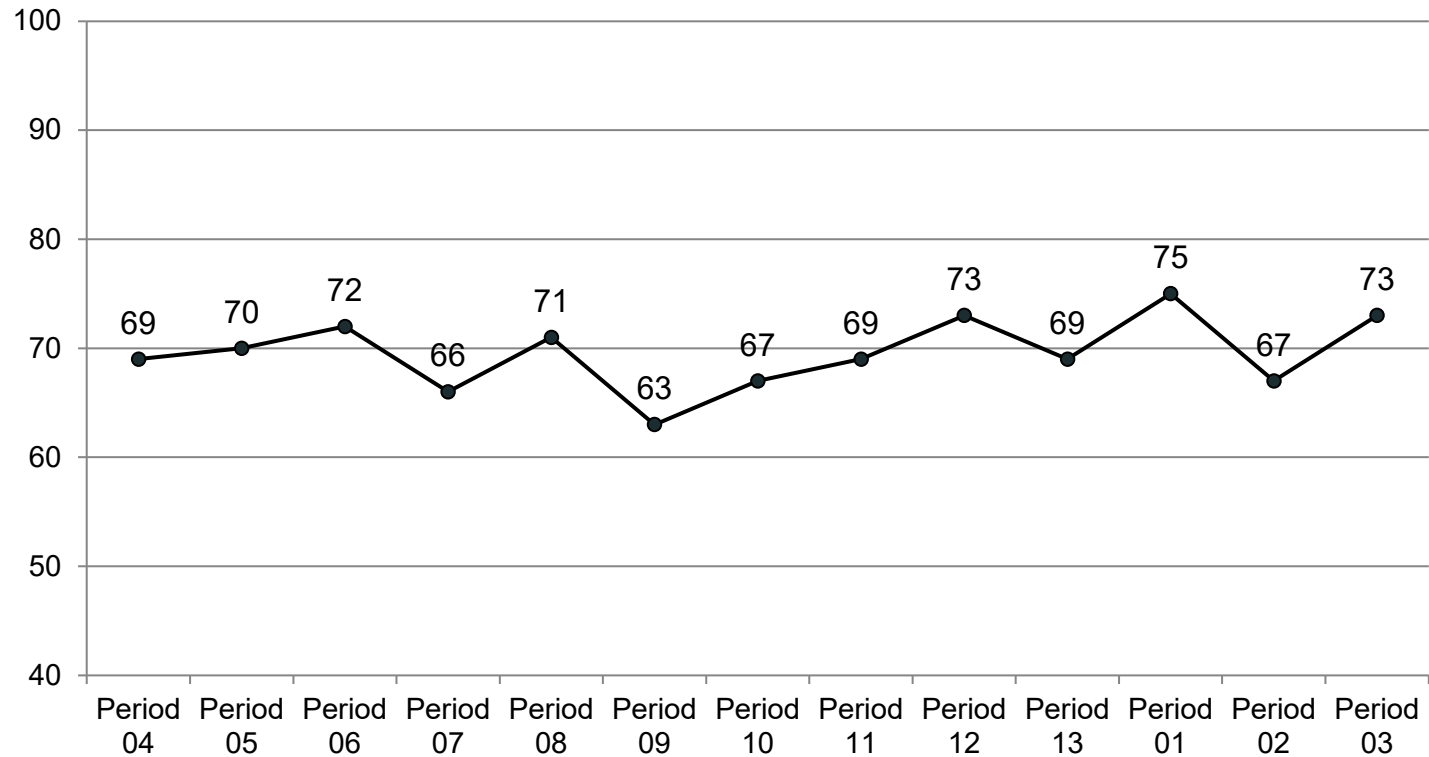
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

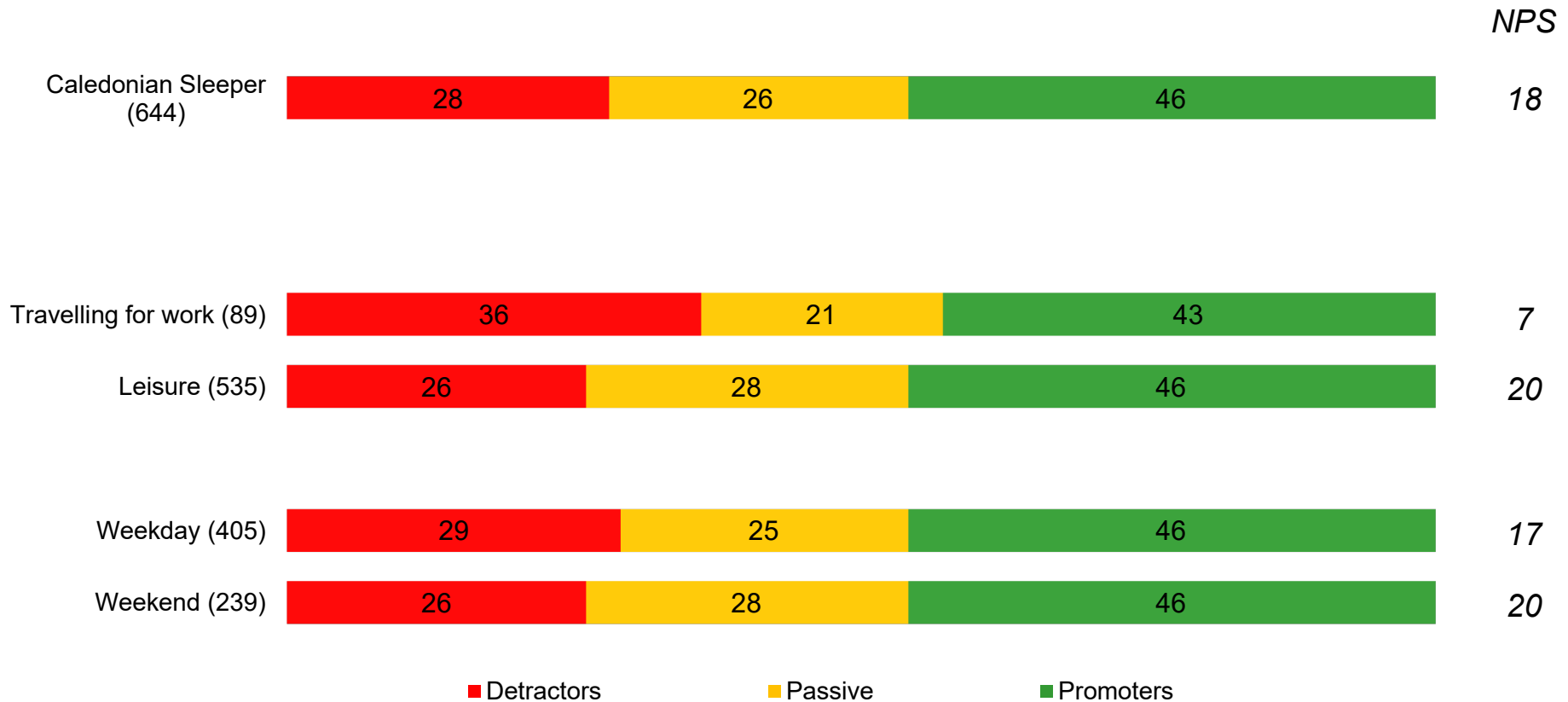
Trend: % very/fairly satisfied



Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?



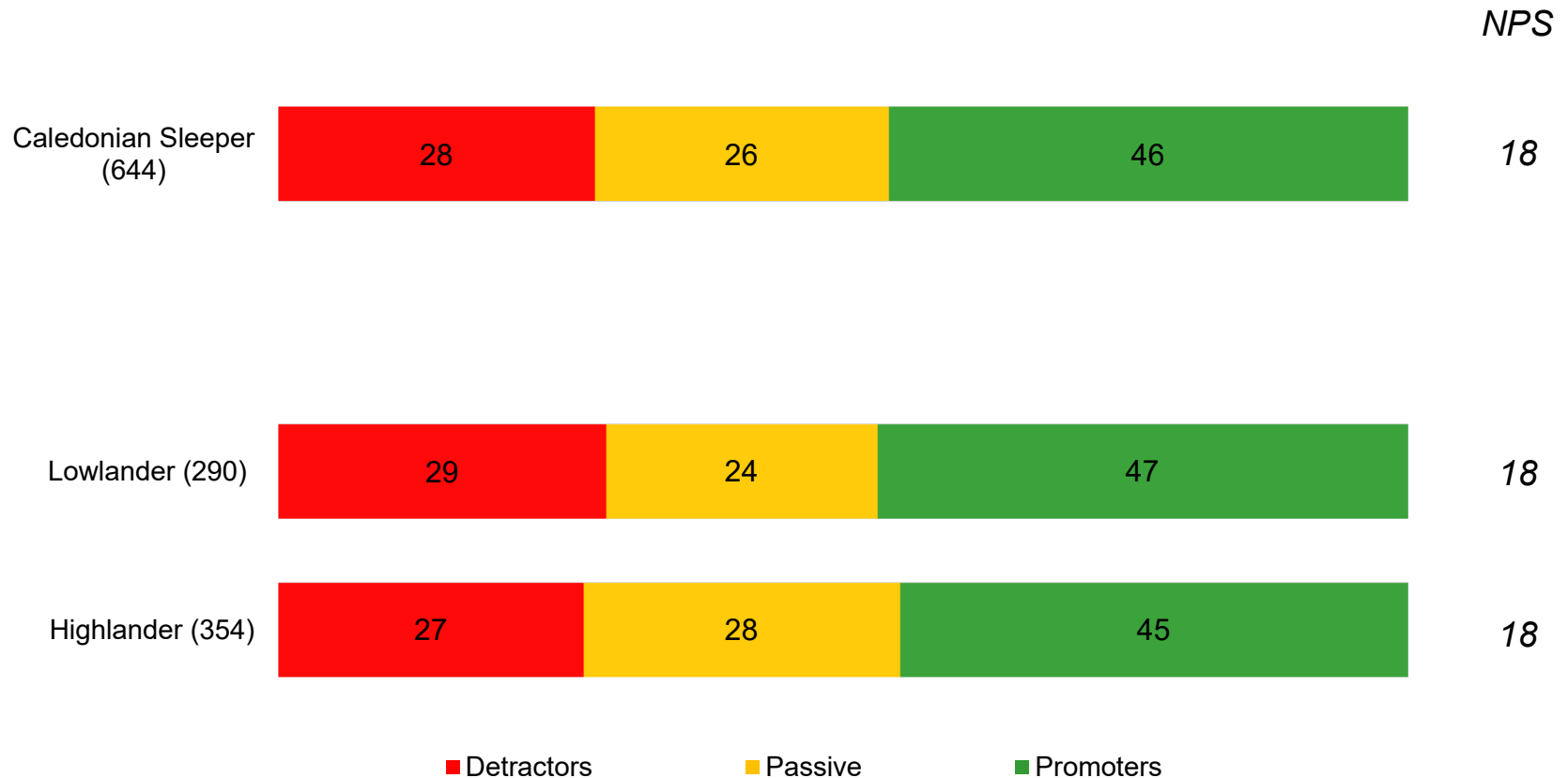
Net Promoter Score by passenger group



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
 Base: in brackets above – those with an opinion



Net Promoter Score by passenger group



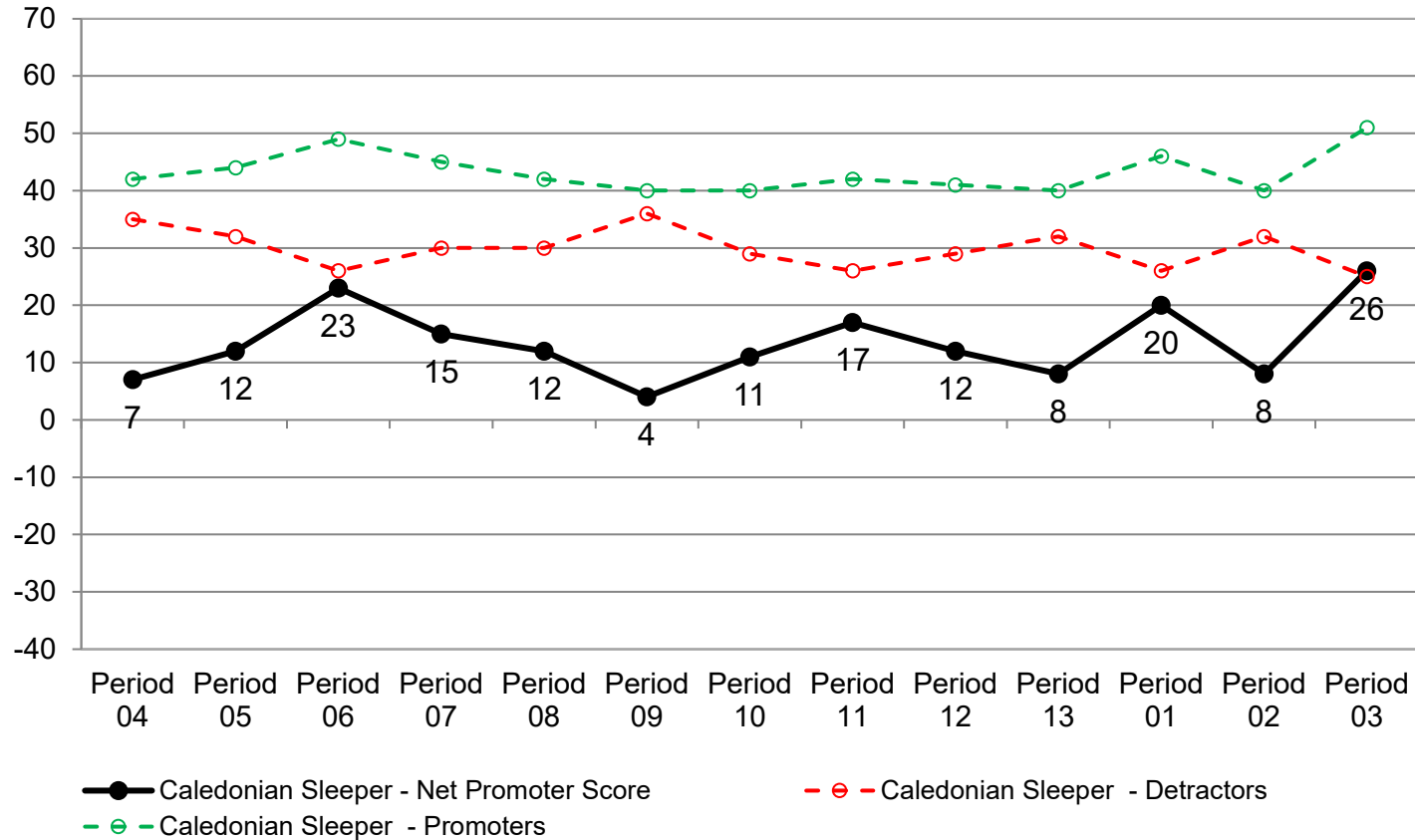
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



Net Promoter Score trend

Net promoter score

Trend: % promoters, detractors & Net Promoter Score



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
 Promoters(9-10) Detractors (0-6)



Reason for Net Promoter Score – customer comments

Promoters (9-10)

It's really fun! I love sleeping on the train. The Club Car is lovely, and the staff are always really sweet. I love having a drink there before bed. Feels like a movie or something! Considering that you travel and get accommodation, the pricing is reasonable. I always wake up refreshed and it means I can enjoy more of my holiday as I didn't waste a day travelling.

It is just the best way to travel to London. Environmentally sound, efficient, potentially sociable, it lands you right in the heart of the city, and it is something different from the norm.

Excellent way to travel, travel while sleeping and arrive early and able to continue with a full day of activity to return the next night and arrive back the next morning. Effortless compared to flying and no need for a hotel, I use it whenever possible

Passive (7-8)

Overall it was not a bad experience, but the absence of an en-suite toilet would not be for everyone. There is a significant financial impact if one feels an en-suite toilet is a necessity - not an unusual standpoint in this day and age.

If you can afford a bed, you'll probably be ok. I do think the sleeper is a great service for overnight travel, but I would have my reservations about who to recommend it to. It would be for those who can 'rough it'.

It depends on the person, their expectations and their priorities. It's an 'OK' experience but not yet good enough for wholehearted recommendation.

I liked the experience, but we ended up sleeping (or not sleeping) most of the stay so there was not much time to appreciate the feeling of nostalgia. The morning was very unique though, so if you can afford it, then I would recommend it

Detractors (0-6)

Squashed together overnight with people who have little regard for propriety in a space that, in its design, fails to mitigate the awkwardness of strangers in very close proximity and with staff who appear to have little or no training in customer service.

I think the experience is awful. Caledonian Sleepless would be a better name and the friendliness of the staff went downhill as the night wore on.

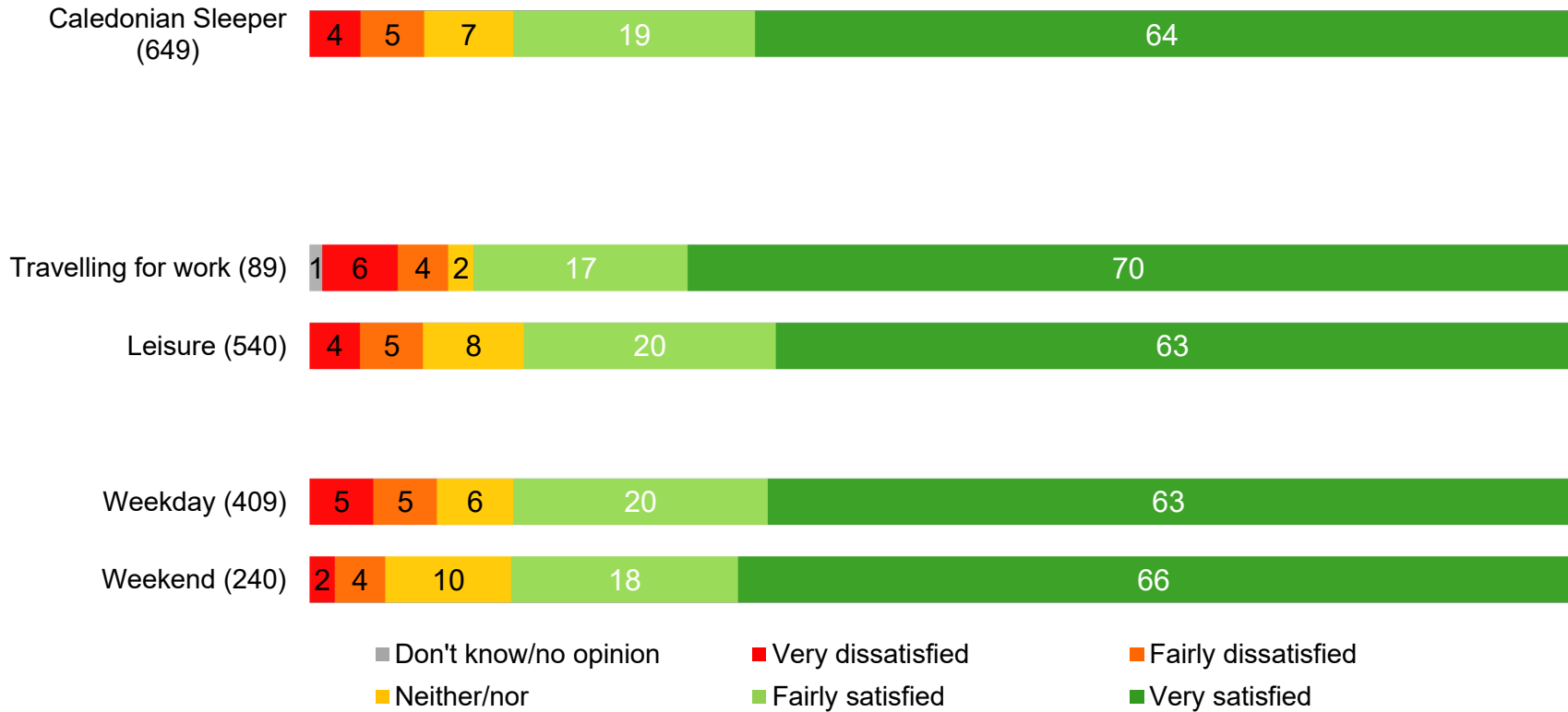
It was really basic and functional. The food was appalling and expensive and the club car was way too small for the number of people who wanted to use it. The overall price was way over what it was worth.

Because I didn't sleep and went to bed with no supper. Upon arrival the next morning we had a full day planned and I was exhausted the whole day. A mattress and perhaps more opportunity for a meal would have helped tremendously. The trip could have been magical, but it was not.

Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?



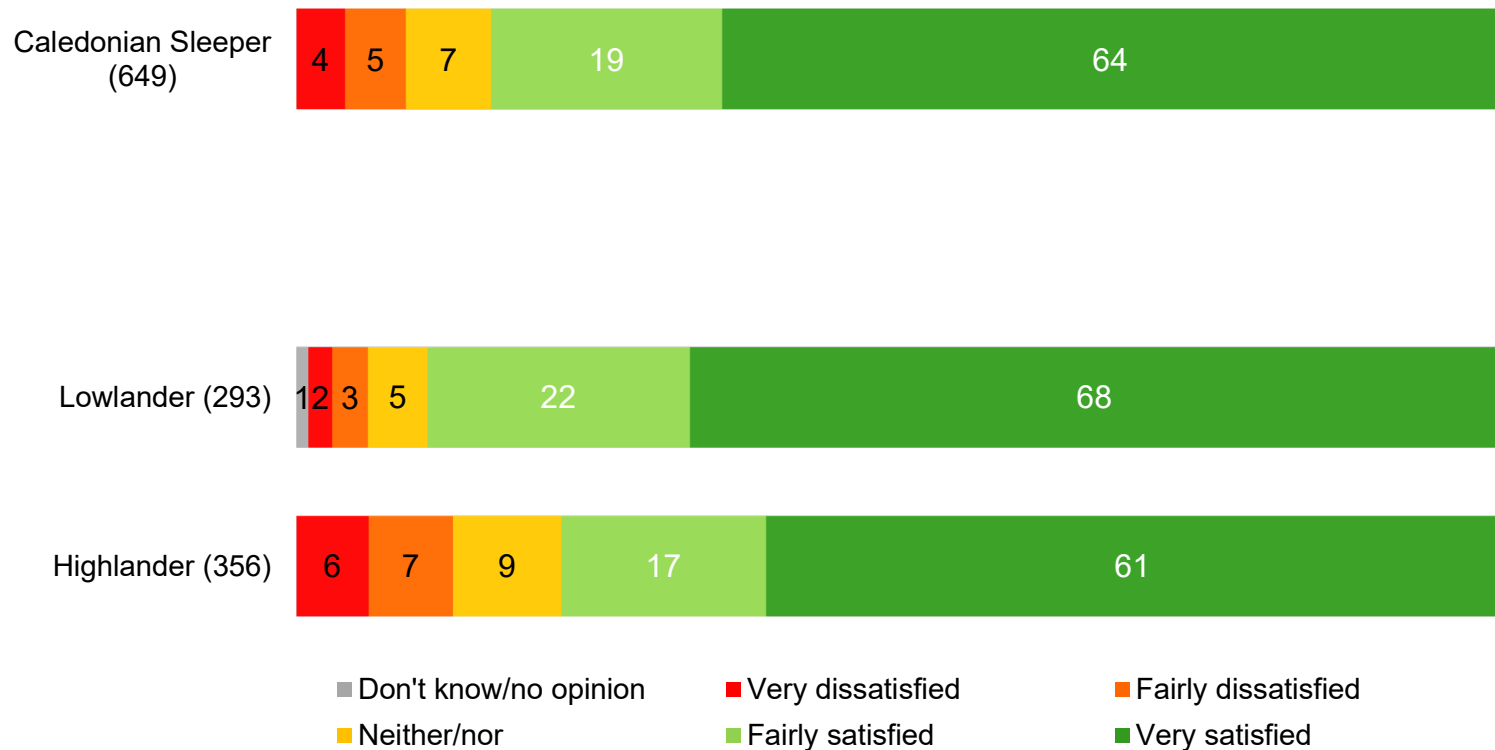
Punctuality and reliability by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above



Punctuality and reliability by route



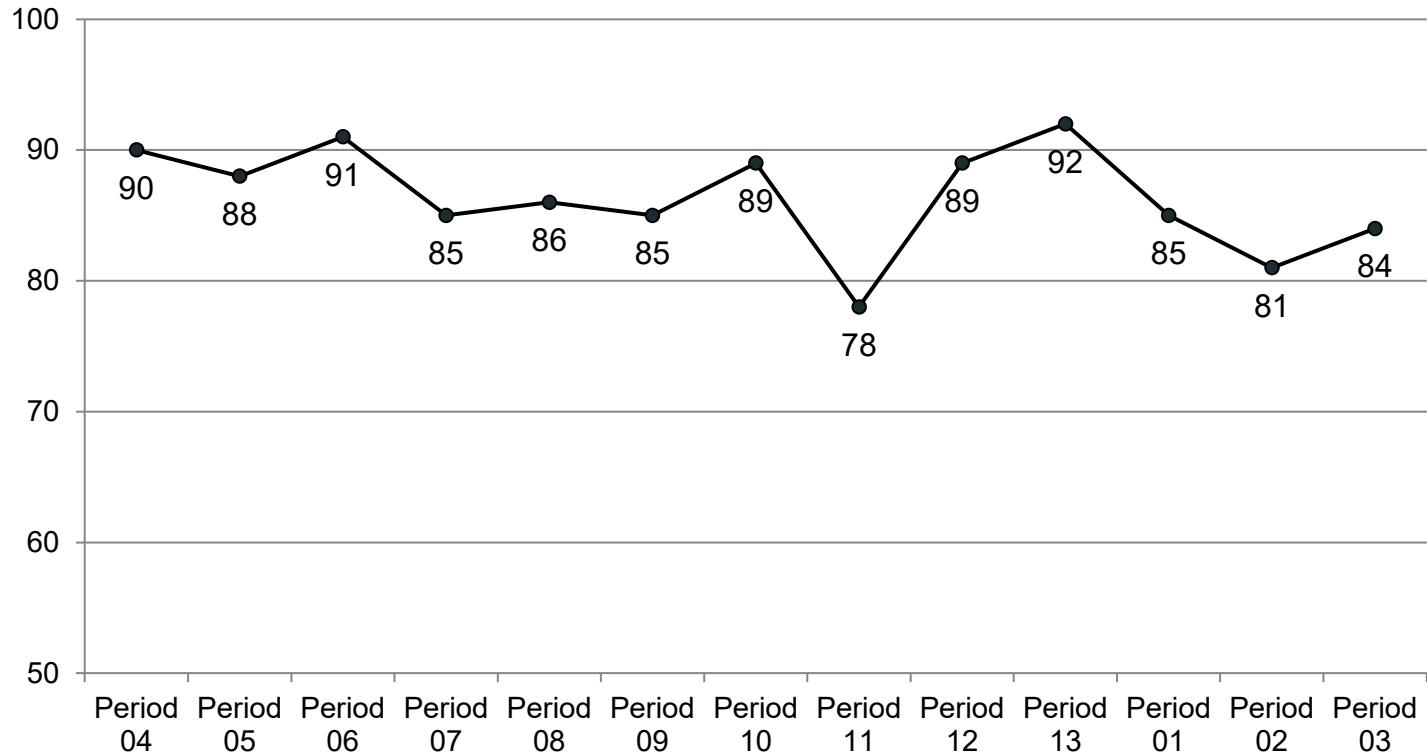
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

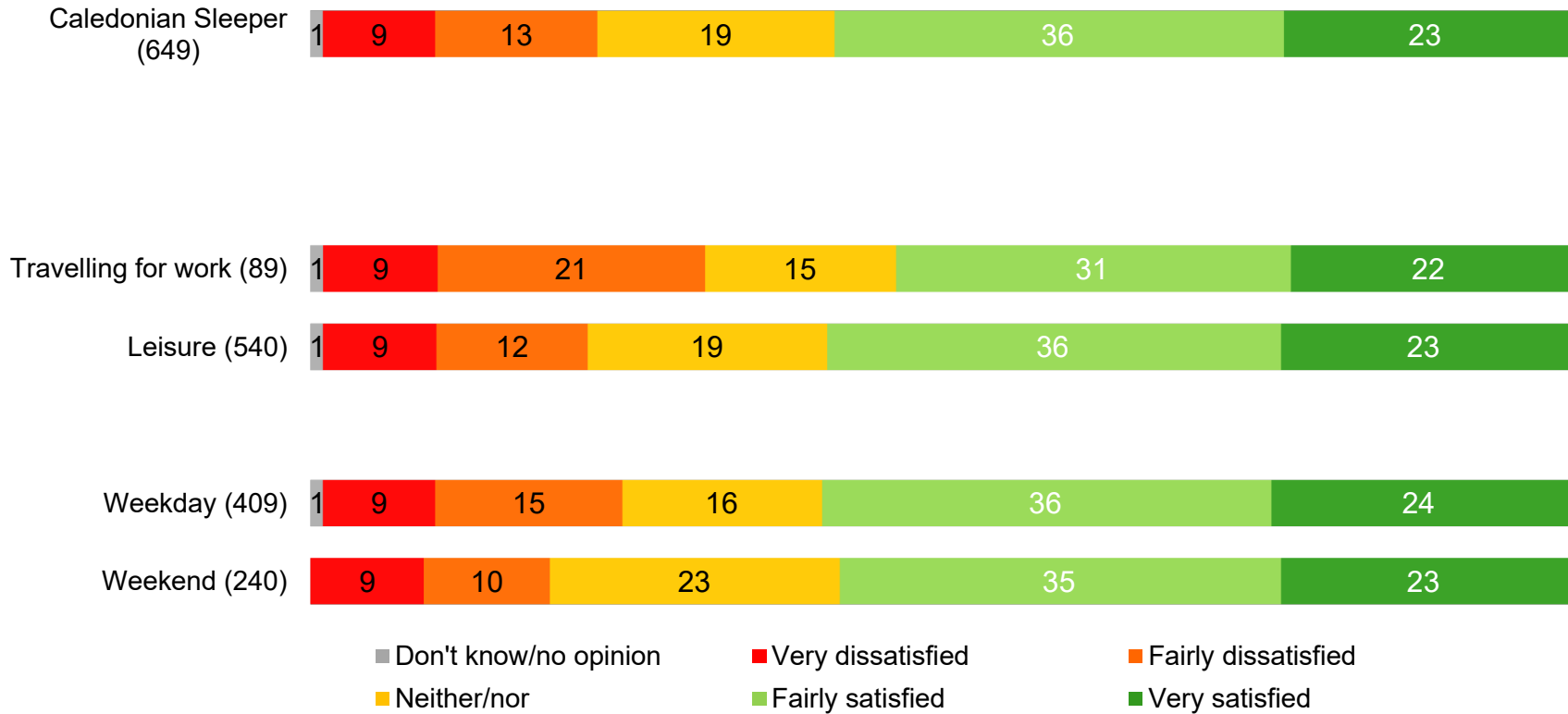
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?



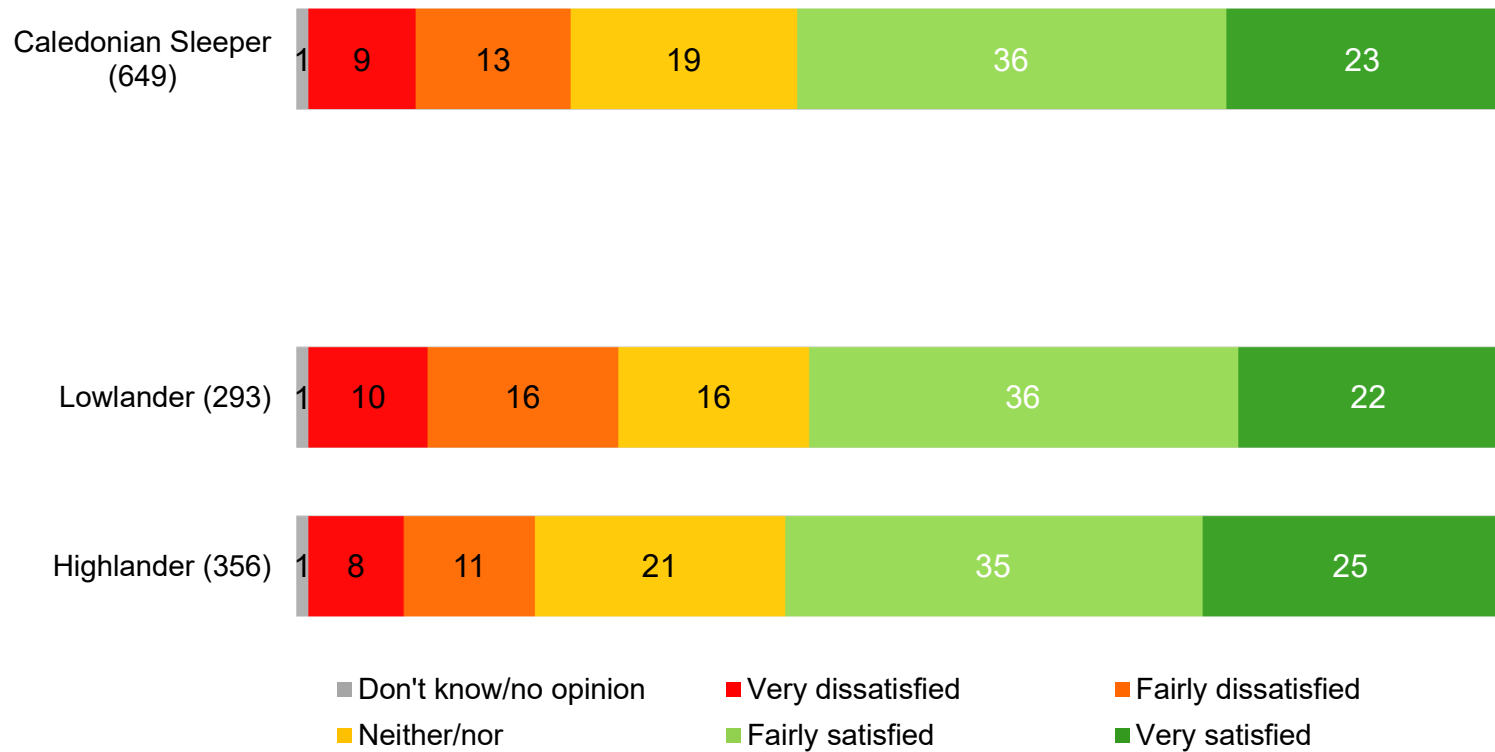
Value for money by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
 Base: in brackets above



Value for money by route



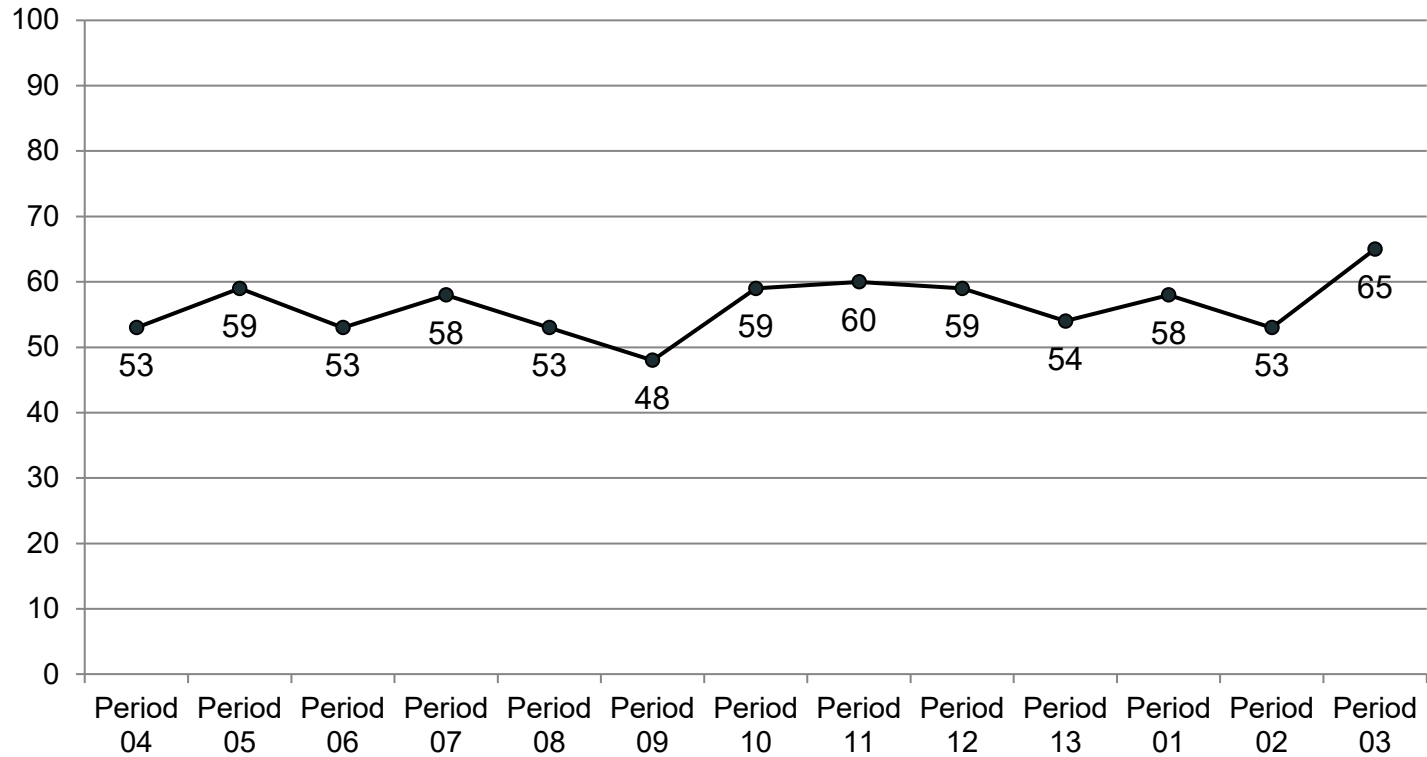
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

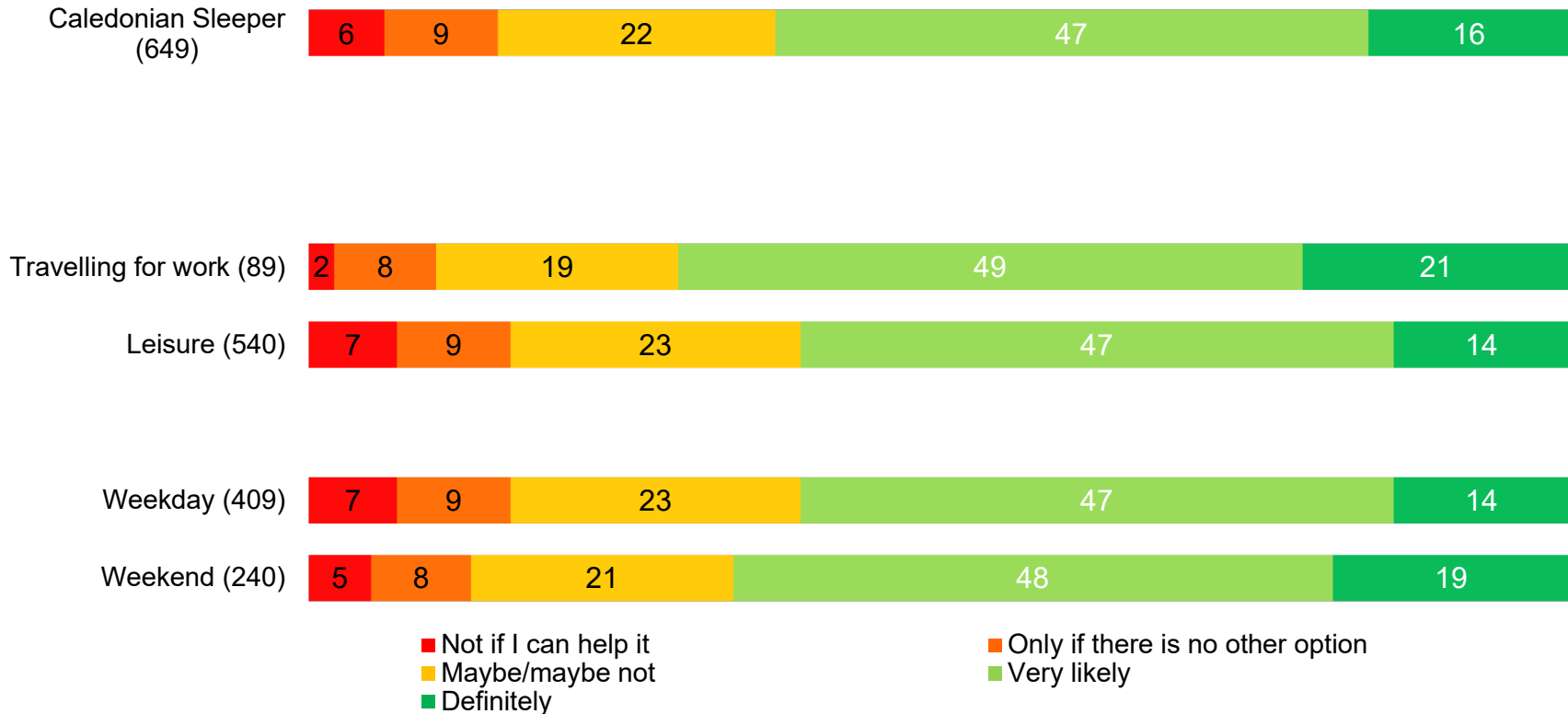
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?



Likelihood to use in the future by passenger group

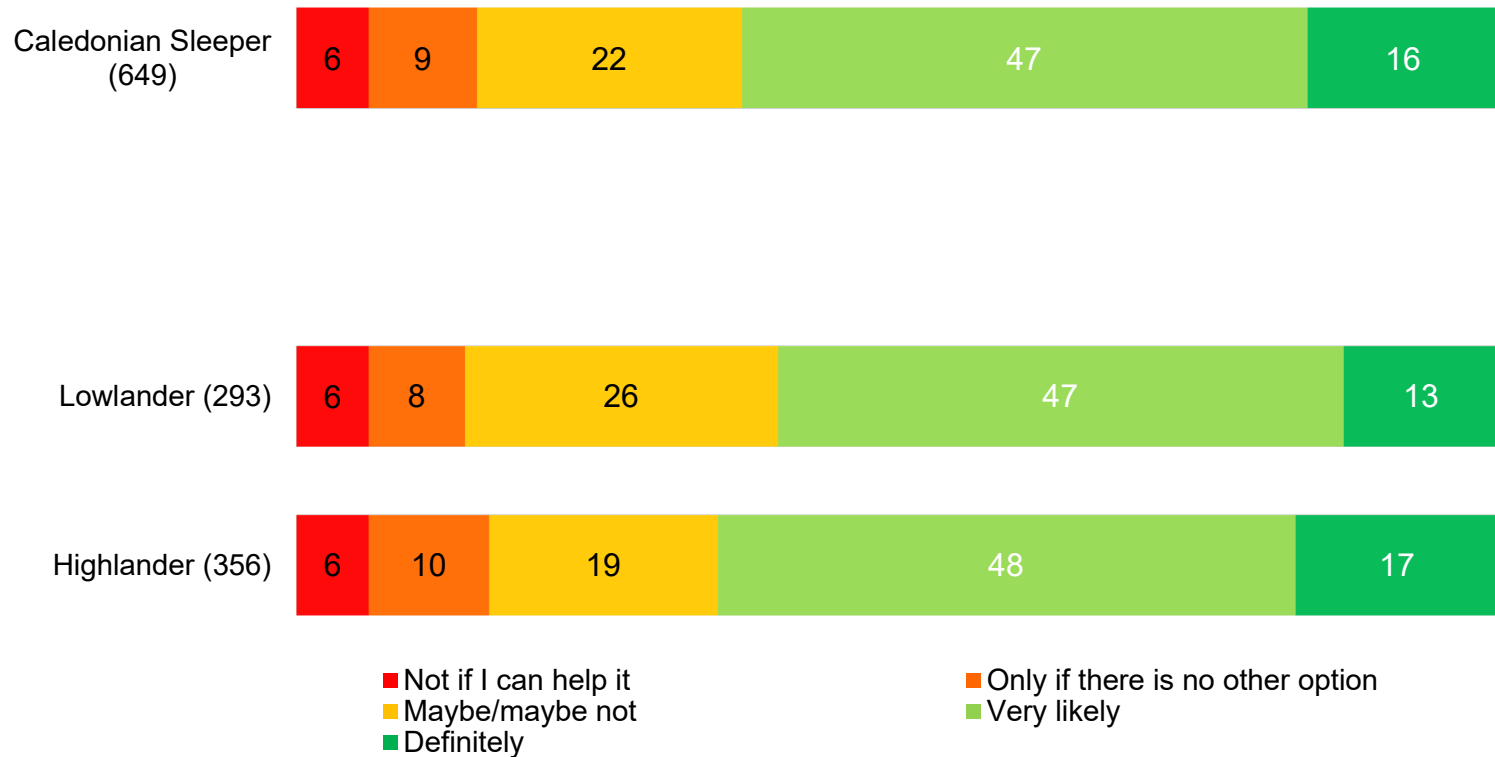


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Likelihood to use in the future by route



Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Reason for doubt – customer comments

I travel between Edinburgh and London several times a year to see family (usually on LNER). I was thinking about taking the sleeper as it would make the journey over a weekend more feasible. With that level of discomfort, I'd rather just travel during the day as I'd be tired on arrival in London and shattered for going straight to work in Edinburgh on Monday

If I was going on a holiday to the Highlands I would consider using but won't use for the London - Edinburgh route again as I found myself unable to sleep at all which negated the expected benefit of arriving rested and ready to seize the day.

It's a good option but a significant cost. Depends on trip.

I like the mode of transport and travelling overnight. However, the price is expensive and it can be hard to book unless you do so ages in advance. The hardness of the mattress and resulting lack of sleep, combined with the hot room and lack of sound proofing would make me hesitate to book again. So I have mixed feelings. I would love to see the sleeper train improve.

Q32b. Why do you say that?

The sleeper is an excellent logistical option, if you have an evening event in London, to get home to Scotland as the timing is perfect and it saves the expense of a night in a London hotel / airfare. But if I have another experience like this I will think very seriously about forgetting about the sleeper.

It's pretty expensive and was a once in a lifetime journey for us. Had the things previously mentioned not occurred and had it been the excellent and faultless experience I was hoping for, then we would pay the money to go again. But as it wasn't, then it would be difficult to justify.

The price definitely stops me from wanting to do it every time, but it was a very enjoyable experience overall and I'd love to do it again

If I'm reassured that the service is reliable, fits in with my travel plans and is better VFM, I would use it.

I think I'll only get it if I don't have any other option time wise. I did not sleep well so if I have a trip packed with activities, I need to sleep better than this or I won't be fit to do it.

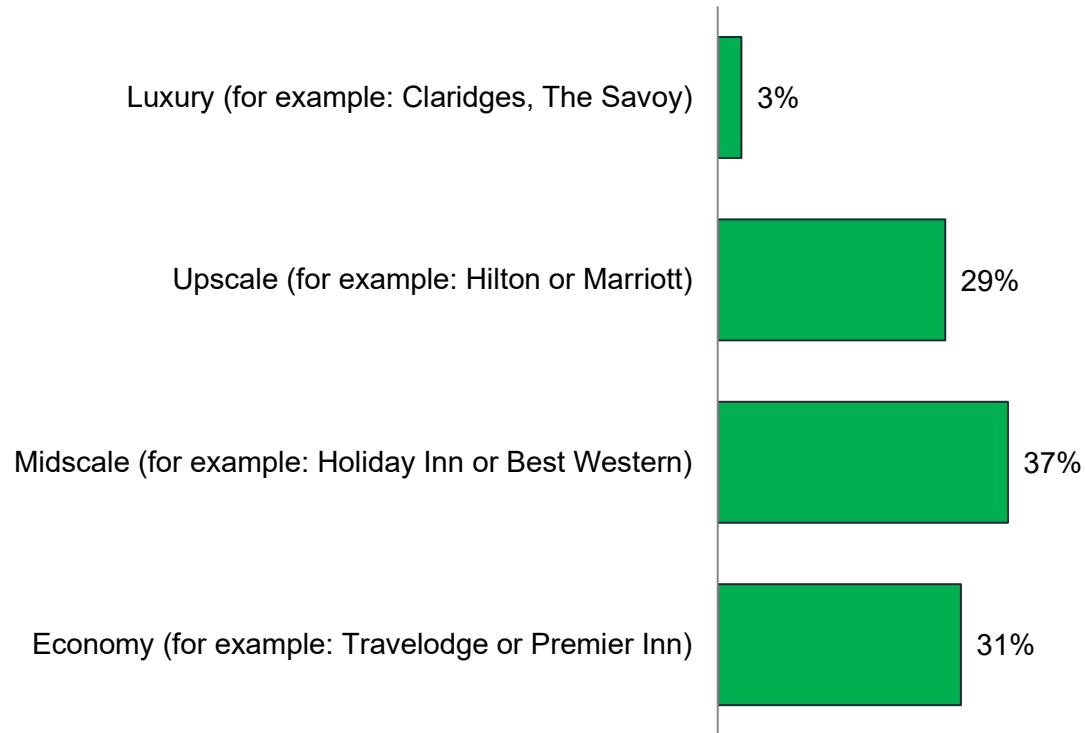
Not 100% sure I'd travel via chairs again, but I might and just suck it up. The benefits of travelling overnight out way the negatives

the price and the tiredness when you arrive are the issues. The greatness is the location comparing to an airport: you are right in the centre of London.



If Caledonian Sleeper were hotel chain

Quarter 1 2024/25 %



Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?

Base: All with an opinion (605)



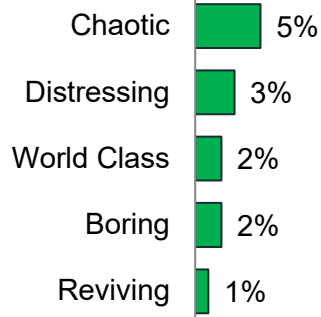
Overall description of journey

Quarter 1 2024/25 %

Top five



Bottom five



Q29. Thinking back how would you sum up your experience of the Caledonian Sleeper? What words best describe your journey?
Base: All (649)



Caledonian Sleeper

Journey expectations

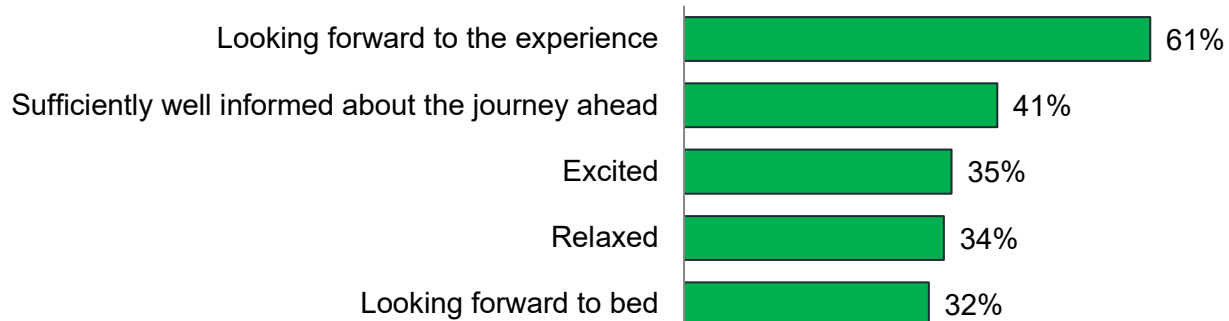


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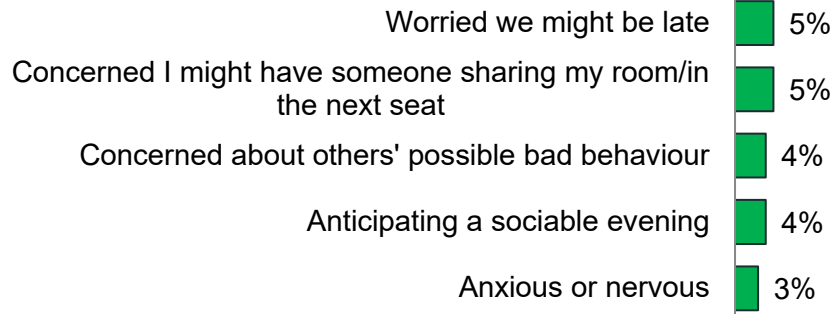
Thoughts and feelings pre-journey

Quarter 1 2024/25 %

Top five



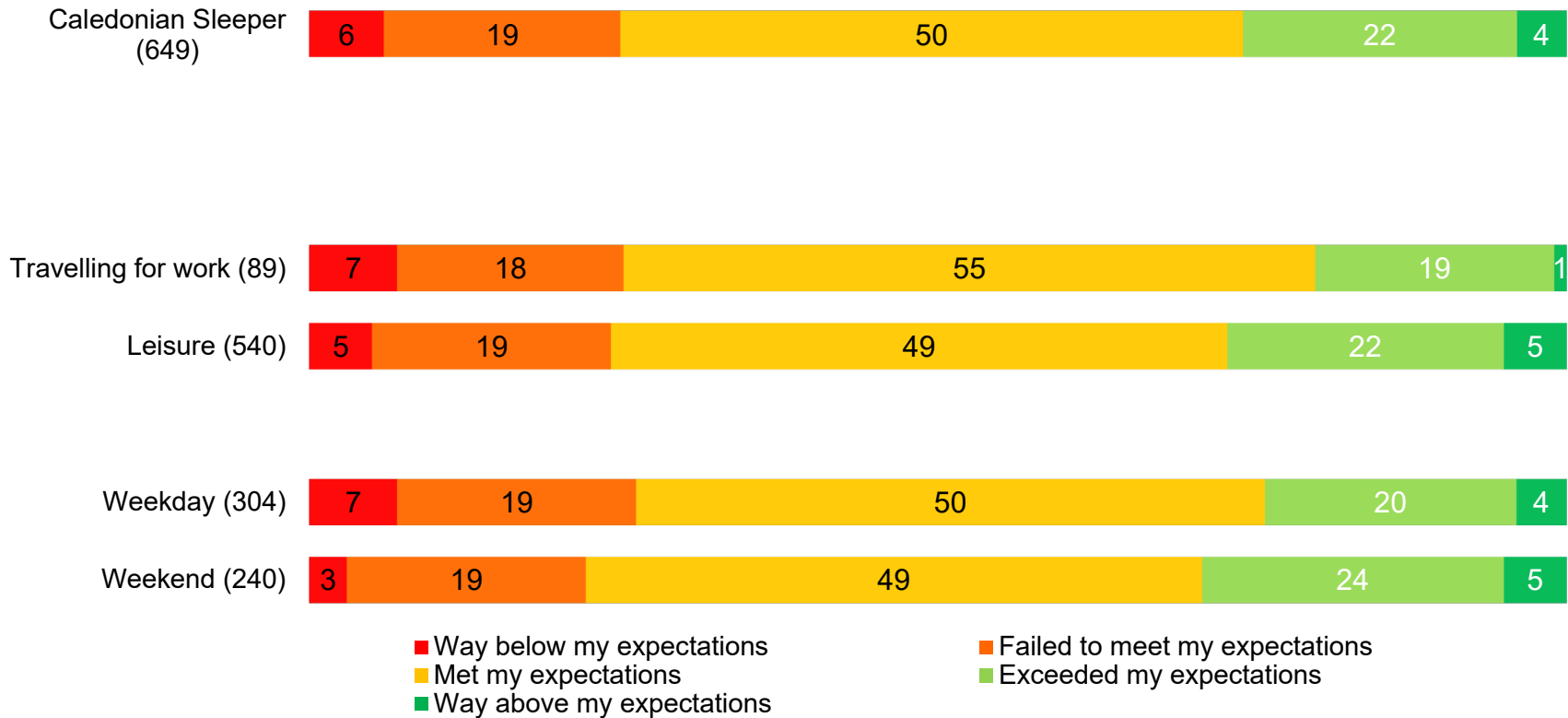
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: All (649)



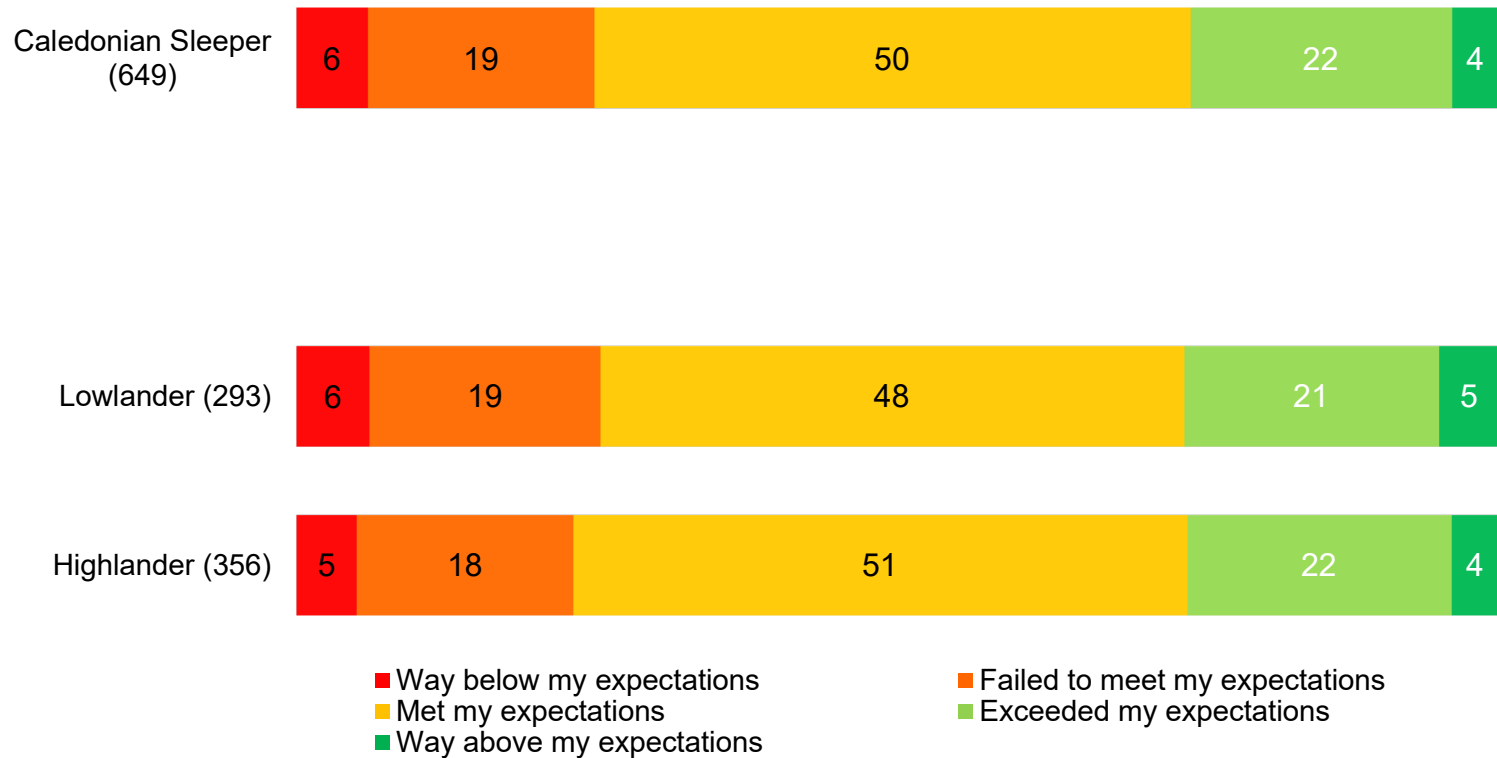
Met expectations by passenger group



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
 Base: in brackets above



Met expectations by route



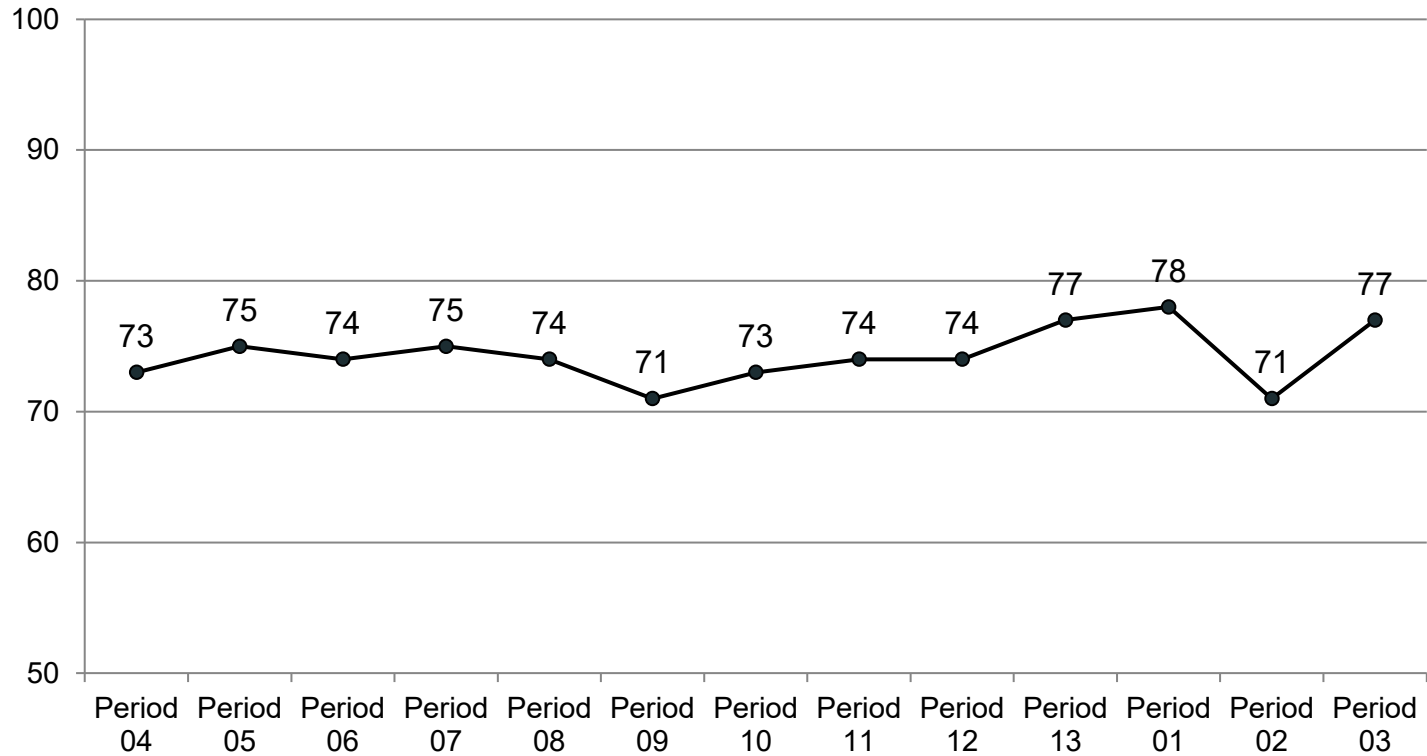
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



Met expectations - trend

Met expectations

Trend: % Way above/Exceeded/Met my expectations



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?



Caledonian Sleeper

Making bookings

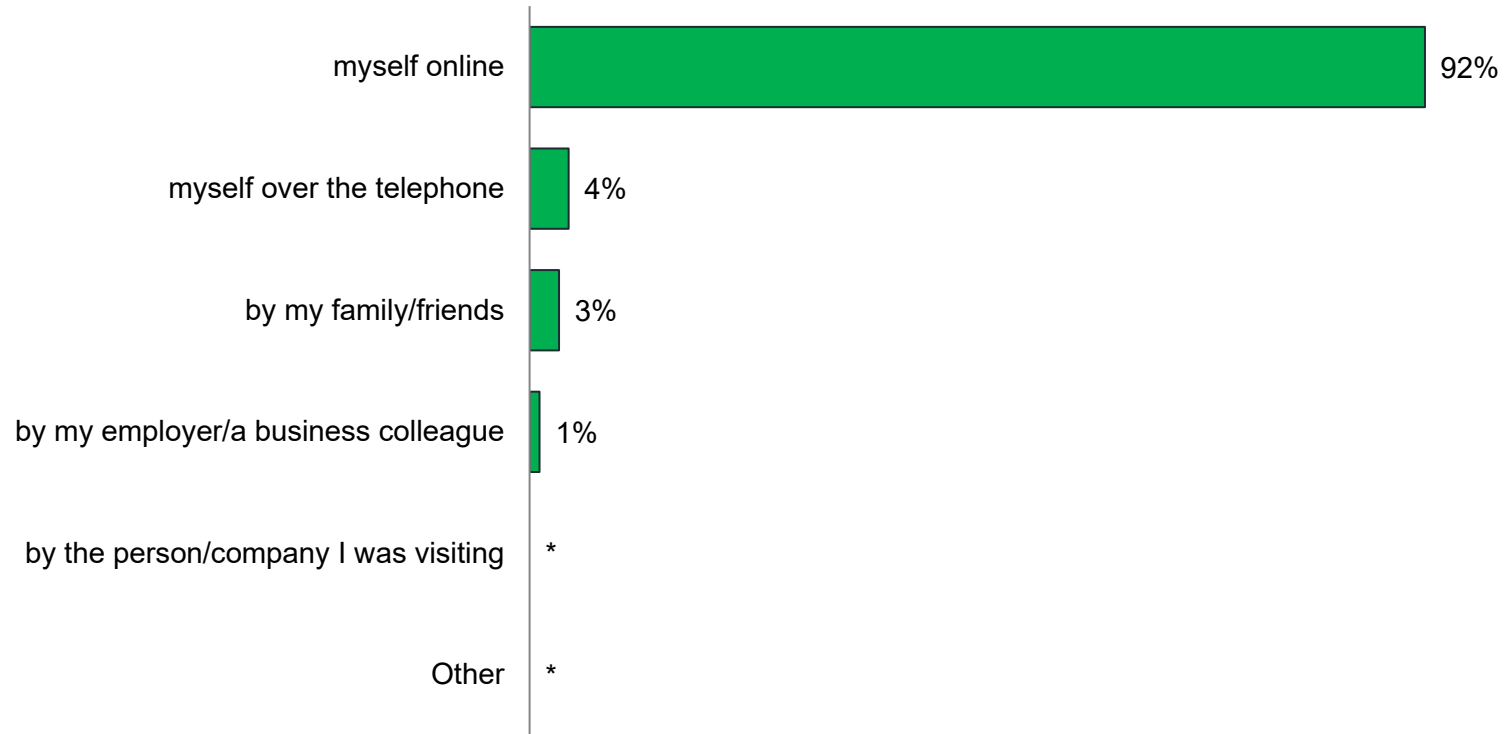


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How booking was made

Quarter 1 2024/25 %

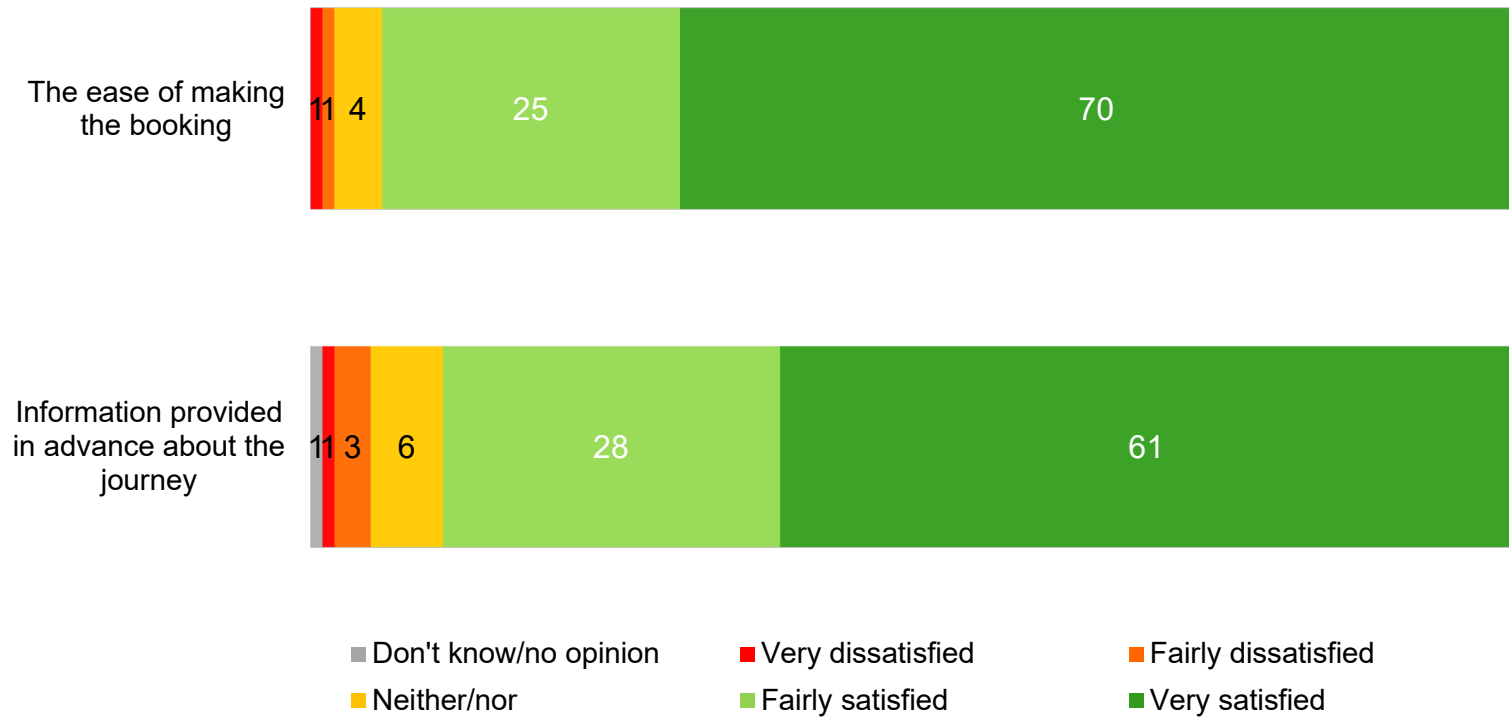
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: All (649) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (622)



Improvements to information provided about the journey – customer comments

Make it clear that solo travellers will have a room to themselves, if this is the case. Give more information about the train in general - dining car arrangements, menus and prices, including breakfast.

It is very difficult to find where there are shower facilities. If the room doesn't have them are there showers in the stations like there is on the GWR sleeper. This information is not clear during booking.

Inadequate information about exactly where to board. I had to make a special trip to Euston because of this to scout out information. Once there I had to walk around searching for information as there was absolutely no signage. Luckily, I stumbled upon some small terminal hidden in a corner with info.

Don't include information about other ticket features on the booking confirmation email.

Provide more information about your trip and what to expect.

The website did not have a lot of information on what the rooms were like. I was not sure if the second room might have a stranger booked with us.

They should inform people properly about all of this priority club Malarkey, and the disadvantages of the classic booking, which they did not do in my case.

I was lost about many details such as what the food would be like and could have used more what to expect. I watched some YouTube videos to try to get more info. Sadly, the people in the videos had a far better time than I did.

The website needs to be clearer about what you can take on as part of the seating area, also knowing how to find which platform we depart from.

Instead of sending me 3000 emails saying you're looking forward to welcoming me on board send me the tickets clearly in a separate email not a random hyperlink in a booking confirmation. Tell me what platform the train leaves from. Tell me how to use the seat didn't work out how to move it until the end of the journey. Tell me what to expect.

Q13b. What should Caledonian Sleeper do to improve the information provided?



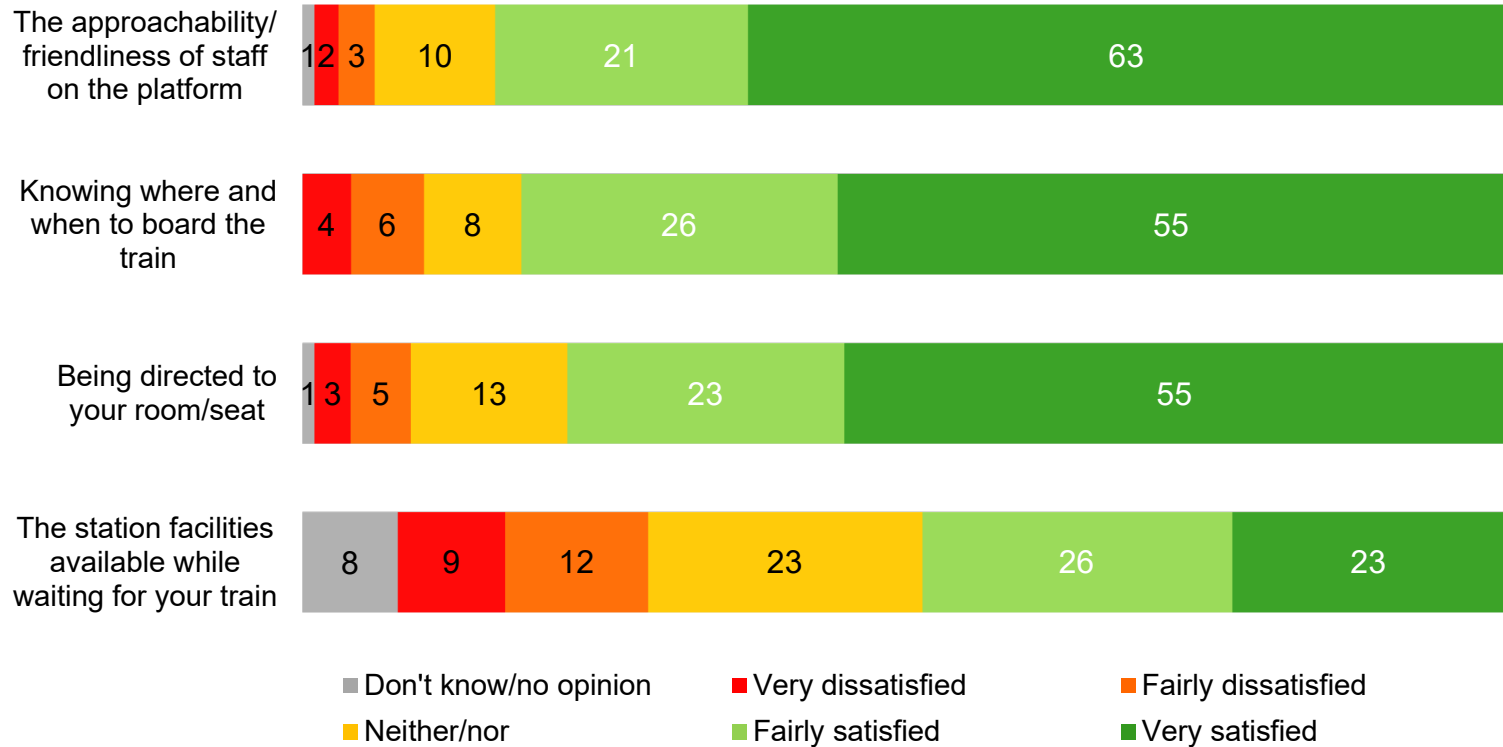
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (649)



How might staff have provided a better service? – customer comments

As the train leaves late, the station is winding down for the night. No staff were available. Better directions to the platform would lessen the anxiety of discovering the isolated platform alone. Upon boarding the train, the seated passengers were left to sort themselves, giving the impression we were definitely in second class.

Being more proactive, understanding it's confusing for guests even if you have done it multiple times.

If I had not read on a blog where to find the room key and how to activate the door lock, I would never have known. No one showed us how to do any of that.

I'm vision impaired. Staff merrily pointed to carriage a gesture could not see

By being more obvious.

To not have rather abruptly told us to queue up - no signage or information to that effect on the platform. I felt like a herded sheep.

The platform guard was very inflexible regarding the treatment of waiting disabled passenger. He refused them access to seats within 5 metres of the barrier. Had to wait until 1800hrs in an area with no seats. Not interested too busy on his phone.

There were no staff on the platform and there was no indication as to where approximately my coach C would stop, entailing a bit of a run along the platform.

We didn't really see anyone - there was people with lots of people around them but none obvious that we thought we should go and talk to - would have been useful to have someone outside our coach to tell us what to do/where to go, seemed to be all the staff were only helping those with rooms.

We were kept waiting on the platform beyond the time we had been told previously we would be able to board. I would have liked to get on the train sooner. We were also told to get on the wrong carriage so better directions - they did not check my ticket properly.

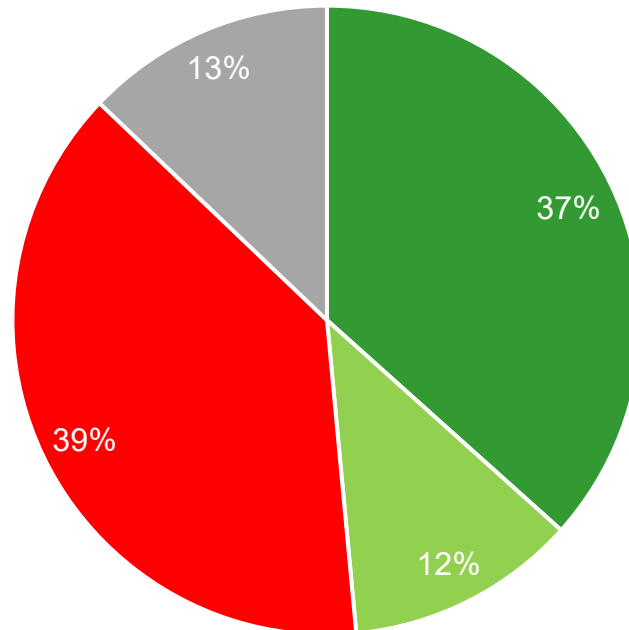
There needed to be someone at the top end of the train to let us in to our accessible cabin. It's a long walk up there anyway, but as we couldn't get in I had to walk back half the length of the train to sort it out and was given a key card.

Q14b. How might the staff on the platform have provided a better service to you?



Use of customer lounge

Quarter 1 2024/25 %



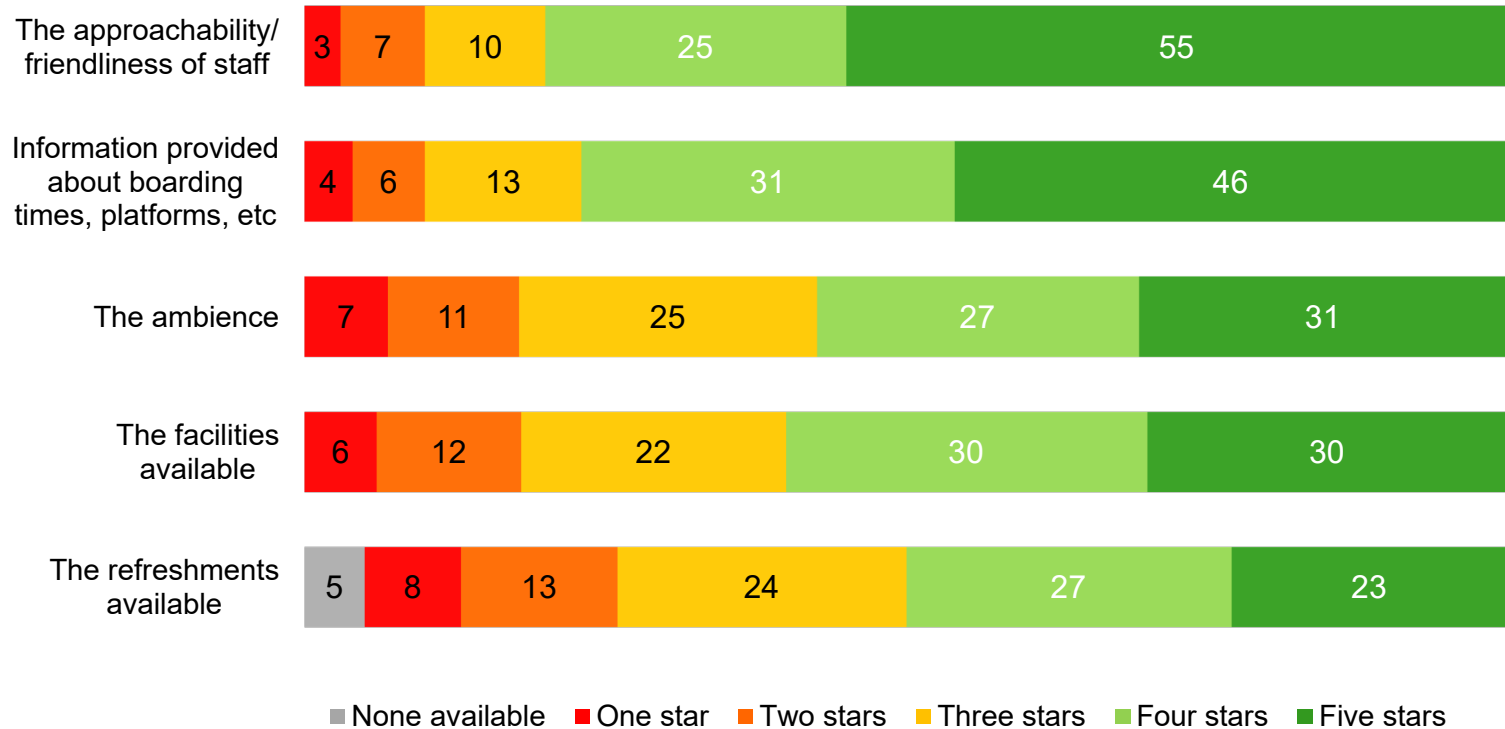
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

Q15. Were you entitled to use the customer lounge at the station in x?

Base: All travelling from Aberdeen, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth or Stirling (615)



Rating of customer lounge at the station



Q16a. Thinking about your experience in the lounge at the station in x, how many stars do you give it for...?
 Base: All who used the customer lounge at the station (227)



Additional information required in the Customer Lounge – customer comments

The lounge is on platform 1 and the train went from platform 15. It would have been helpful to be allowed onto the platform a bit earlier than about 21.05 but it was not until the barrier opened that we knew when we would board.

It was hard to work out when we could get access to the lounge - the information on the Caledonian Sleeper website and the LNER website were contradictory. Also, the showers were unavailable, contrary to info online.

There was no information about platform number, boarding time etc at the lounge. However, it was provided on digital tickets or email.

The platform (and available waiting areas) could have been detailed on the confirmation e-mails.

Awareness of the boarding time announcements.

We were not kept very up to date about what was happening and what to do.

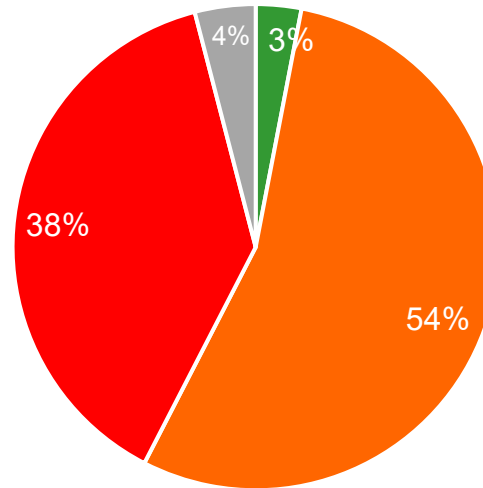
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 1 2024/25 %

- Yes
- No, I did not know that shower facilities were available
- No, I knew that shower facilities were available and chose not to use them
- Shower facilities were not available



Q28a. Did you use the shower facilities at the station on arrival that morning?

Base: All travelling to Aberdeen, Crianlarich, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth, or Stirling (613)



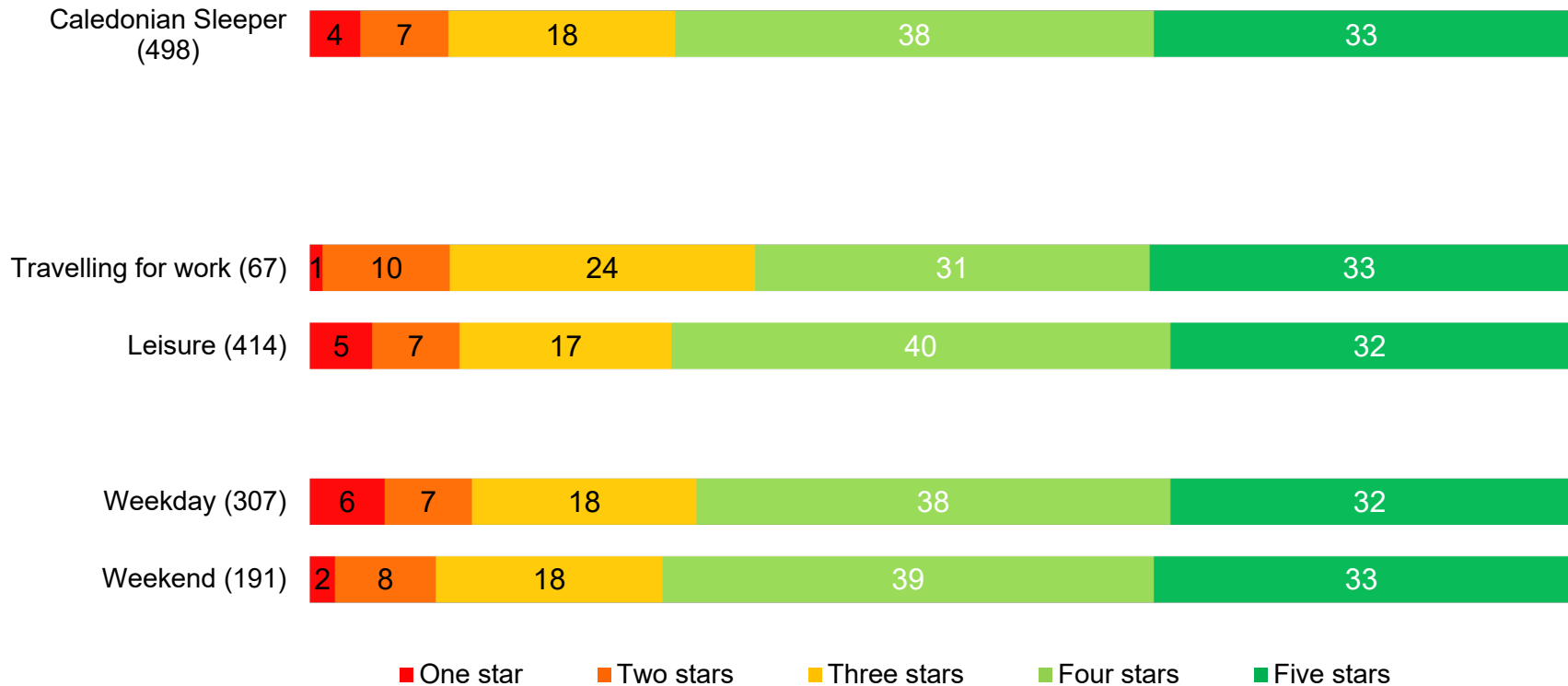
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

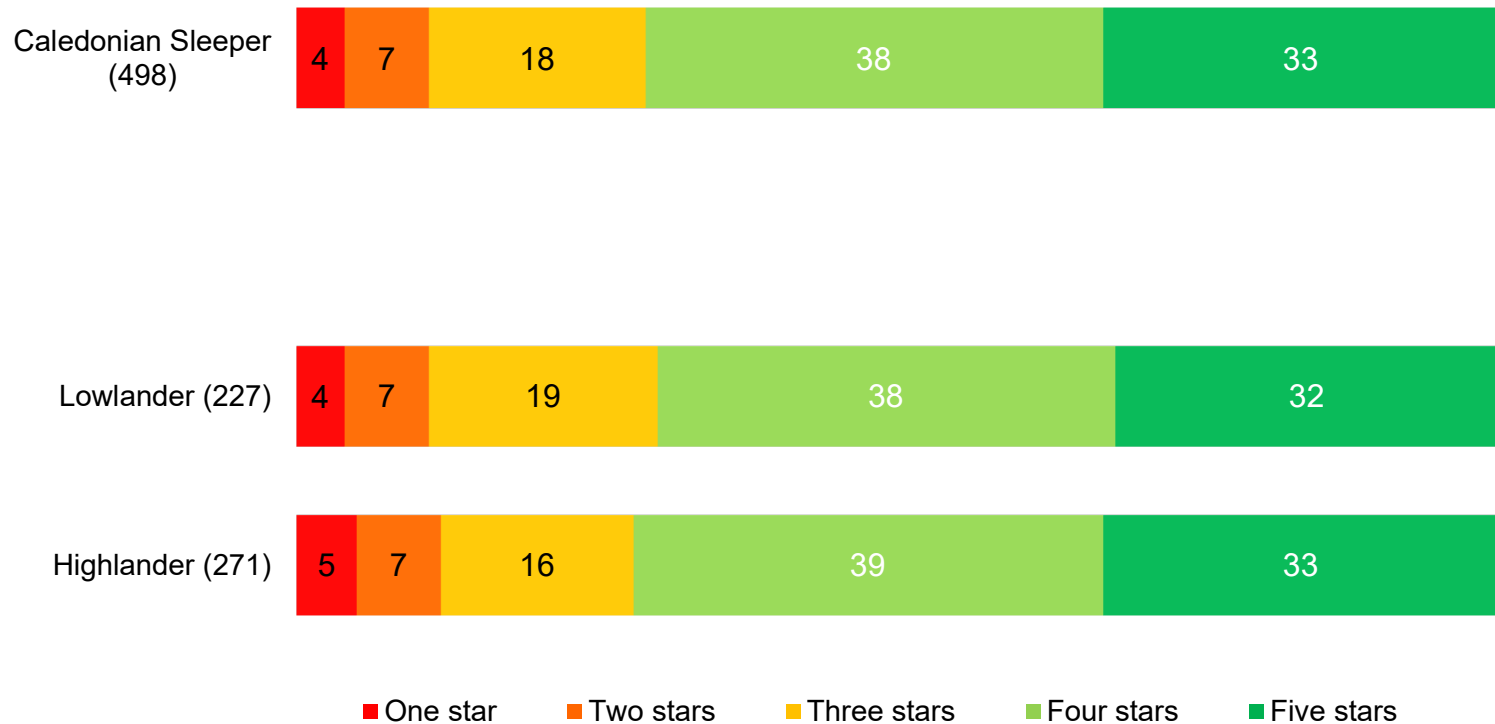
Overall rating of room by passenger group



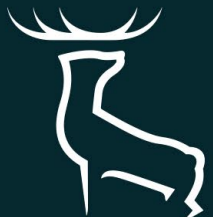
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room by route



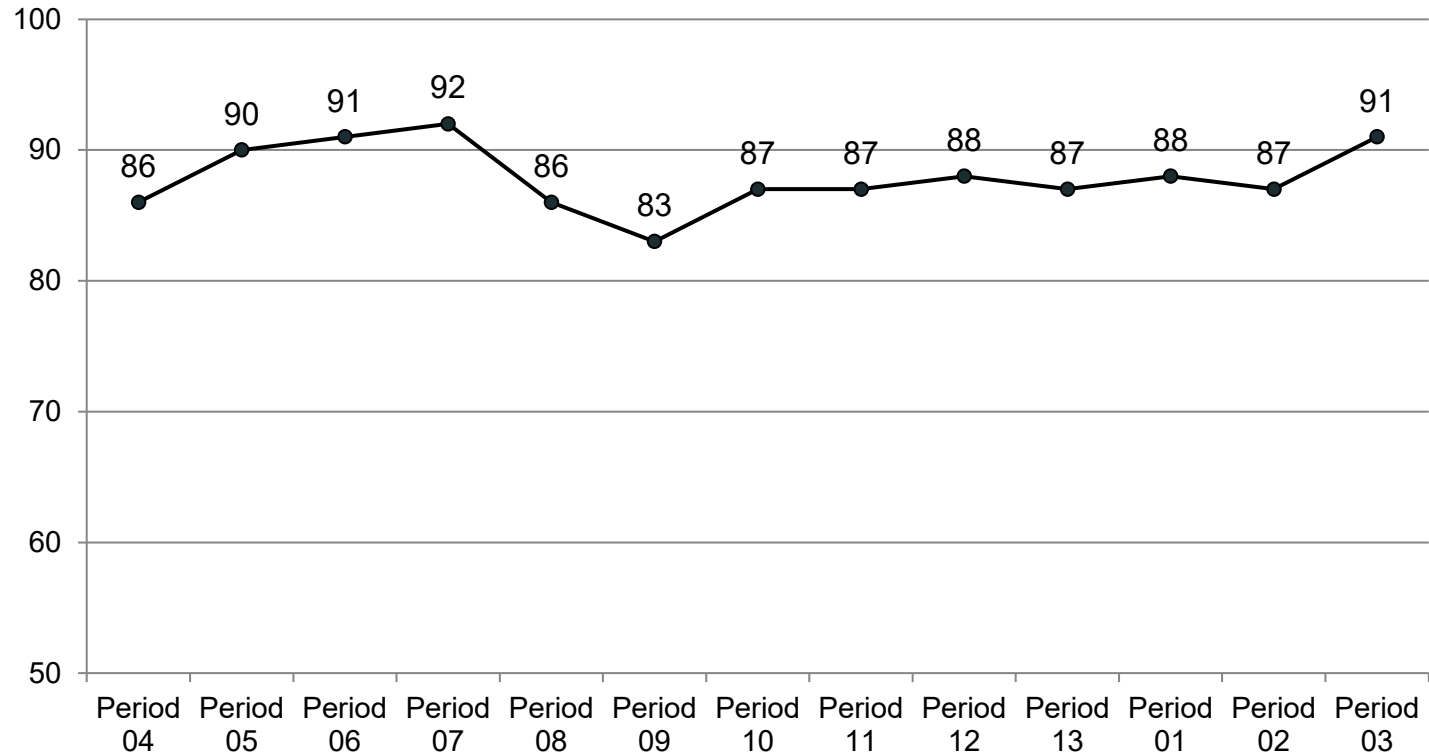
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



Q17a. How many stars do you give your room on the Caledonian Sleeper?



Overall rating of room – customer comments

More storage room for luggage and bags would have been nice. Lightswitch backlight was way brighter than necessary. Otherwise, the bed was larger than expected and very comfortable.

Larger hooks for hanging things. Larger space under bunk for baggage. Use part of space allocated to toilet for a hanging closet. Better ladder to upper bunk, maybe moveable, more rungs. More responsive heating/cooling controls

Mattresses need replacing as sagging in middle No hot water in taps or shower Room does not get dark due to lights around switch Floor towel would be useful Replace blackout blinds.

A better lay-out. At 6'4, I was unable to sit up in either the lower bed or the higher. Sleepers in other countries allow for the upper bunk to be folded up against the wall, thereby creating head room. Additionally, the toilet design is poor and takes up too much space. There is a lack of hangers, the window is small and useless for viewing the journey.

Very small room, very different from the pictures. The card didn't work to close the room from the outside, had to leave our things in the room not closed.

1) The ladder to get into the upper bunk is somewhat awkward. 2) Would be better if ladder could be shifted away from the bed, and then return to upright position, but this will be impossible to retrofit. 3) Had a somewhat injured elbow which made it almost impossible to get INTO the upper berth. 4) Need a couple more hangers and upper berth needs a heat control also but unlikely this can happen.

Move the ladder towards to door, to make it easier to place suitcases under the bottom bunk. Bottom bunk could 1 inch higher. Disclaimer - we are travelling from Australian, with 2 mid-size suitcases so needed more room.

Improve the ladder to Top Bunk - wider treads for use in bare feet. Add somewhere to put or place luggage. On the Mk3 cars the cover over the sink made a nice work surface, not fitted on the Mk5.

Would have been great to be able to put the top bunk away/up until we needed it so we could sit properly on the bottom bunk - looks like it should be possible.

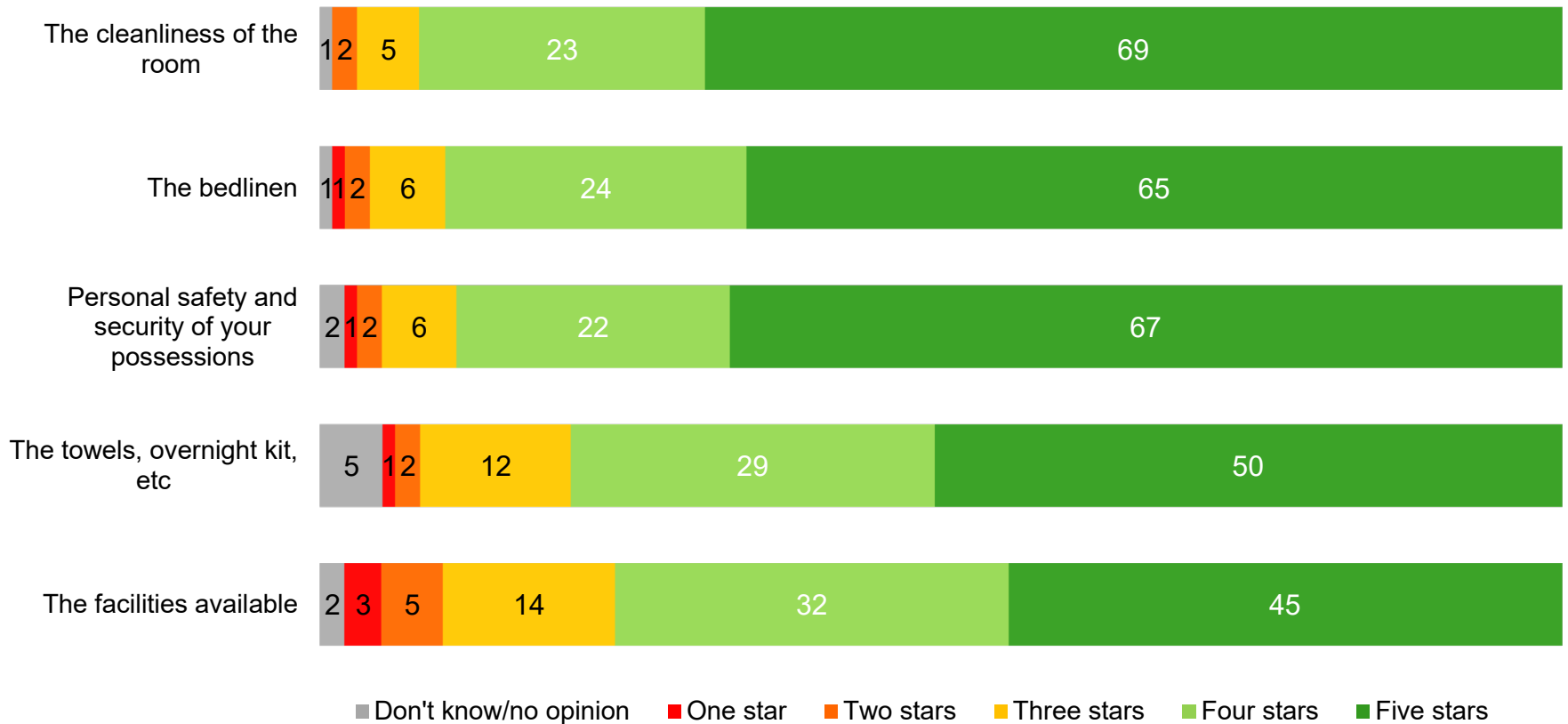
Difficulty with the ladder obstructing the bottom bunk. No water. Toilets out of action.

Our air conditioning didn't work. Headroom on top bunk was very low.

Q17c. You gave just a single/two stars overall for your room, what should Caledonian Sleeper do to improve this rating
Q17e. What, if anything, could Caledonian Sleeper do to improve the experience of your room?



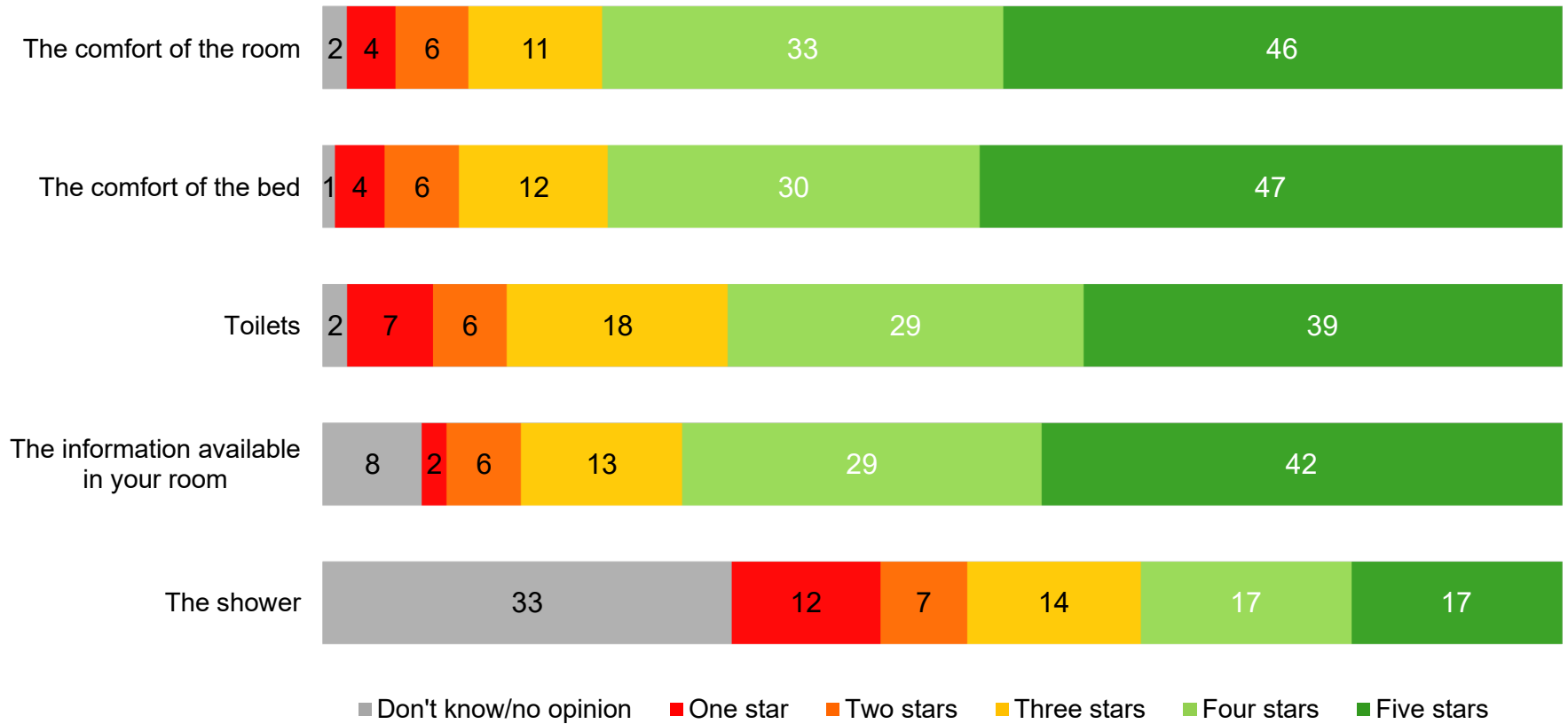
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (498)



Rating of the features of the room – bottom 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (498), room with en-suite shower (291)



Rating of features of the room – customer comments

There wasn't much information so a more comprehensive guide would be nice. Maybe some tourist information too?

The room had varied stains, and the table was dripping wet. The shower also seemed to have a leak.

Overnight kit used to be much better and was also a souvenir of the journey, although I appreciate that was probably not environmentally friendly

The sheets were difficult to arrange comfortably- they were sewn together..? in some way. Confusing.

A small guide giving info on route - on board facilities such as the on-board dining carriage for drinks etc. the PA announcement was not very good so if you missed the once announcement about that dining carriage that was it!

Room was very cold at the start of the journey and took some time to heat up.

flow and temperature are inadequate to call this a shower.

Mattress feels quite thin...maybe could be improved. The upper bunk is quite narrow. I understand the design of the carriage will restrict options to do much. I am 6' tall and normal body build. I think a larger person would struggle with the size of beds in a cabin

Nothing can be done. The upper bunk had so little headroom it was not possible to sit up in the morning to get my make up on.

I had no idea of how to use the shower, no instructions provided, and I was nervous I would flood the area so didn't attempt to use .

The door between my room and the next room was unlocked. It became apparent when the man next door opened it thinking it was a toilet. I had to get the steward to come and lock the door. I would have thought that this would have been a priority checking before boarding.

More plug sockets and more hanging hooks.

More shelves/storage hooks/mesh bags mounted to wall/other storage needs to be available.

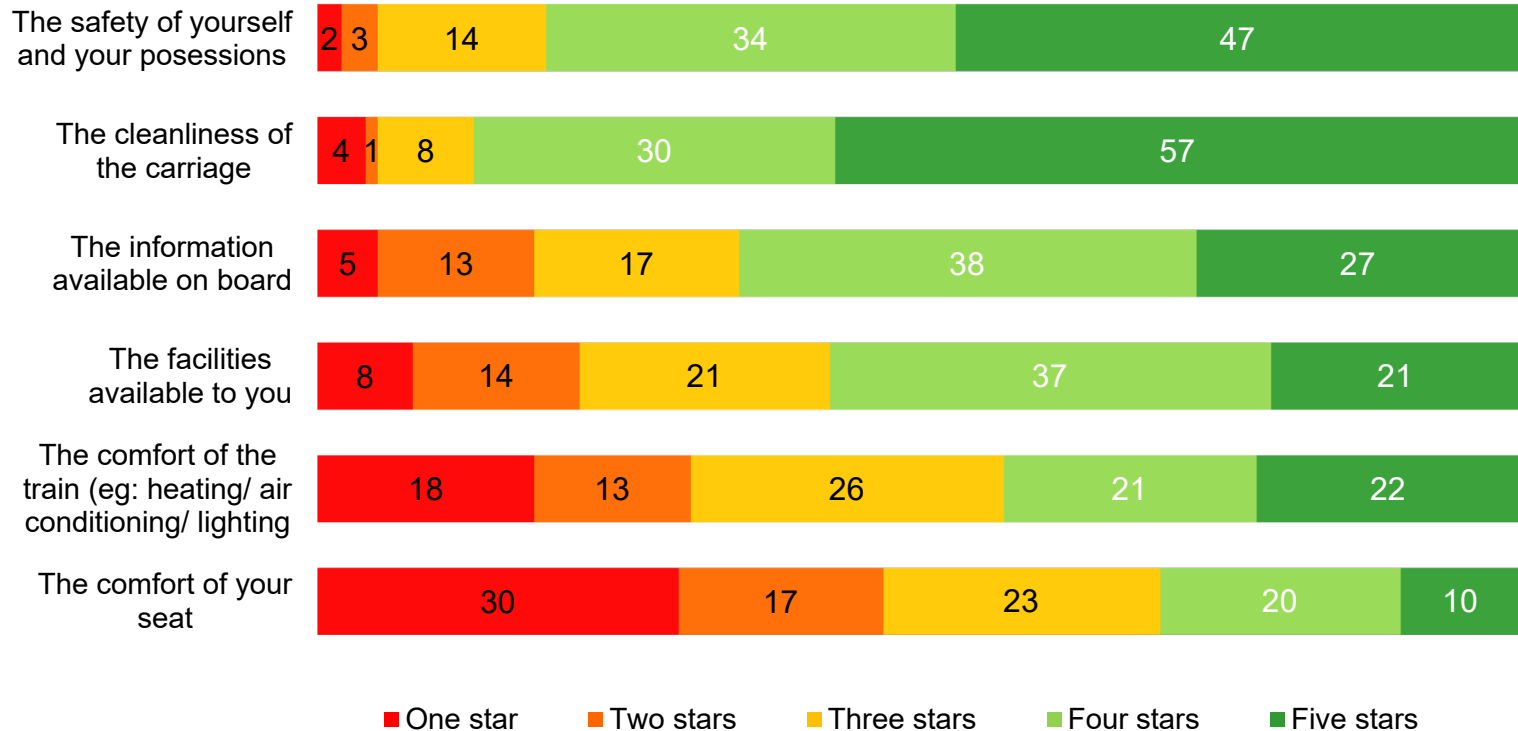
There was no water in the room after the first flush, and therefore, no toilet thereafter. Staff were courteous, took note and we have since been reimbursed. But a very poor (and disappointing) impression for a first-time user of the Caledonian Sleeper.

I've already suggested rotating the mattresses between the top and the bottom bunk beds. The bottom mattresses are usually too worn and provide very little padding towards your lower back/hips, so you often sleep in a rock-hard surface and it's very uncomfortable. You can actually see the dip in the middle of the mattress. Mattresses on top beds are not often used and are visually not as worn, so could potentially be rotated.

Q17d. You gave just a single/two stars for the facilities available / information provided / comfort of the room / cleanliness of the room / personal safety and security of your possessions / bedlinen / comfort of the bed / towels and toiletries / toilets / shower, what should Caledonian Sleeper do to improve this rating?



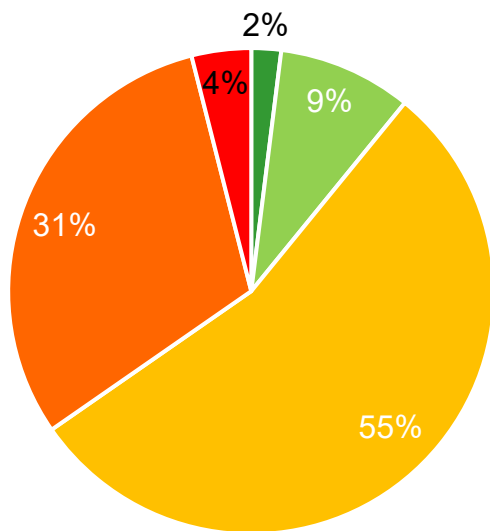
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (151)

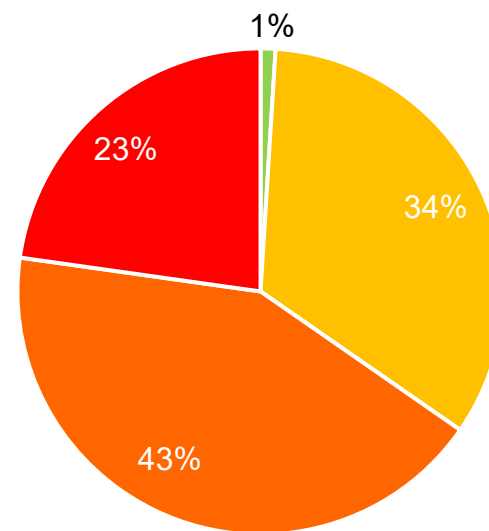


Quality of sleep



Room/Suite

- Better than being at home
- As good as being at home
- Pretty normal for a night in a strange bed / As good as can be expected
- Not good/restless
- I wasn't able to sleep at all



Seated guests

Q18 / Q20. How would you describe the quality of sleep that you enjoyed on board the Caledonian Sleeper?
Base: Those in a room/suite (497), seated guests (151)



Improving quality of sleep – customer comments

Provide suggestions on how to get comfortable. We also had a group of 3 women who spoke really loudly even after other passengers asked if they could be quieter. A casual wander through the train asking people to keep the noise down if they are inappropriately loud, would be helpful. These passengers disregarded polite requests from other passengers.

Not a lot! They could suggest seated passengers bring a soft cover, e.g. a throw / blanket. (They provide one on the overnight ferry between Aberdeen to Kirkwall). I used my new dry robe which helped. The seats are too upright and not padded enough, although a lot better than regular train seats.

Mattress was uncomfortable. The adjoining door swung shut a couple times during the night which woke us - we had to put a bag against it to keep it open. Heat / cool in room was fine and so was the blackout window blind.

Breakfast too early.

Dim the lights further? Air-con was quite cold - complementary blankets?? The seats do feel quite spacious, but that leaves you with quite a gap to get your head rested on a window. A pillow would have helped?

A few signs asking people not to slam doors through the night would be nice. No talking in the corridors.

The chairs just aren't conducive to sleep at all I wasn't expecting a good sleep, but was hoping for some, I got none. They don't recline enough; I bought an inflatable pillow which helped a bit but the inner most (window side) arm rest doesn't move and just made things more uncomfortable. Some people seemed to sleep, It was my first sleeper experience, I have taken over bight coaches and got more sleep. Maybe it's just me.

Cabin w.c. door that actually shut. Train was really really noisy and uncomfortably warm - even turning ac on didn't help.

Fixed the light switch light. Fixed annoying noise from vent (better sound proofing).

Created a more pleasant boarding process.

The air conditioning was too low make it very cold, and the head rest was too high so my neck wasn't very comfortable, maybe you could hand out small pillows and blankets.

Switch off lights Less movement of staff Better ear plugs.

The outlet button light doesn't go off and the beeping noises lasting for over one hour were super disruptive

Improved mattress. Ensure room is quiet i.e. fix rattling en-suite door (we had this problem in both directions so it's not unique).

Q21. What, if anything, could Caledonian Sleeper or their staff have done to improve the quality of your sleep?



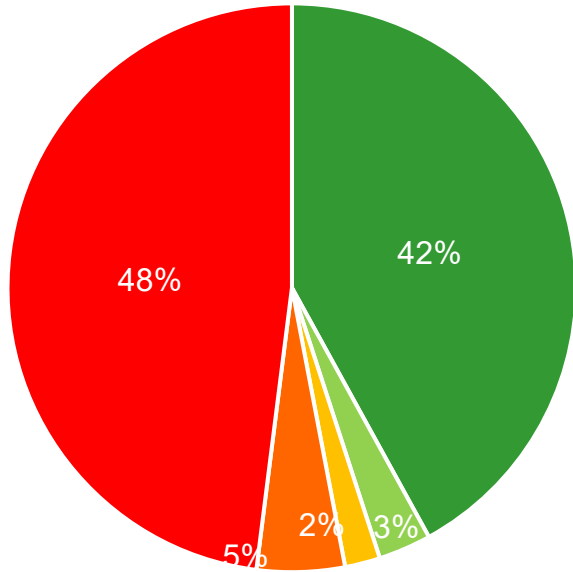
Caledonian Sleeper

Club car and catering



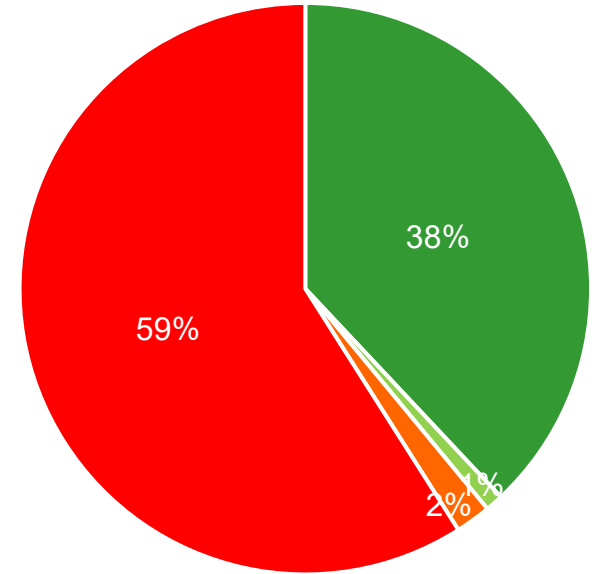
CALEDONIAN
SLEEPER

Visiting the Club Car



Evening Use

- Yes, to sit/ spend time there
- Yes, to buy something to take away
- I was unable to get a seat, so I just took away something
- I wasn't able to get a seat, so I went away without buying anything
- No, I didn't visit the lounge car

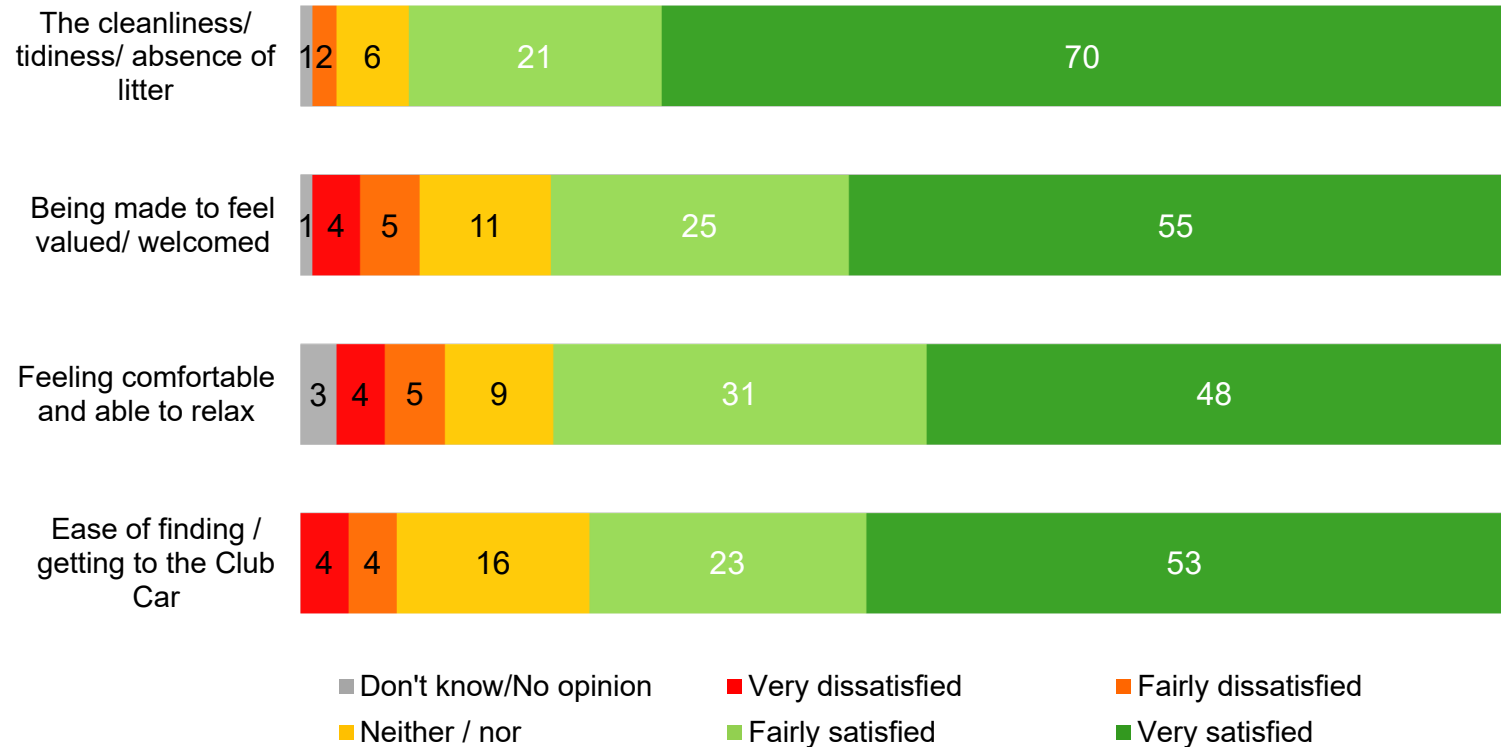


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (498)



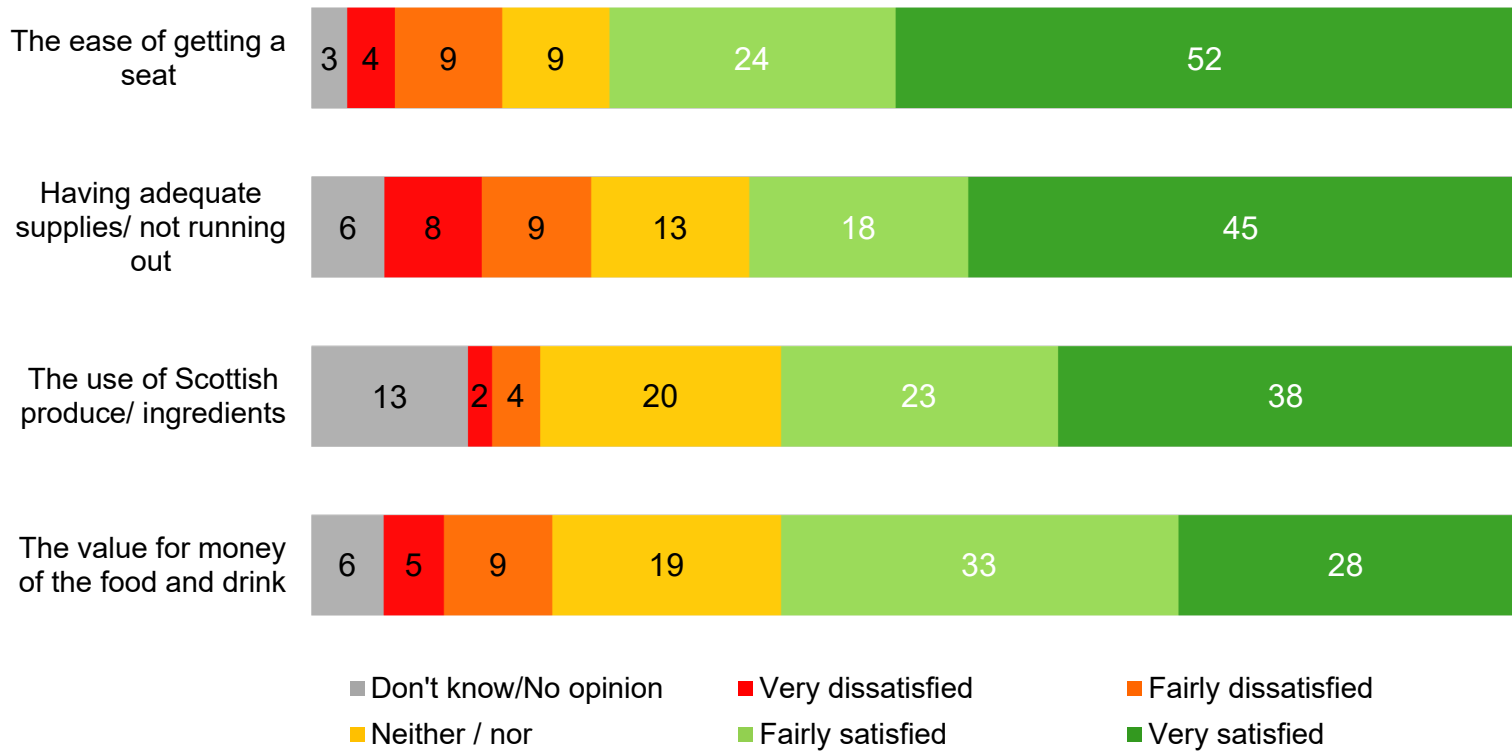
Satisfaction with features of the Lounge Car – top 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the Club Car (282)



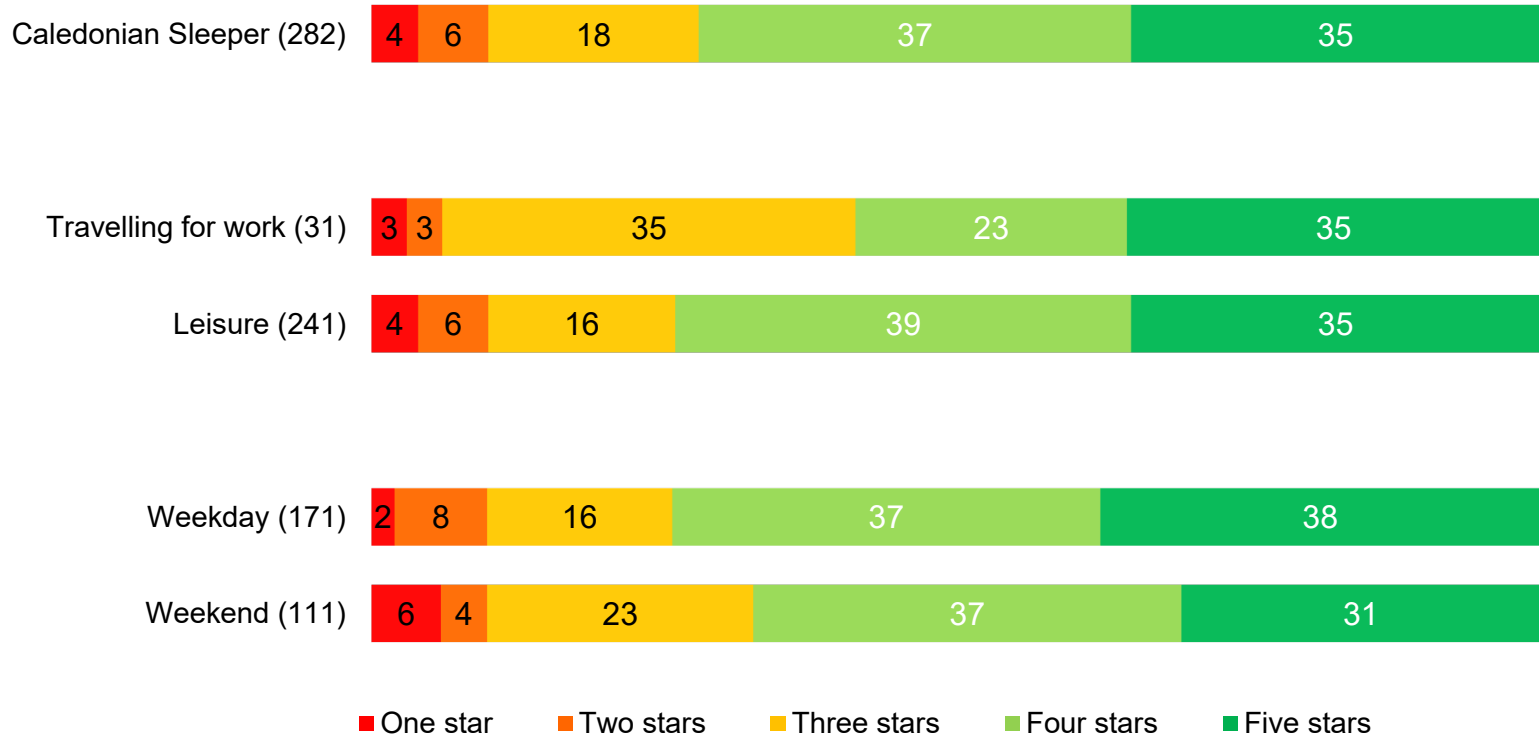
Satisfaction with features of the Club Car – bottom 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the Club Car (282)



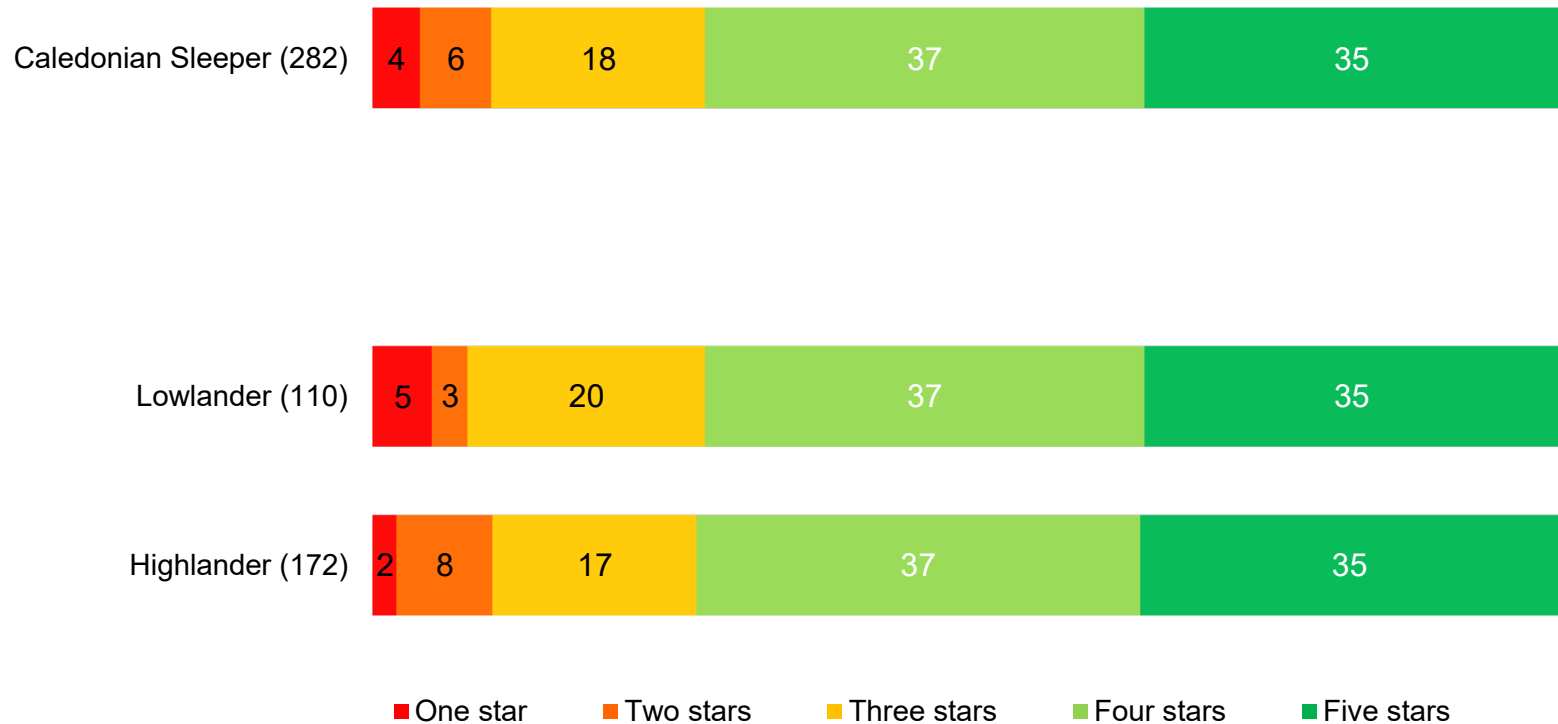
Overall rating of Club Car by passenger group



Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



Overall rating of Club Car by route



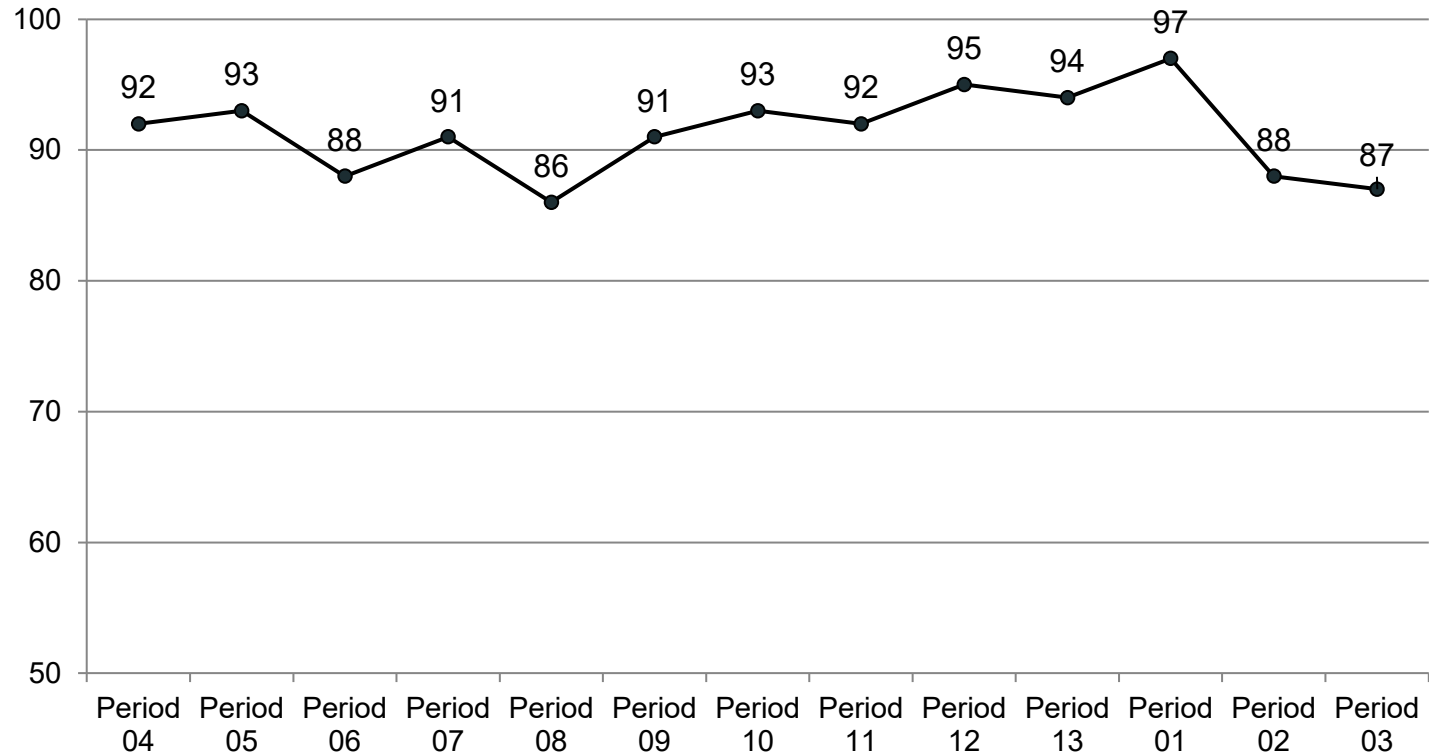
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



Overall rating of Club Car - trend

Rating of lounge car

Trend: % Three/Four/Five stars



Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?



Rating of the Club Car overall – customer comments

More seats. We arrived very promptly and were lucky enough to get a lovely seat. However, many others visited the club lounge in the evening and were unable to sit down.

If you are a classic room user, you are felt very unwelcome. It was made clear that it was for club car passengers only in what I felt was a patronising and quite rude manner. Even though it was empty at the time.

It is a marvellous experience - hugely enhanced on the journeys up from London by your Club lounge manager, but also on the Edinburgh - Fort William runs by all the superb and friendly Fort William team. They make it a fantastic experience so please cherish them!

Have food available for start . Have glassware available for drinks. Plastic is rubbish and eco unfriendly. Apparently, the dishwasher was broken, and they couldn't wash glasses because they were short staffed.

Stock up with sufficient supplies. I can't understand how a train which is parked up for around 12hours can't be re-stocked!

Nothing. The Club Car is great. I'm vegan and I love that there are choices I can eat. I'm also a non-drinker and there's lovely no-alcohol drinks (love the Magners Zero). There was a new lass on the other night, and she was really nice. Youngish, African accent. She was lovely!

Better design with fewer uncomfortable seats Restock in Inverness so fewer items would be unavailable

The range of food was good but could be slightly more. I have food intolerances, had to choose the vegan breakfast. As good as it was, I took the train twice in a week, to Glasgow and from Glasgow so had the same thing twice.

Complimentary snacks - nuts or olives would be nice as we were paying for premium drinks onboard!

Welcome everyone. Don't make some of us feel like we do not belong there. I was unable to get a seat - despite there being 80% of seats empty - as the member of staff told me that the car was exclusive to club and Caledonian double passengers for the first 90 minutes. That is NOT what your website says, it says priority is given to those passengers. And btw some customers from rooms near mine (i.e. classic) just rocked up and sat down without asking like I did.

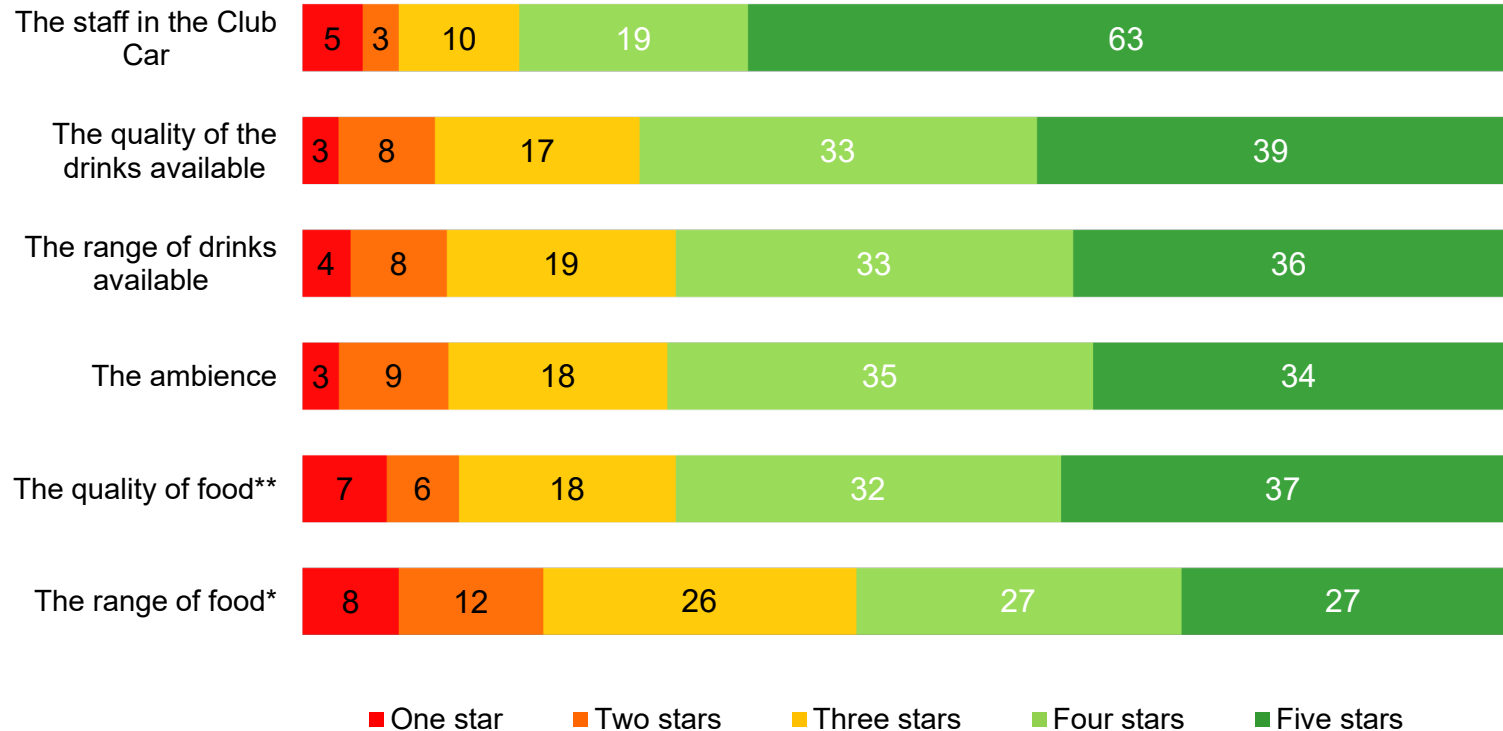
Was excellent, genuinely surprised by how good it was. Great staff and terrific food. Felt special being in there.

Q24c. You gave just a single/two stars overall for the Club Car, what should Caledonian Sleeper do to improve this rating

Q24e. What, if anything, could Caledonian Sleeper do to improve the experience of the Club Car?



Rating of features of the Club Car



Q24b. How many stars do you give the Club Car for..?
 Base: All using the Club Car (282), *those who looked at the menu (172), **those who ate a meal (126)



Rating of features of the Club Car – customer comments

Some quiet classical music would help to make a nice ambience in the club car. I think the fact there wasn't many people made the silence deafening.

The online website showed a flight of scotches to try. I was looking forward to sipping a wee dram but there was none of any kind to be had in the club car. We drank wine instead. Glad there was that.

Maybe there wasn't enough staff to serve everyone in a customer focussed, efficient way

Having been travelling all day (from Skye), I want something simple and digestible; not mac and cheese or cheese nachos (Scottish fare?).

The high seats at the long counter are not desperately comfortable to sit at. They could be improved, I'm sure. Fortunately, a table became available before our food arrived. I have a nostalgic happy memory of the leather sofas on the old trains!

It didn't feel particularly special/luxurious which I was expecting - for instance just a plain hot chocolate on offer rather than with whipped cream etc.

Level of customer service very variable - some staff good, some poor

The ham and cheese toastie was quite basic.

Very little of the food on the menu was available by the time we ordered.

We ended up having to share a table because, despite booking, there weren't tables available. To the staff's credit nobody rushed us even though we were still eating breakfast when we arrived in Edinburgh. They need to space bookings better.

Better selection, and you never seem to have non-alcoholic beer.

Not as good a range as previously - I asked for speciality coffee as per menu but only received normal instant coffee.

More vegetarian and vegan options

It a night sleeper. Not many snacks

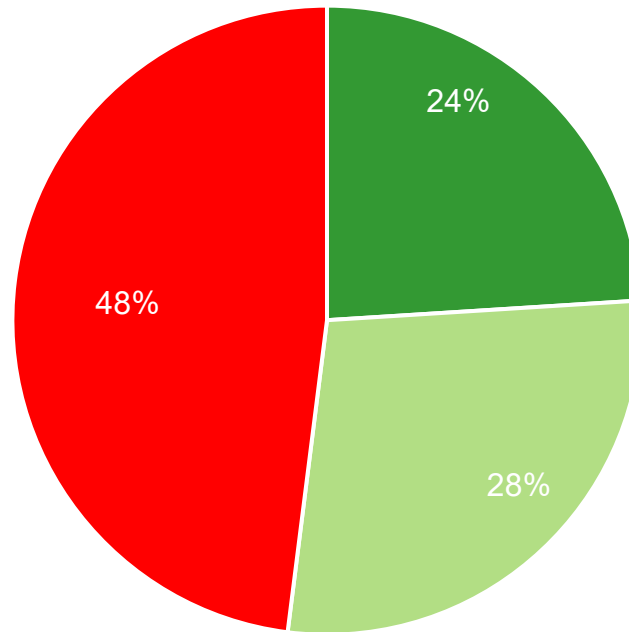
We only managed to get a side seat which wasn't very comfortable, so I decided to take away instead

Q24d. You gave just a single/two stars for the ambience of the Club Car / staff in the Club Car / range of hot and cold drinks available / quality of the drinks available / range of food available / quality of food available, what could Caledonian Sleeper do to improve this rating?



Breakfast

Quarter 1 2024/25 %

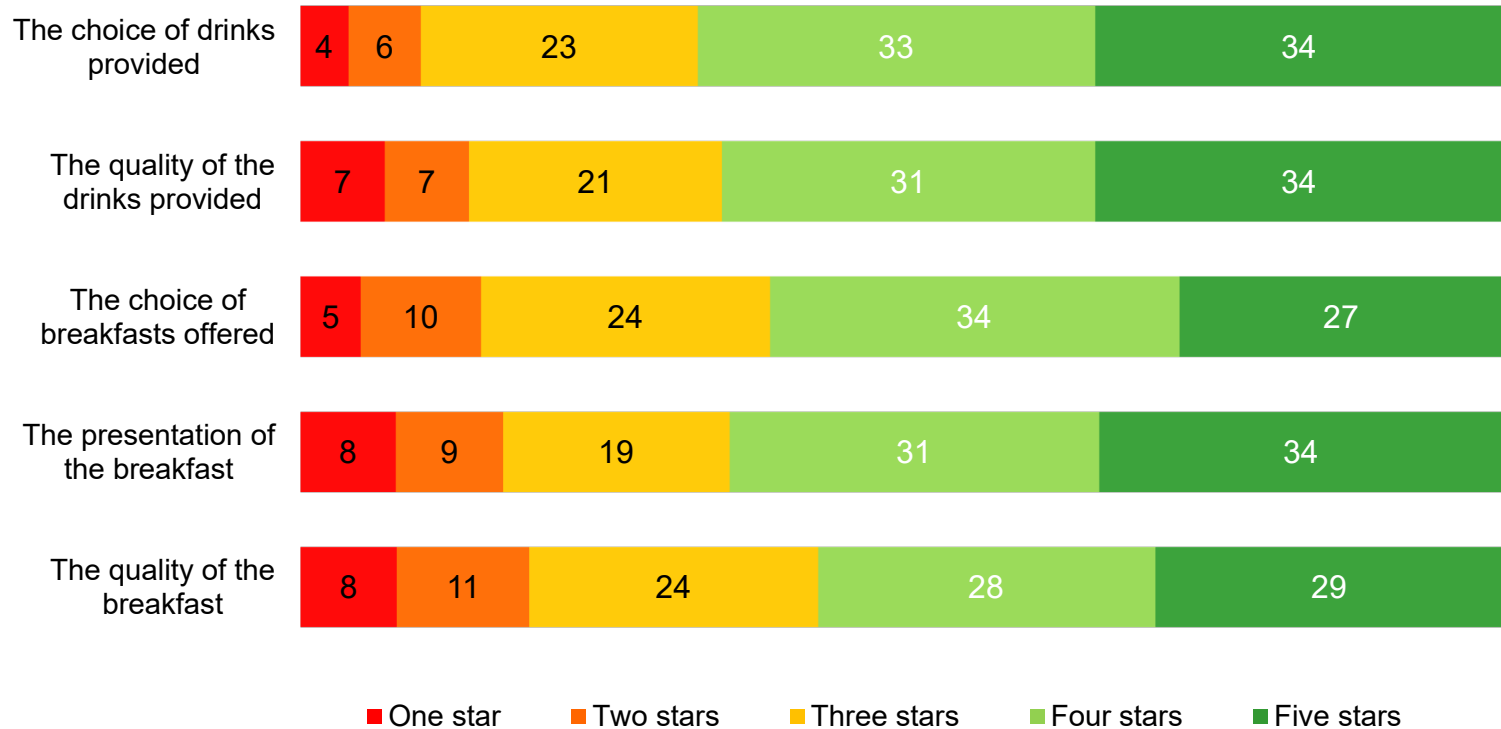


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (649)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (337)



Rating of features of the breakfast – customer comments

I don't mind a small choice and I understand when dealing with minimal space it's wise to do things on a small scale. However, if you're going to do minimal, make it a 'wow' experience! For example: a small 'picnic breakfast' in a box with yoghurt, nuts, cheese, cold meat, breakfast bar (like the one supplied). The things offered may sound fine, but the execution was awful.

I had never heard of bag coffee before and didn't love it. It is like bag tea... substandard and not as good as properly brewed.

The decaf coffee was undrinkable - strong, bitter, nasty! Giving more milk sachets might have helped, but I think the real solution is better decaf.

Ensure the breakfast isn't just dumped into the package and buy better ingredients.

Make it clear how many items are available on the menu. I ordered more than one item and was told I could only have one. I was given a bacon roll which looked like someone had sat on it. The coffee wasn't great. Poor quality.

Wider range of vegan options.

Get real coffee.

It comes in a paper bag with hot water and a teabag, so you need to make it yourself. Artificial milk in cartons, insufficient milk, horrible tea because water not boiling. Bacon roll was barely warm and at over £5 was ridiculously expensive. Why can't breakfast be served in the Club car? Unless it was and I didn't know about it?

Unspeakably poor presentation. I think Caledonian sleeper needs to understand that the final picture before you leave the train is the picture that sticks in the mind.

Very small breakfast, not very appetising looking, juice in a carton felt very cheap.

Not just put food on a plate? If it had been warm/hot, I don't think I would care what it looked like, but it didn't really look that appetizing, and since it wasn't warm...

Q25c. You gave just a single/two stars for the choice of the breakfast offered / quality of the breakfast / choice of drinks offered / quality of the drinks provided / presentation of the breakfast, what could Caledonian Sleeper do to improve this rating?



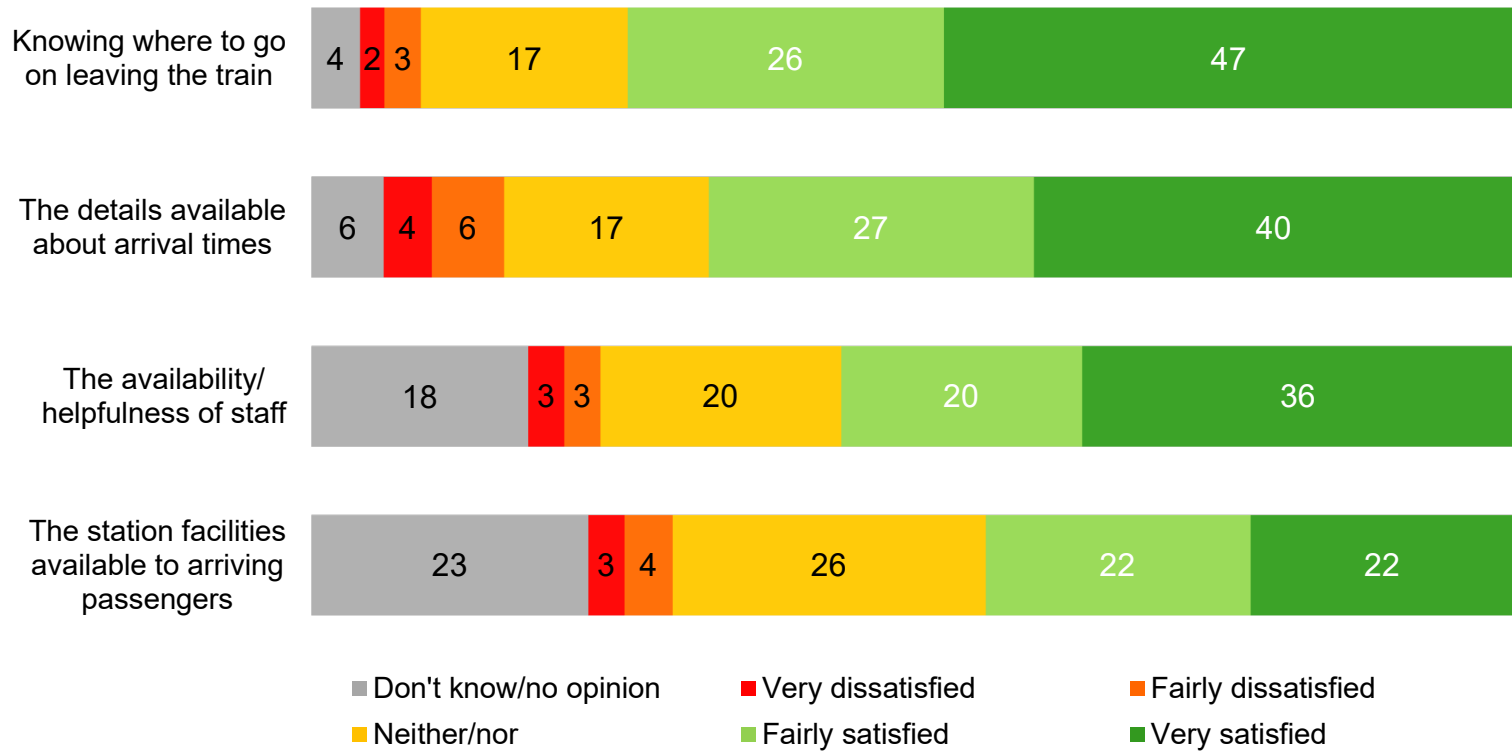
Caledonian Sleeper

Arrival



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Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?
 Base: All (649)



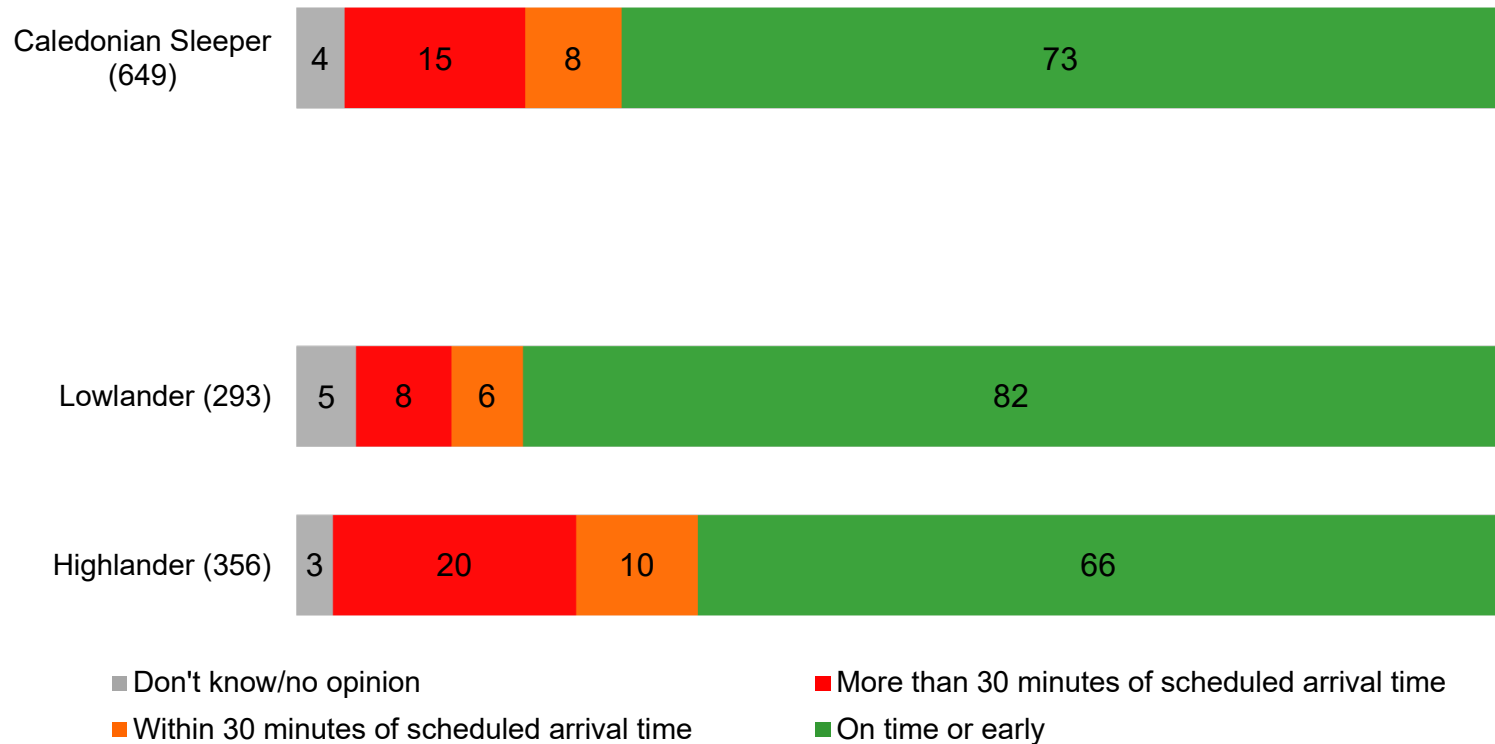
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



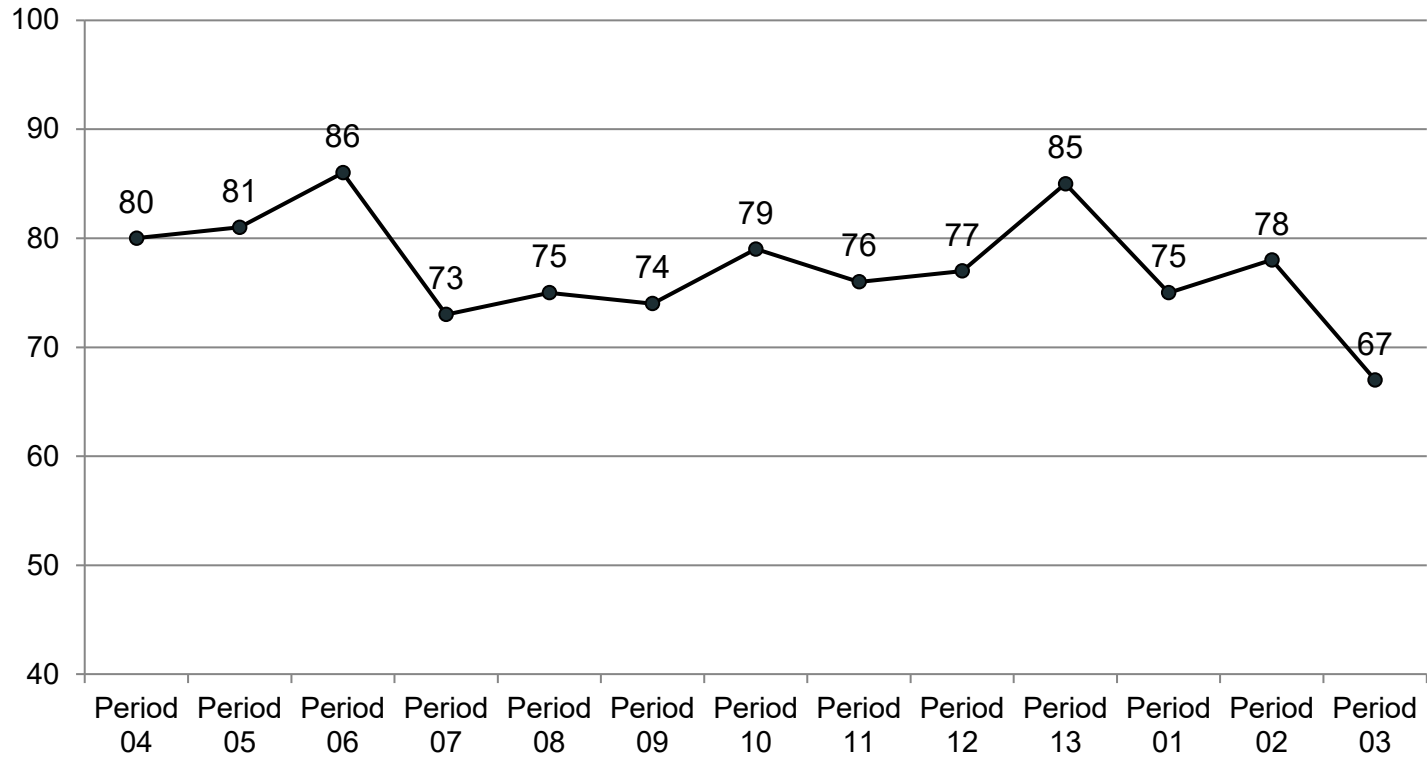
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



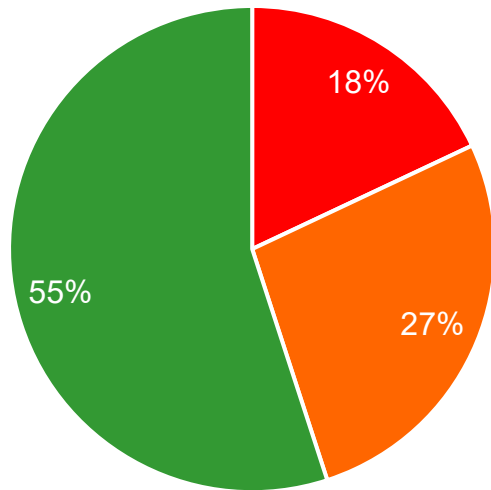
Q27a Did your train arrive on time?



Impact of delay

Quarter 1 2024/25 %

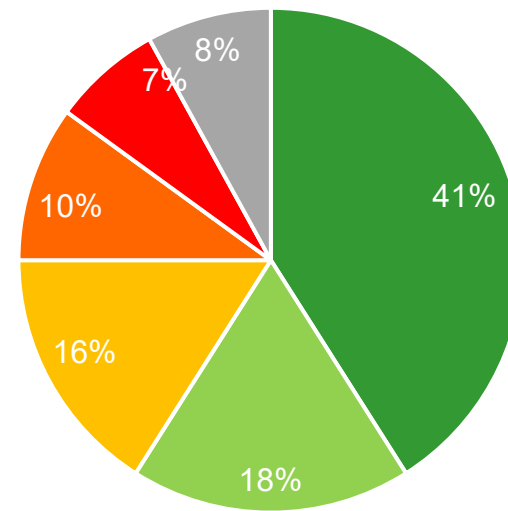
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (147)

- Very well
- Fairly well
- Neither/nor
- Fairly poorly
- Very poorly
- Don't know/no opinion



How well delay was dealt with

Q27c. How well did Caledonian Sleeper deal with this delay in terms of keeping you informed and providing any assistance needed?
Base: All who experienced a delay (147)



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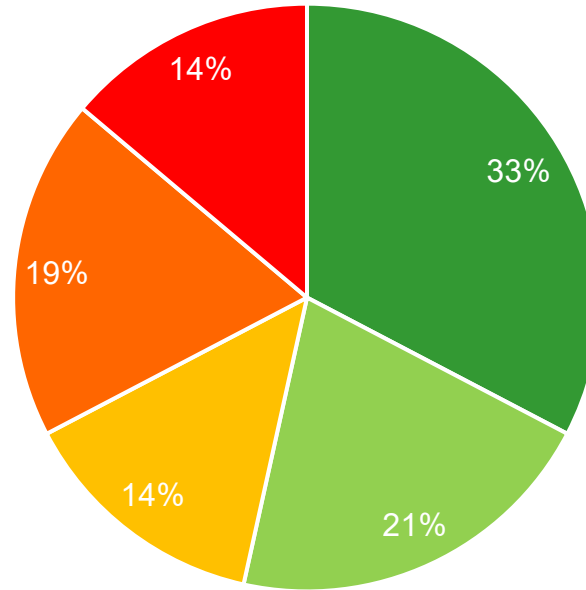
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 1 2024/25 %



- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied
- Don't know/no opinion

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?
Base: All those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (43*) *Caution – low base



Providing a service suitable to needs – customer comments

Asking if I needed assistance- locating carriage room tricky without sight.

At least offer to help with luggage and have info on arriving station.

I'm old and have minimal mobility limitations. I asked for assistance that I needed to make my connection in London after the train ride. I was told in an email that I would get help. The help was so minimal that it was not as described.

I have hearing loss, so I was reliant on my husband hearing what staff were saying by way of updates. It would have been good to have a screen in the cabin and on platform to show boarding/alighting times.

My husband has the disability. The room is just very cramped. He has a wheelchair. I had to climb around him to get into bed. I think it would be better if the disabled rooms had their own toilet.

I am autistic and whenever there was a change in schedule, the Caledonian Sleeper team did a very poor job of supporting disabled users like me at the station, despite me being identifiable with my 'sunflower' lanyard. There were plenty of texts sent to my phone, but no support service on the ground.

I resent having to pay extra expense for double room due to my disability (rheumatoid arthritis, very limited mobility) as accessible double room is not en-suite. I'm not on disability benefits so not registered disabled which would allow me to have a disabled railcard with discount. However, I understand that I would only get a discount with disabled railcard if travelling solo - so would still be penalised travelling disabled with my son. Not sure how this situation can be improved...

Q40c. What could Caledonian Sleeper do to improve its service to you?



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Appendix



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Sample profile – journey details

<i>Sample size</i>	<i>649</i> %	<i>Sample size</i>	<i>649</i> %	<i>Sample size</i>	<i>649</i> %
Age		Journey Purpose		Disability or Illness	
16-34	14	Travelling for work/business	13	None	93
35-54	36	Company business	9	Vision	1
55+	47	Personal Business	2	Hearing	1
Not stated	2	Regular travel between home and workplace	2	Mobility	4
Gender		Leisure	84	Hidden disability	2
Male	51	Visiting friends/ relatives	19	Speech or language impairment	-
Female	48	Holiday/ short break	61	Mental health	1
Not stated	1	Attending a sporting/ musical/ theatrical/ charity event	3	Other	1
Working status		Other	3		
Full time	56				
Part time	17				
Not working	2				
Retired	20				
Student	2				
Not stated	4				
Residence					
UK	76				
Non-UK	24				



Sample profile – journey details

Sample size	649 %	Sample size	649 %	Sample size	649 %
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey) (399)		<u>Travel to departure station</u>	
Alone	41	Caledonian Sleeper	35	Train	37
With a business colleagues(s)	>1	Daytime train	36	Underground/ Tram/ Subway	24
With family (adults only)	35	Plane	17	Bus/ Coach	7
With family (adults/children)	13	Coach	1	Taxi	11
With friends	10	Own Car	2	Own car/ Dropped off	9
<u>Accommodation</u>		Hire car	2	Hire car	5
Seat	23	Other	7	On foot	23
Room	33	Don't know	2	Bicycle	3
En-suite room (with shower)	39	<u>Outward journey mode</u> (those making return journey) (250)		Other	2
<u>Journey direction</u>		Caledonian Sleeper	54	<u>Travel from arrival station</u>	
Outward	61	Daytime train	33	Train	34
Return	39	Plane	7	Underground/ Tram/ Subway	20
One way	-	Coach	1	Bus/ Coach	9
		Own Car	1	Taxi	11
		Hire car	2	Own car/ Dropped off	9
		Other	3	Hire car	5
				On foot	27
				Bicycle	4
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	63	1 st class	44	£0-£49.99	5	
Weekend	37	Standard	33	£50-£99.99	16	
<u>Direction</u>		Seated	24	£100-£149.99	6	
Northbound	54	<u>Party size</u>		£150-£199.99	11	
Southbound	46	Single traveller	45	£200-£249.99	9	
<u>Train Type</u>		Two people	46	£250-£299.99	14	
Highlander	55	Three or more people	9	£300 or more	40	
Lowlander	45	<u>Transaction value by quest</u>				
<u>Crew</u>		£0-£49.99				9
Aberdeen	5	£50-£99.99				20
Edinburgh	11	£100-£149.99				12
Fort William	8	£150-£199.99				29
Glasgow	9	£200-£249.99				30
Inverness	15					
London	51					



Sample profile – journey details

<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>
<u>Return journeys between Scotland and London</u>		<u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)		<u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)	
12 or more	6	12 or more	(280) 6	More than 20 years ago	30
4-11	16	4-11	16	15-19 years ago	7
2-3	21	2-3	38	10-14 years ago	7
First journey in last 12 months	35	1 Journey	27	5-9 years ago	7
First ever journey	17	None	13	3-4 years ago	6
Have never made a journey between Scotland and the London area	4			In the last 1-2 years	44
Don't know	-				



Methodology overview

The Caledonian Sleeper Customer Satisfaction Survey provides feedback about customer experience and opinions of the Caledonian Sleeper. The survey is carried out as an online survey.

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 13th July 2017. A dashboard report is provided at the end of every Rail Period, and a more detailed report is provided every quarter.

This report contains results for the first quarter of fieldwork for the year 2024/25, combining Rail Periods 01, 02 and 03.

Fieldwork for quarter 1 2023/24 took place between 3 April and 9 July 2024. This covered journeys made between 1 April and 22 June 2024.

649 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 1, 2024/25

Rail Periods 01, 02 and 03



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