

Caledonian Sleeper

Quarterly Report

Quarter 1, 2022/23

Rail Periods 01, 02 and 03



CALEDONIAN
SLEEPER

Contents

	Page
Summary: Caledonian Sleeper results, Quarter 1 2022/23	3
On-board experience	6
Overall opinions of the Caledonian Sleeper	13
Journey expectations	32
Making bookings	37
Boarding and station facilities	41
Accommodation and train facilities	48
Club car and catering	59
Arrival	72
Delay	74
Facilities for those with a disability or illness	78
Appendix: sample profile and methodology	81



Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1 April – 25 June 2022

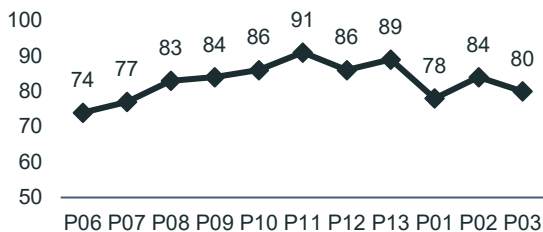
Overall journey experience



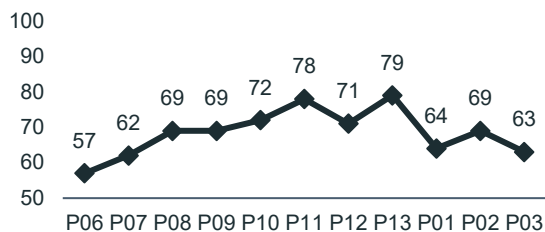
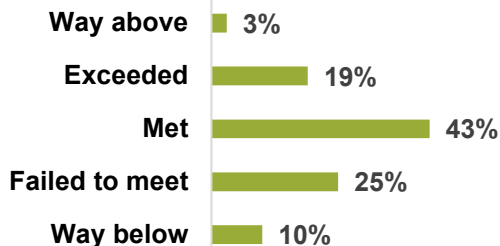
19%

81%

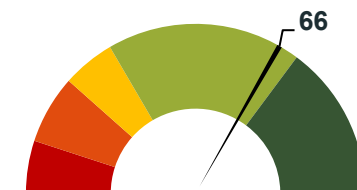
Ave – 3.5



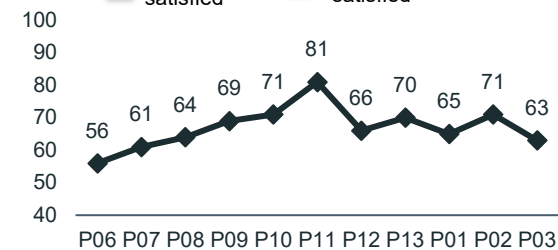
Expectation



Overall satisfaction



Very dissatisfied Fairly dissatisfied Neither/nor
Fairly satisfied Very satisfied

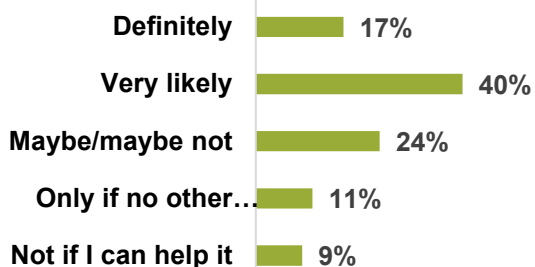


Net Promoter Score

1

38
37

Likelihood of future use



	Lowlander	Highlander
Journey experience	80%	82%
Met / Above expectation	66%	64%
Overall satisfaction	66%	66%
Net Promoter Score	1%	1%
Future Use	55%	57%

Sample size: 619 (Lowlander 271, Highlander 348)



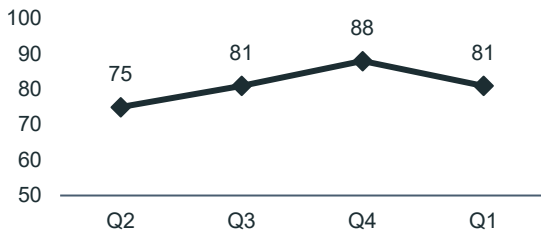
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1 April – 25 June 2022

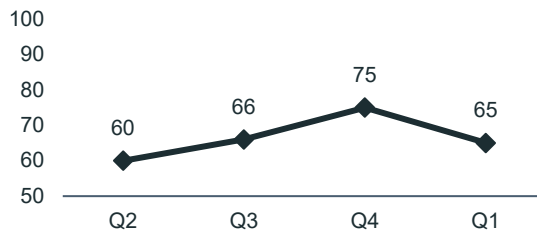
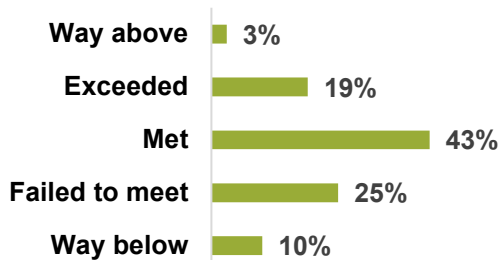
Overall journey experience



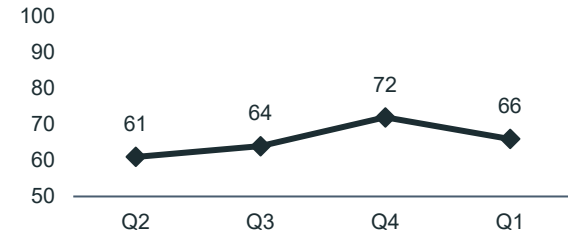
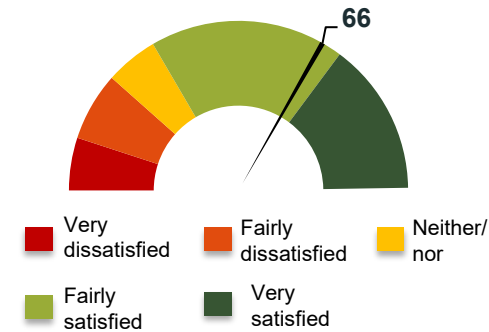
Ave – 3.5



Expectation



Overall satisfaction

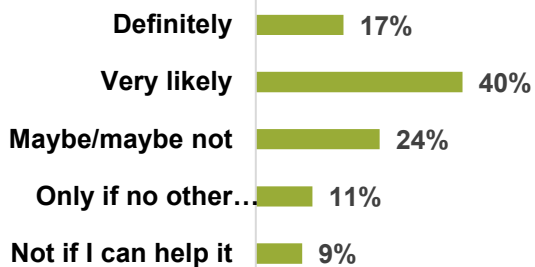


Net Promoter Score

1

👍 38
👎 37

Likelihood of future use



	Lowlander	Highlander
Journey experience	80%	82%
Met / Above expectation	66%	64%
Overall satisfaction	66%	66%
Net Promoter Score	1%	1%
Future Use	55%	57%

Sample size: 619 (Lowlander 271, Highlander 348)



Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1 April – 25 June 2022

Expectations of the journey

Top five:

- 60% Looking forward to the experience
- 39% Sufficiently well informed about the journey ahead
- 34% Excited
- 32% Relaxed
- 31% Not expecting a good night's sleep

Bottom five:

- 6% Anticipating a sociable evening
- 6% Concerned I might have someone sharing my room/in the next seat
- 5% Worried we might be late
- 4% Concerned about other passengers' possible bad behaviour
- 4% Anxious or nervous

Journey experience

(% 3 - 5 star rating)

81% Experience overall

Making me feel...

- 86% welcomed
- 79% looked after
- 80% relaxed
- 77% comfortable
- 66% I had a good night's sleep
- 85% Room rating
- 83% Club Car rating

Summing up the experience

Top five:

- 36% Practical
- 34% Efficient
- 33% Functional
- 32% Memorable
- 26% Disappointing

Bottom five:

- 6% Chaotic
- 6% Distressing
- 3% World Class
- 2% Reviving
- 2% Boring

Sample size: 619



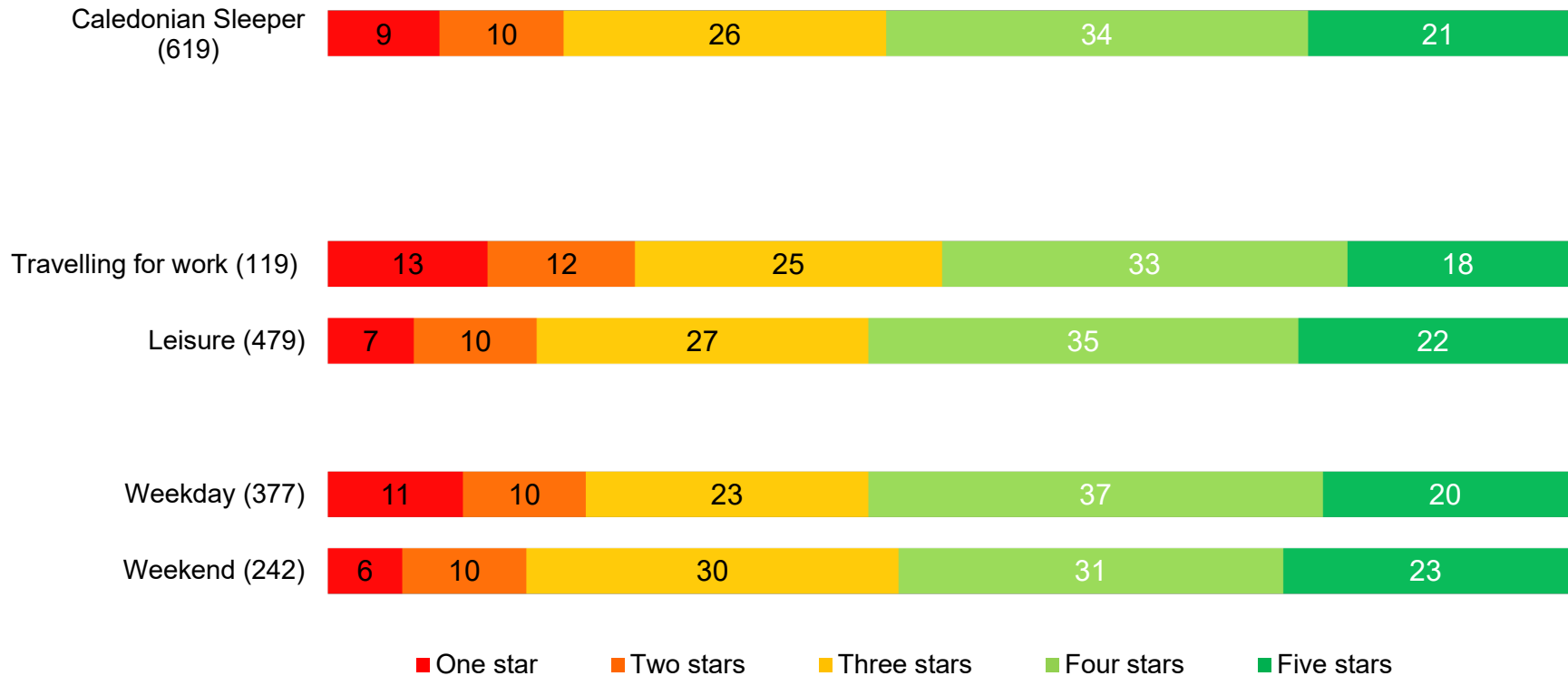
Caledonian Sleeper

On-board experience



CALEDONIAN
SLEEPER

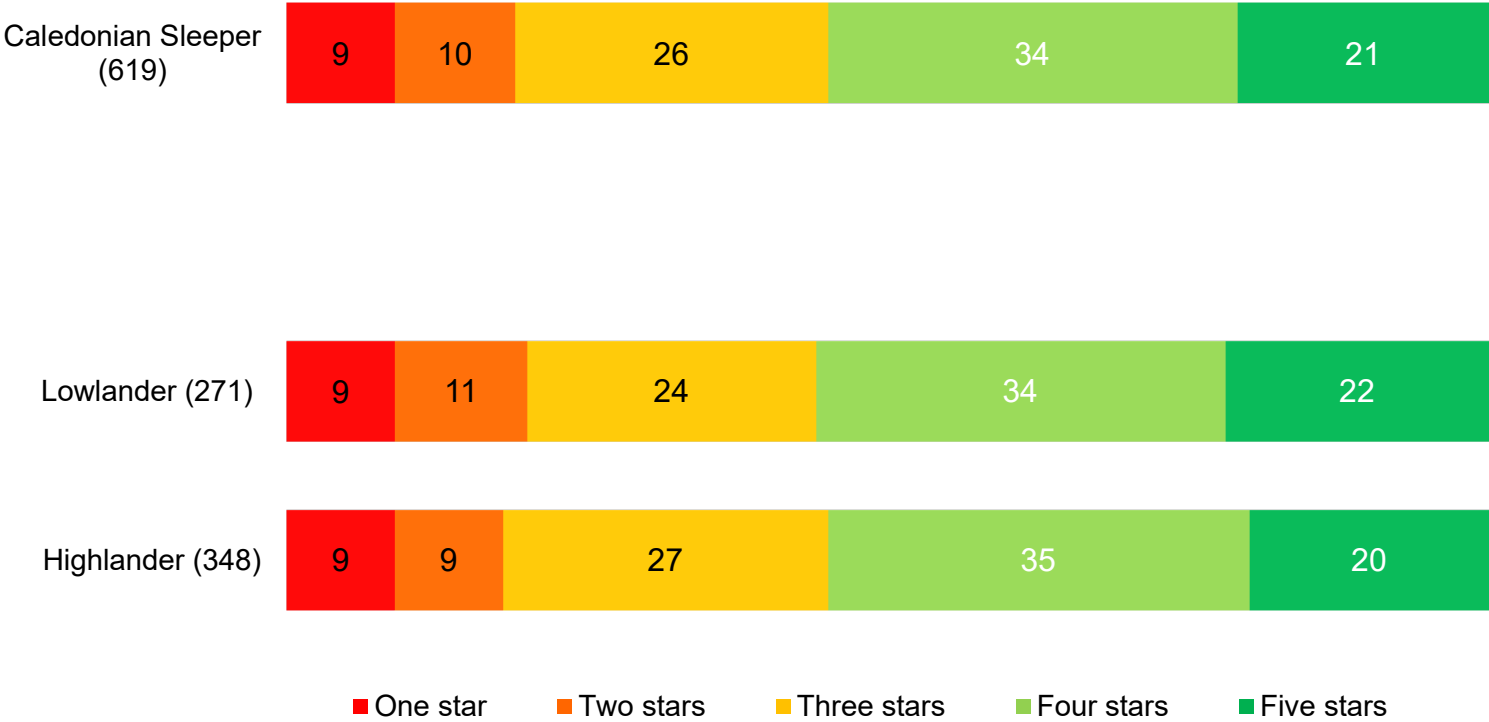
Overall rating of experience by passenger group



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



Overall rating of experience by route



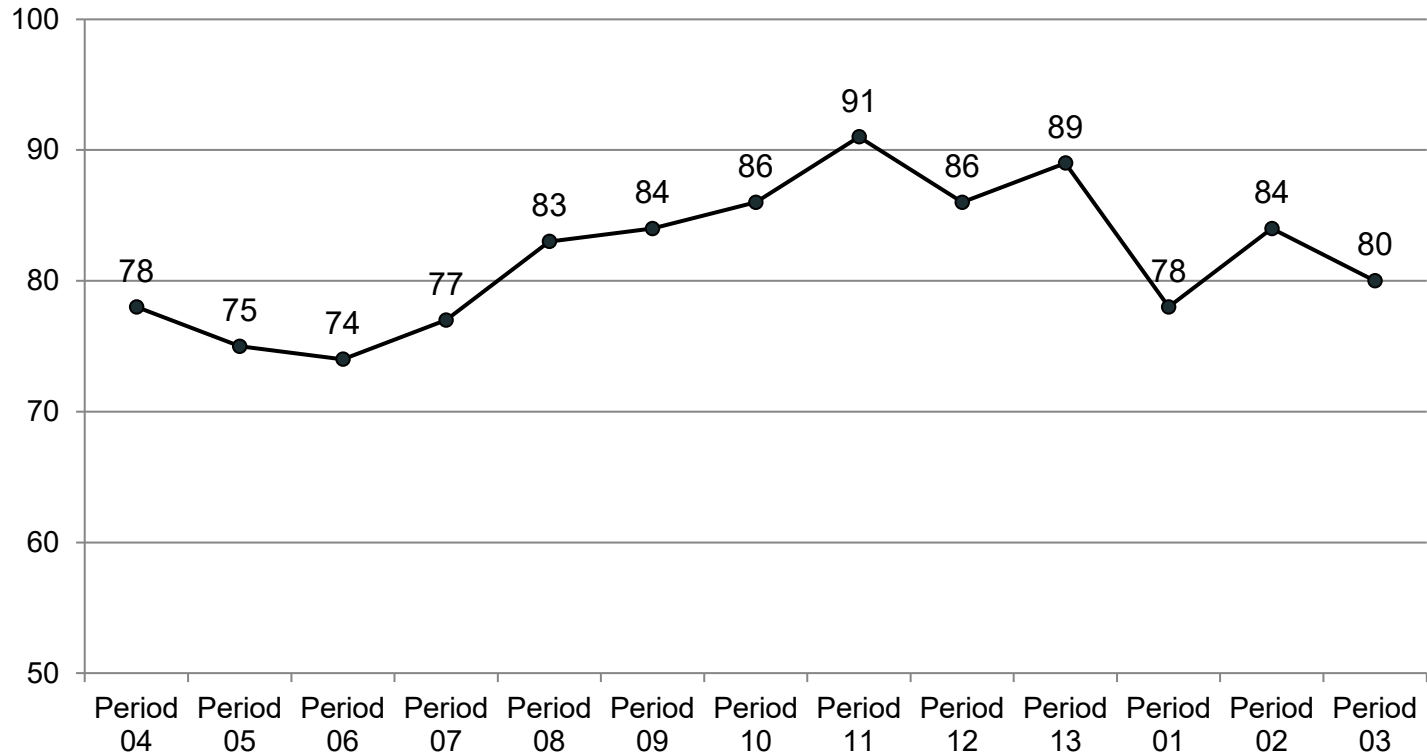
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above.



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

Price, price, price! its getting better but the price needs to be the equivalent of a flight and reasonable hotel room. Since privatisation you are trying to sell this "luxury" experience, which you are not (and for this trip the only option for breakfast was in a bag and paper cups) I asked to eat in the buffet car which was unclean and untidy, which proves as I say your not a "luxury" your customers are in the vast majority people travelling on business your the equivalent of a premier inn hub and Logan Air, we want clean and comfortable at a reasonable price!

I am disappointed that the pricing for the club rooms no longer includes lounge access or breakfast. Arriving in London and not being able to take a shower is major drawback. Under these circumstances, the sleeper offers less value for money. The toiletries are fewer, compared to my previous trips, and I'm disappointed that breakfast is no longer included. It's an expensive service and without those perks the value and benefit severely diminishes.

Access to the train was quite late this time and it would be good if I could board prior to check-in to get on with some work or head up the train to order some dinner. Also I was delivered the wrong breakfast which was fine (all choices are good) but a regular occurrence.

Functioning WiFi and include a breakfast in the price.

Ensure the Wi-Fi is working (it wasn't) Ensure all food on menu available Ensure that all wine on the menu is available. The wine I was given didn't seem to be on the menu at all. I was led to believe I would get some complimentary things in cabin but only got a face mask/ear plugs. Shower water was cold and no cover for the loo. No water in cabin.

The seats are very unpleasant and do not recline. The temperature inside the carriage was appallingly cold and myself and other passengers had to wear thick clothing to stay warm. This is a recognised problem which therefore astounds me the situation has not been remedied or that airline style travel blankets are not offered to passengers who travel in a seat.

Clear information before the journey - information we received was confusing, particularly about the station lounges. Processing at Waverly to board was a shambles. No showers at Euston. Cabin tiny with no suitable pace for suitcases.

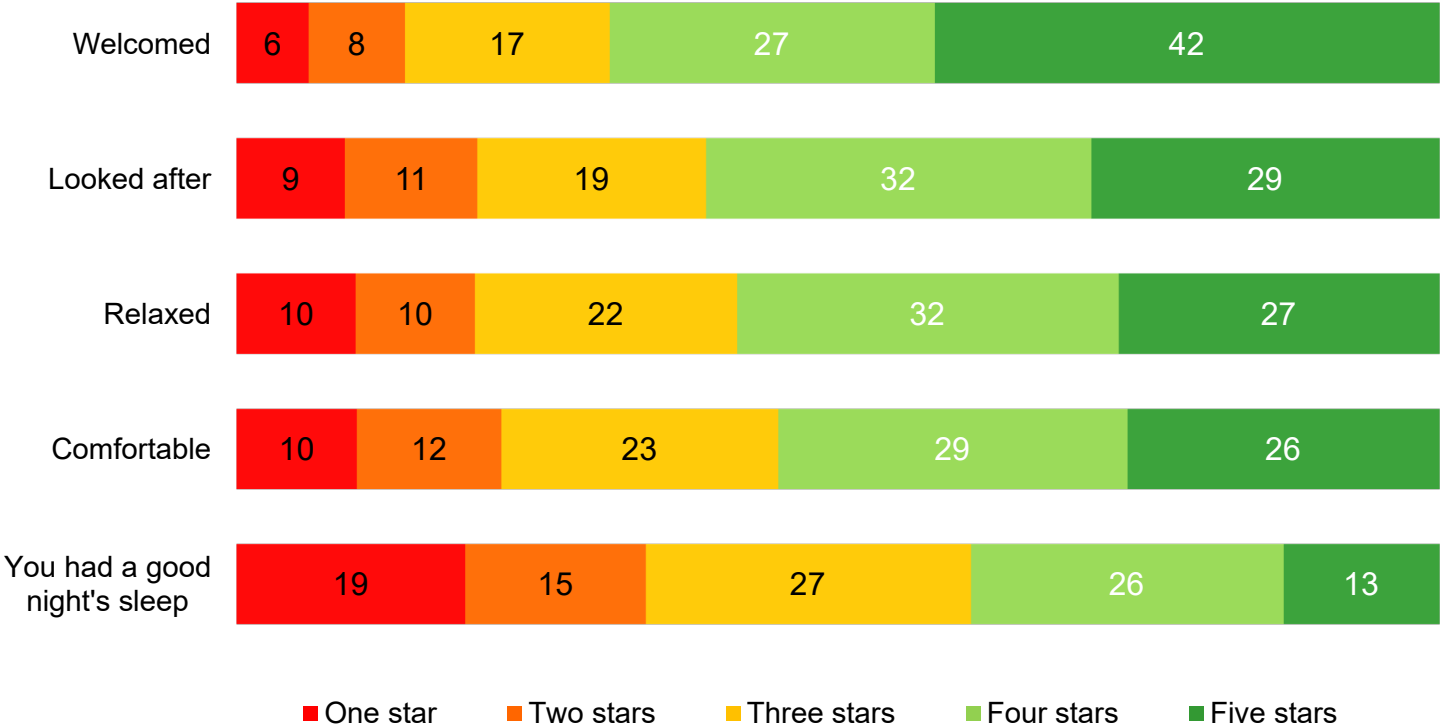
Water was tepid. Dryer in toilet wasn't working. No staff available to report things. Not worth the money. Was meant to be upgraded since the prices rocketed but I saw no evidence of any improvement.

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 (619).



Rating of features of the journey – customer comments

Our initial info told us we could board at 2055 instead we were left on a very cold windy concourse until 2120 and then with only one member of staff checking guests onto the train. We got on, train moved. Not good enough.

Having travelled on night trains in other countries, some have seats that turn into beds with a pull down bed making a train compartment full of beds in a length ways fashion. This would be a good price compromise between a seat and a cabin. There is a large gap between the two . I also feel it needs to be cheaper to help fight climate change and get more people to ditch the plane and get the train.

I would prefer if passengers could have slightly earlier access to the coaches while at the start station. It would help me relax and settle down a bit before going to sleep.

We booked a club ensuite twin which should have included a full breakfast in the dining car which we learned at short notice via email was not available due to staff shortages. No acknowledgment or apologies for this were made by greeting staff.

The room is extremely small. The images in the web Page are deceiving. I wish they include the size in Square meters of the different rooms. I would have gladly paid more for the Double. Also the breakfast was disappointing. Not all options were available. For example, the Signature Highland Breakfast was not available. And the Dining car was VERY dark. I do not know if they were trying to save money in electricity.

I became anxious when the train arriving in Dumbarton was 45 minutes late. I was unsure of the process and thought there was a chance we would miss the connection at Edinburgh.

The bed was a bit hard. It was noisy and unusual sleeping in a moving train - not something you can really change and didn't expect to sleep completely soundly!

You are not really looked after you are checked in on the platform and told to find your room and fill in a form for breakfast.

There was a real absence of occasion or uniqueness to the experience, which I expected to feel unusual or special in some way. It didn't.

Was a new experience so wasn't sure what to expect sleeping on a train, it was a bit noisier than expected.

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?



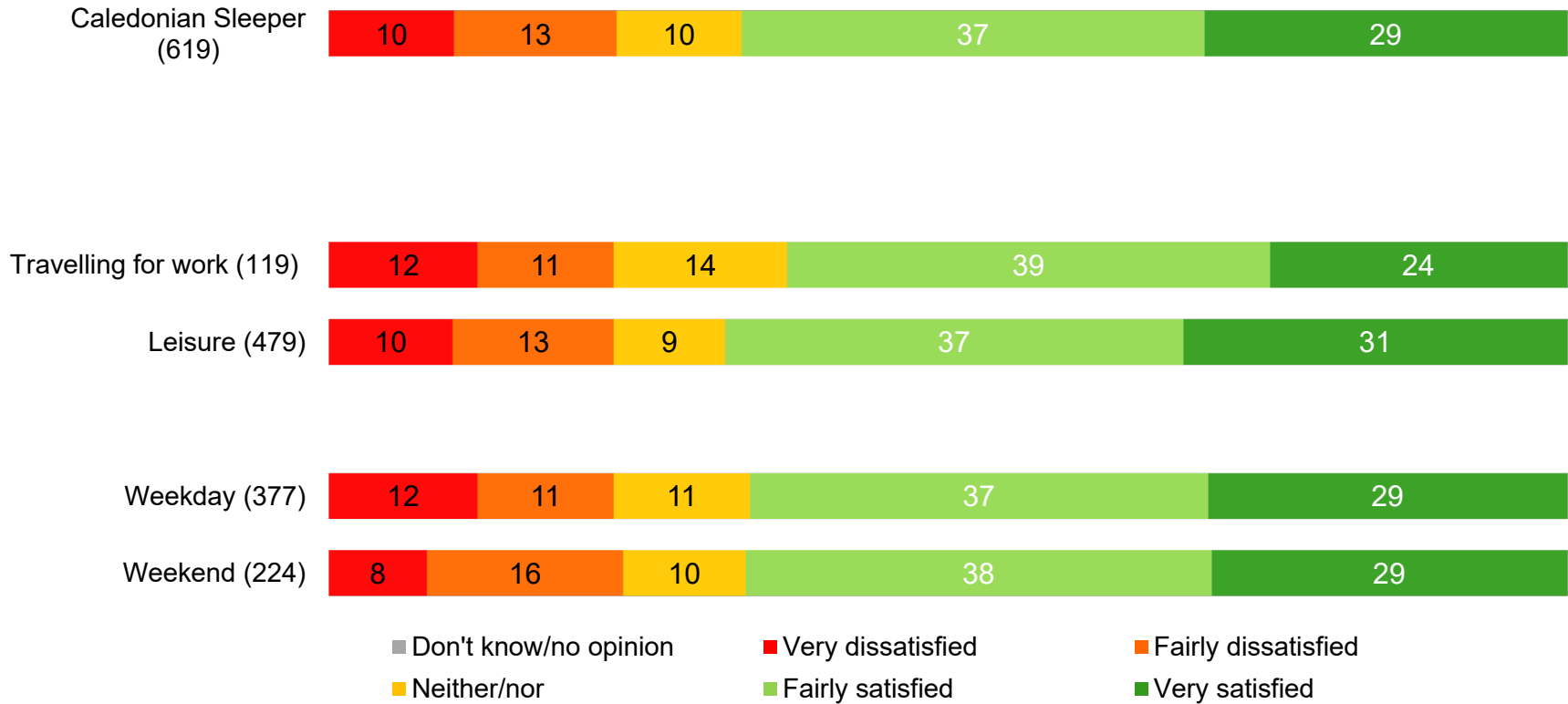
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



CALEDONIAN
SLEEPER

Overall journey satisfaction by passenger group

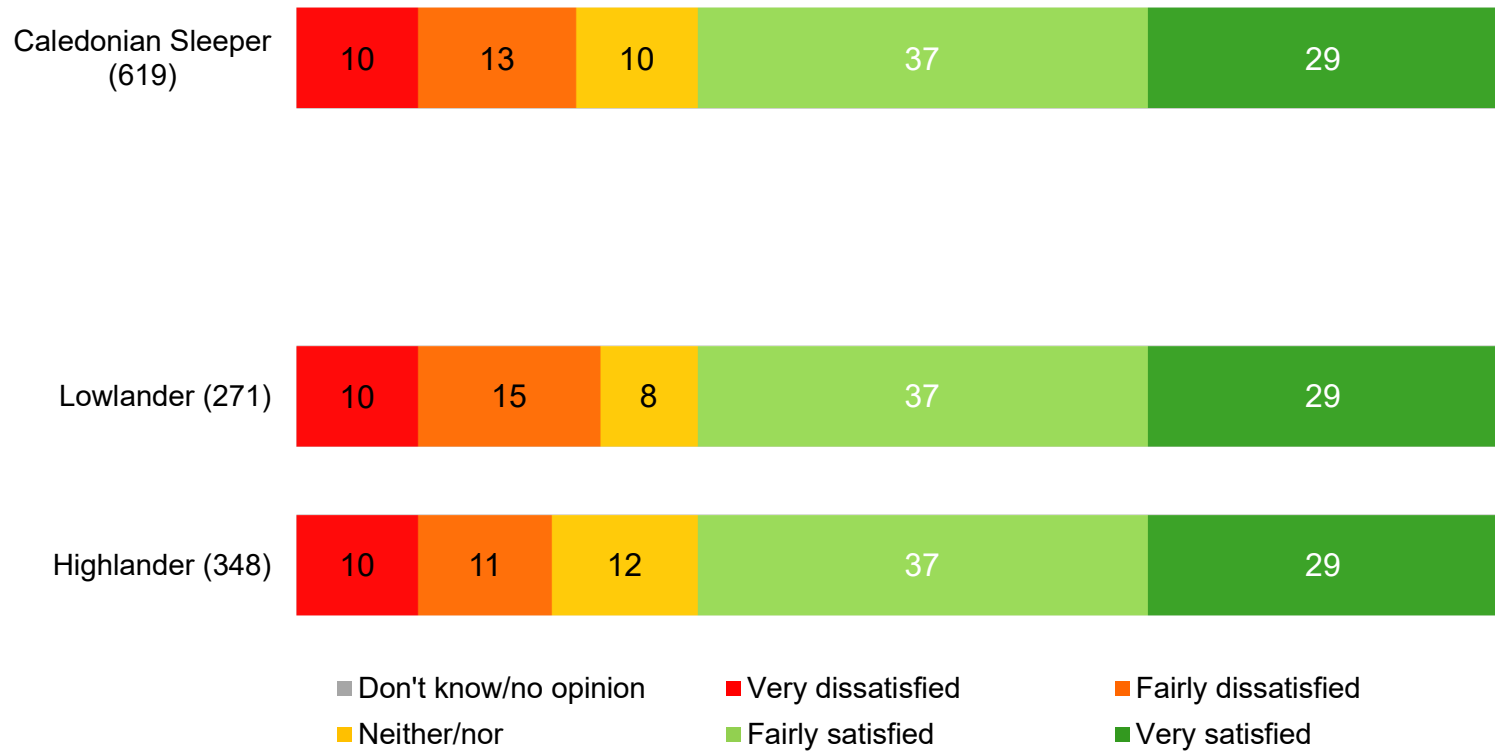


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above.



Overall journey satisfaction by route



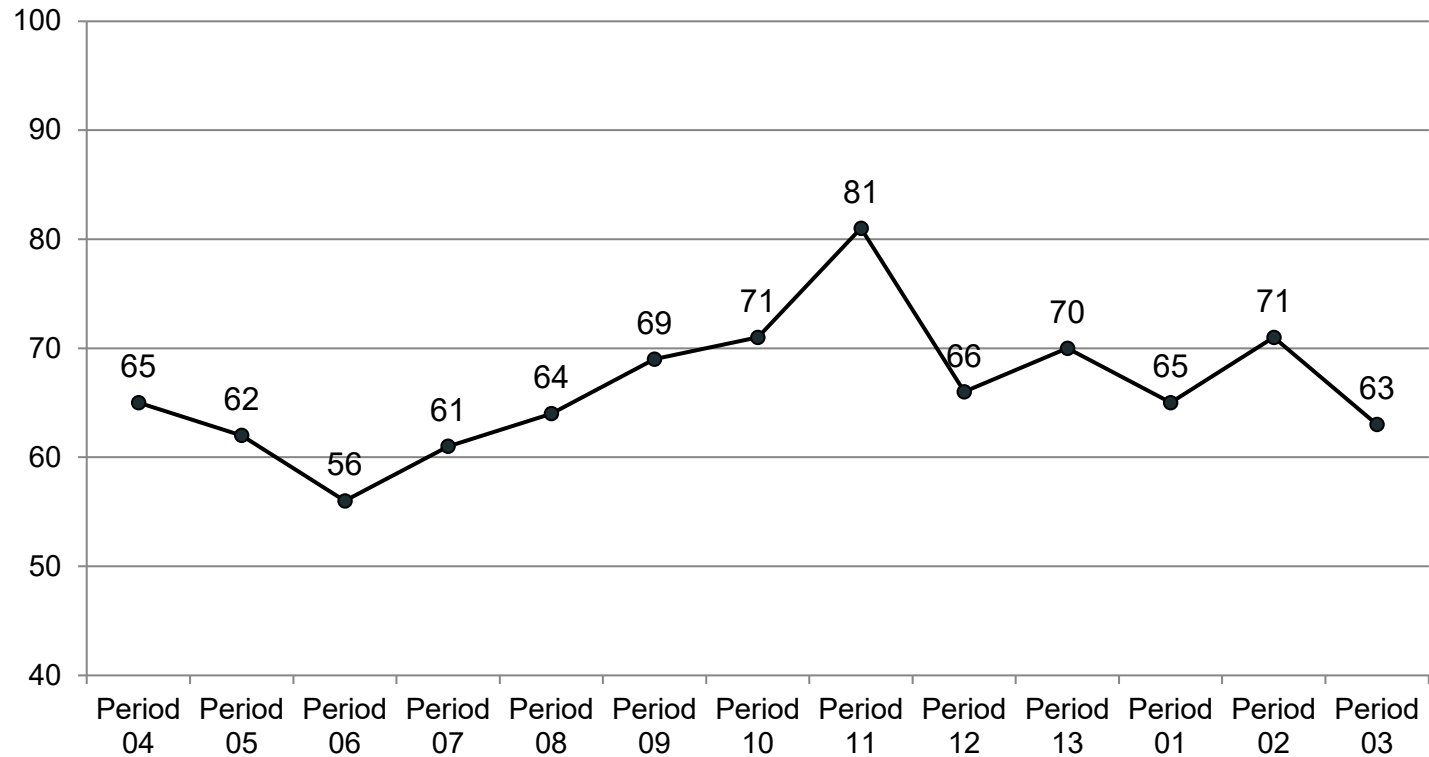
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above.



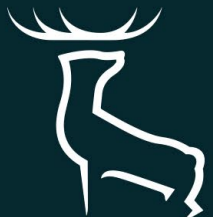
Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied

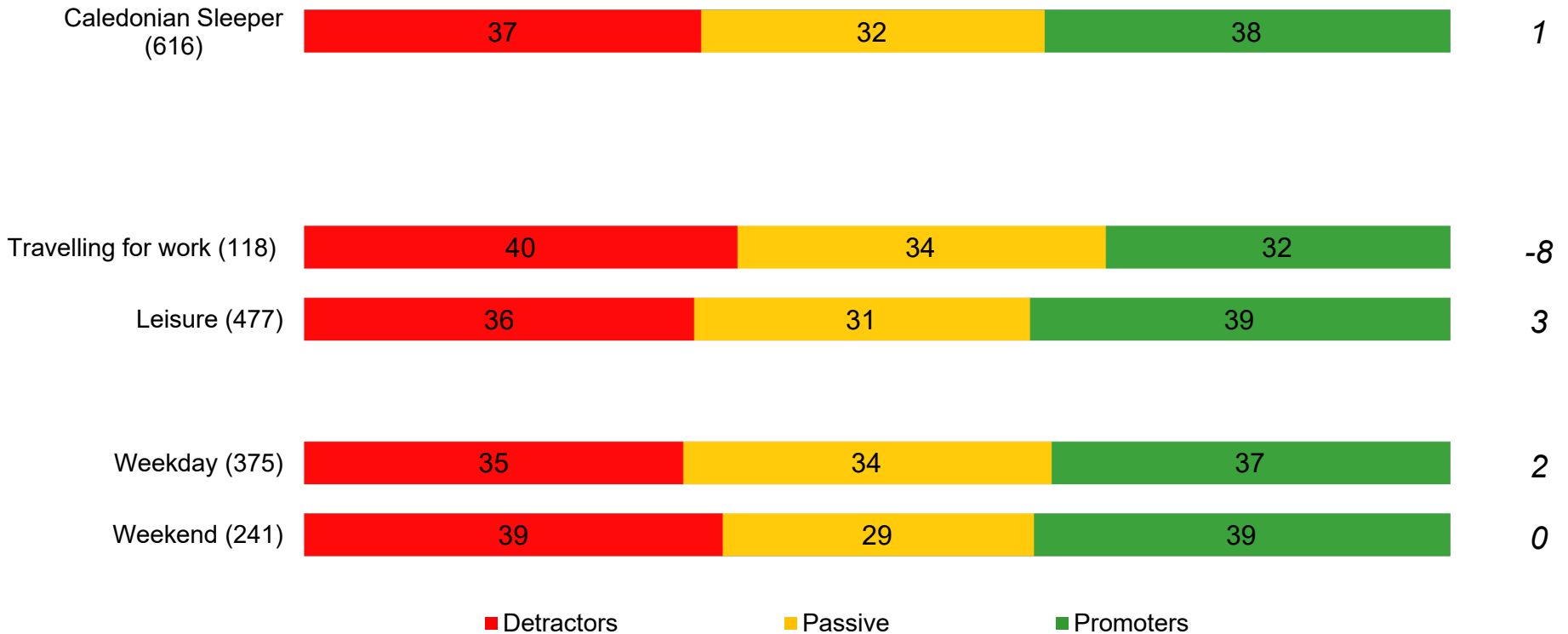


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?



Net Promoter Score by passenger group

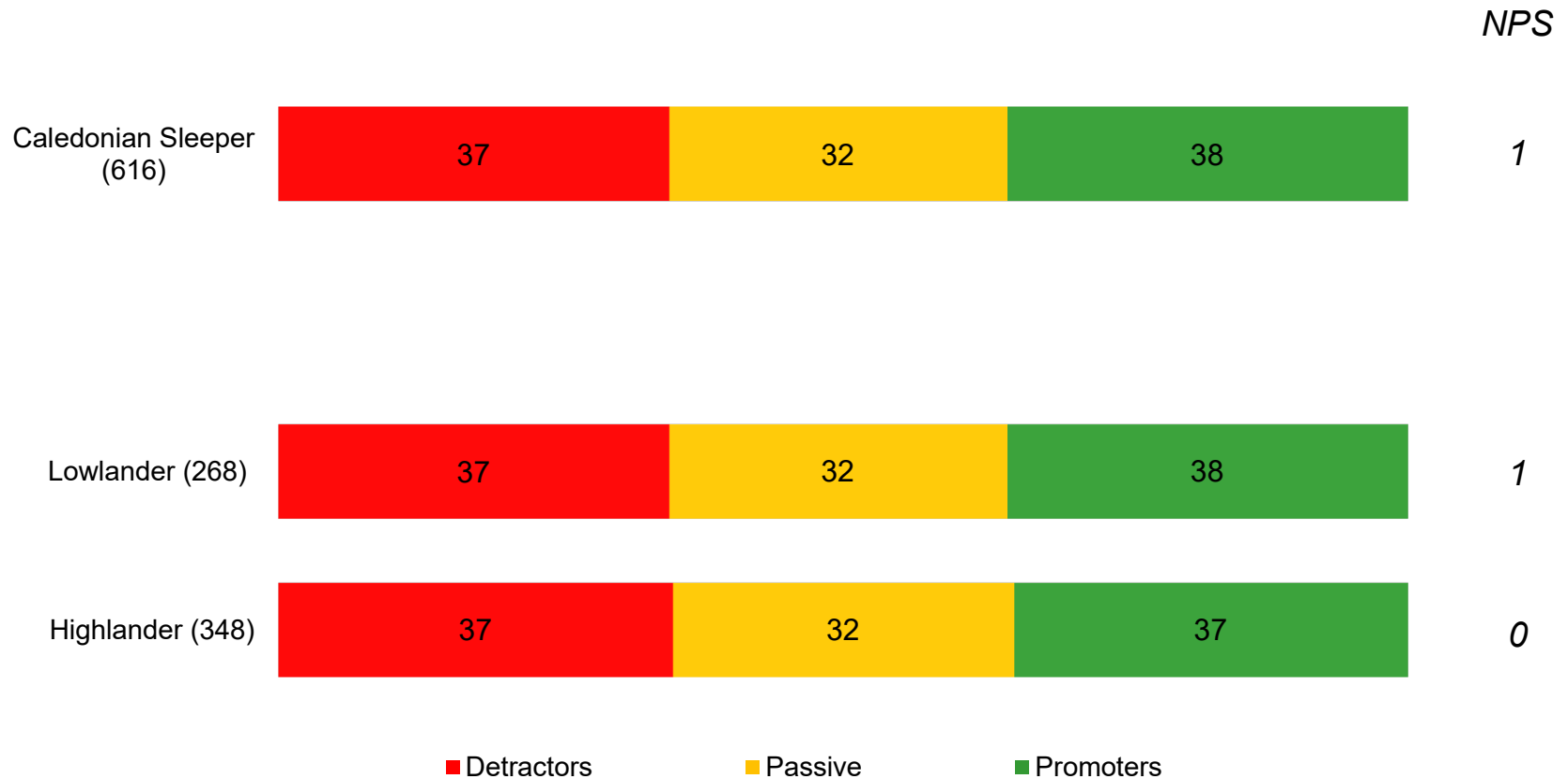
NPS



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



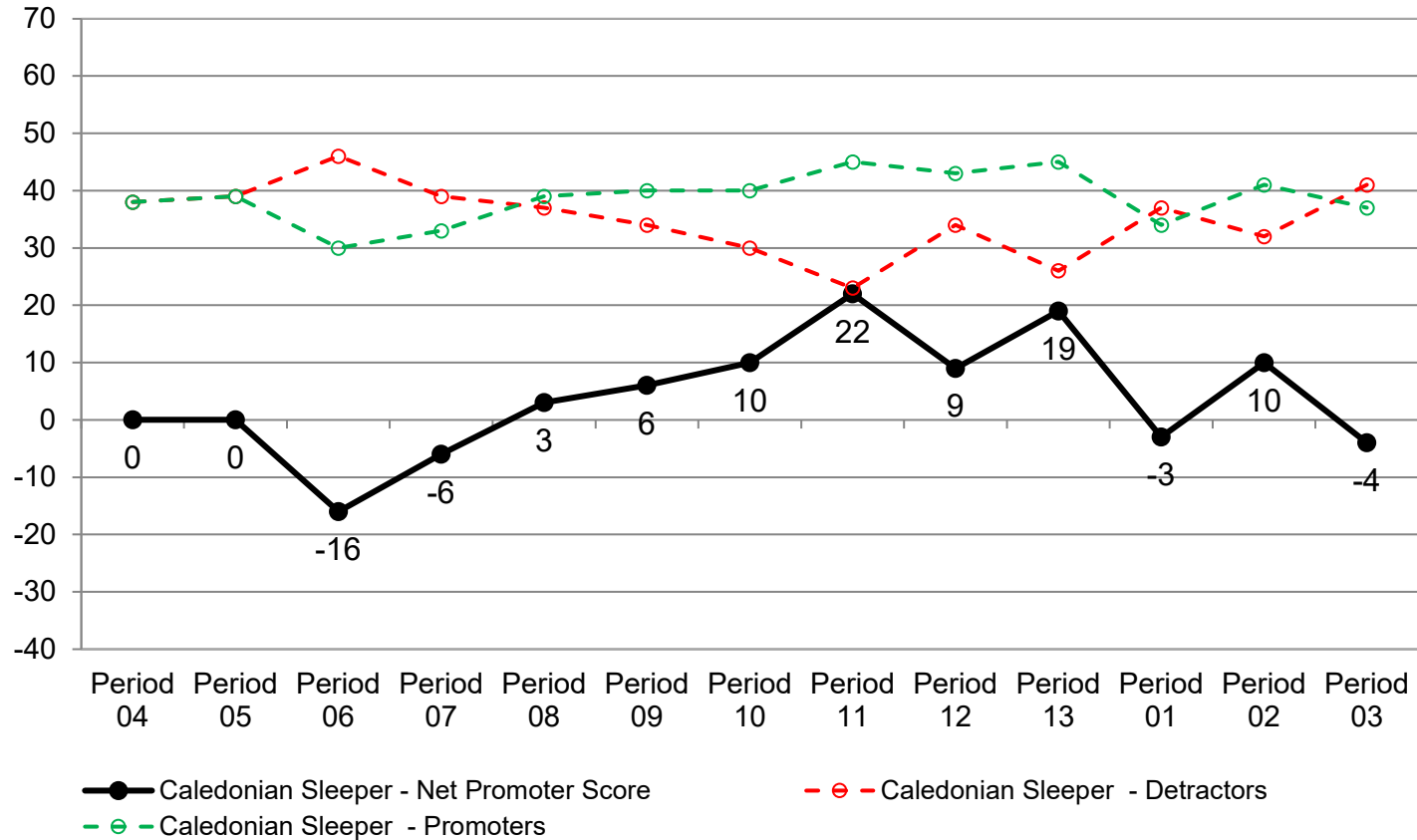
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion.



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)

I think it's the easiest way to get to Highlands from London. It is comparative cost wise to a day train and night in a hotel but means I don't waste a day travelling. Flying would be quicker but then I am limited on luggage and have to travel in to Central London. The sleeper is the best use of my time and arrives in a central location.

We travelled with friends and family and we all loved the experience. It's was the first time for any of us to travel By sleeper train and would highly Recommend it for fun, convenience and a greener way to travel.

Because it was relaxing, exciting and the staff were helpful and looked after you.

Very memorable and fun. Being able to board earlier would make it better but otherwise great experience.

Passive (7-8)

We would recommend it but with caveats that it is noisy and cramped and difficult to sleep.

The overnight train is not for everyone. Many people would rather take a short flight during the day to journey from London to Inverness. I would recommend it but also know many of my friends would not be interested in such a journey.

It's more expensive than a flight and more tiring but I enjoyed it.

It can be a potentially exciting experience but would point out to people that shortage of staff, missing food items, potential non functioning ensuite facilities might impact there enjoyment. Takes it from a trip of a lifetime experience to it possibly on a bad day being just another frustrating day on British Railways.

Detractors (0-6)

Poorly stocked, uncomfortable. In retrospect I have looked at other reviews and this is a common theme for the past 3 years, why would it improve now? I didn't even take the return leg as i was so disappointed. I asked for my money back but got a no. It really was so disappointing.

Complete chaos from start to finish. Kept in the dark about what was happening, Staff not helpful at station. Was rushed onto train as it was so late.

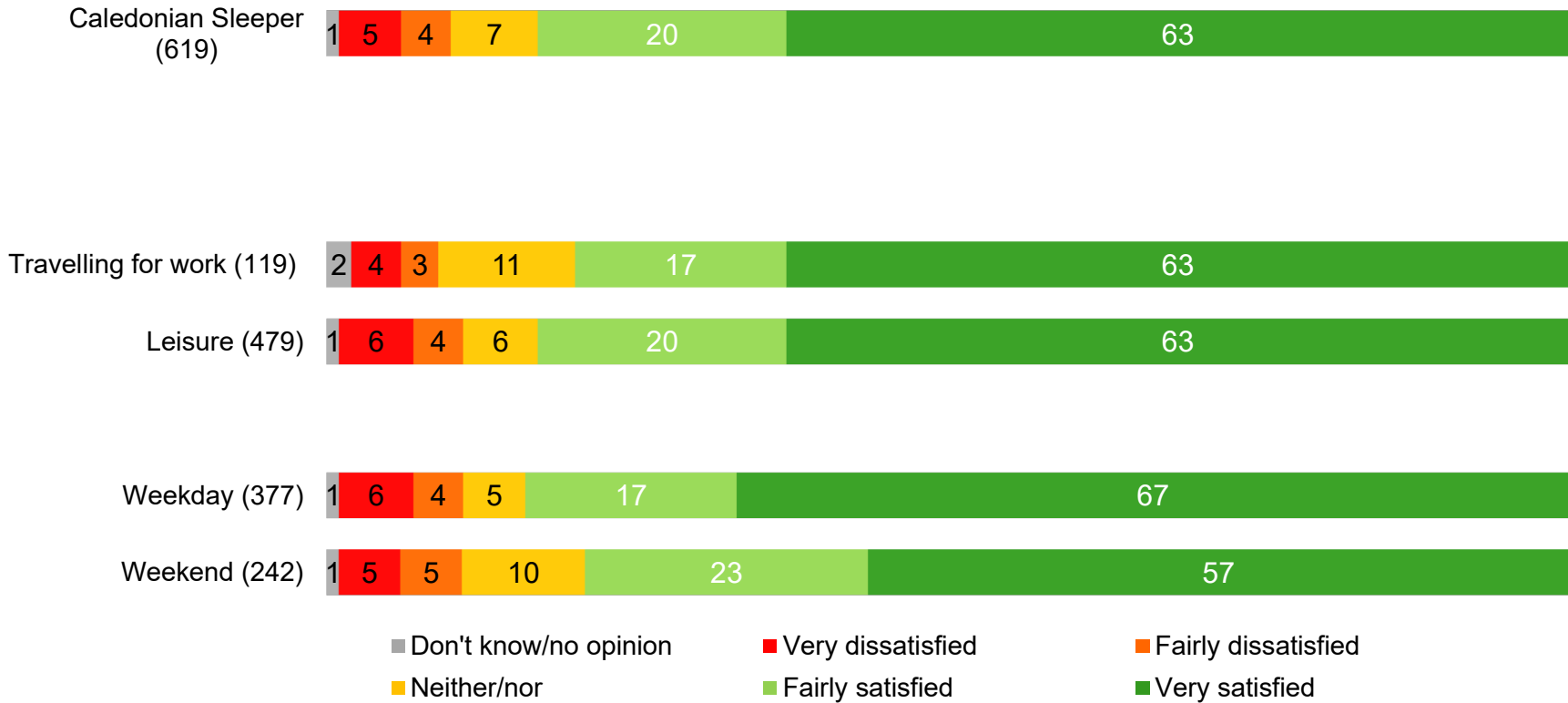
It sells itself on being an experience, yet it is a poor experience. They didn't not adhere to their charter for hospitality. Very over-priced. I have sent a long email explaining our experience to the Guest Experience Team, requesting a partial refund.

Given lack of facilities and staff attitude I won't use this form of travel again.

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?



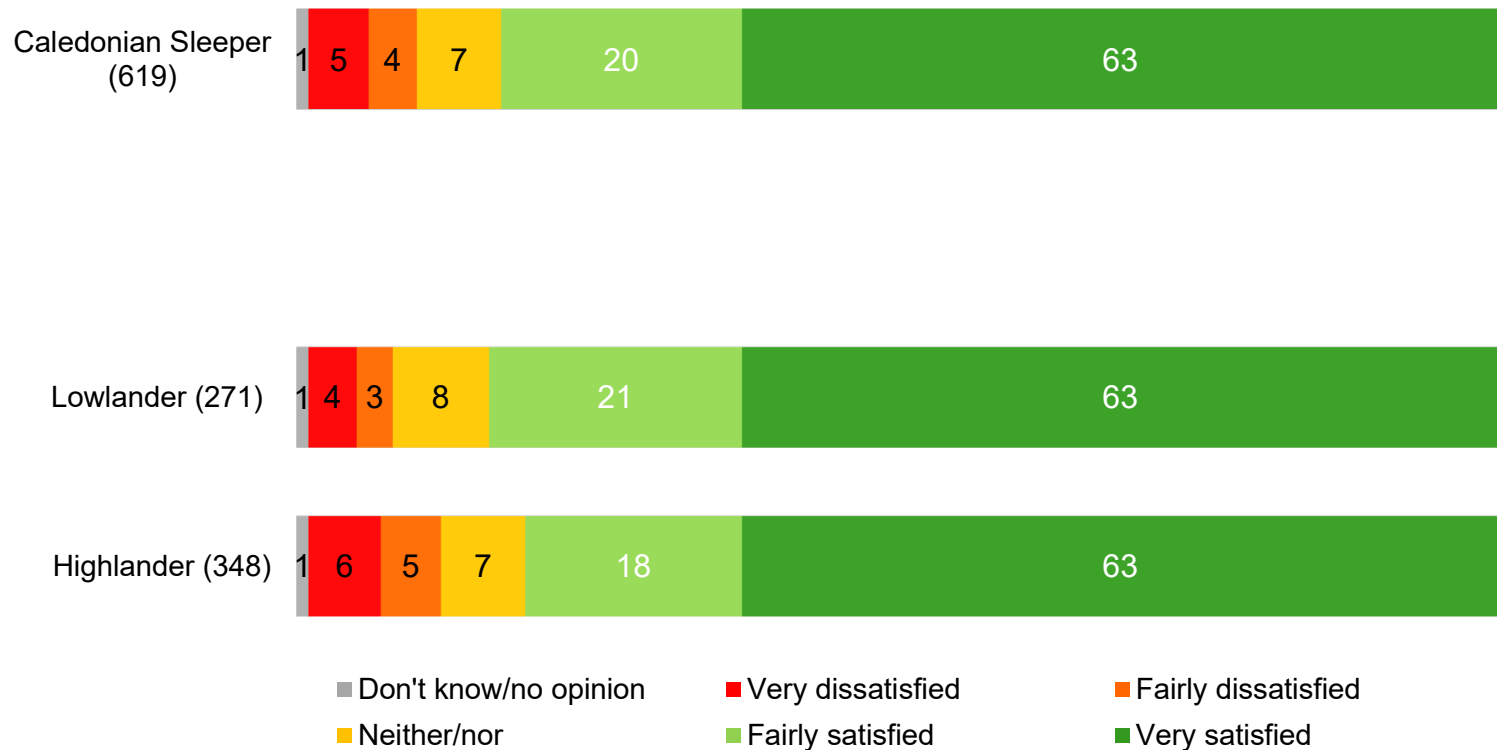
Punctuality and reliability by passenger group



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



Punctuality and reliability by route

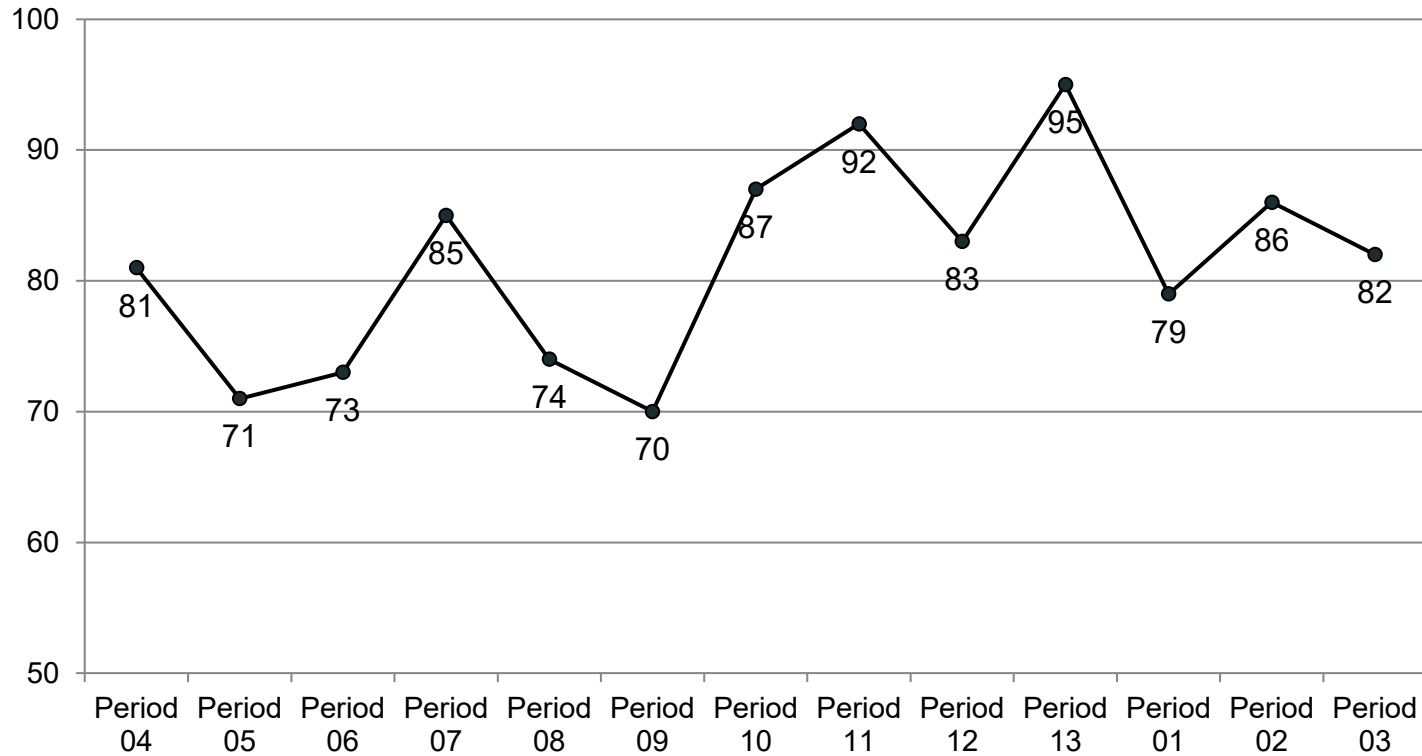


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (such as the service departing/arriving on time)?
 Base: in brackets above.



Punctuality and reliability - trend

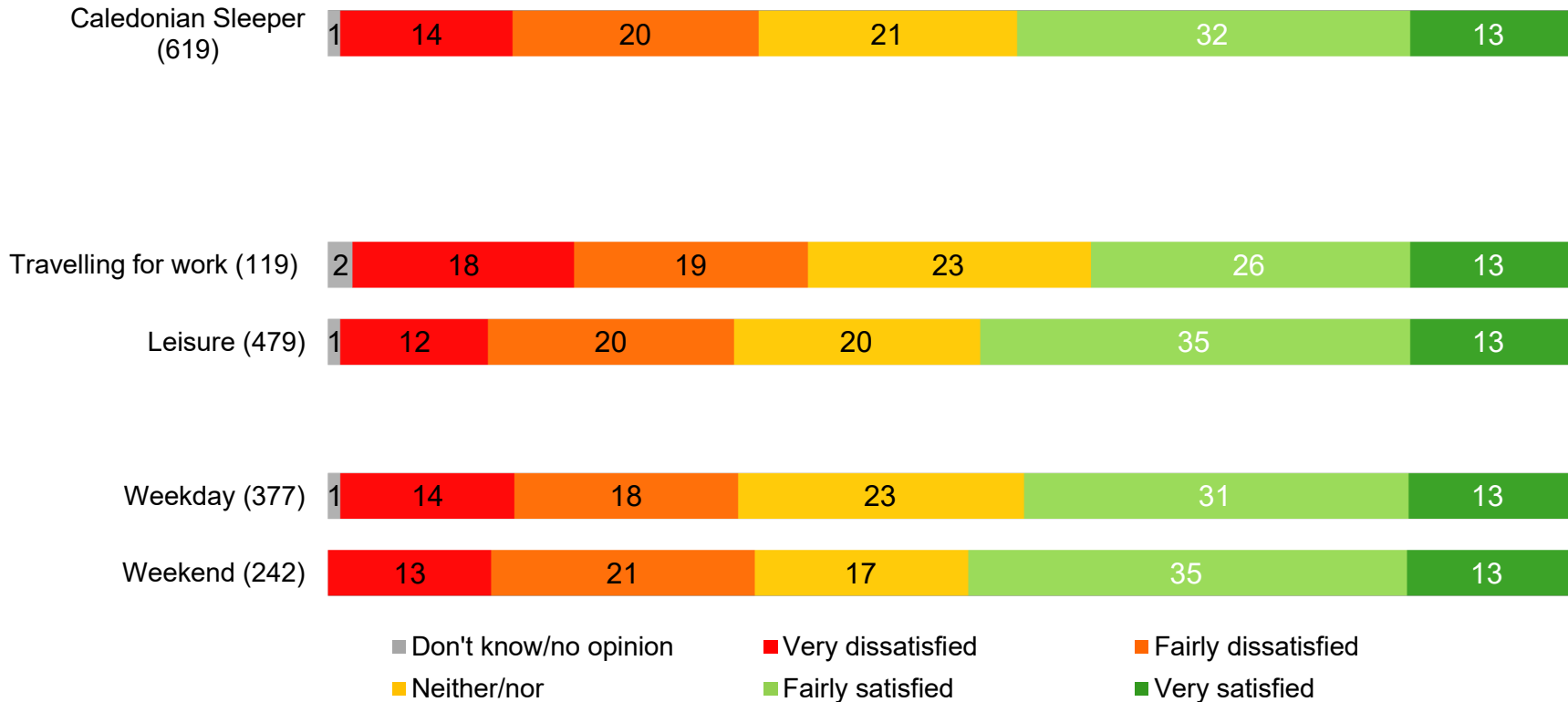
Punctuality and reliability
Trend: % very/fairly satisfied



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



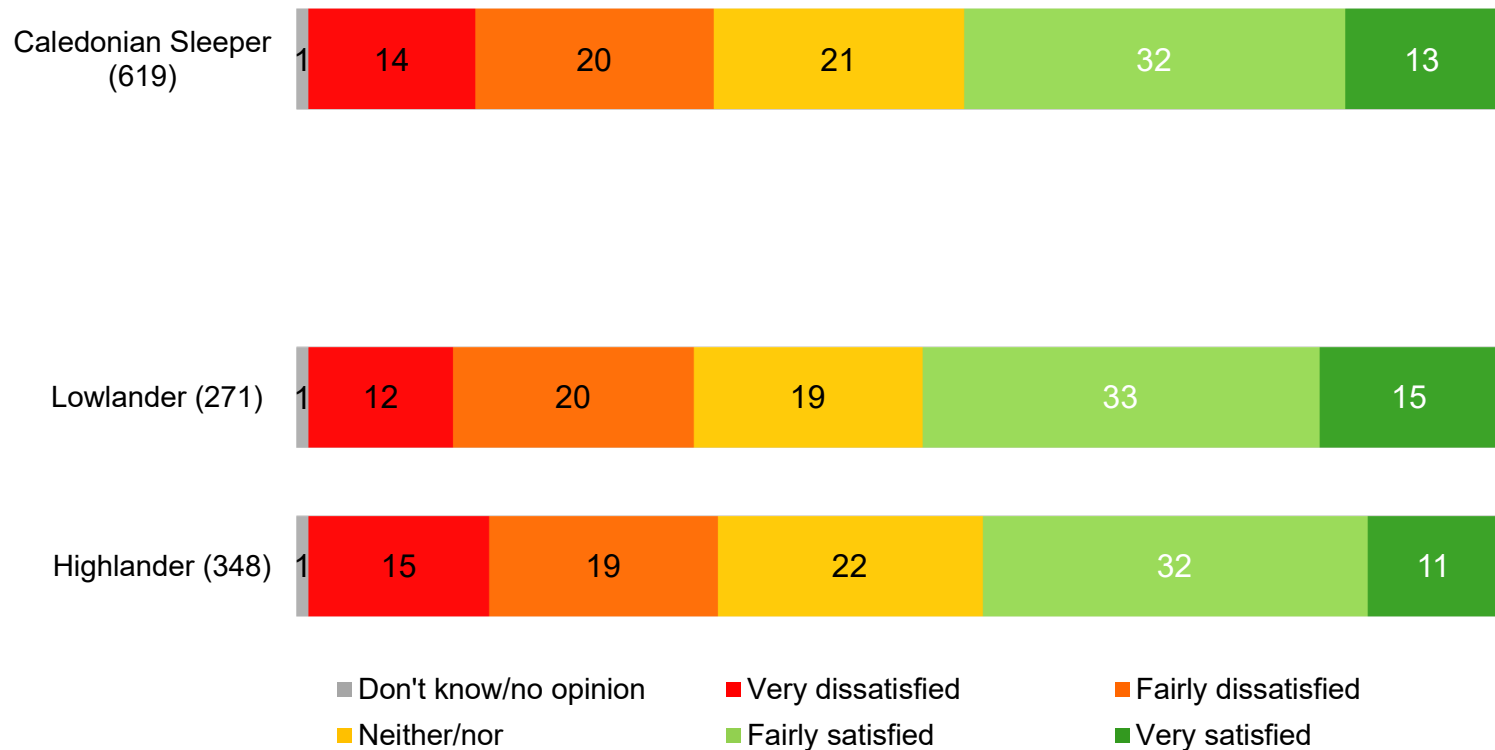
Value for money by passenger group



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

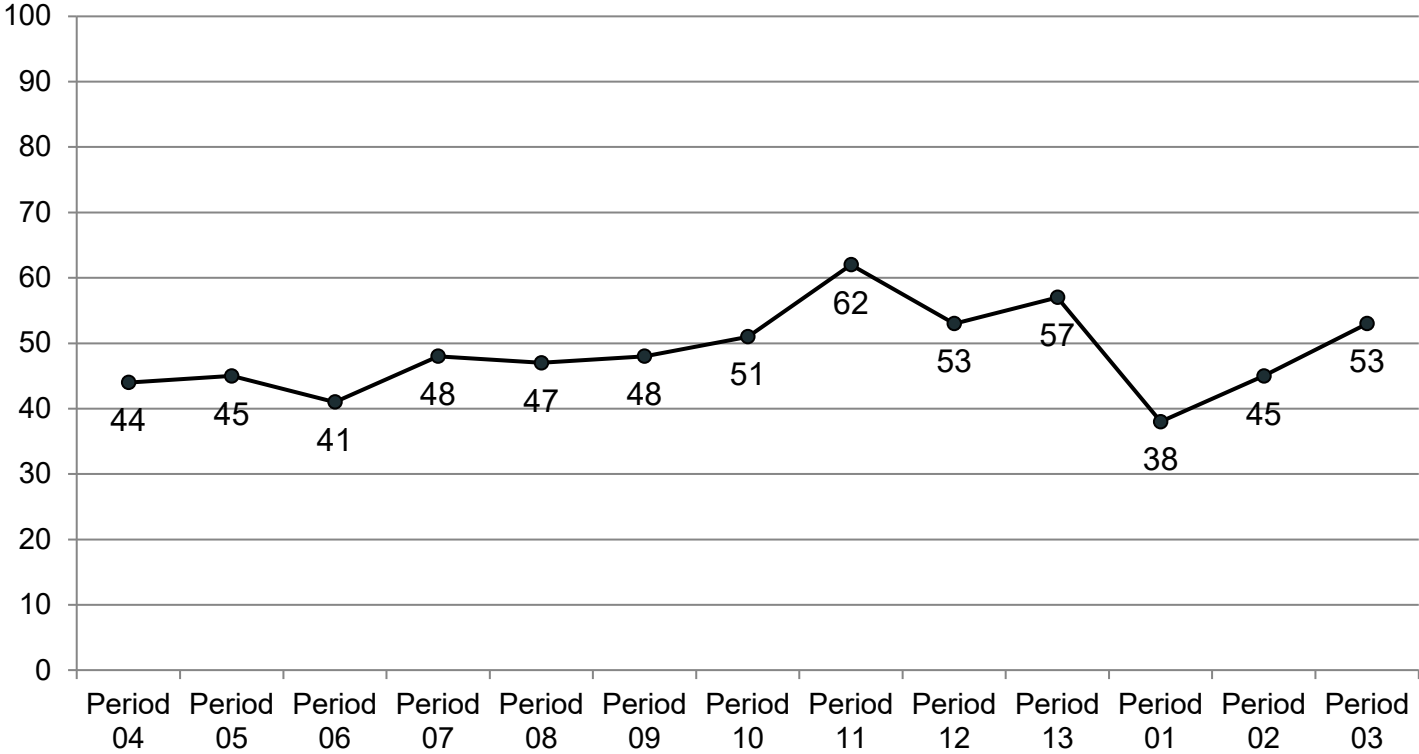


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above.



Value for money - trend

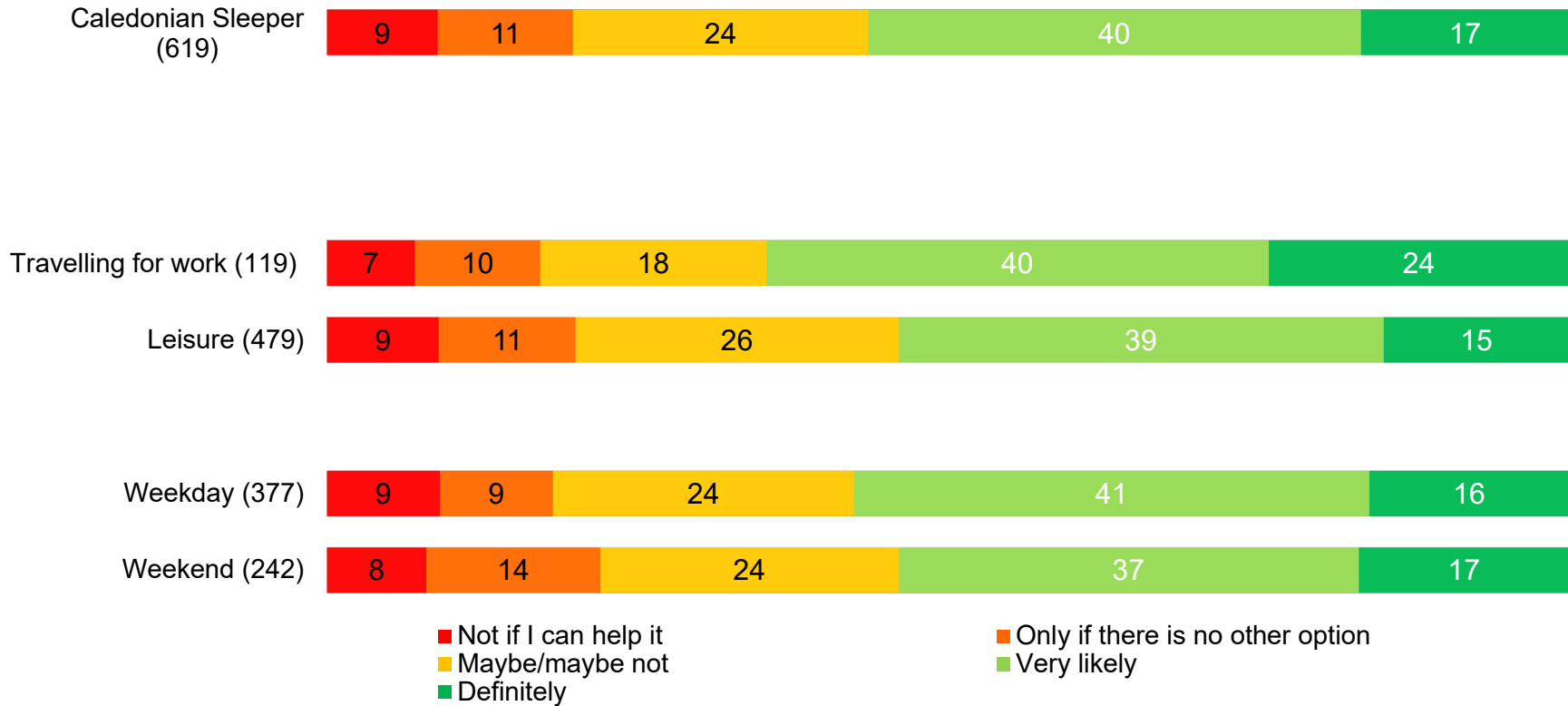
Value for money
Trend: % very/fairly satisfied



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

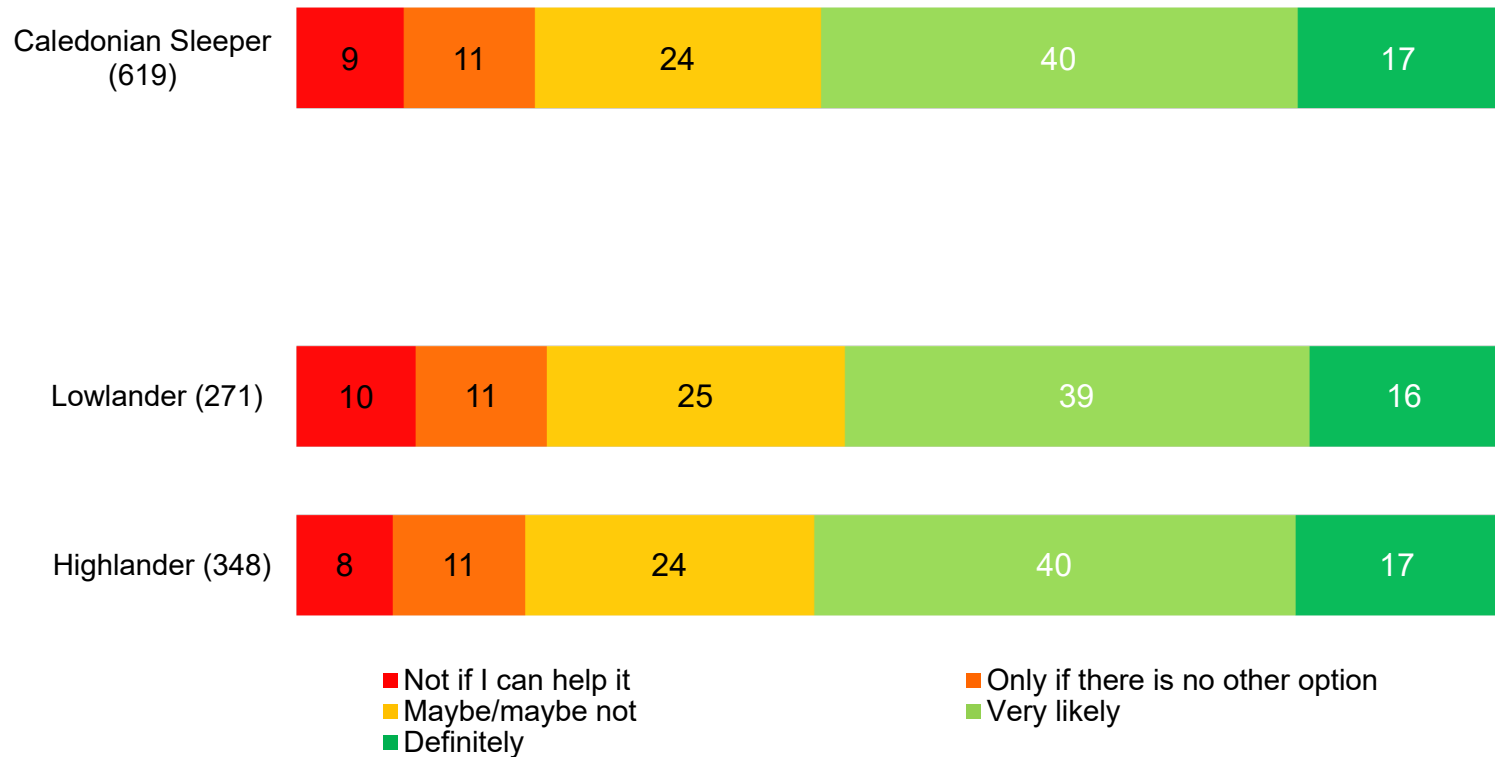


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Principally cost. I have accommodation at both ends of the journey and so the price at 2 or 3 times the flight alternative is high. If the experience were better I'd be more inclined to spend the extra, but as it is its a toss up as to whether I would be prepared to spend the extra again. I travel frequently (8-10 return journeys per annum) between Inverness and London, and a frequent traveller scheme, more persuasive than the one you operate, would be welcomed.

I would only travel with the Sleeper if I could afford a cabin, but unfortunately even the basic cabin is expensive for someone travelling alone. The coach is not comfortable, basic needs such as clean/functioning washroom facilities not met, and I did not feel safe travelling alone.

Because it was impossible to sleep and it was so cold/bright. The seats are more comfortable on normal trains and the lights are turned down and the temperature regulation is better.

We had a pretty disastrous experience on the sleeper as previously detailed. I have used the service before and, while not as awful as this experience, it was still slightly disappointing as the club car was full and we couldn't even get a menu to order food, never mind a seat on that occasion - both experience didn't feel luxurious or welcoming for the price paid.

I feel that I paid way too much for the experience I received. My train was 2 hours late, there was no help getting on to the train by staff and they were overall just not present during the entire experience. Rooms were cramped and no where to store luggage.

I didn't sleep well and of course I missed the views by travelling at night. Also, compared to a day time train and the cost of a cheap hotel for the night it is a pricey option.

We took this trip as surprise for husband who loves trains, however if I was travelling on business I would be travelling by air, as it is faster and much cheaper.

I may use it for a hiking holiday as it is convenient. But otherwise I would travel on a daytime train or by plane. The sleeper staff are great but the service itself is not very good and I have had issues on nearly every journey.

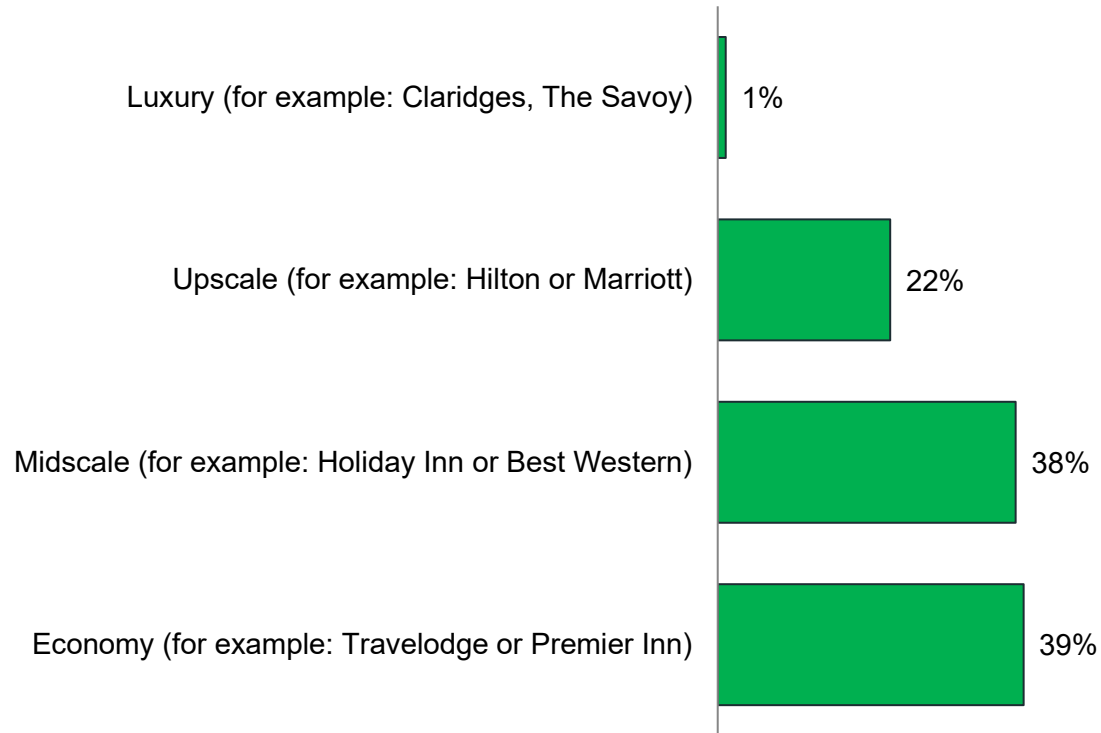
It's preferable to flying in many ways but not as good as it could be.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 1 2022/23 %



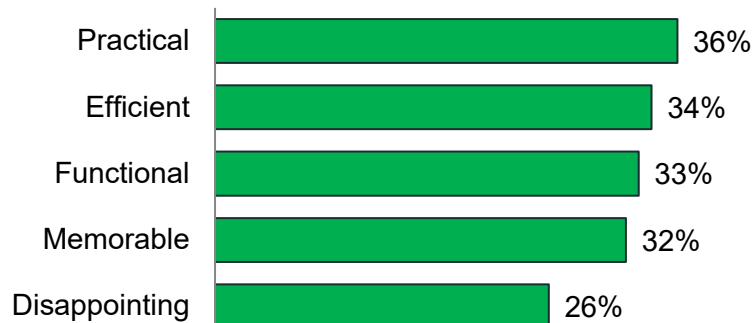
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: all with an opinion (567).



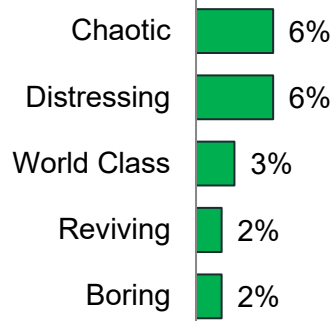
Overall description of journey

Quarter 1 2022/23 %

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 (619).



Caledonian Sleeper

Journey expectations

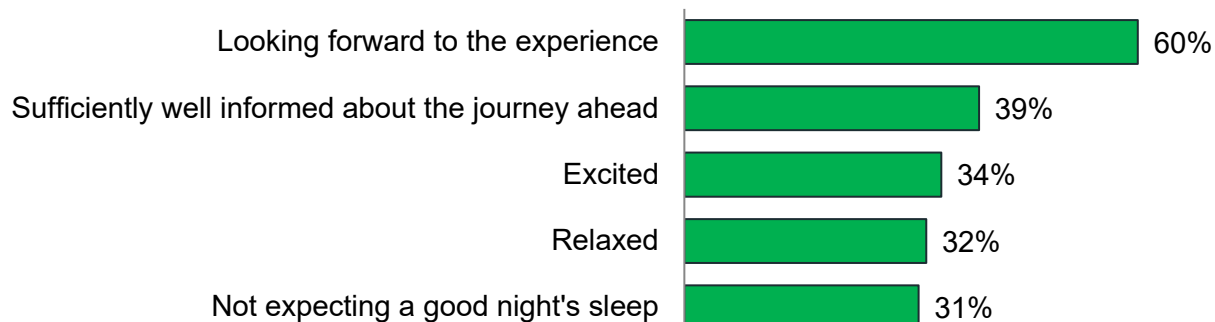


CALEDONIAN
SLEEPER

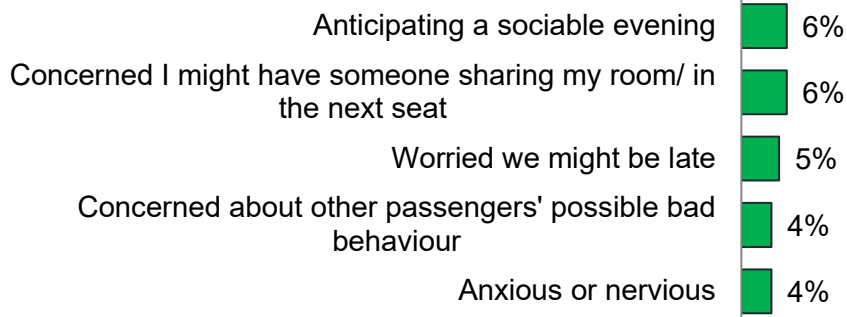
Thoughts and feelings pre-journey

Quarter 1 2022/23 %

Top five



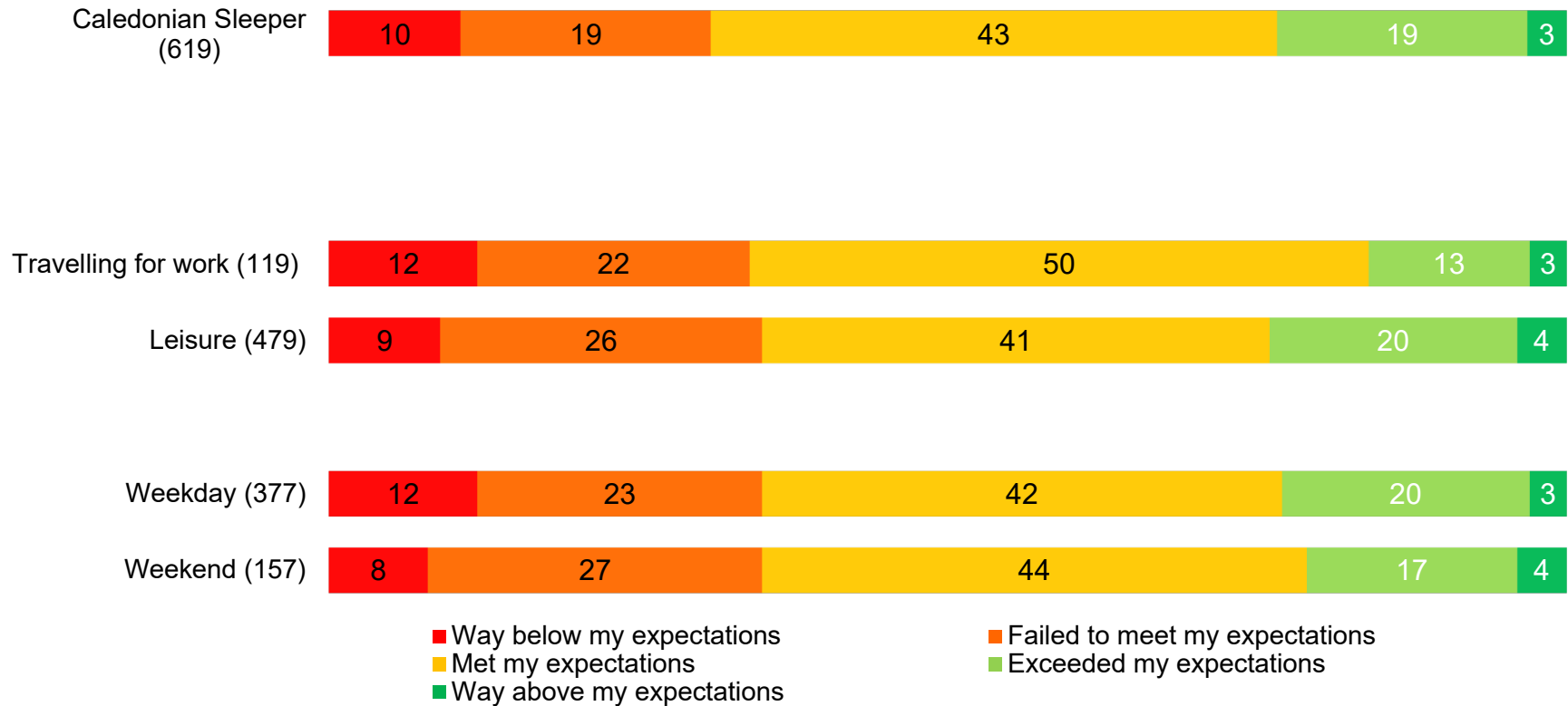
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: all (619).



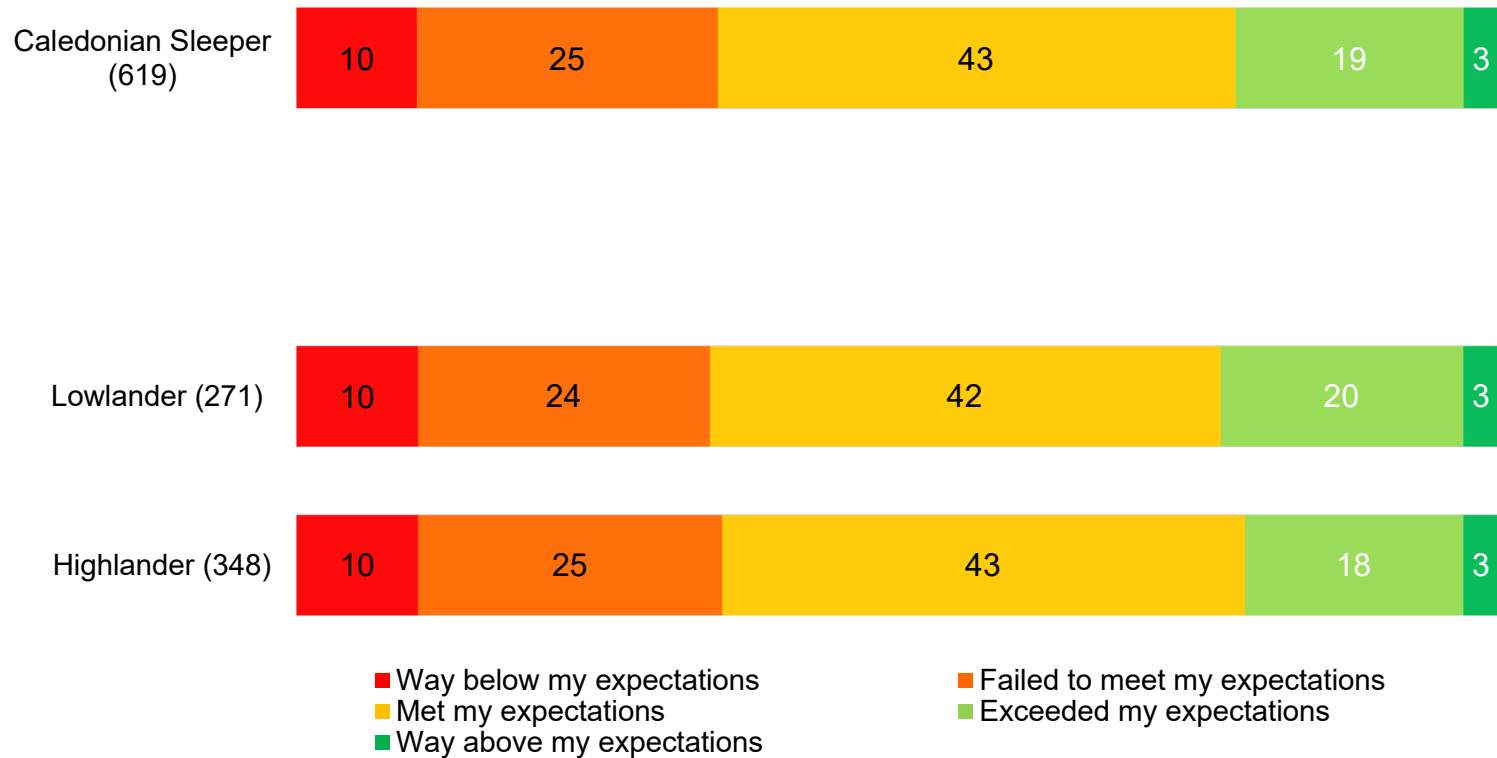
Met expectations by passenger group



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



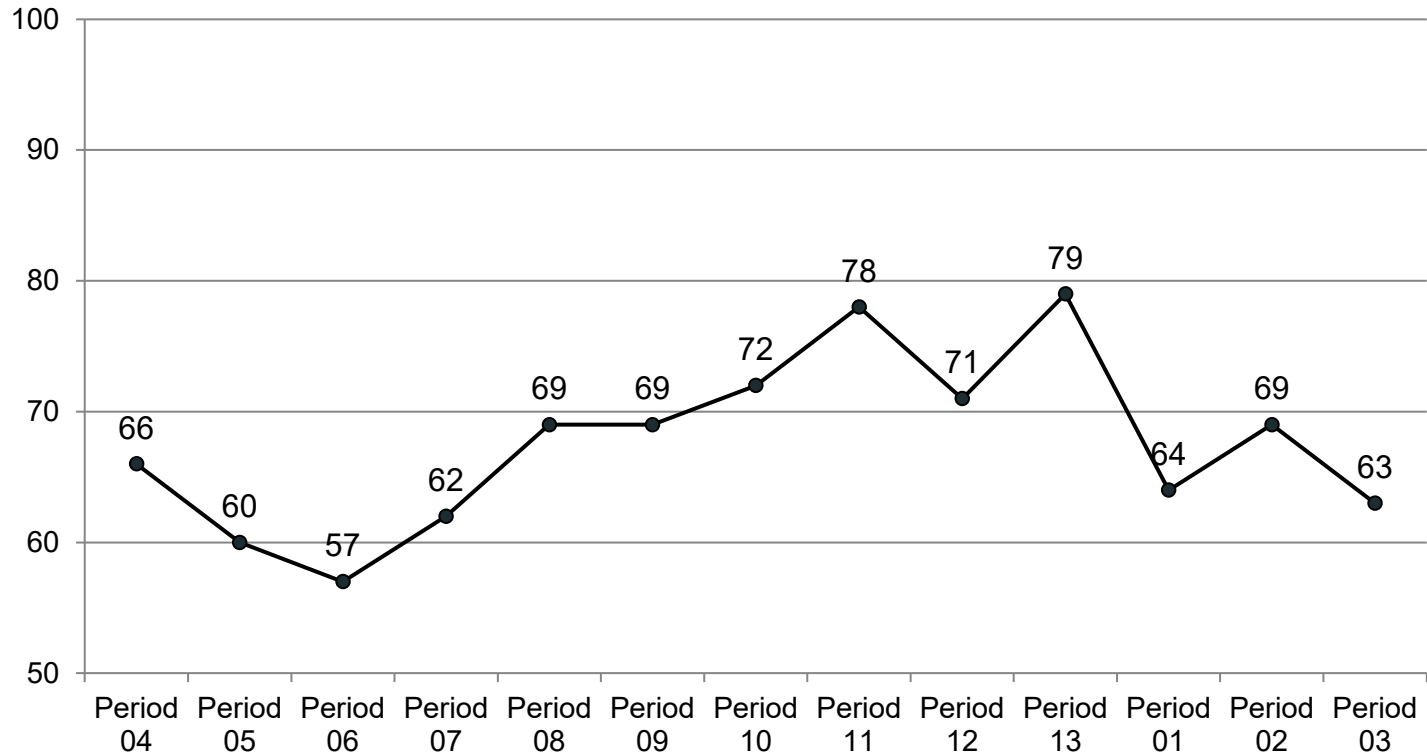
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above.



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

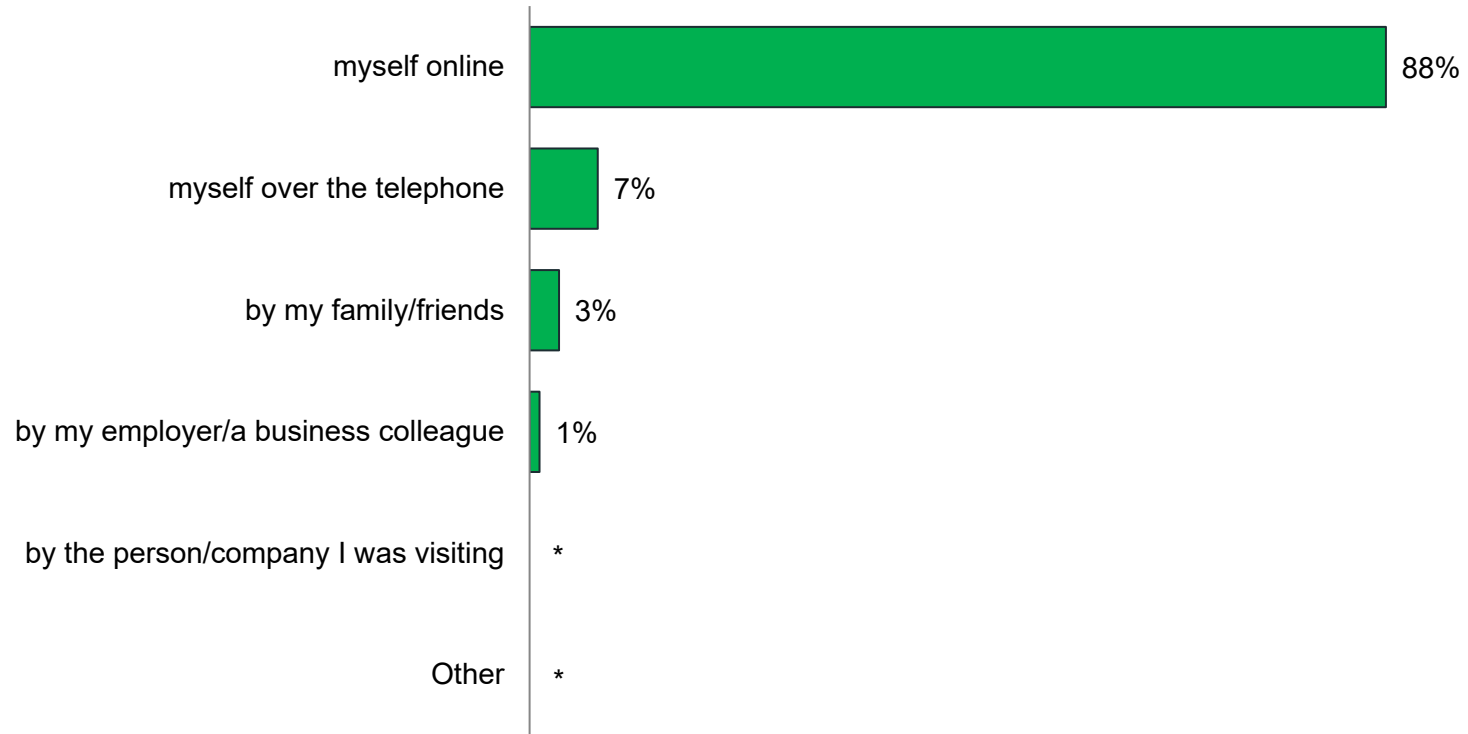


CALEDONIAN
SLEEPER

How booking was made

Quarter 1 2022/23 %

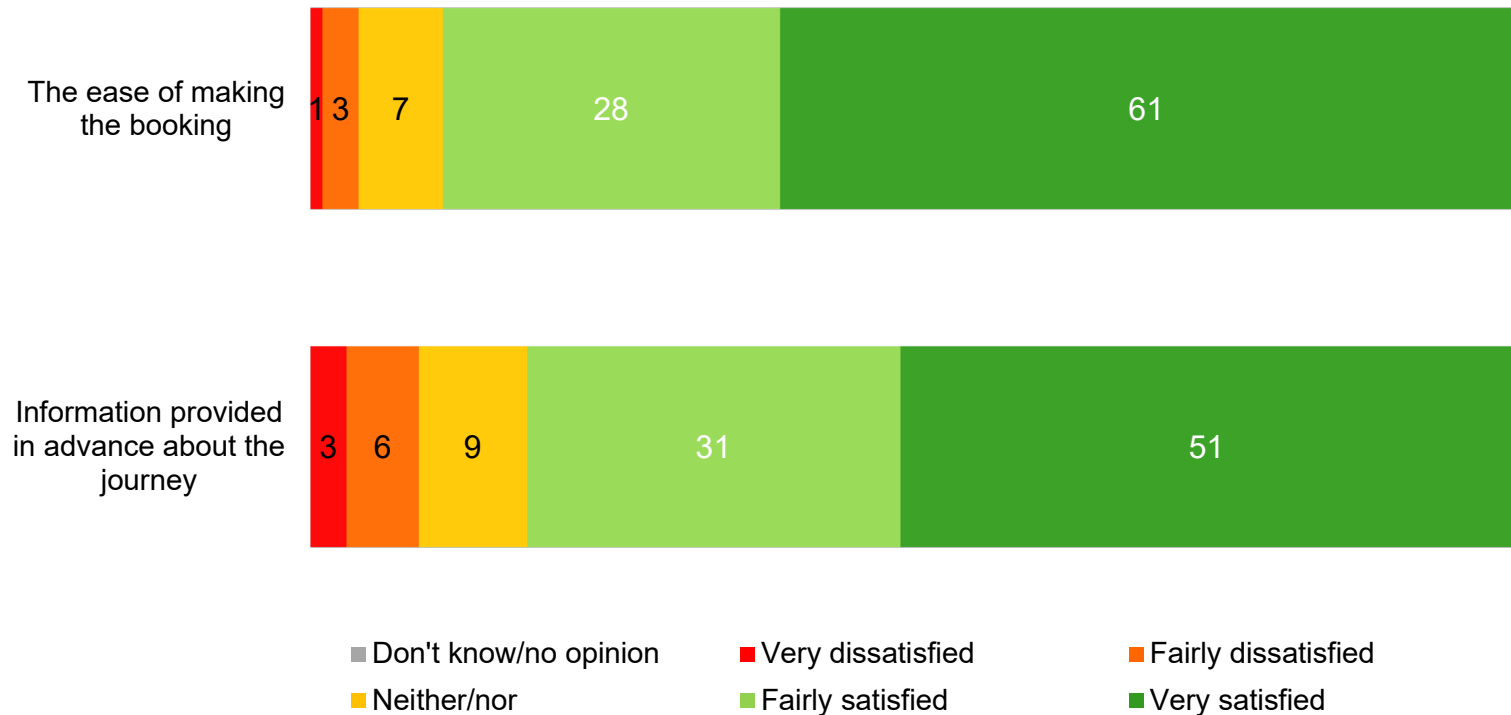
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: all (619). * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: all who booked themselves (587).



Improvements to information provided about the journey – customer comments

Plenty of emails, but not relevant to the actual trip - i.e. didn't mention lounge not being available in Inverness. Stated that there was travel disruption due to weather and we would be in late - but arrived on time so we had not time for breakfast/viewing as we hadn't got up. Service Centre lines do not appear to be manned.

Provide clearer information about times you have to board / leave the train.

Online there was insufficient information about what food was available when we boarded in the evening. I had to phone up to find out whether we would be able to get dinner. It was clear from the guest ambassador that I spoke to that this was not the first time she had been asked.

I was very confused by the website. You could argue that all the necessary information is there, and you would be correct, but it isn't user friendly. The food arrangements were presented really confusingly - I was flummoxed about what I could eat and where or when.

Being informed earlier that the lounge in Inverness was closed. More descriptive in the notification that breakfast was a reduced offering. More information on what is on offer (i.e. showers but no towels and no food) and where the lounge in Euston is.

They must make it clearer when booking, that passengers who are in a classic room may not be able to access the lounge car on departure. They must also tell you that classic room passengers may not be able to sit in the lounge car for breakfast the following morning.

Please be very clear about what they plan to provide for their customers, especially the families traveling with little ones. Don't advertise lounges and facilities, food, rest areas or a high end experience if it is regularly not provided. I work hard to plan and pay on my end; I expect honesty in what I'm getting.

We were travelling with bikes. The information about travelling with bikes was unclear and didn't reflect the actual experience of storing bikes and luggage on the train. Showing pictures of the bike and luggage storage would be helpful. Including the sharp right angle turn you have to make with your bike.

We felt quite uninformed. We had no idea we could use the first class lounge at the station, and it took much time for us to ask around and figure it out. It was not clearly stated anywhere. The booking was vague, we also had no idea we could board an hour early, it said we boarded 10 minutes before departure.

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



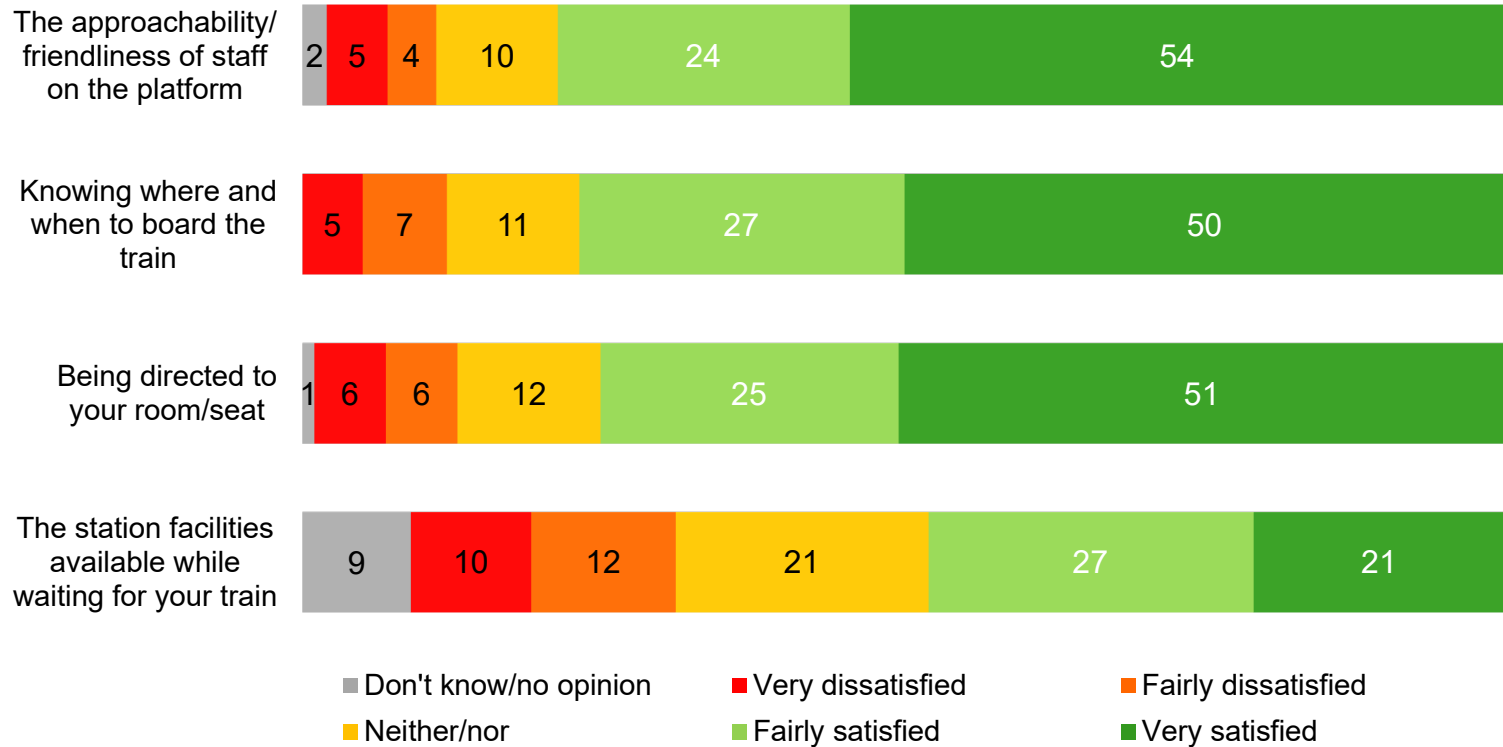
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
Base: all (619).



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

They could have let us on time. The coach letters could have been activated sooner, so we could at least know where we should go. If they had let us on time, there might have been time to order something from room service to make the start of the journey more of an event.

They opened the gates, so everybody rushed to the train. They had to call us back, and made us all stand on a windy platform while they checked us in. It needs a proper check-in desk. This is a premium service after all, but the facilities for boarding were dreadful. Some of the train staff were surly and defensive too.

I didn't see any staff on the platform or interact with any staff until the morning when my breakfast was delivered to my room. Last time I travelled on the sleeper there were numerous staff on the platform greeting and directing etc but not this time.

I'm clearly disabled. I can actually get my bag onto the train myself but it would be very nice if the able bodied staff were to offer help.

No staff on Dunkeld platform, or open café, or safe warm waiting room. [It] felt very vulnerable as a single woman. Wasn't certain of which platform to be on, platform timetable signage wasn't working

There needed to be more staff and the boarding process needed signage or something to make the process clear.

No staff on the platform (or on the train) said anything or did anything to provide any sort of service.

When they realised they messed up our booking there was no apology and they acted like it was a nuisance and somehow our fault.

Long queue with one person taking notes and explaining that breakfast had to be a bacon roll. No directions to cabin. In all, a complete shambles. Take a look at Amtrak to find out how it should be done

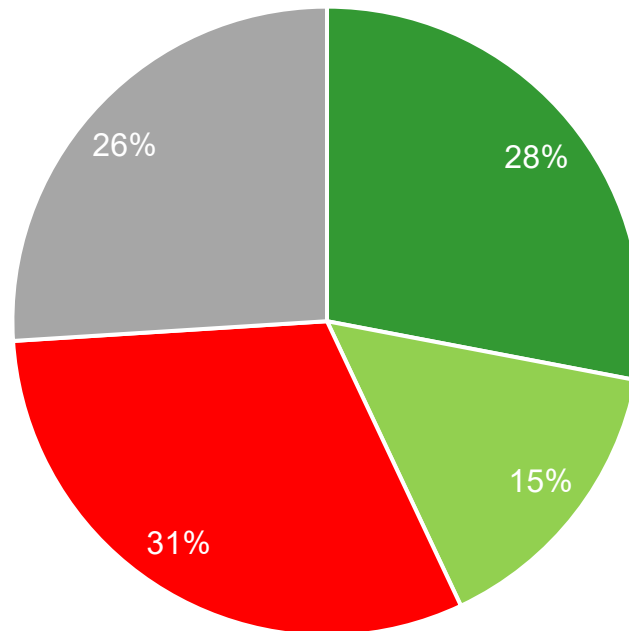
Be welcoming/greeting me, rather than just saying "I'm dealing with cabins, does anyone have a cabin?". My only other interaction with staff was at my seat, whereby I was checked against a list. My ticket wasn't physically checked. I could have been anyone and just said "Yes, that's me".

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



Use of customer lounge

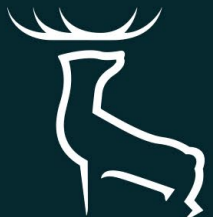
Quarter 1 2022/23 %



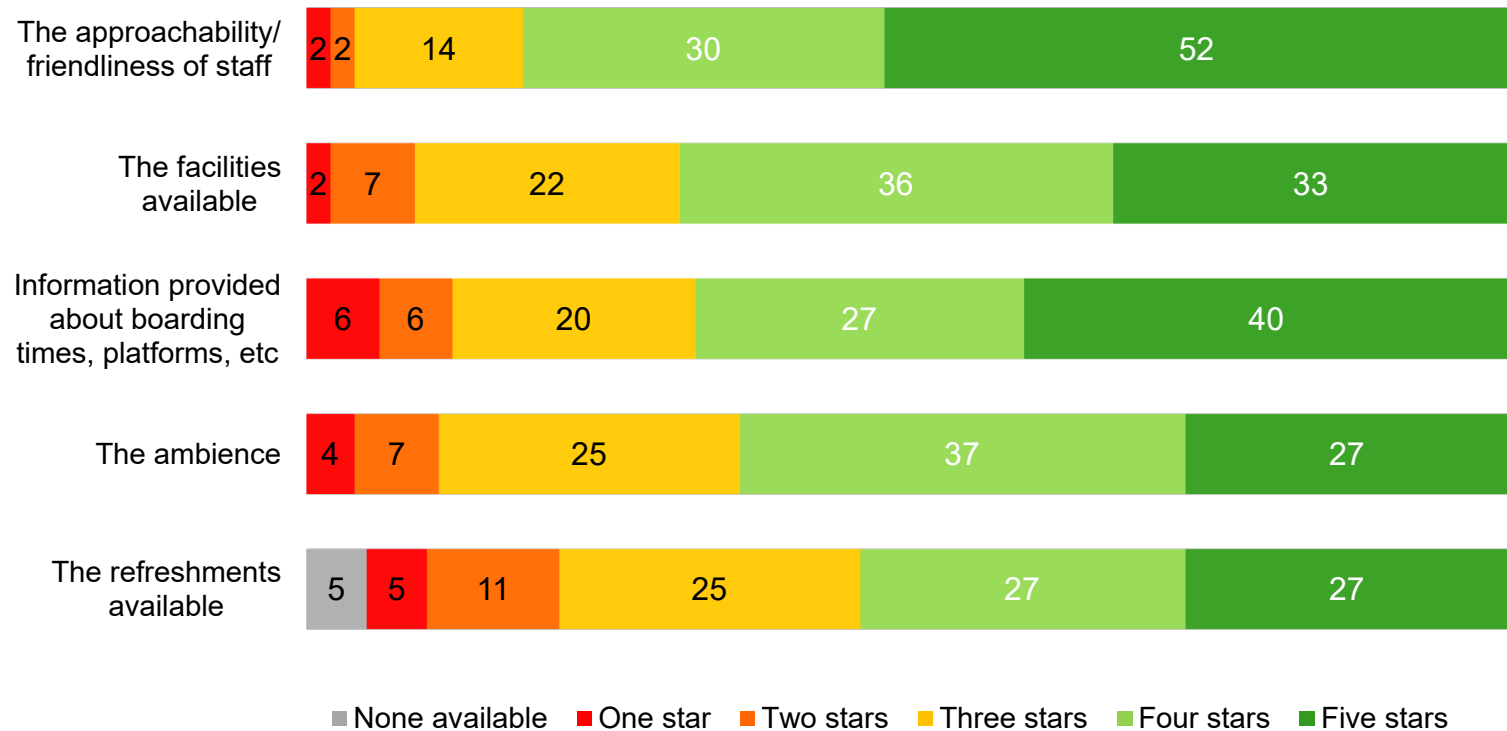
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (754).



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 (166).



Additional information required in the customer lounge – customer comments

Boarding times, arrival times.

Any information would have been an improvement.

Announcements in the lounge would be ideal.

If dining on the train was or was not available and the menu.

When arriving from London on the outbound journey, a member of staff, or a board to highlight where the lounge is. On the return journey, an announcement of some kind in the lounge at 11pm when the train was open for boarding. Information about the facilities that are available at Euston.

Information on arrival time and location of coaches would have been good.

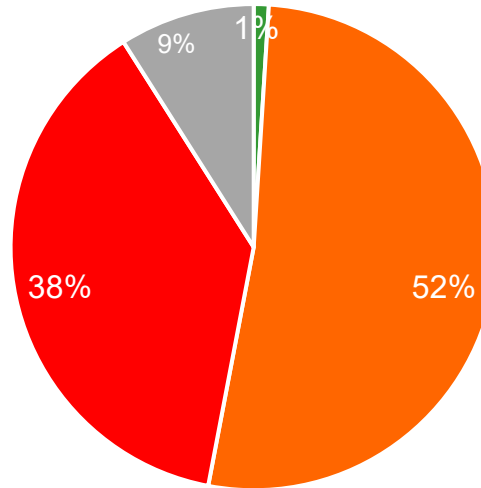
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 1 2022/23 %

- 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 (763).



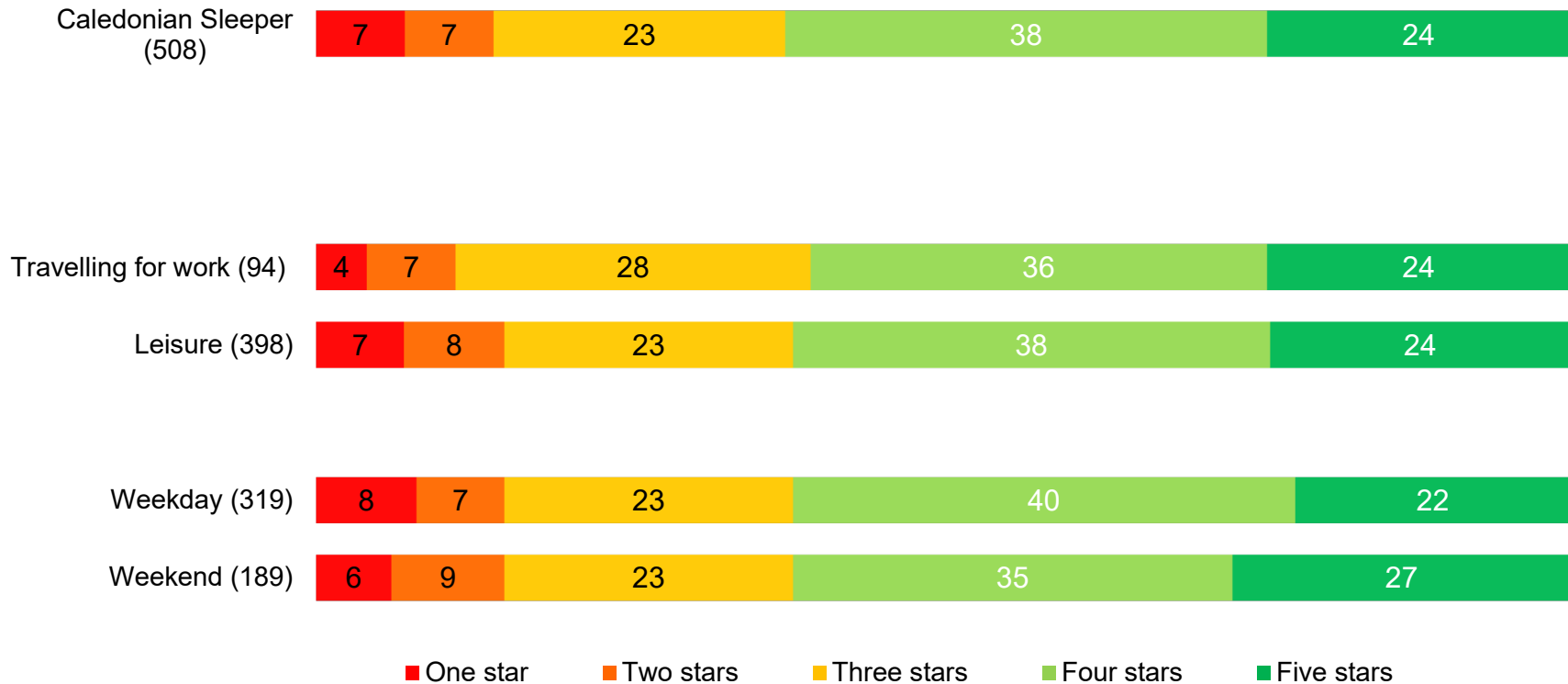
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

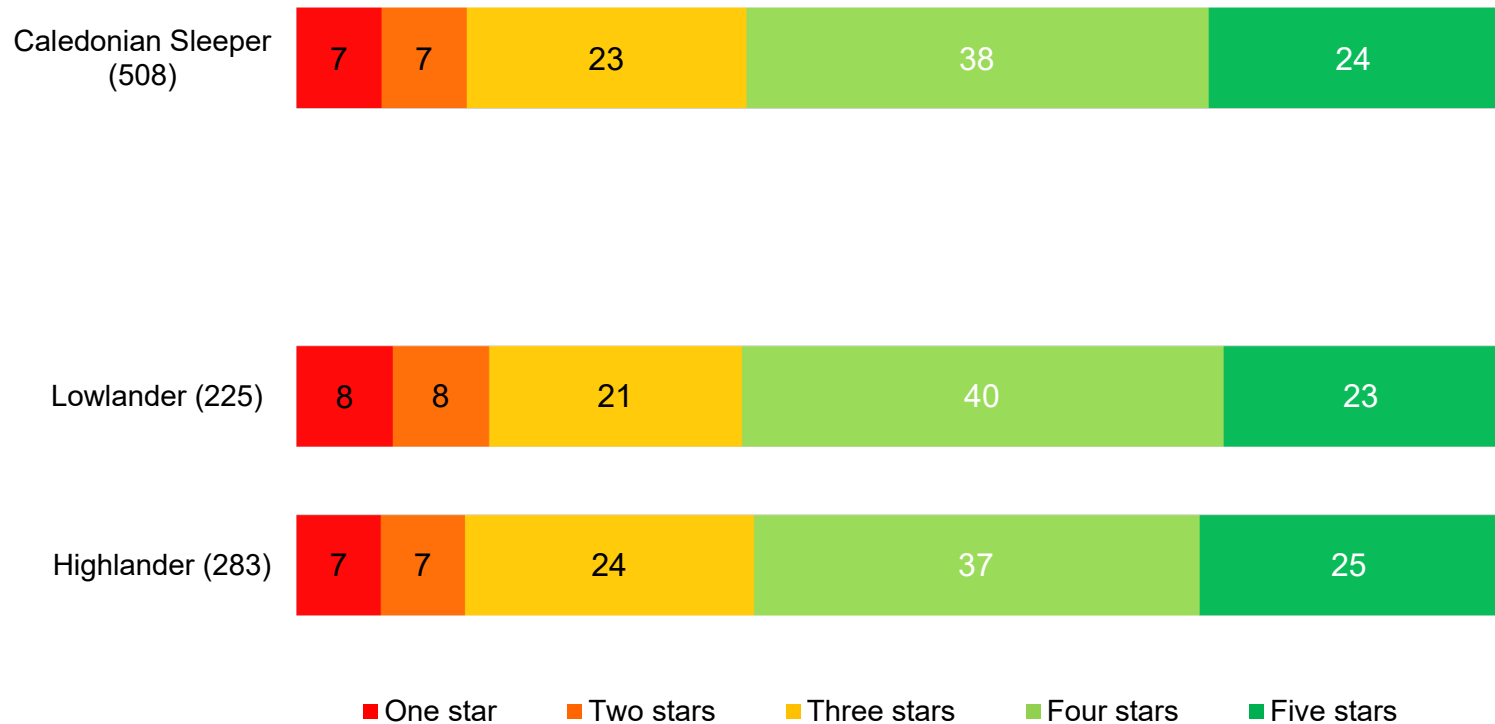
Overall rating of room by passenger group



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



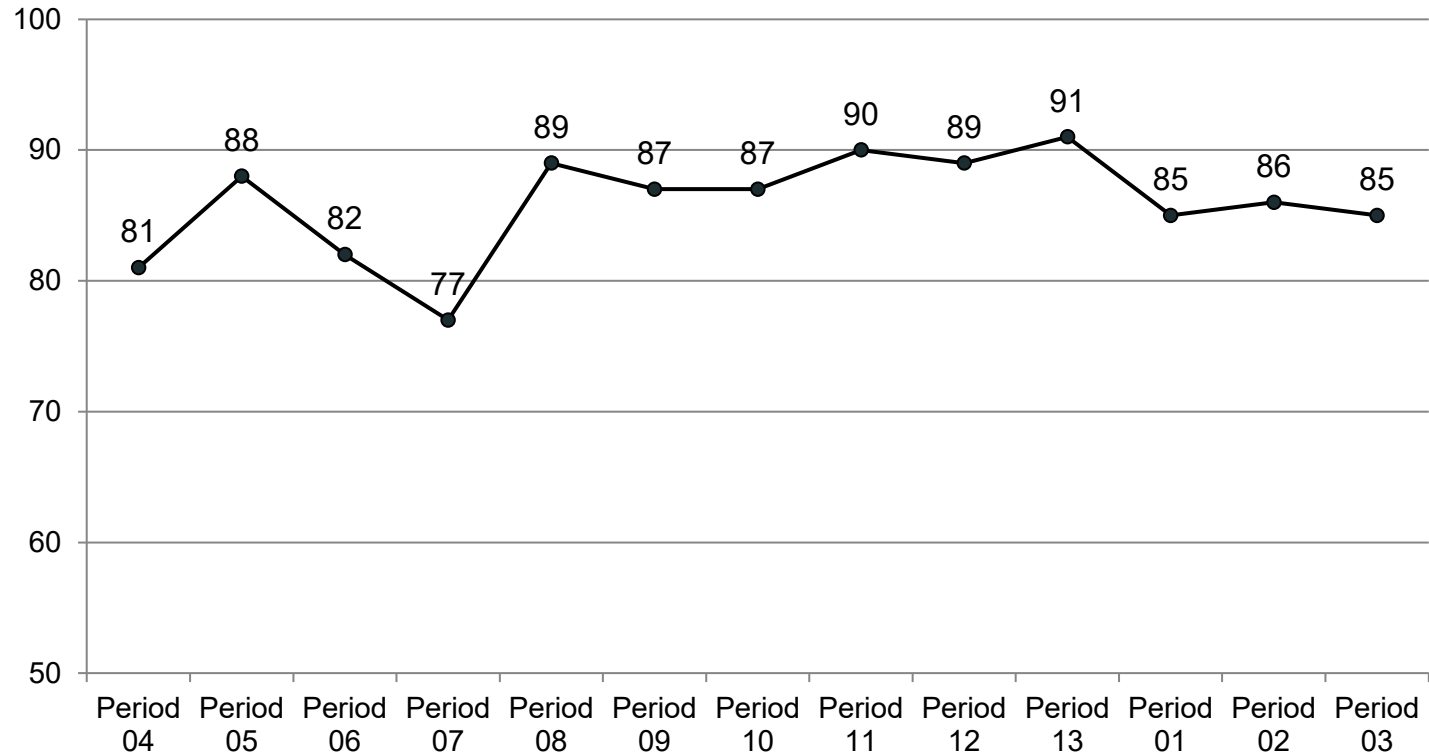
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: all guests staying in a room/suite (in brackets above).



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

The cabin was smaller than I had anticipated. Really doesn't work well for 2 adults with luggage. In addition there was a leak from under the sink that had made half the carpet in the room sodden.

The rooms are starting to look a bit tired already. The carpets are stained. A good deep clean would help. Plus that weird orange bumper? on the bottom bunk looks quite manky already. Again, Caledonian Sleeper are making customers pay first class prices for less than a Premier Inn service. Better cleaning and sorting out wear and tear issues would help.

There was no way to lock up the room, which made it impossible to go to the lounge/bar car. The upper bunk was lumpy, with a painful bulge in the middle. I had to sleep on top of the blanket to get any reasonable comfort. The ladder was painful and inconvenient to use.

[Make them] larger. It's the lack of space that let's down the whole thing. No storage (we were going on holiday for a week with kids!) Would be nice to have the option of sitting upright, even on the bed. It was just too claustrophobic. Also, in one of the cabins, there was a sticker over the window so you couldn't see the views of Scotland in the morning which was quite sad.

Find a way of stowing the ladder.

A larger window to allow us to see the scenery - one for future sleeper design!

The lock on the door should work. Not all the plug sockets worked, the same with the usb ones.

The room was quite stuffy so it would have been nice to open a window.

Would be lovely if there were alternatives to fluorescent lighting, though I did appreciate the ability to dim the lights.

Loose door frame, therefore internal door was rattling all night. Could provide more hooks etc for hanging ones clothes.

*The indicator light which glows around the light switch is quite bright and *slightly* distracting; it would be much less distracting if the indicator light were blue rather than white.*

Fix the door latch on the ensuite. Make the upper bunk slightly lower - there is plenty of headroom on the lower bunk, but the upper bunk is uncomfortably close to the ceiling.

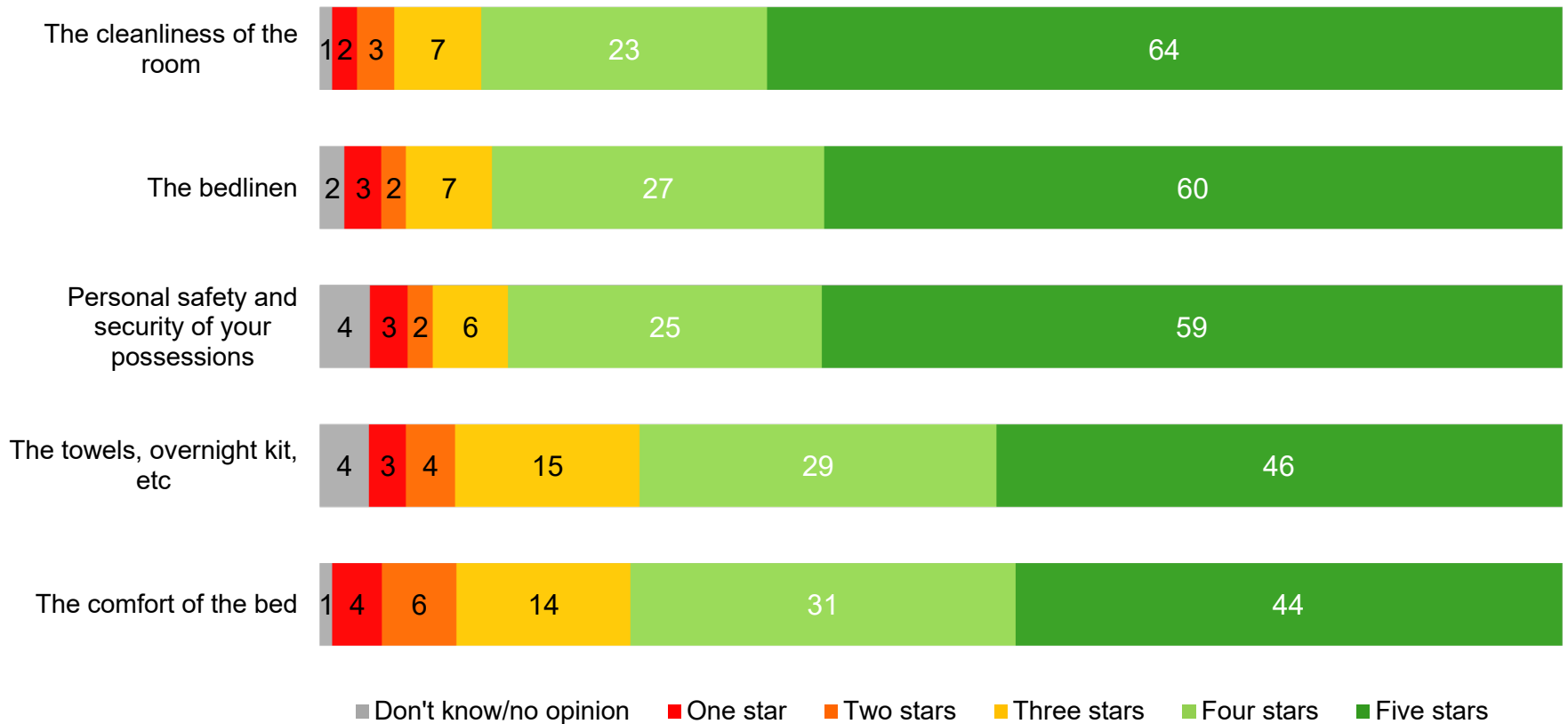
Have more carriages, with less cabins so there is more room. It was so much smaller than I expected. 2 people could barely move in it and there was no way I could have kept my suitcase in there with us.

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?



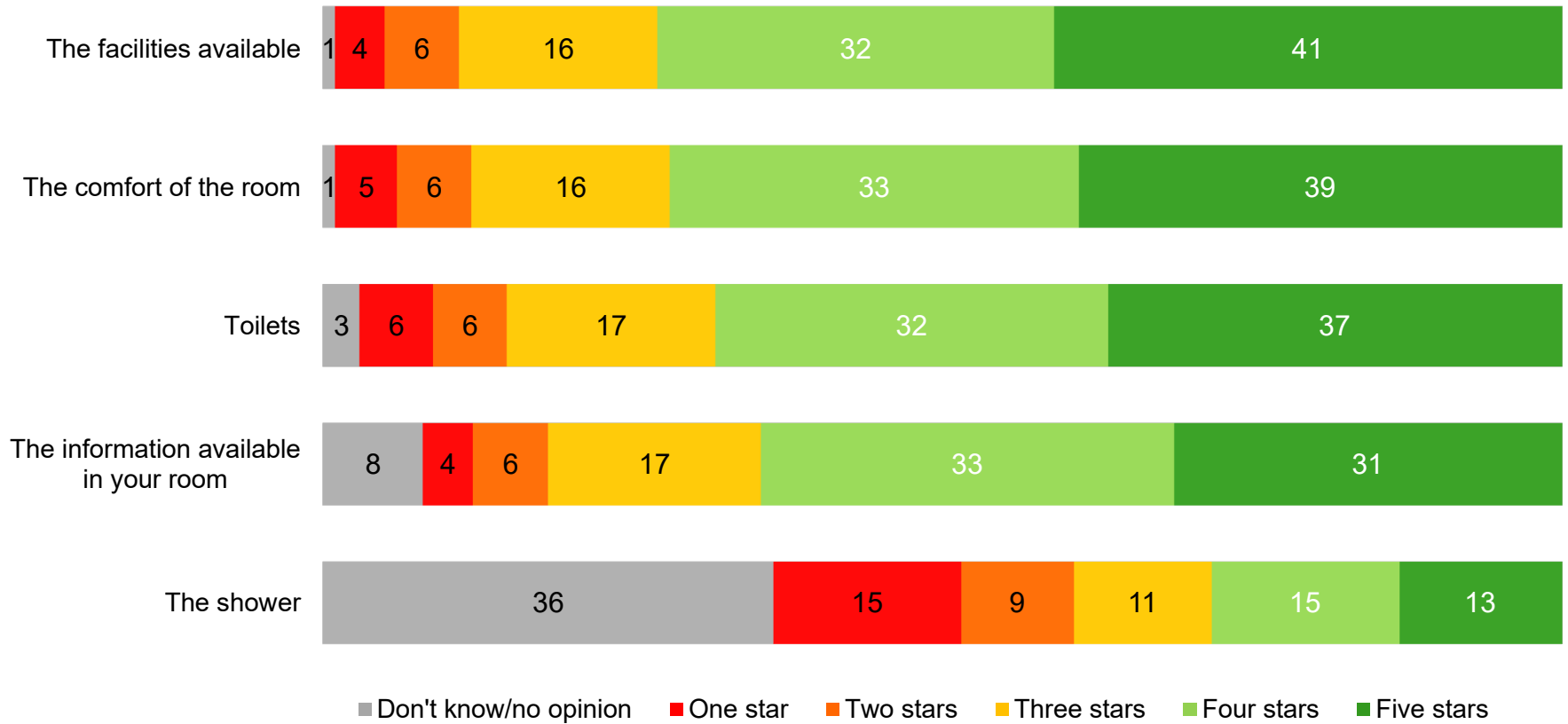
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: all guests staying in a room/suite (508)?



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 (508), room with en-suite shower (318)?



Rating of features of the room – customer comments

The ladder is lethal. - a triumph of form over function. Our suitcases would have fitted nicely under the lower bunk, but the ladder was in the way and couldn't be moved. Getting into the top bunk wasn't too bad, but getting out onto the ladder impossible. The rungs were too narrow and cut into my feet. The old ladders were better in every respect.

Our room was very hot. We tried using the controls to turn down the temperature and increase the ventilation but it made no difference.

[The bedlinen] was generally fine, but the sheet looked a little used.

The water flow [from the shower] was very weak and the water was warm rather than hot, so would have been nice to have a faster flow of hotter water if possible.

I found a used facemask in the toilet which suggests it wasn't cleaned properly.

The mattress was a touch too hard and thin.

Make sure the shower works better and that the room doesn't run out of water.

Have more staff on the train. I had a rowdy bunch of drunk men outside my room yelling and laughing in the early hours and it kept me awake and I didn't feel safe asking them to be quiet. They were banging on the toilet door next to me, yelling and shouting. If there had been more staff like you used to have, someone would have noticed.

I used to be given toiletries, including little lavender sprays for the bed. It was lovely. It seems that since you've added ensuite facilities, the club room service has been downgraded. That's extremely disappointing considering the cost.

Guarantee the water will be hot every time - very inconsistent across several journeys.

I think that there was not much information about the order in which to do things when we arrived. It would have been good to have a checklist of 'book breakfast', 'store suitcase under bed', 'how to use the shower' etc.

My room had no lock (apparently a lot of key cards had stopped working), so there was no way to secure anything.

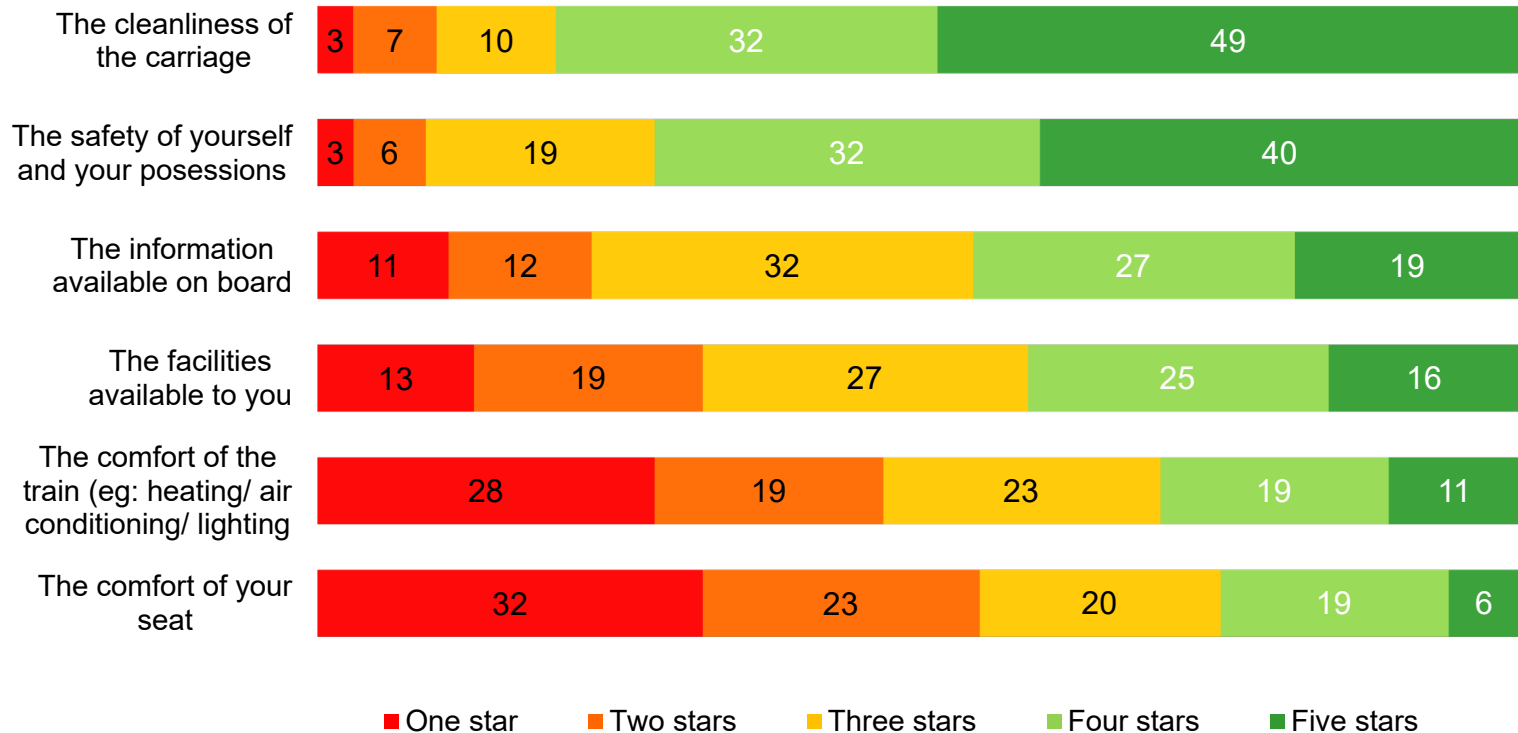
Not fond of having to trek down a hallway to a toilet that is out of order in order to have to trek all the way back up the hallway to the other one in order to wait in the queue that wouldn't be there if both toilets were working

The shower didn't have any hot water. We were informed of this by text or email about 2 hours before we joined the train and no alternative accommodation was made available.

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?



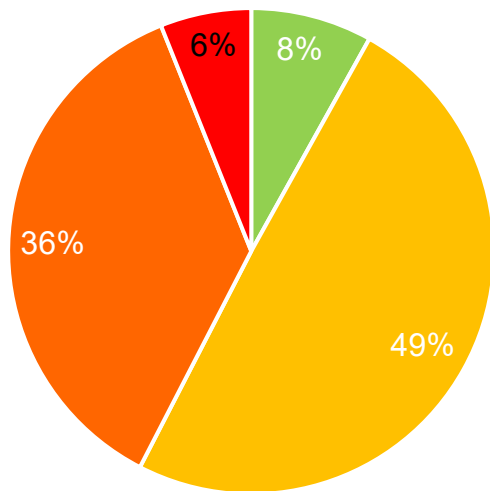
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: all seated guests (111).

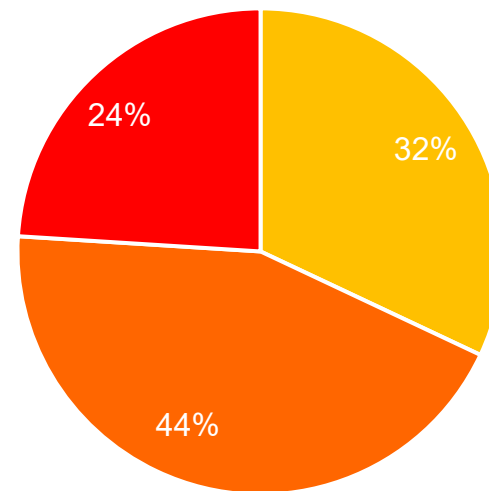


Quality of sleep



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 (692), seated guests (133).



Improving quality of sleep – customer comments

Turn the air-conditioning off, or at least down. With no headrest on the seat, the only option in an attempt to sleep was to lean against the window, but with the vent immediately below the window I had to do what everyone else did - block the vent with a bag, clothes, anything. Otherwise it was like trying to sleep against a refrigerator. At one point I was shivering until I discovered by blocking the vent, I could reduce the airflow.

There were lots of squeaks and rattles in the room, which I tried, unsuccessfully, to find and quiet. For me, the mattress wasn't as comfortable as your promotional material suggests.

The lights were left on most of the journey and the air conditioning was noisy and too cold. It was uncomfortable to have a breeze blowing the whole night and the seats were not comfortable.

Insulate the cabins from noise. Stop the toilet from trying to flush all night Insulate the ceiling, as the person on the top bunk can hear the sloshing of water (presumably for the showers) all night. Avoid the train stopping and starting all through the journey. Every time the train came to a halt and started again there was a large jolt that woke my husband up (I wasn't asleep anyway) Allow us to turn off the emergency light completely. The cabin is lit all night.

Turn off the lights The seats are very firm and after 11 hours felt very uncomfortable.

Fully reclinable seats with padding a bit softer.

Less bright light in the room. Be able to get on earlier.

Turn the lights off. Turn the air conditioning down, or even better, let the customer control their own aircon like on buses. Some sort of pillow?

We were given blankets but the carriage was still too cold and the blankets were not big enough or thick enough. The air con on the carriage was too cold. The seats are not comfortable enough.

Too noisy - train noisier than other trains. Inconsistent speed kept waking me. Other passengers trying to open doors and noisy cabin doors constantly banging.

The lack of sleep was just due to being on a moving train, nothing the staff or the service could really do to improve it.

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



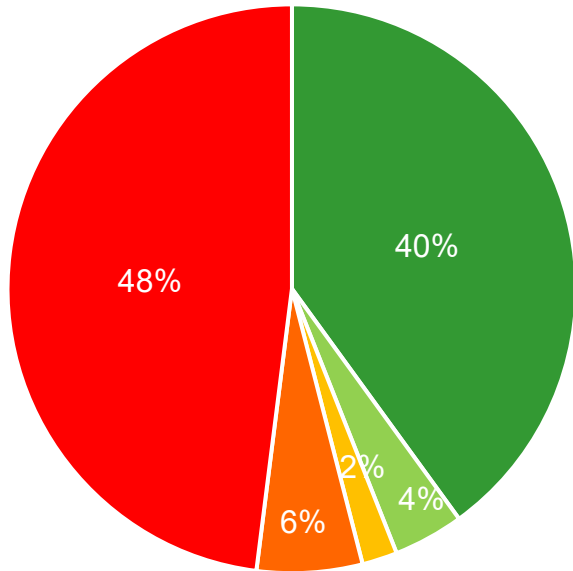
Caledonian Sleeper

Club car and catering



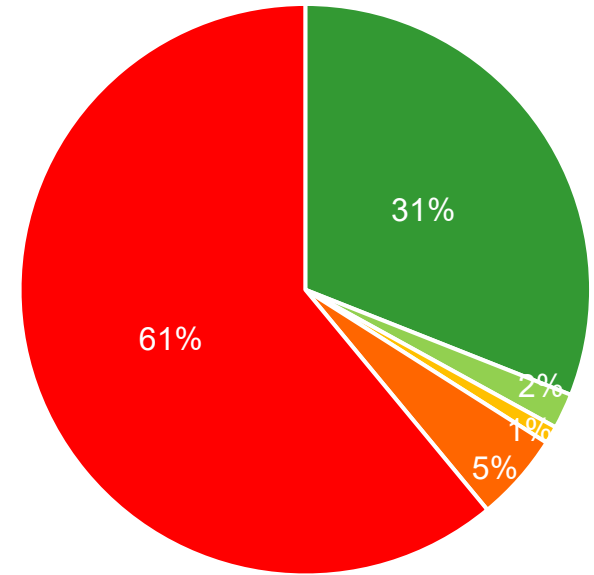
CALEDONIAN
SLEEPER

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

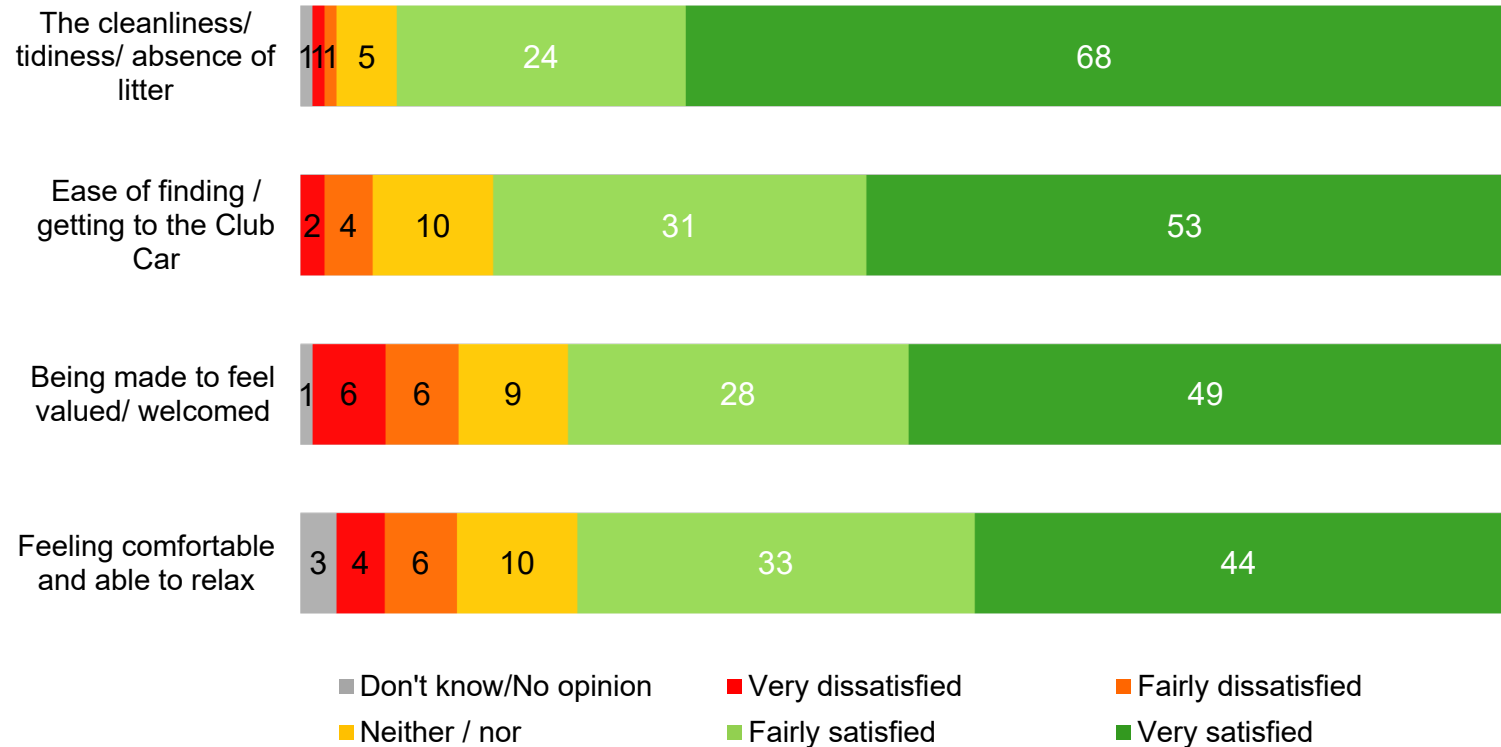


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: all (508).



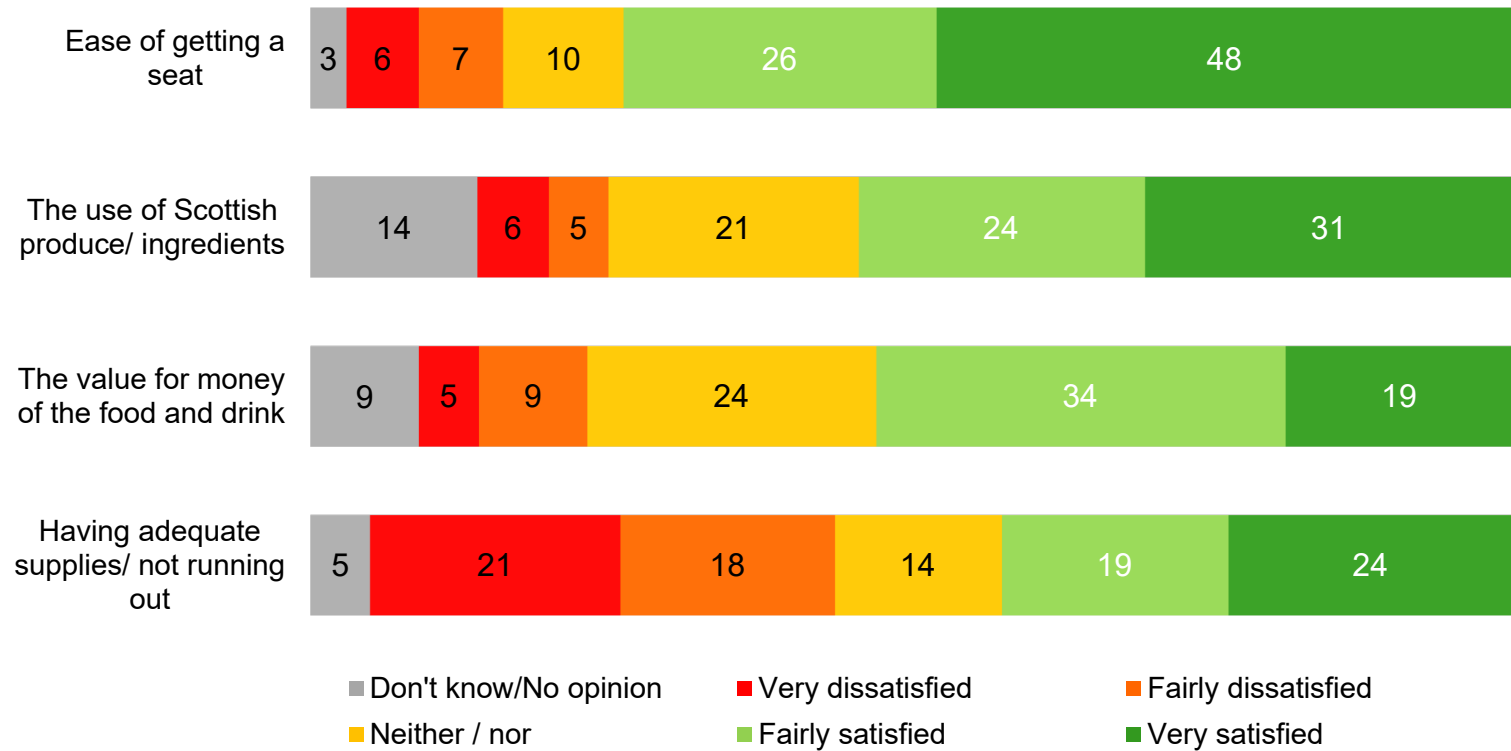
Satisfaction with features of the Lounge Car – top 4



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 (281).



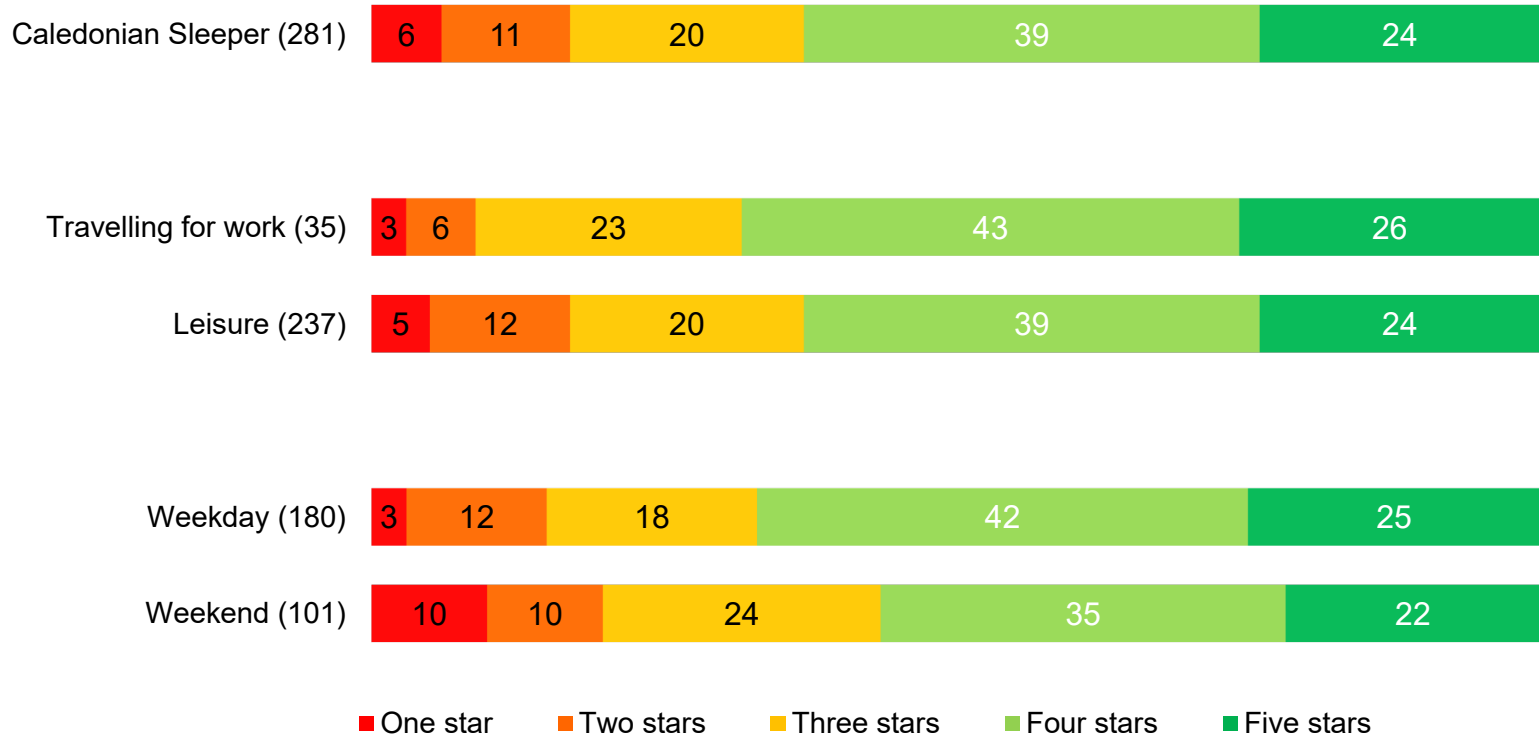
Satisfaction with features of the Club Car – bottom 4



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 (281).



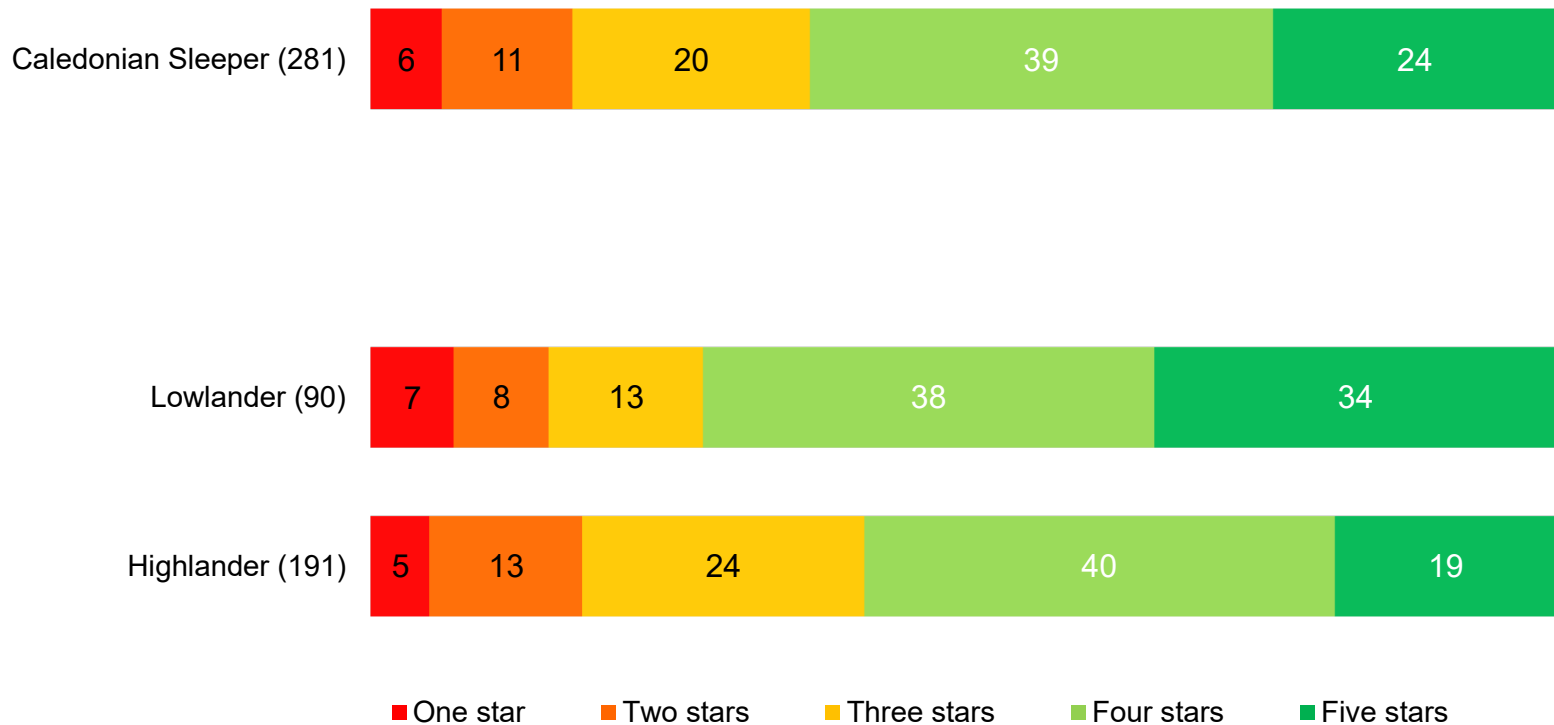
Overall rating of Club Car by passenger group



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



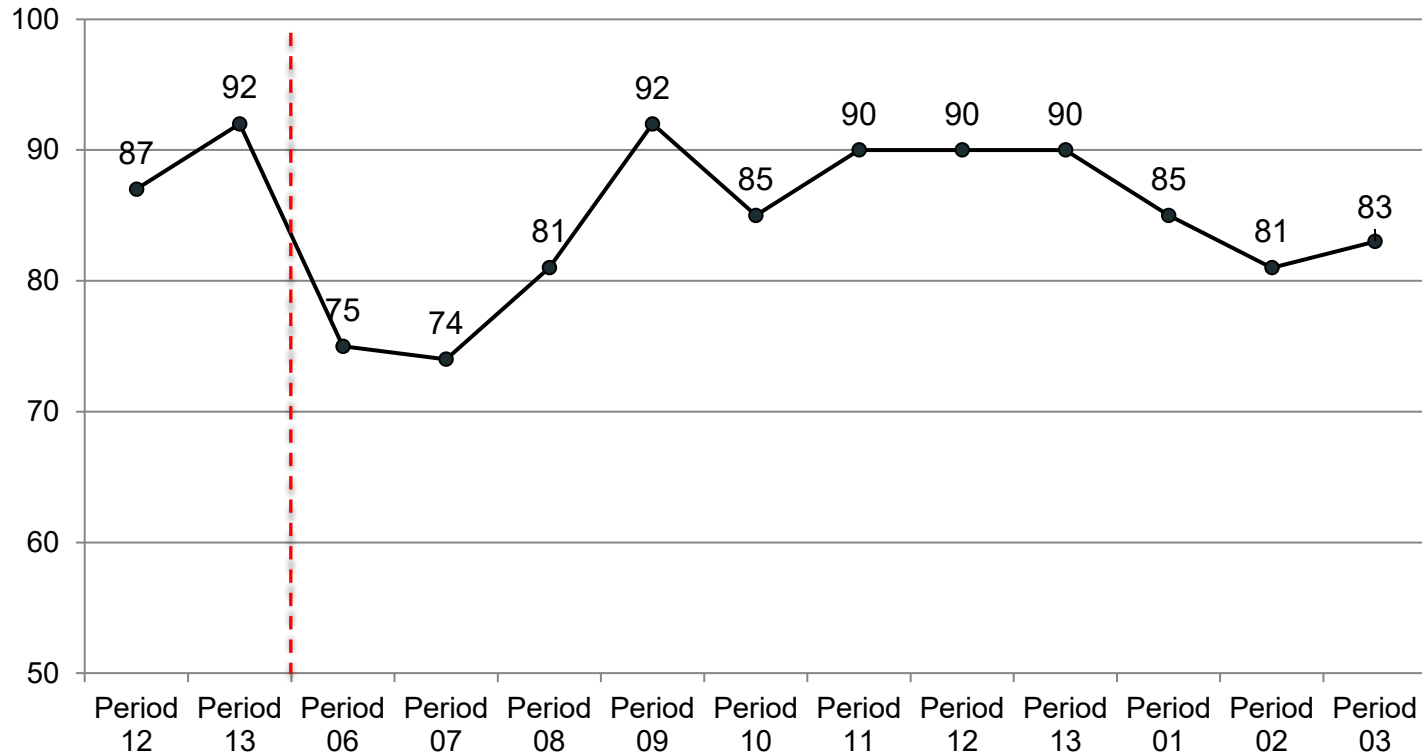
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: all users of the Club Car (in brackets above).



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?

--- Club Car closed due to Covid



Rating of the Lounge Car overall – customer comments

There was hardly anything available from the menu. The staff were unable to cope.. a very poor experience. Needs to be completely re-thought.

Make it feel like a genuine restaurant experience. Running out of space and half the things on the menu doesn't really achieve that.

More vegan options

What's the point of having a menu when so few things on it are actually available. Nowhere near enough space for the number of customers on board. We could not get a table or food to take away until 11pm. Very poor vegetarian selection on the menu - only 2 options but only 1 was available.

I had convinced my 4 friends to join me on this trip at no small expense to round off our walking trip in style and enjoy a nice evening and meal with some Scottish fare before going to bed. The experience left me embarrassed. Firstly we ordered red wine and as there were 5 of us, ordered a couple of bottles. None left when we ordered a third bottle. Then we ordered starters. Despite only being in Fort William, on a train starting just 2 stops before in Aberdeen, none of the 5 starters we ordered were available and so we had to share what was left (and what we had not ordered). Main courses ok. We then ordered a Cheeseboard - not available. We then ordered malt whiskies - the ones we asked for were not available and so we were given the last 5 on the train (so not what we wanted and no chance of a second one). After our meal was finished another staff came to advise our breakfasts we had ordered for the following morning were not available either and could we order something else. This summed up an already disastrous evening. To be fair to the staff concerned, when we woke in the morning he approached us all to say during the night he had managed to make a few calls and had managed to organise our original breakfast orders for which I thanked him very much. However you can imagine our mood the night before as we went to bed.

Many items were unavailable - understood, but no jam for toast in the morning was difficult to accept after being disappointed with the unavailability of a few items the evening before.

Tell us how it "works" before we board our train, that it is / is not included with the ticket booking, you need to get there fast to get a table. We used "Seat61 " web site to find out. Not the Caledonian Sleeper website.

Have more seats? Or limit the time each group can spend there as we could not get a seat despite having booked an en-suite room and had to have dinner at 11pm, which disrupted our rest.

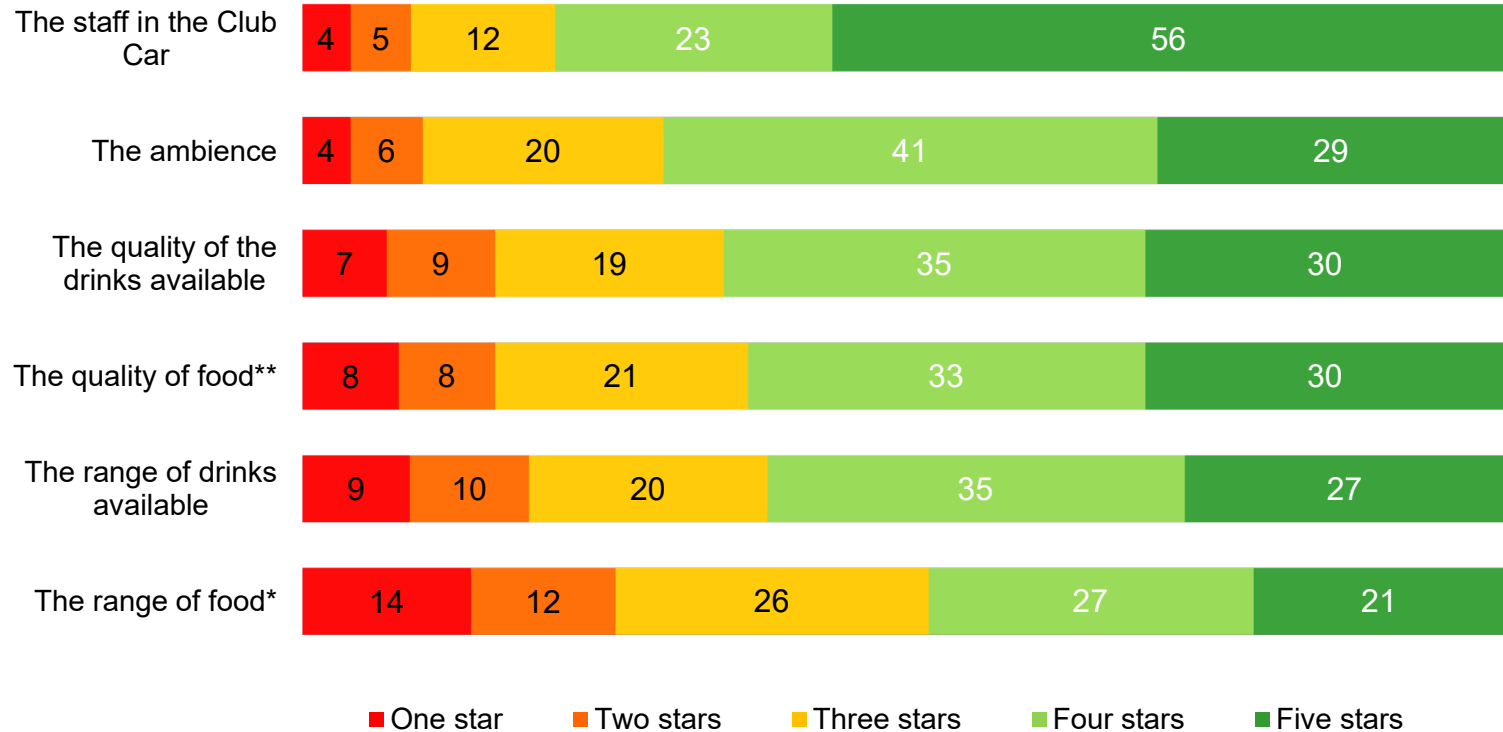
Very poor availability of both food and drink. and frustrated staff embarrassed at having to tell customers very little was available.

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 (234), *those who looked at the menu (184), **those who ate a meal (122).



Rating of features of the Club Car – customer comments

On the outward journey the lights were faulty and the carriage had just a dim but very pleasant lighting. On the return journey the lights were working but it made the carriage too bright. The dimness of the lights was preferable in the evening.

There were two drinks menu - a lowland and a highland menu - why? What's the point? Just stock drinks and make them all available. Seemed silly, overthought and pointless.

More vegetarian and vegan options. It's very non sustainable, meat focused. This is unfortunate as many people are taking the train instead of flying because they have environmental concerns. They might therefore also prefer their food to be less environmentally damaging.

It's too crowded with not enough seating so it's hard to relax knowing someone else wants your seat.

They should actually stock the drinks they show on the menu. There was no malt whiskies, no choice of gins, no 1/2 and full bottles of wine, they ran out of 187ml of red wine very quickly.

Make sure the meals advertised were available.

I've known better and more stylish restaurant cars with chef and delicious fresh food. Everything seemed a little re-heated and pre-packed

Suggest they [the staff] ask if customers are familiar with the arrangements - and welcome customers, instead of repeatedly asking for room numbers.

Offer proper coffee.

The staff were a little rushed due to the short turn around of space for breakfast making you feel slightly unwelcome.

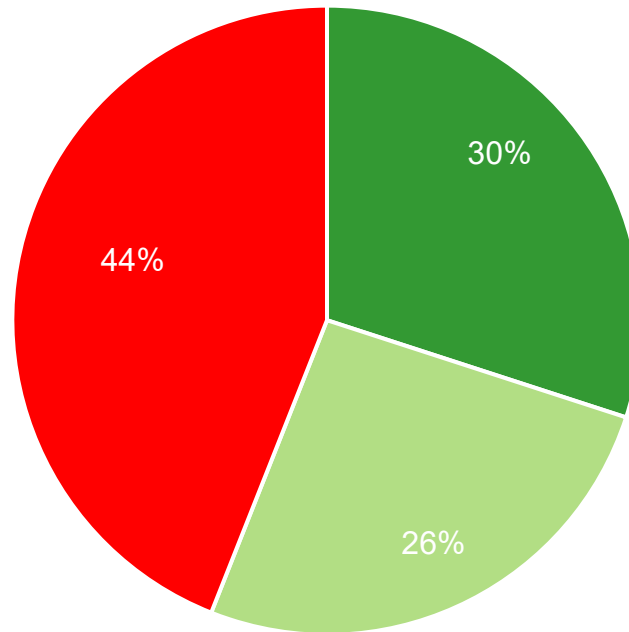
Have the Scottish beers available and wine's listed available. There was no red wine by the glass that was listed on the menu and there were none of the Scottish beers available

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 2022/23 %

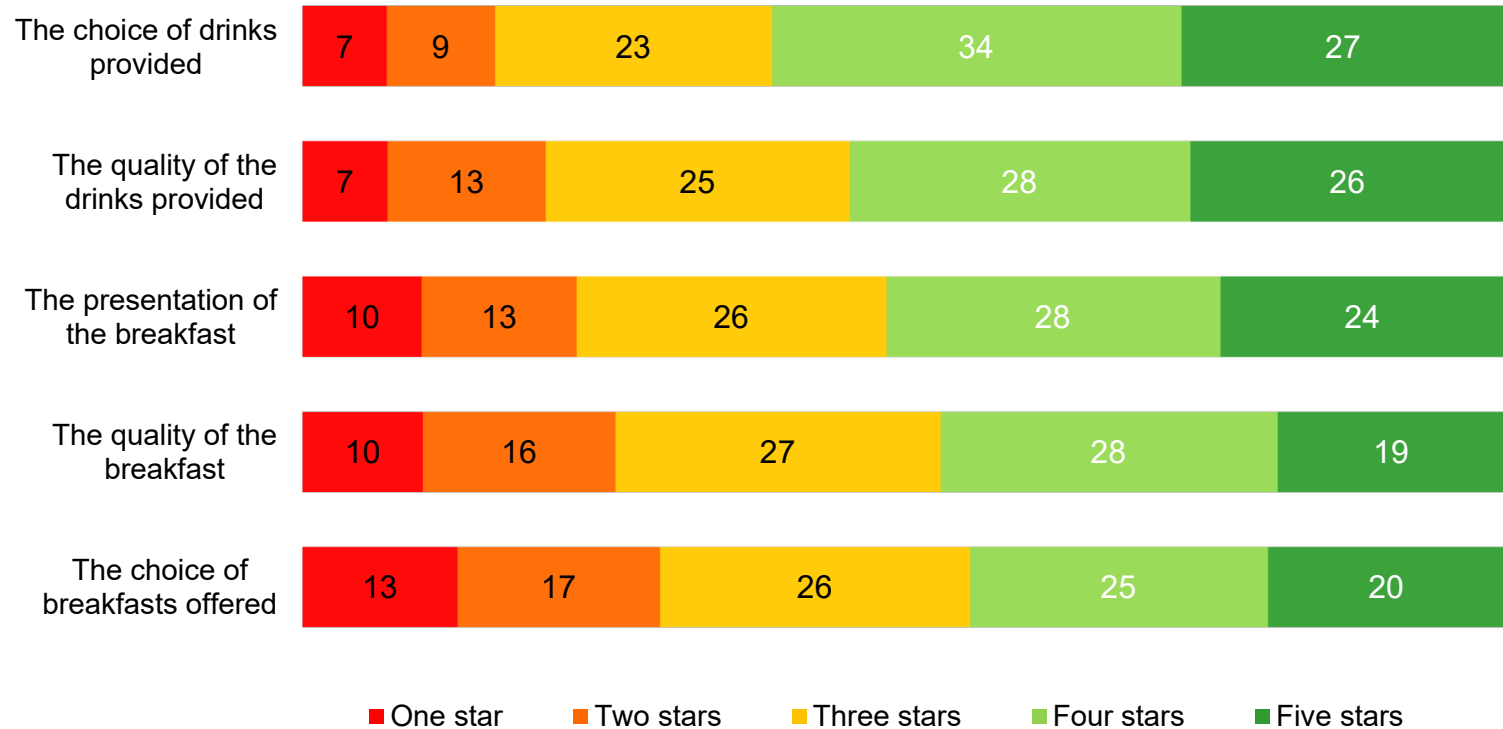


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: all (619).



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: all eating a Caledonian Sleeper breakfast on the train (344).



Rating of features of the breakfast – customer comments

Again manage suppliers. Sleeper service was not able to deliver any of my breakfast options including hot drinks/porridge. The menu is limited and does not provide for allergy and vegan options.

Coffee was instant and no choice of different teas. Improve coffee and tea choices.

Orange juice from concentrate looks second-rate. Previously, instant coffee was offered - at least on this occasion it was proper coffee.

No non dairy milk on offer.

There was no hot breakfast option available as they said they didn't have the food available. Was only able to choose from porridge, bacon roll or yoghurt. Would be better if the hot breakfast was available.

Apple and orange juice - both over sweet, taste very artificial. Not chilled. And in a plastic bottle! Tea and coffee: coffee seems to be instant and not good quality. Should be possible to get something a bit more upmarket. Tea is ok. Too often the drinks are served in plastic cups. It seems a step down from the lounge car of the evening.

Would like tea made with boiling water poured on a teabag please, not just a cup of hot water with a teabag on the side to dip in. Presentation was just a paper bag/ cardboard tea holder. A few years ago (2017?) breakfast used to come on a tray with proper crockery and a teapot - this was much better presentation, really lovely!

There was a limited selection, I chose the bacon roll which was not well filled. The coffee was a basic instant sachet that was weak. There needs to be a wider range and better quality of food offered.

Use fresh ingredients do not make bacon rolls in advance and warm them up causing them to have a consistency of a brick and completely inedible with the bacon shrivelled and dry.

It was just in a cardboard container all piled on top of each other, so bits all Mixed on together, so if you didn't like a thing was difficult to separate things out, so something that allows that would be better.

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?



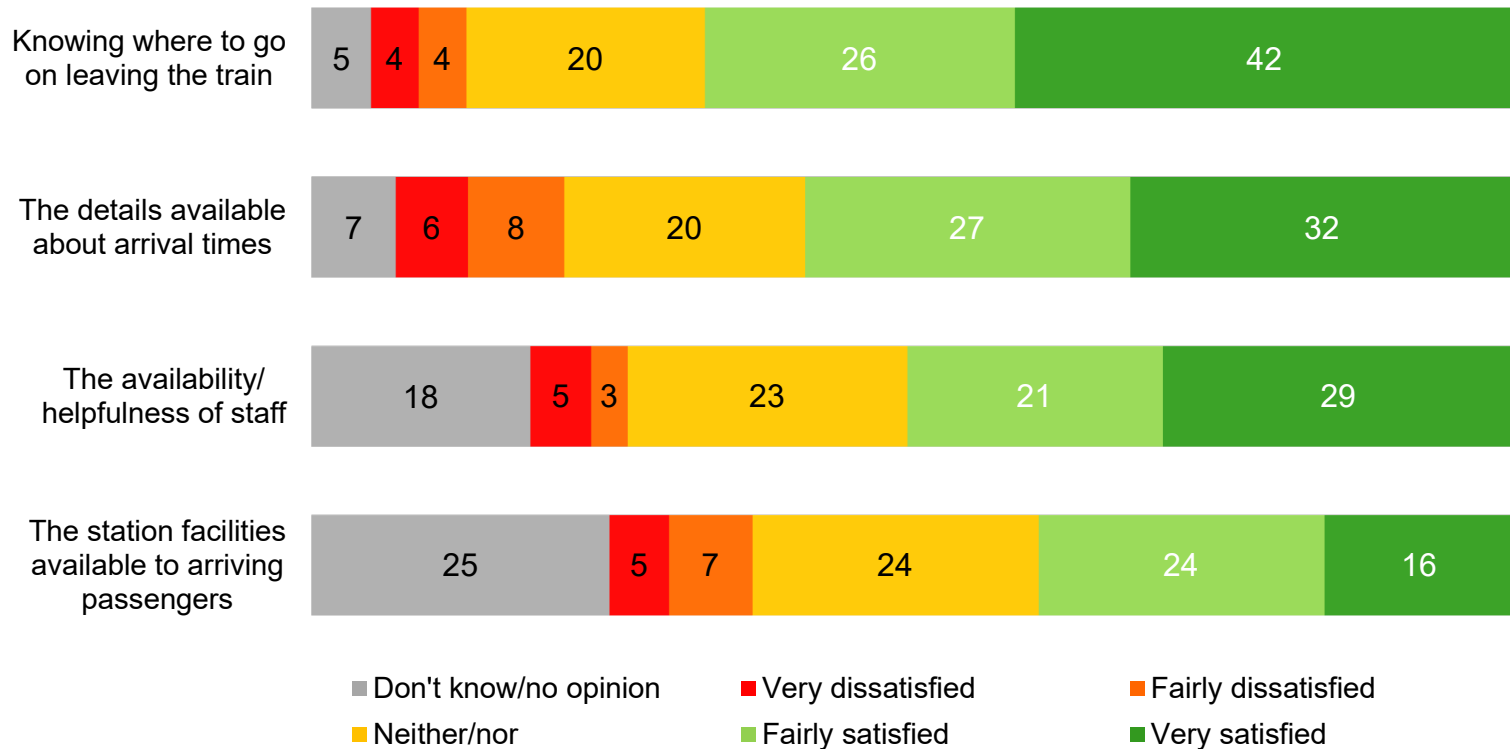
Caledonian Sleeper

Arrival



CALEDONIAN
SLEEPER

Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?
 Base: all (619).



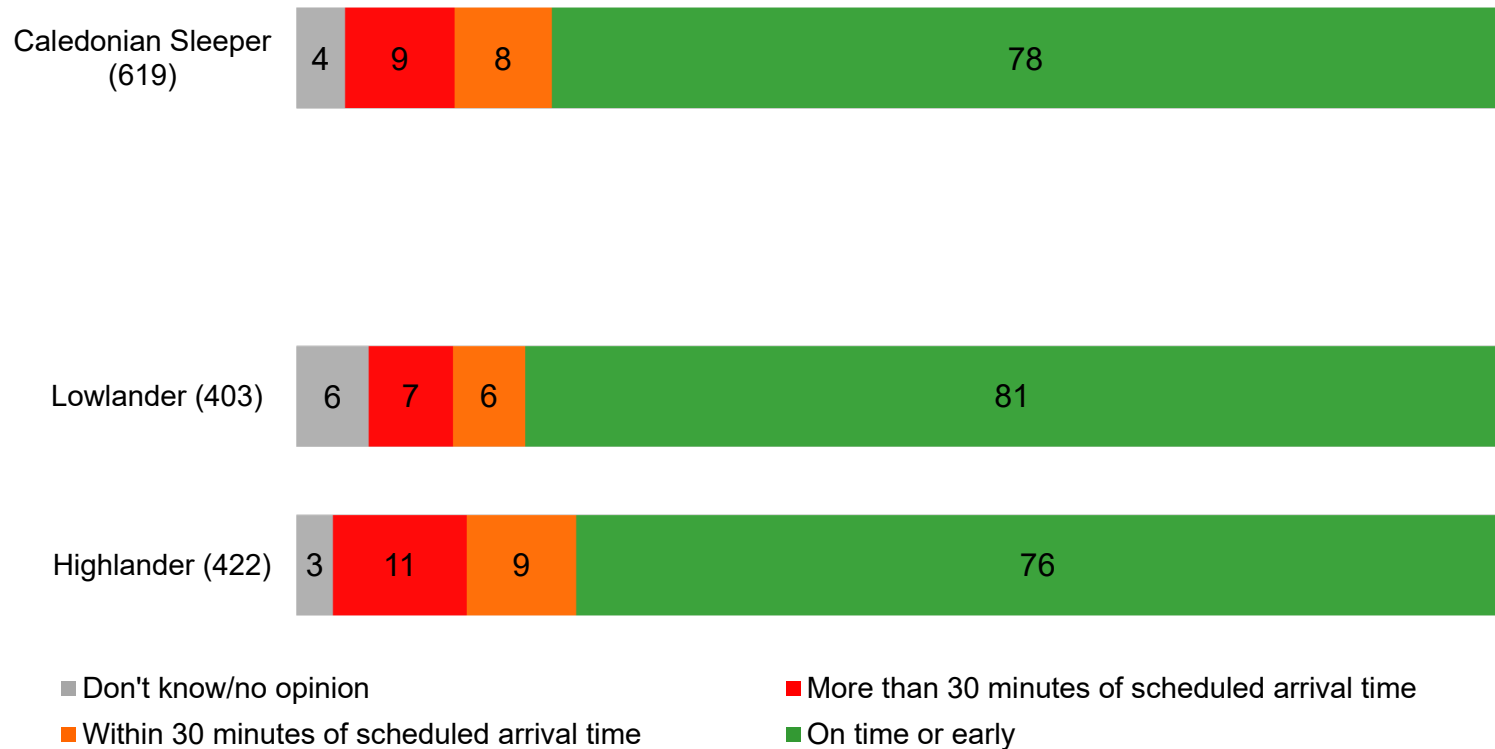
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



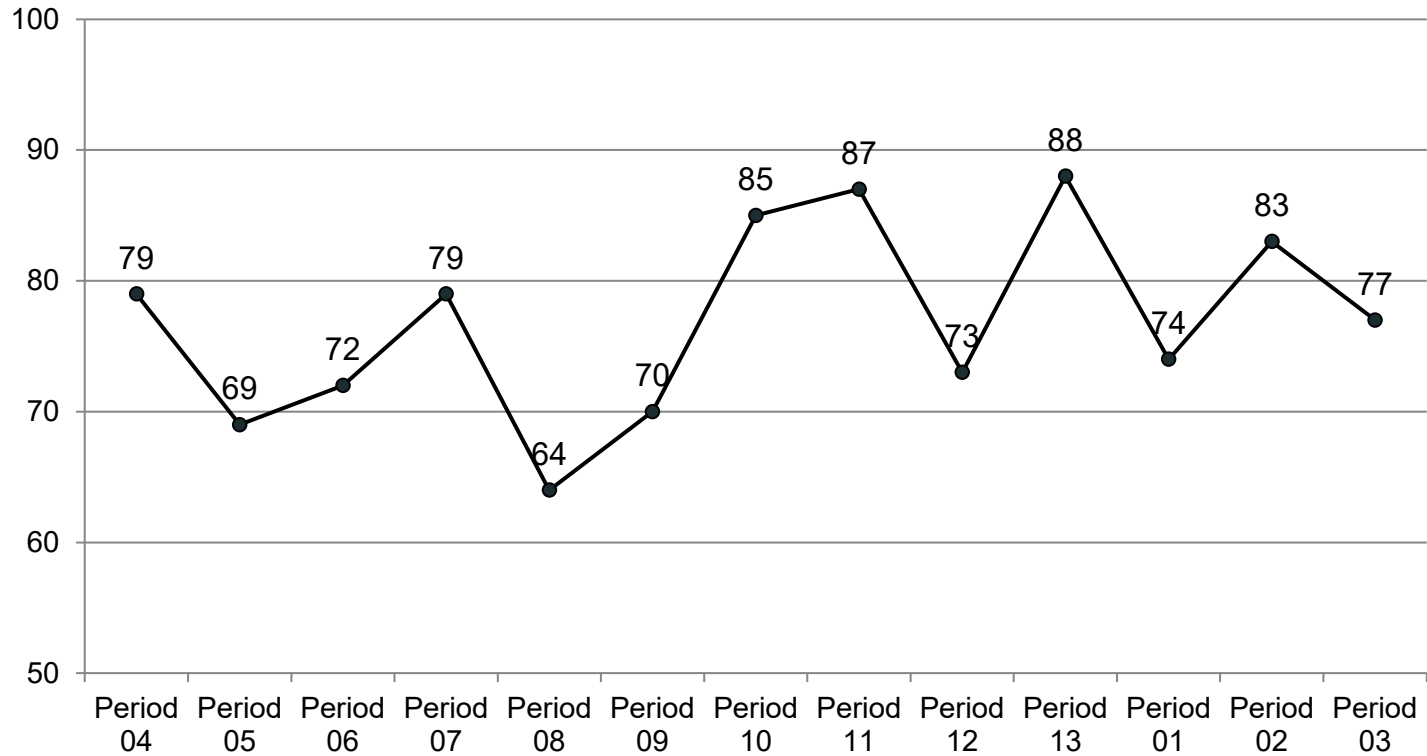
Q27a. Did your train arrive on time?
Base: in brackets above.



Punctuality of service - trend

Rating of experience

Trend: On time or early



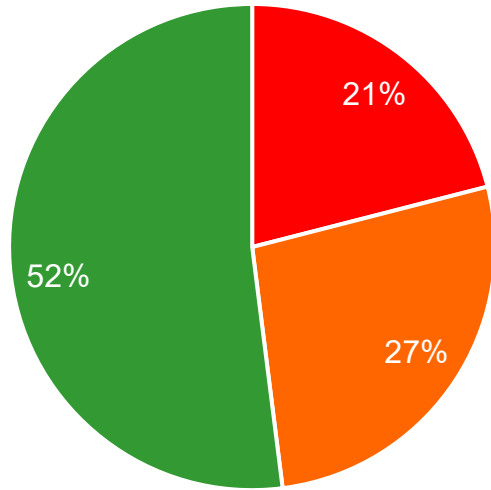
Q27a Did your train arrive on time?



Impact of delay

Quarter 1 2022/23 %

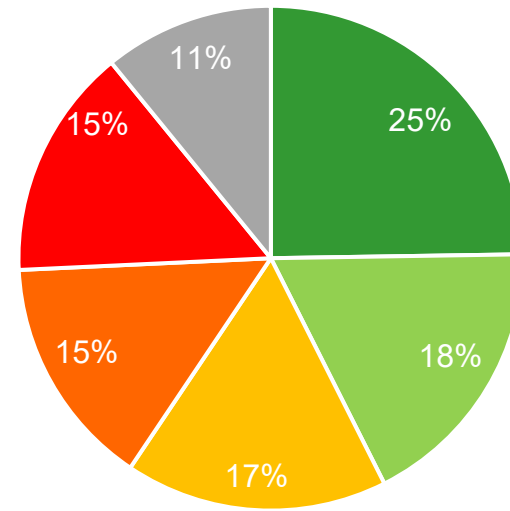
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: all who experienced a delay (109).

- 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 (109).



Caledonian Sleeper

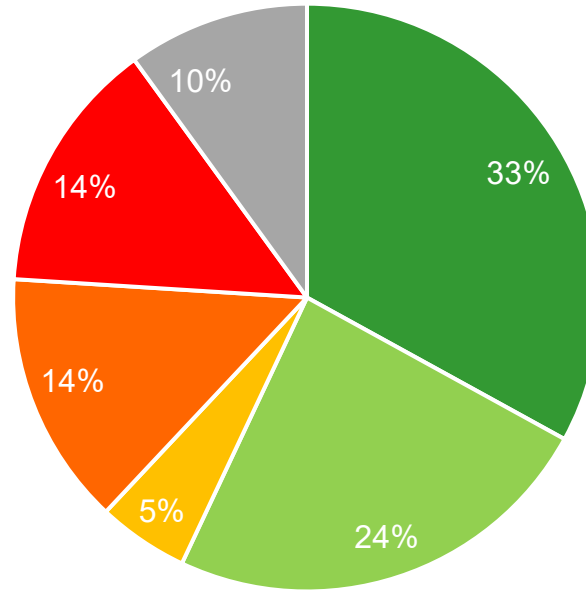
Facilities for those with a disability or illness



CALEDONIAN
SLEEPER

Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 1 2022/23 %



- 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 (21*). *Caution – low base



Providing a service suitable to needs – customer comments

The staff basically ignored my disability. Could just be a tiny bit helpful.

Ensure full power to cabins without interruptions for people using CPAP [continuous positive Airway Pressure] machines

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



Caledonian Sleeper

Appendix



CALEDONIAN
SLEEPER

Sample profile – journey details

<i>Sample size</i>	<i>619</i> <i>%</i>	<i>Sample size</i>	<i>619</i> <i>%</i>	<i>Sample size</i>	<i>619</i> <i>%</i>
Age		Journey Purpose		Disability or Illness	
16-34	13	Travelling for work	19	None	97
35-54	42	Company business	14	Vision	>1
55+	42	Personal Business	3	Hearing	>1
Not stated	3	Regular travel between home and workplace	2	Mobility	1
Gender		Leisure	77	Hidden disability	1
Male	53	Visiting friends/ relatives	17	Speech or language impairment	0
Female	45	Holiday/ short break	57	Mental health	0
Not stated	2	Attending a sporting/ musical/ theatrical/ charity event	3	Other	>1
Working status		Other	3		
Full time	57				
Part time	15				
Not working	1				
Retired	20				
Student	3				
Not stated	5				
Residence					
UK	87				
Non-UK	12				



Sample profile – journey details

Sample size	619 %	Sample size	619 %	Sample size	619 %
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey) (386)		<u>Travel to departure station</u>	
Alone	44	Caledonian Sleeper	39	Train	37
With a business colleagues(s)	-	Daytime train	38	Underground/ Tram/ Subway	19
With family (adults only)	33	Plane	14	Bus/ Coach	7
With family (adults/children)	12	Coach	2	Taxi	16
With friends	10	Own Car	1	Own car/ Dropped off	11
<u>Accommodation</u>		Hire car	1	Hire car	3
Seat	18	Other	4	On foot	21
Room	31	Don't know	2	Bicycle	3
En-suite room (with shower)	51	<u>Outward journey mode</u> (those making return journey) (233)		Other	1
<u>Journey direction</u>		Caledonian Sleeper	57	<u>Travel from arrival station</u>	
Outward	62	Daytime train	27	Train	36
Return	38	Plane	12	Underground/ Tram/ Subway	20
One way	-	Coach	1	Bus/ Coach	7
		Own Car	-	Taxi	15
		Hire car	-	Own car/ Dropped off	8
		Other	4	Hire car	7
				On foot	25
				Bicycle	2
				Other	3



Sample profile – journey details

<i>Sample size</i>	<i>619 %</i>	<i>Sample size</i>	<i>619 %</i>	<i>Sample size</i>	<i>619 %</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	61	1 st class	51	£0-£49.99	4	
Weekend	39	Standard	31	£50-£99.99	14	
<u>Direction</u>		Seated	18	£100-£149.99	5	
Northbound	51	<u>Party size</u>		£150-£199.99	16	
Southbound	49	Single traveller	47	£200-£249.99	13	
<u>Train Type</u>		Two people	42	£250-£299.99	22	
Highlander	56	Three or more people	11	£300 or more	27	
Lowlander	44	<u>Transaction value by quest</u>				
<u>Crew</u>		£0-£49.99				8
Aberdeen	5	£50-£99.99				19
Edinburgh	10	£100-£149.99				28
Fort William	7	£150-£199.99				22
Glasgow	10	£200-£249.99				24
Inverness	14					
London	53					



Sample profile – journey details

<i>Sample size</i>	<i>619 %</i>	<i>Sample size</i>	<i>619 %</i>	<i>Sample size</i>	<i>619 %</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	4	12 or more	(268) 4	More than 20 years ago	30
4-11	17	4-11	19	15-19 years ago	5
2-3	23	2-3	30	10-14 years ago	9
First journey in last 12 months	40	1 Journey	31	5-9 years ago	11
First ever journey	12	None	16	3-4 years ago	5
Have never made a journey between Scotland and the London area	4			In the last 1-2 years	39



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 13 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 2022/23, combining Rail Periods 01, 02 and 03.

Fieldwork for quarter 1 2022/23 took place between 1 April and 12 July 2022. This covered journeys made between 1 April and 25 June 2022.

619 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 1, 2022/23

Rail Periods 01, 02 and 03



CALEDONIAN
SLEEPER