

Dashboard Report

Period 05 2024/25

21st July – 17th August 2024

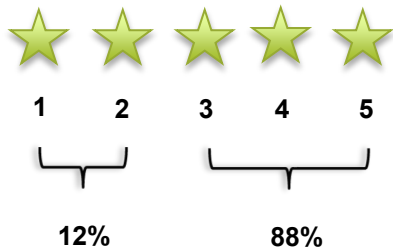


CALEDONIAN
SLEEPER

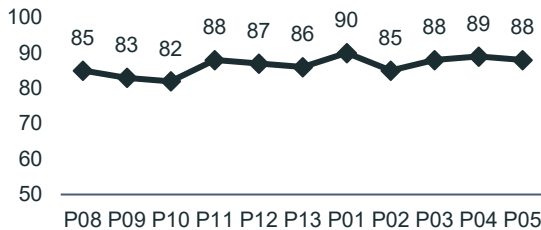
Caledonian Sleeper Passenger Satisfaction

Rail Period 05: 21st July – 17th August 2024

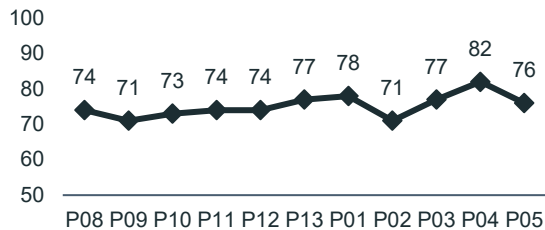
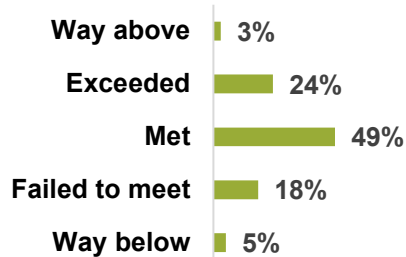
Overall journey experience



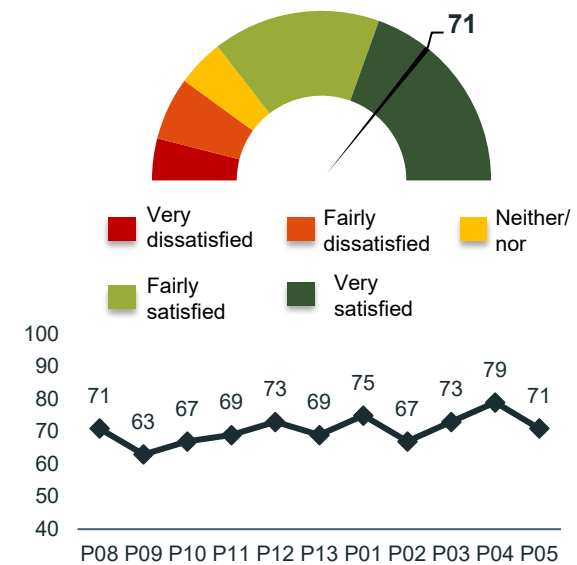
Ave – 3.8



Expectation



Overall satisfaction



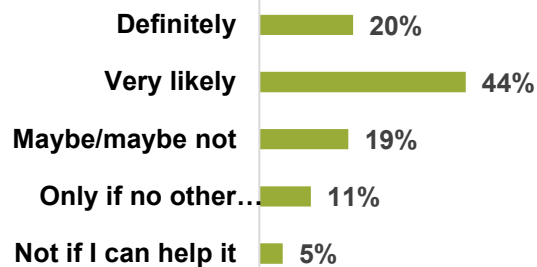
Net Promoter Score

17

👍 47

👎 30

Likelihood of future use



	Lowlander	Highlander
Journey experience	87%	89%
Met / Above expectation	78%	75%
Overall satisfaction	74%	69%
Net Promoter Score	20	14
Future Use	65%	64%

Sample size: 223 (Lowlander 100, Highlander 123)



Caledonian Sleeper Passenger Satisfaction

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Expectations of the journey

Top five:

- 64% Looking forward to the experience
- 40% Excited
- 39% Sufficiently well informed about the journey ahead
- 32% Relaxed
- 30% Not expecting a good night's sleep

Bottom five:

- 5% Carefree
- 4% Anticipating a sociable evening
- 4% Worried we might be late
- 4% Concerned I might have someone sharing my room/in the next seat
- 3% Anxious or nervous

Journey Experience

(% 3-5 star rating)

88% Experience overall

Making me feel...

- 91% welcomed
- 87% looked after
- 87% relaxed
- 80% comfortable
- 68% I had a good night's sleep
- 83% Room rating
- 91% Club Car rating

Summing up the experience

Top five:

- 41% Efficient
- 40% Practical
- 38% Memorable
- 35% Functional
- 29% Relaxing

Bottom five:

- 6% Nostalgic
- 4% Chaotic
- 2% World Class
- 2% Boring
- 1% Reviving

Sample size: 123

