

Caledonian Sleeper

Quarterly Report

Quarter 2, 2023/2024

Rail periods 04, 05, and 06



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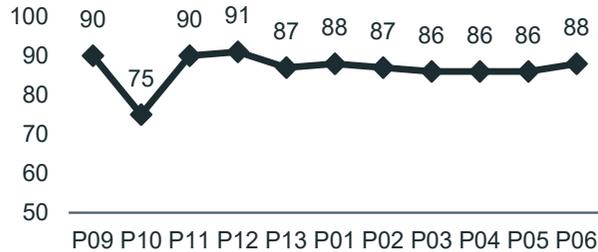
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 25 June – 16 September 2023

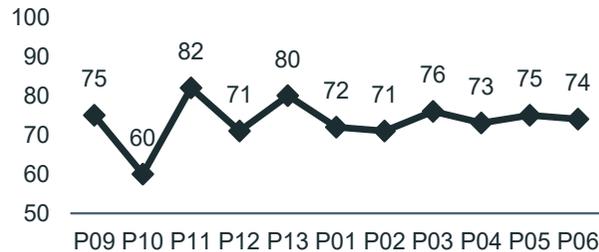
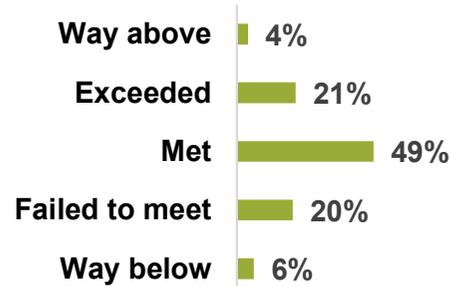
Overall journey experience



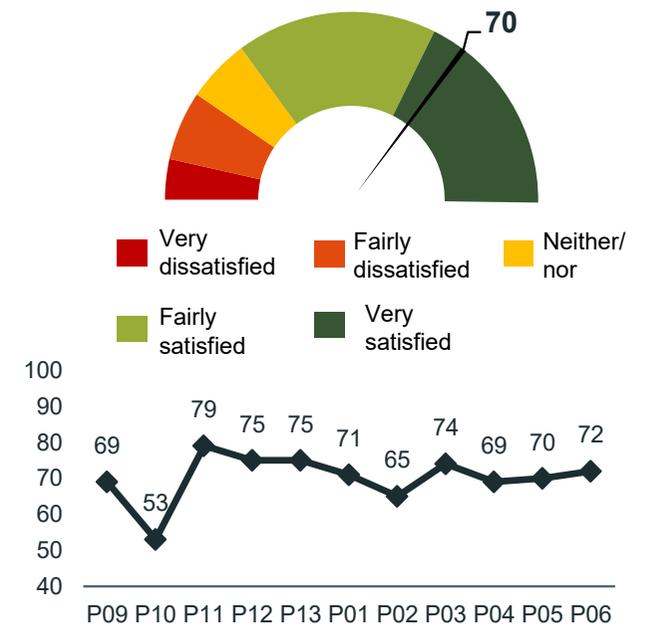
Ave – 3.7



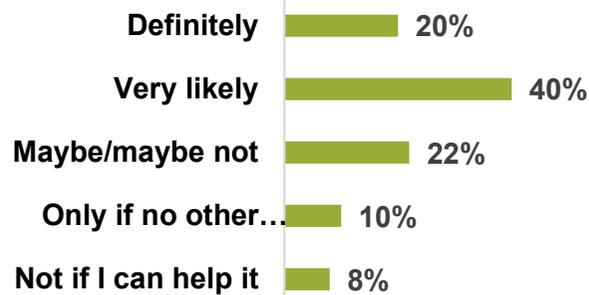
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score

14



	Lowlander	Highlander
Journey experience	86%	87%
Met / Above expectation	75%	73%
Overall satisfaction	70%	71%
Net Promoter Score	13%	15%
Future Use	59%	61%

Sample size: 646 (Lowlander 285, Highlander 361)



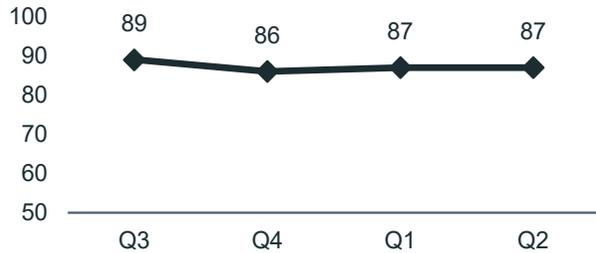
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 25 June – 16 September 2023

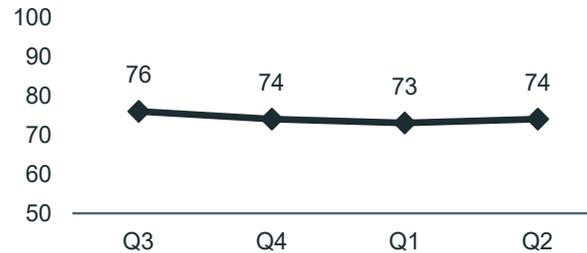
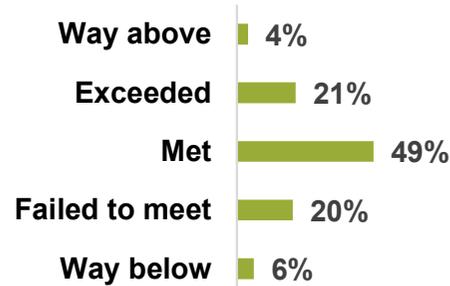
Overall journey experience



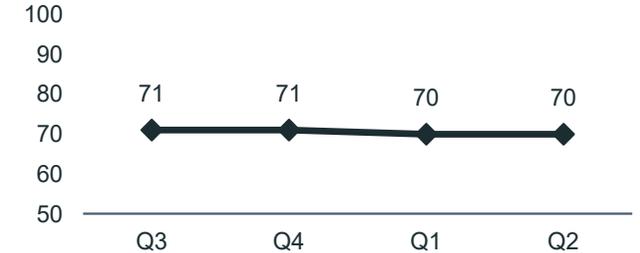
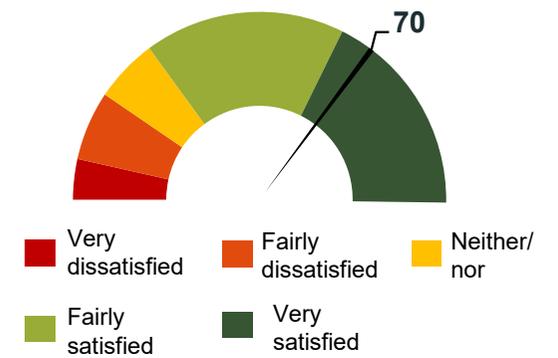
Ave – 3.7



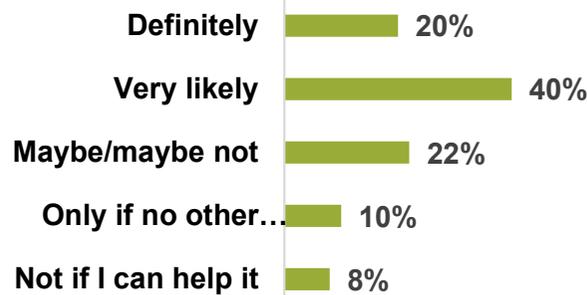
Expectation



Overall satisfaction



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Caledonian Sleeper Passenger Satisfaction

Quarter 2: 25 June – 16 September 2023

Expectations of the journey

Top five:

- 60% Looking forward to the experience
- 36% Sufficiently well informed about the journey ahead
- 31% Not expecting a good night's sleep
- 30% Excited
- 30% Relaxed

Bottom five:

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

Journey experience

(% three – five star rating)

87% Experience overall

Making me feel...

- 91% welcomed
- 84% looked after
- 83% relaxed
- 79% comfortable
- 67% I had a good night's sleep
- 89% Room rating
- 91% Club Car rating

Summing up the experience

Top five:

- 39% Practical
- 38% Efficient
- 35% Functional
- 32% Memorable
- 27% Relaxing

Bottom five:

- 5% Distressing
- 3% Chaotic
- 2% Boring
- 2% World Class
- 1% Reviving

Sample size: 646



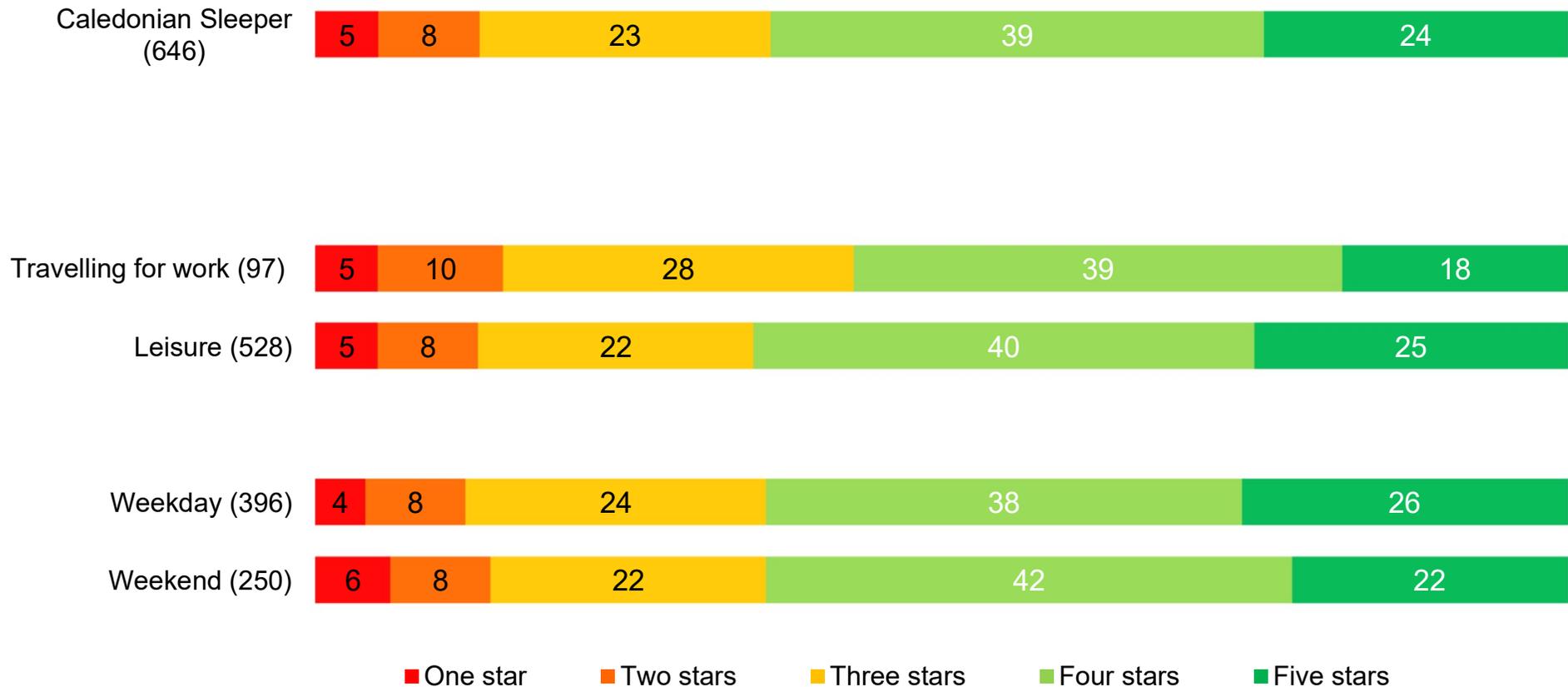
Caledonian Sleeper

On-board experience



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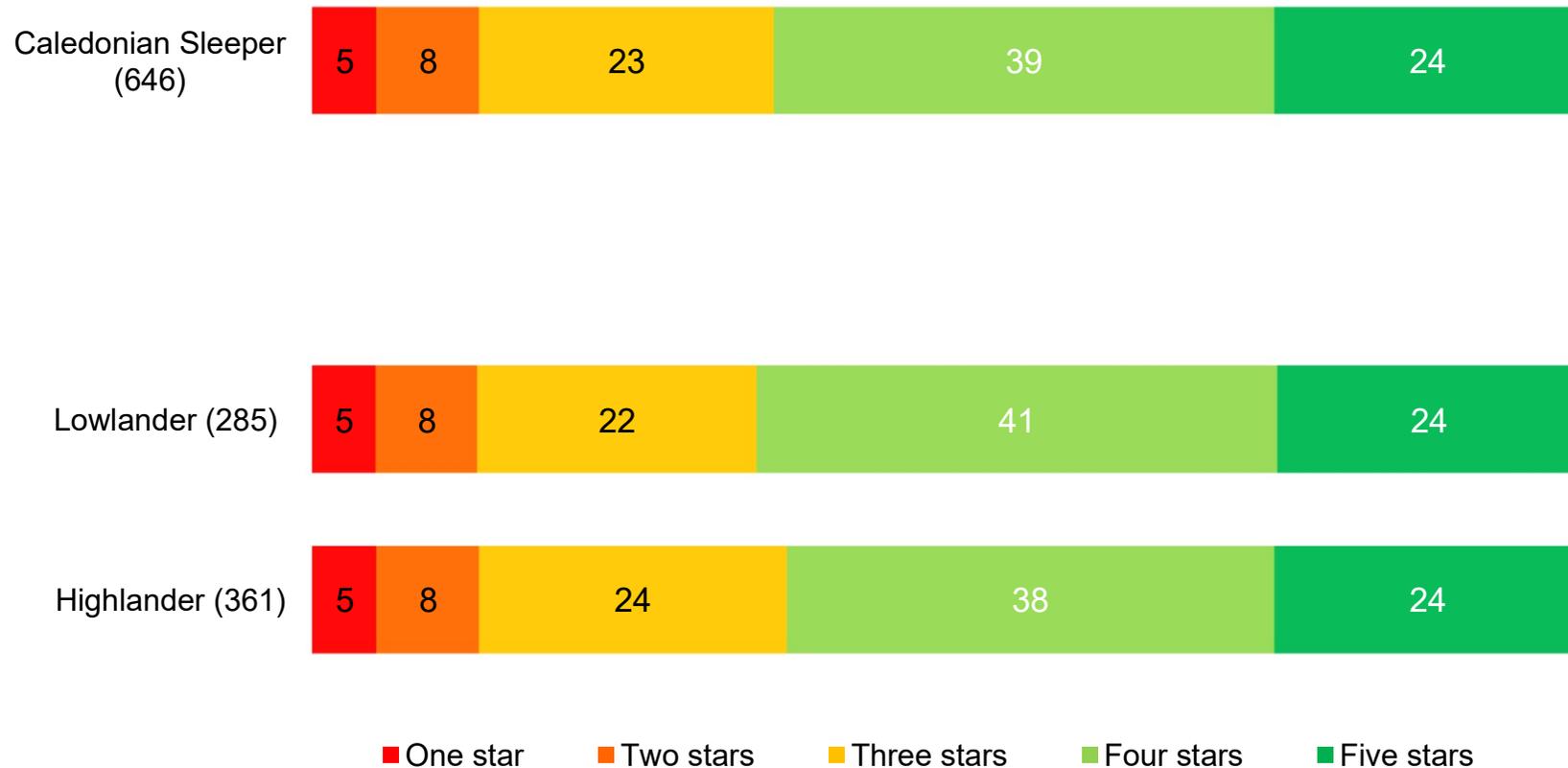
Overall rating of experience by passenger group



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



Overall rating of experience by route



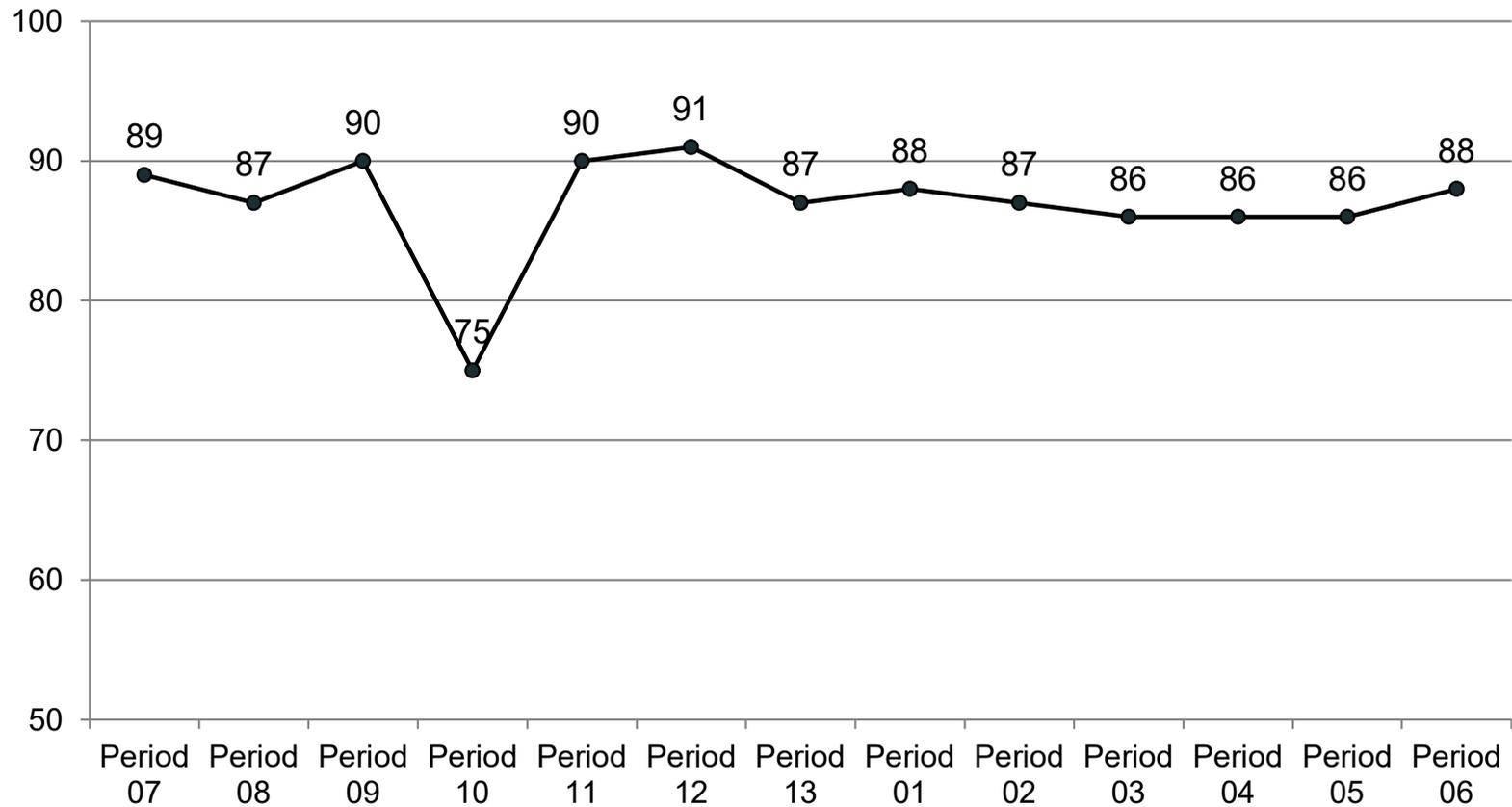
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

Make sure the water supply works. Then we could have enjoyed the double rather than twin room.

Allow club car/restaurant booking. We could not get a table for 4.

Ensure the food menu is an account description of the food available - when travelling with children they are unhappy if you ask what they want for breakfast and then something else is delivered.

I have used the sleeper a lot and normally everything is fine. This time there was no running water, the compartment was far too hot, the duvet too thick and the room smelled really bad. And the lack of sound proofing meant we could hear the two men next door very clearly. They talked all night.

A proper cooked breakfast would have been preferable to something reheated. Toast would have been nice too. It just felt a little parsimonious. Also, the water in the cabins was shut off at 7.50, leaving me unable to flush the toilet or clean my teeth. Not the end of the world, but inconvenient, especially in view of the ticket price.

More time on train before and particularly after, timings do not allow for enough sleep regardless of how well you sleep, was not remotely refreshed in the morning, exiting the train was stressful and not relaxed.

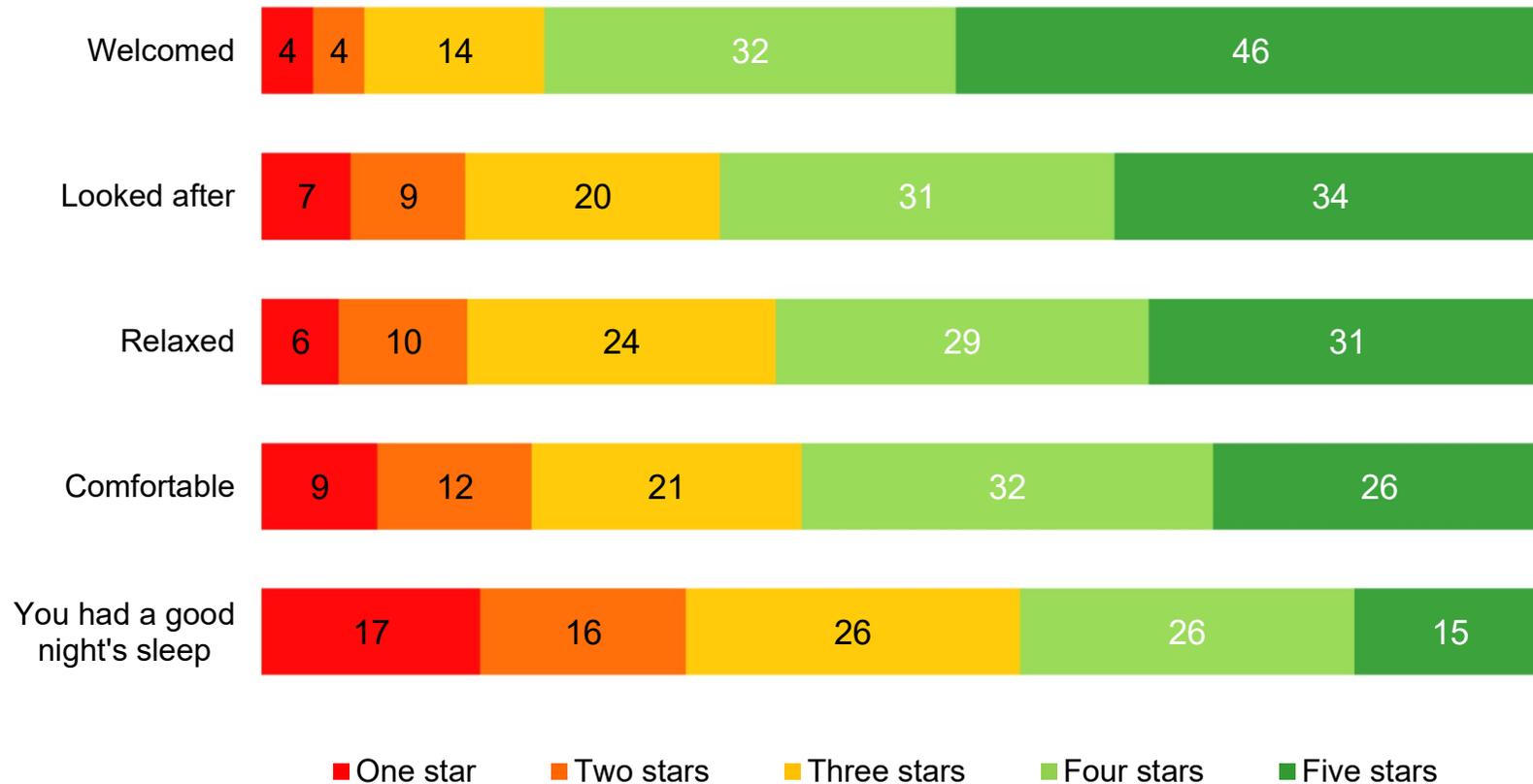
Allow the train to be on time. we got delayed and never got an update till late. Also, the toilets were really messy, and the AC was so cold and blowing as I sat on the edge so I was cold all the way.

Major drawback that the windows don't open. There also seemed to be no way to get air circulation - a hot/cold dial, but not a ventilation dial. The room is way too tiny not to be able to open the window. We had to keep the door jammed open overnight to get at least some air from the corridor. Very poor design that.

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 (646)



Rating of features of the journey – customer comments

Stop being so aggressive over kicking you out in the morning. Several tannoy messages plus barging into rooms well before official “check out” time verges on bullying. It’s definitely the opposite if ‘welcoming’. All I hear is “we’ve had your money, now f^# off!”*

The seats are very very bad for sleep - they were stiff and did not recline as described on the Caledonian Sleeper website (regarding the headrest reclining). It would be misleading to say that the seats offer relaxation for sleep, they may be okay for daytime travel but are too hard for sleep - especially offering very poor back support. The previous older Caledonian train seats were a little bit better with reclining.

Cabin size, even for one traveller is 'snug' and while you can leave the cabin and patrol the corridor it isn't ideal and accessing the lounge was clearly not encouraged for travellers in the 'Classic' class. Separately also noting how warm the cabin felt during the night. I resorted to propping the door open to allow the cooler air in the corridor to find its way into the cabin.

The check in on the platform is still pretty poor. If this was a £200 hotel they would know a bit about me - welcome back etc. Having to queue up for a while as other passengers have a long briefing is not really great.

There is nothing to be done. The compartments were so tight it was hard to be relaxed with two people. The water supply was also extremely spotty, and showers were a big issue.

The lower bunk access is compromised by the steps to the top bunk. I suggest removing these for single passenger bookings. I’m sure this could be achieved with a minor engineering change to the steps.

Very few staff. No one really explained what was going on. Everything felt rushed. Exception was breakfast the following morning which was much better.

On this journey there was no one to welcome passengers on board the seated carriage and no at-seat serving of food and drink, so I didn't speak to anyone.

You cannot do much to improve this rating. It rattles & bumps like any train so sleep is disrupted. You could also stop ringing the intercom in neighbouring rooms when no-one answers as well, that prevented me from returning to sleep after the bumps at Waverly woke me up.

The air con is very loud & appears to be blowing cold air, the design of the vents by the window does not help

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?



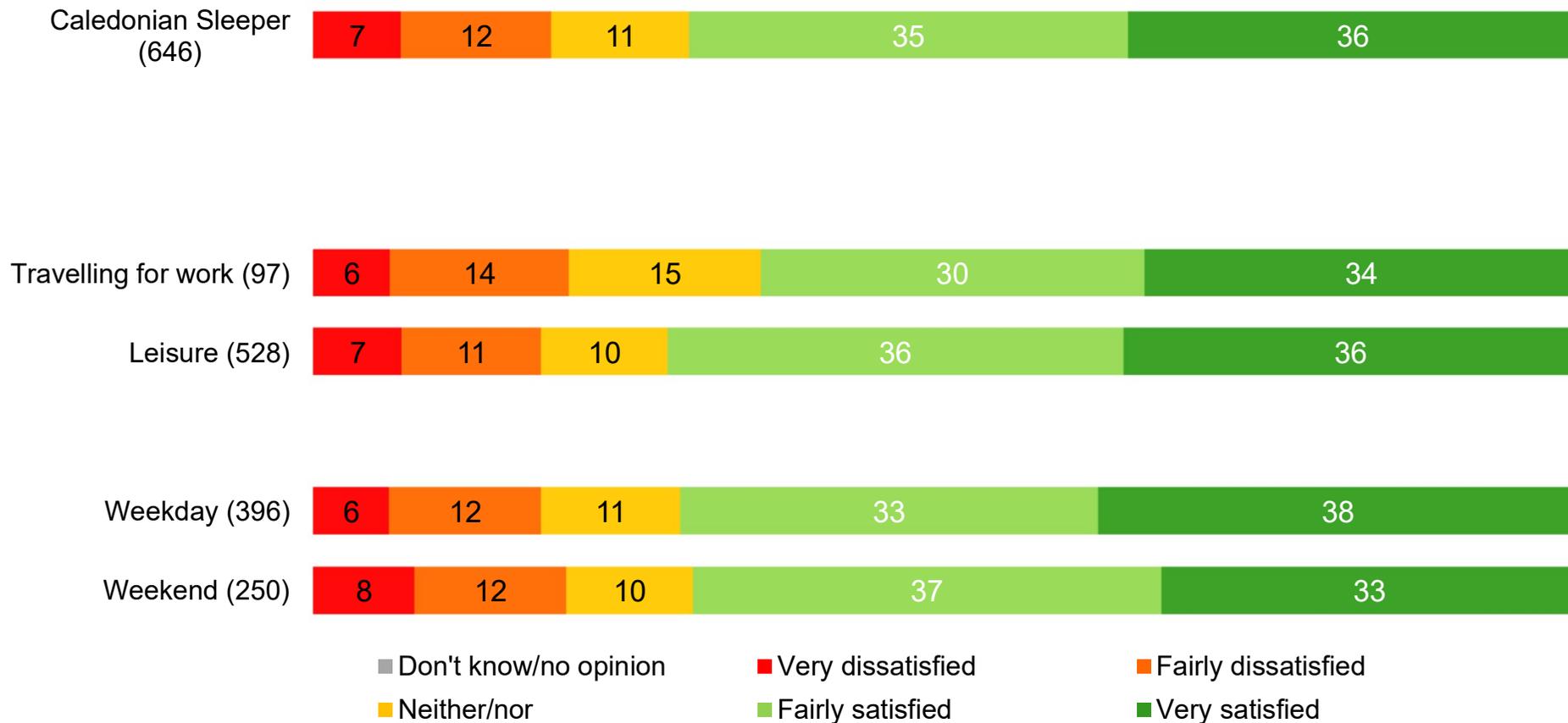
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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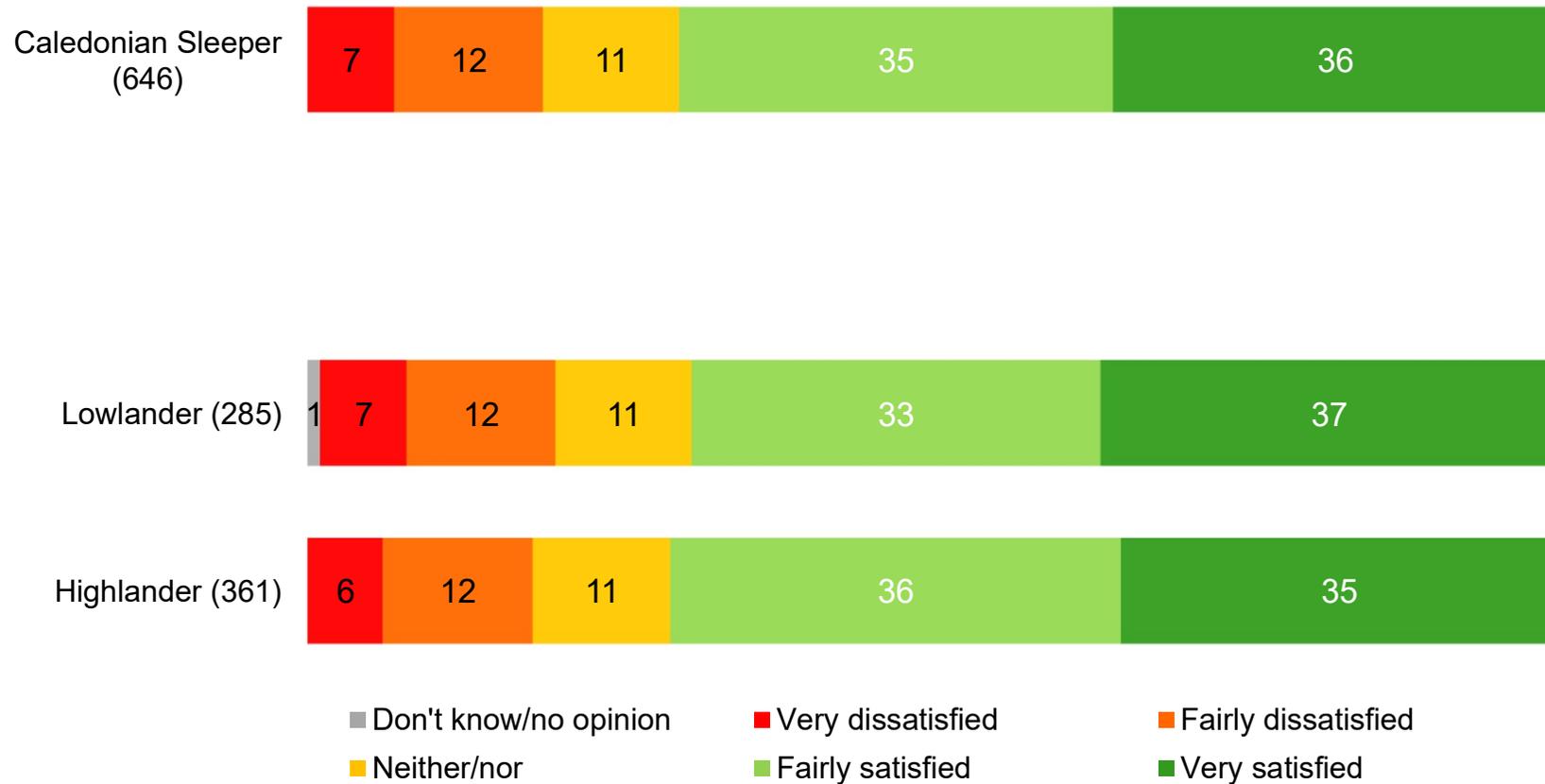
Overall journey satisfaction by passenger group



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



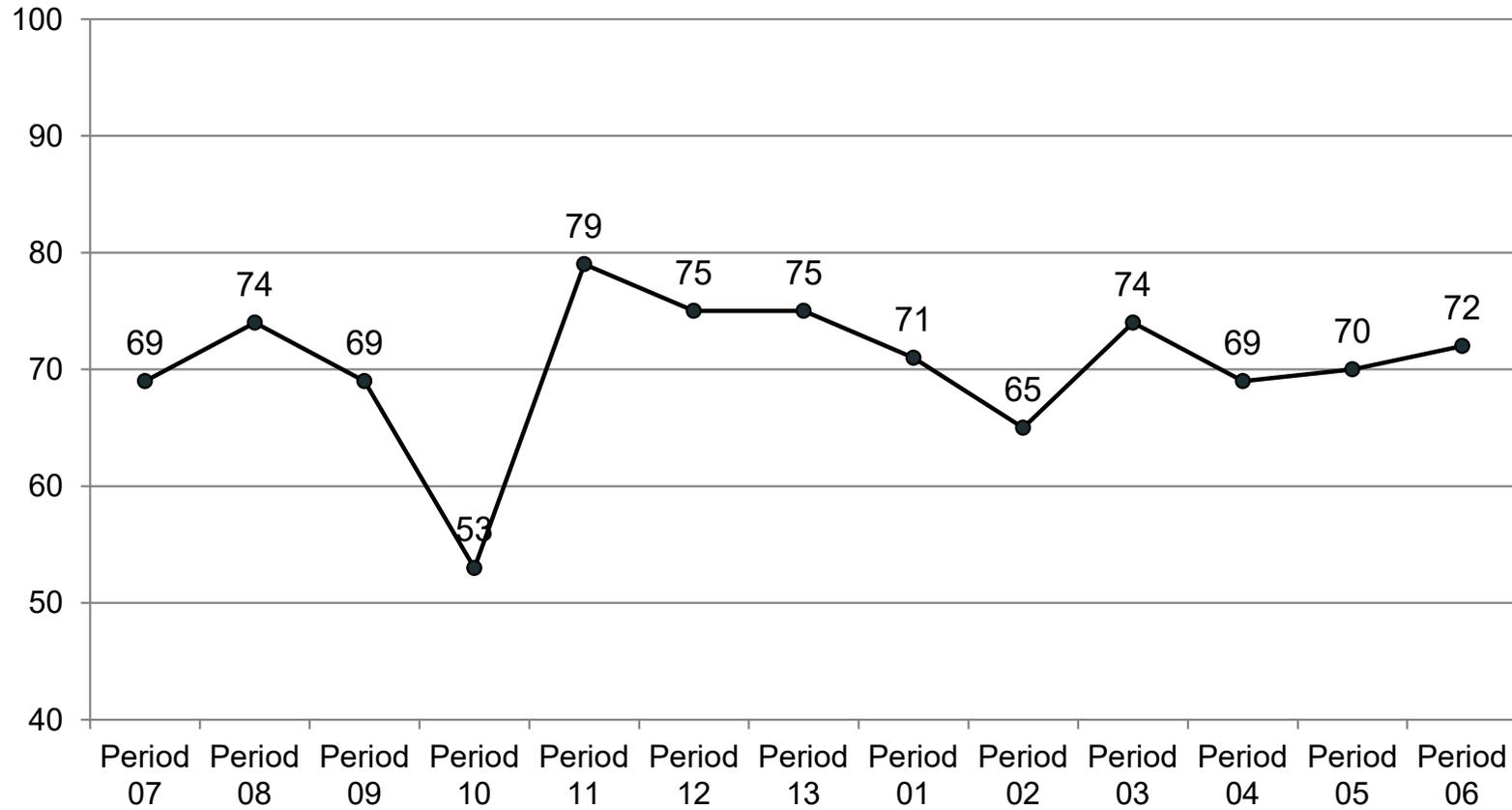
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

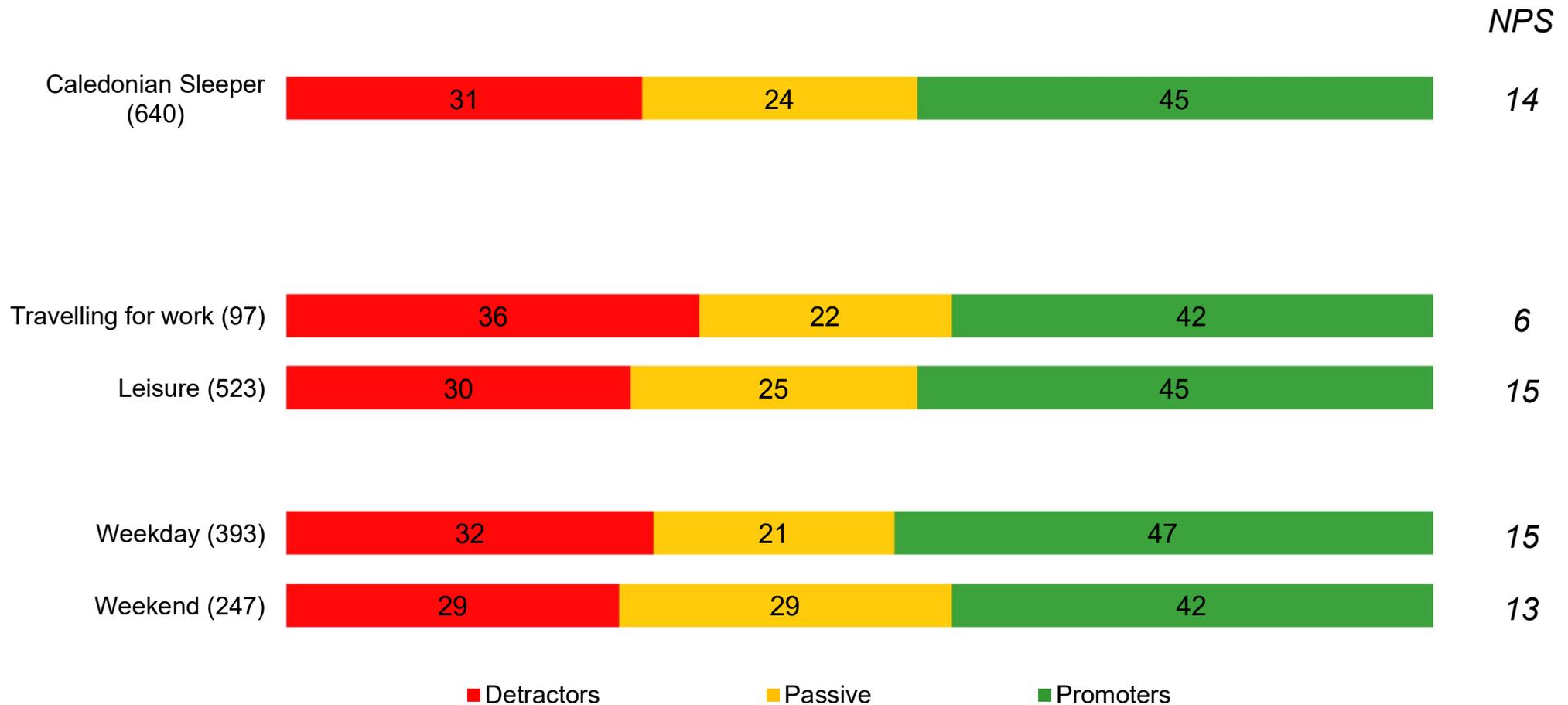
Trend: % very/fairly satisfied



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



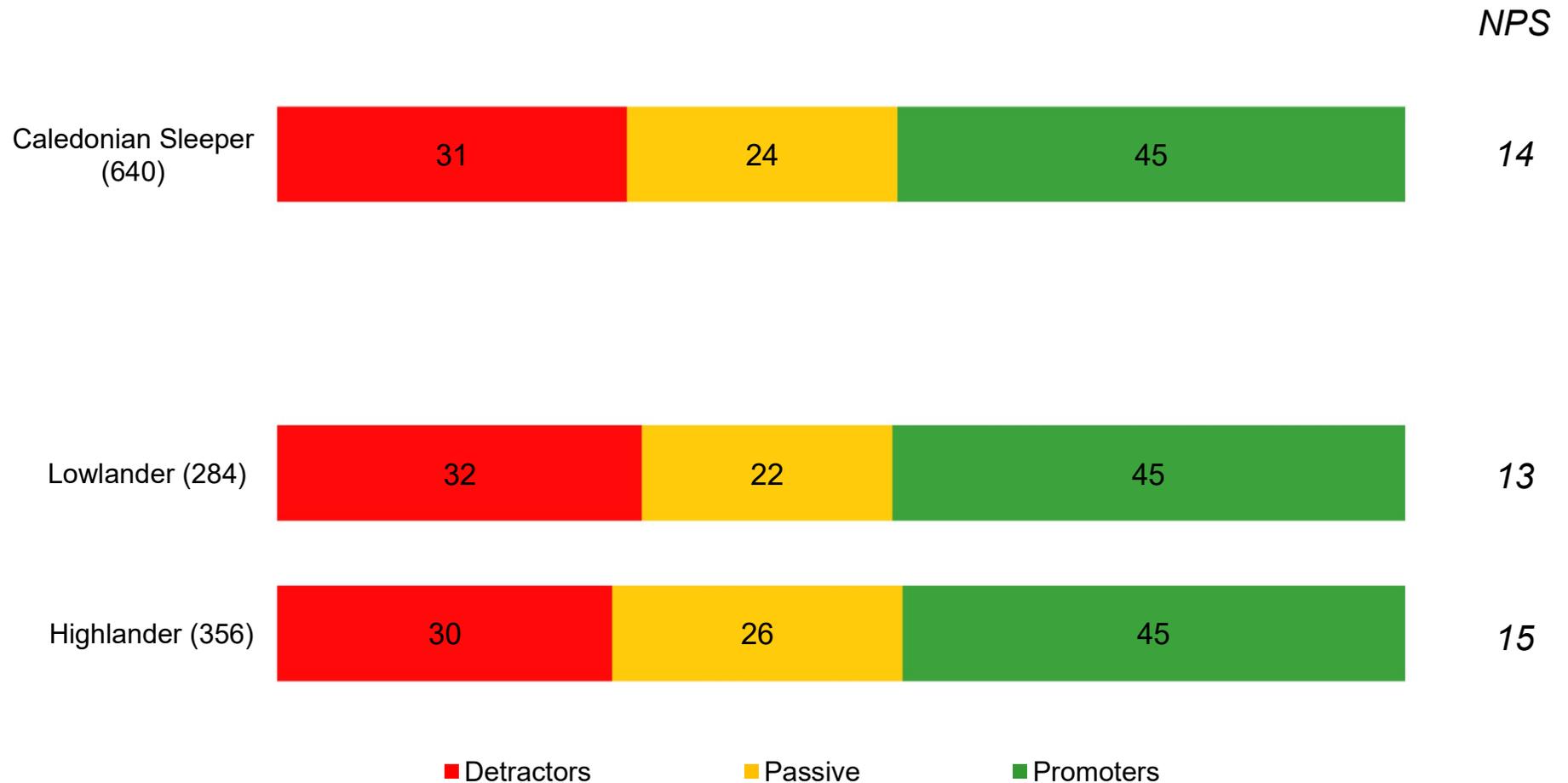
Net Promoter Score by passenger group



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



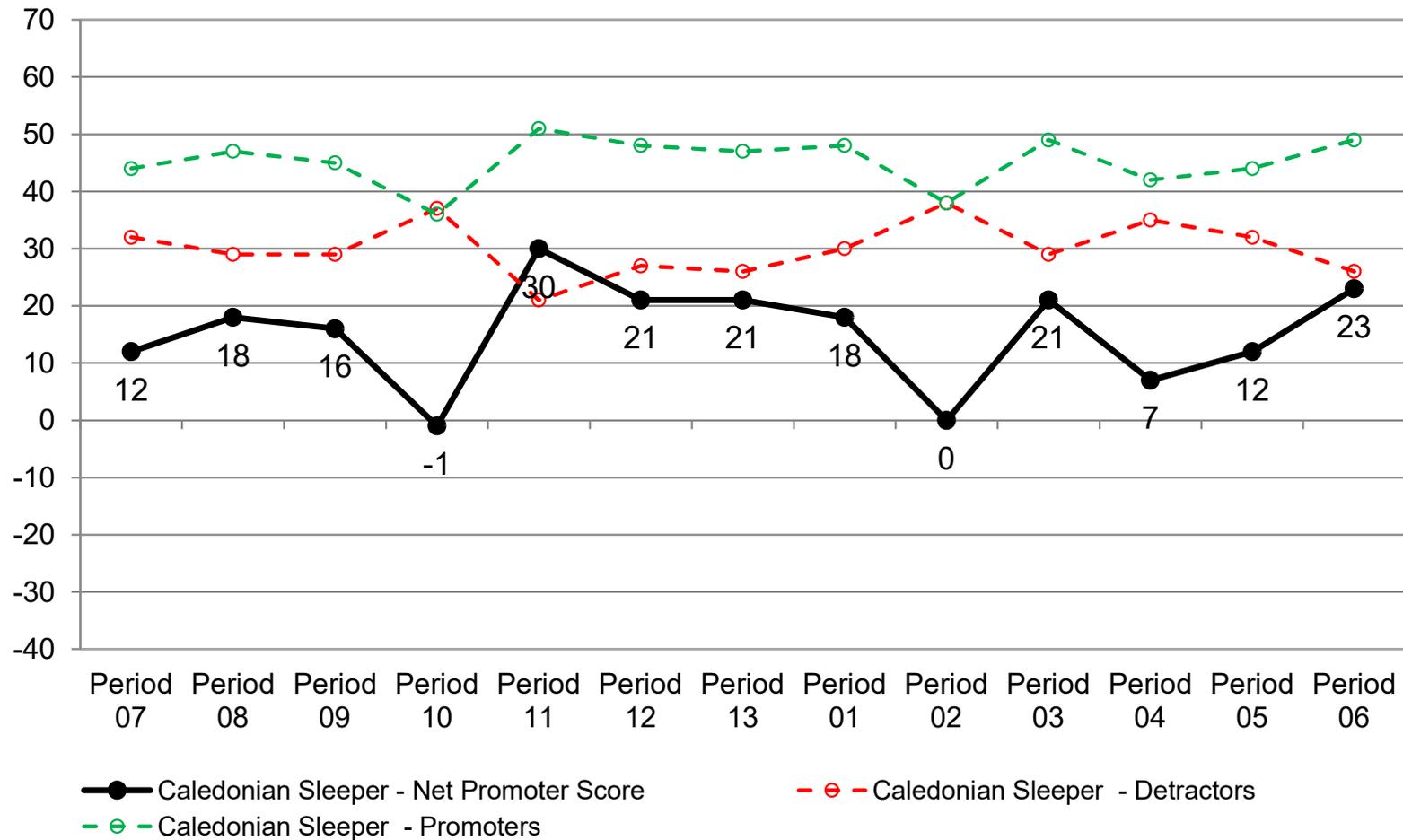
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



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 is the ideal way to take a long journey - no hassle before or after (as opposed to flying), more comfortable lying down than sitting for a long time, makes use of time in a productive way plus of course saves the cost of a hotel room.

Fantastic experience. We were able to get a whole extra day in Edinburgh because of the late departure and still got a restful sleep, a decent shower, and a nice breakfast. Definitely wouldn't have had any of that if we'd flown instead. Really enjoyed the journey and would certainly do it again!

The best way to travel from Scotland to London and back and I use it regularly. Any other travel is far more tiring.

Always a great experience and the staff are exceptionally good, love the proper white sheets and the good quality pillows and duvets.

Passive (7-8)

It all felt fairly standard and not at all special. We paid a lot for a family of 4 and I didn't feel the journey massively reflected that. The scenery was amazing though!

Comfortable but not terrific value for money. I would consider travelling again if the prices were lowered or if there were more complimentary offerings.

It's a unique experience but even at the club room level, it's cramped and not possible to get a real night's rest.

Everything was fine, the carriages are modern and the beds comfy but for the outward and return journeys I just couldn't sleep. Losing a night's sleep is not something I want to repeat, so regretfully I don't think I will get the sleeper again.

Detractors (0-6)

The overnight train is not long enough for a good night's rest, the beds are not comfortable, the rooms are too small, and we were climbing all over each other and on our luggage.

Overpriced poor accommodation terrible food and drinks.

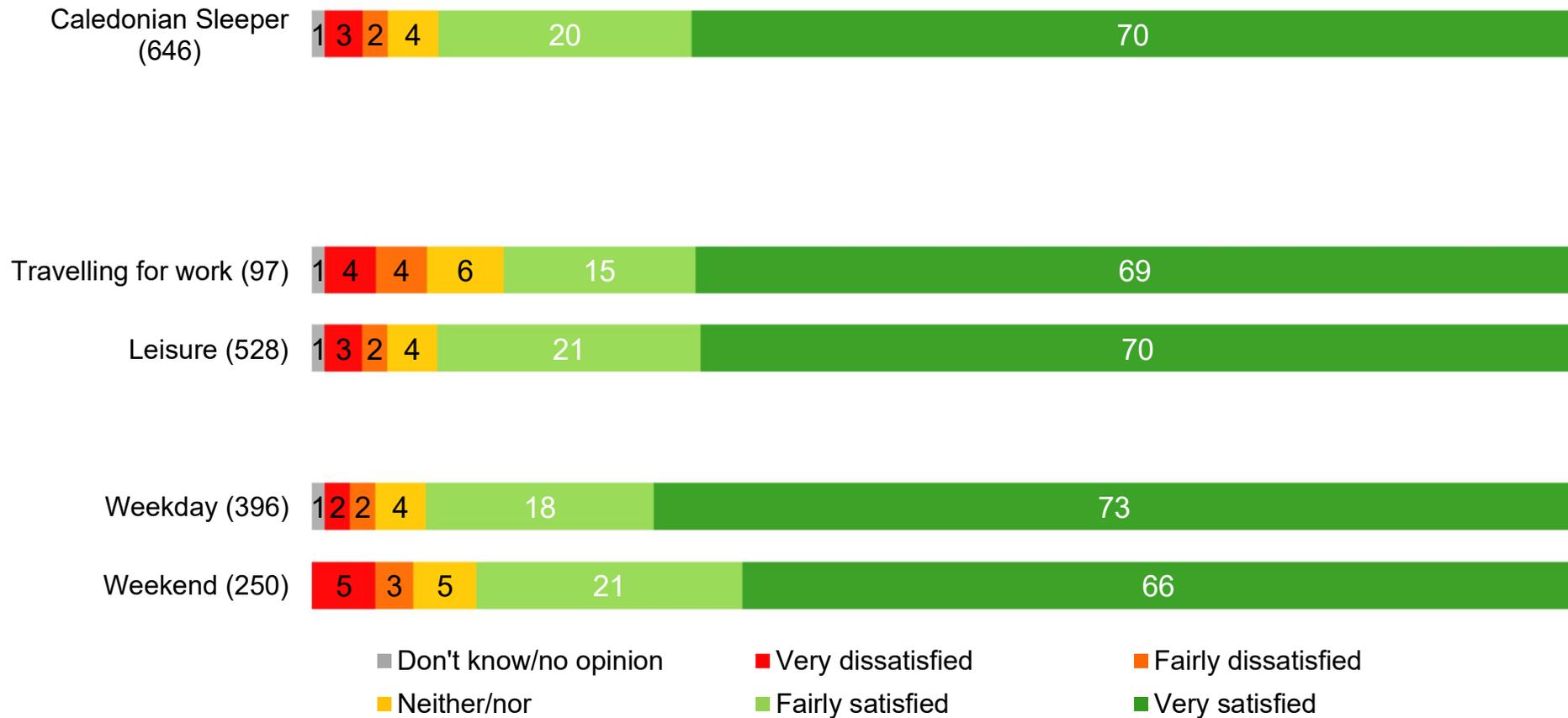
My friend and I had been looking forward to this trip for months as part of my 60th birthday celebrations. The experience and treatment as seated passengers with bikes was hugely disappointing and upsetting.

We wouldn't do it again. It was not the experience we had expected at all. We felt rushed on and off. Didn't have enough info. Had we known there would be no option of gluten free food we would not have booked.

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?



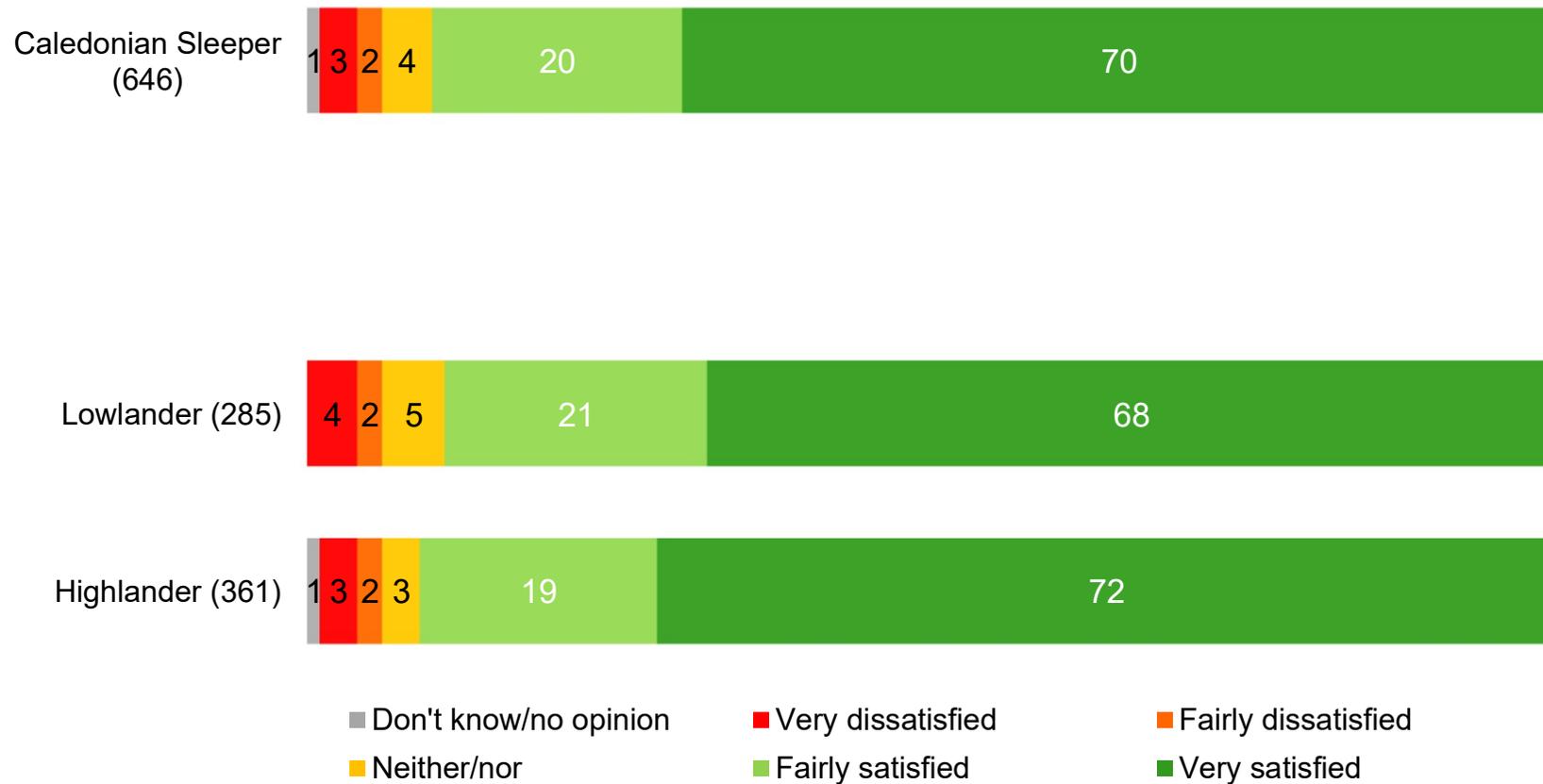
Punctuality and reliability by passenger group



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)?

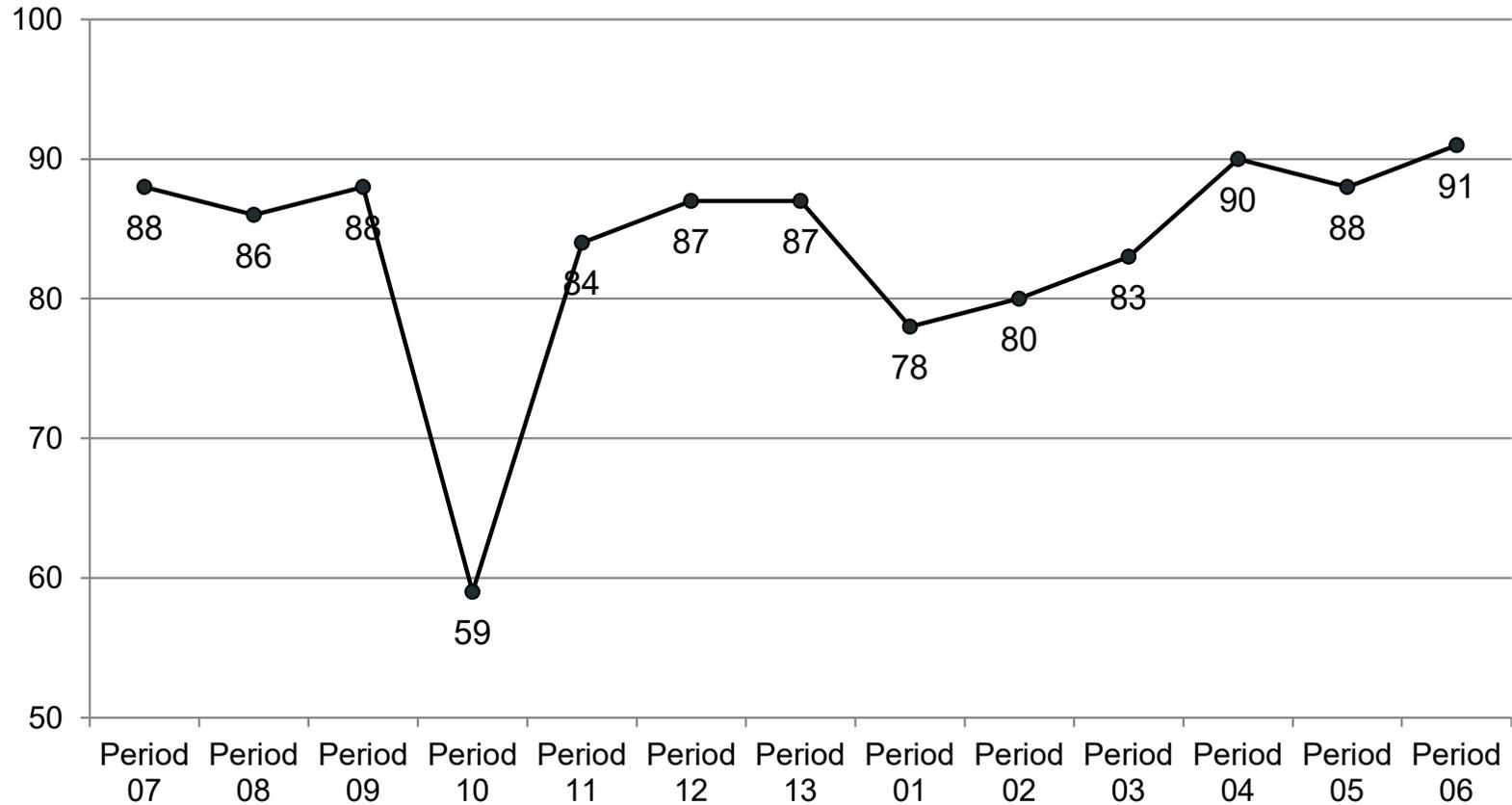
Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

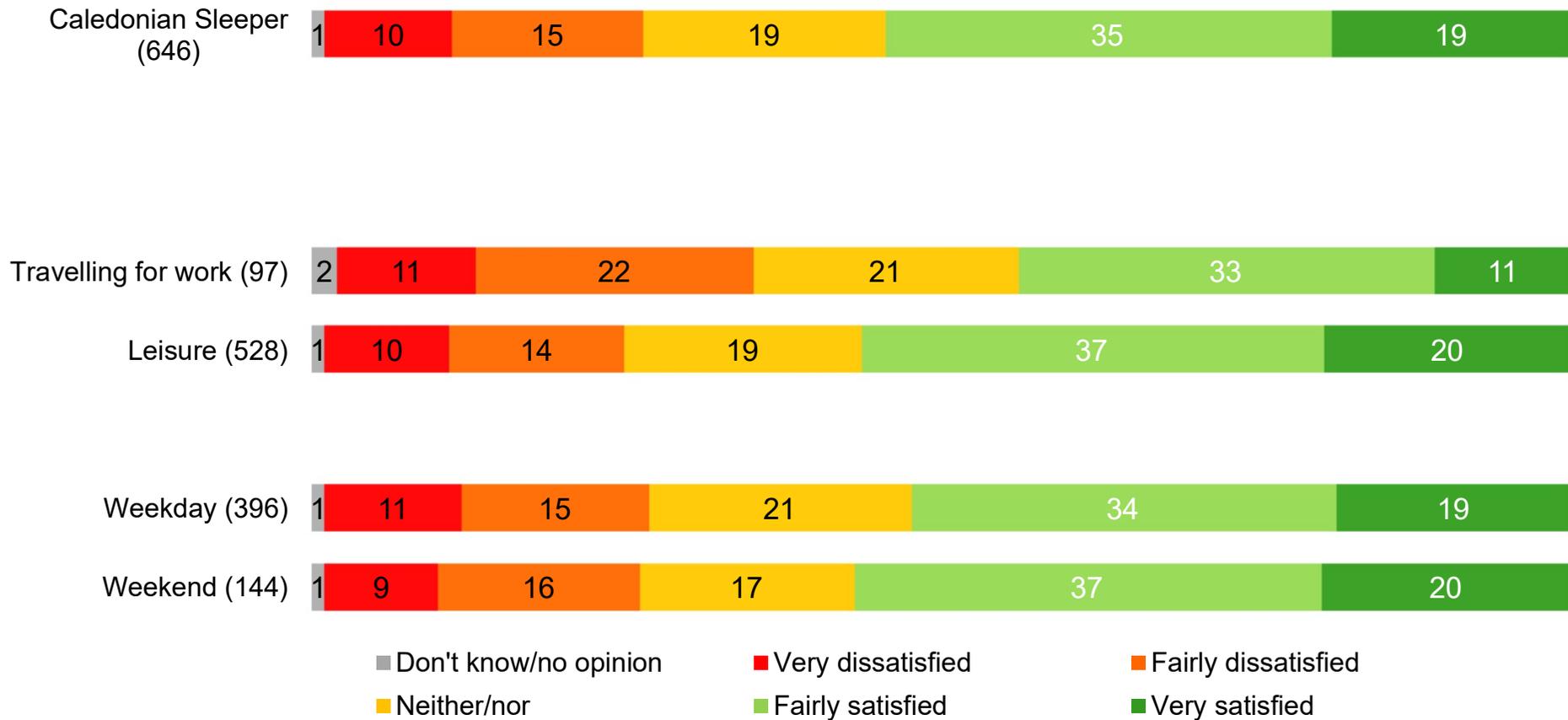
Trend: % very/fairly satisfied



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)?



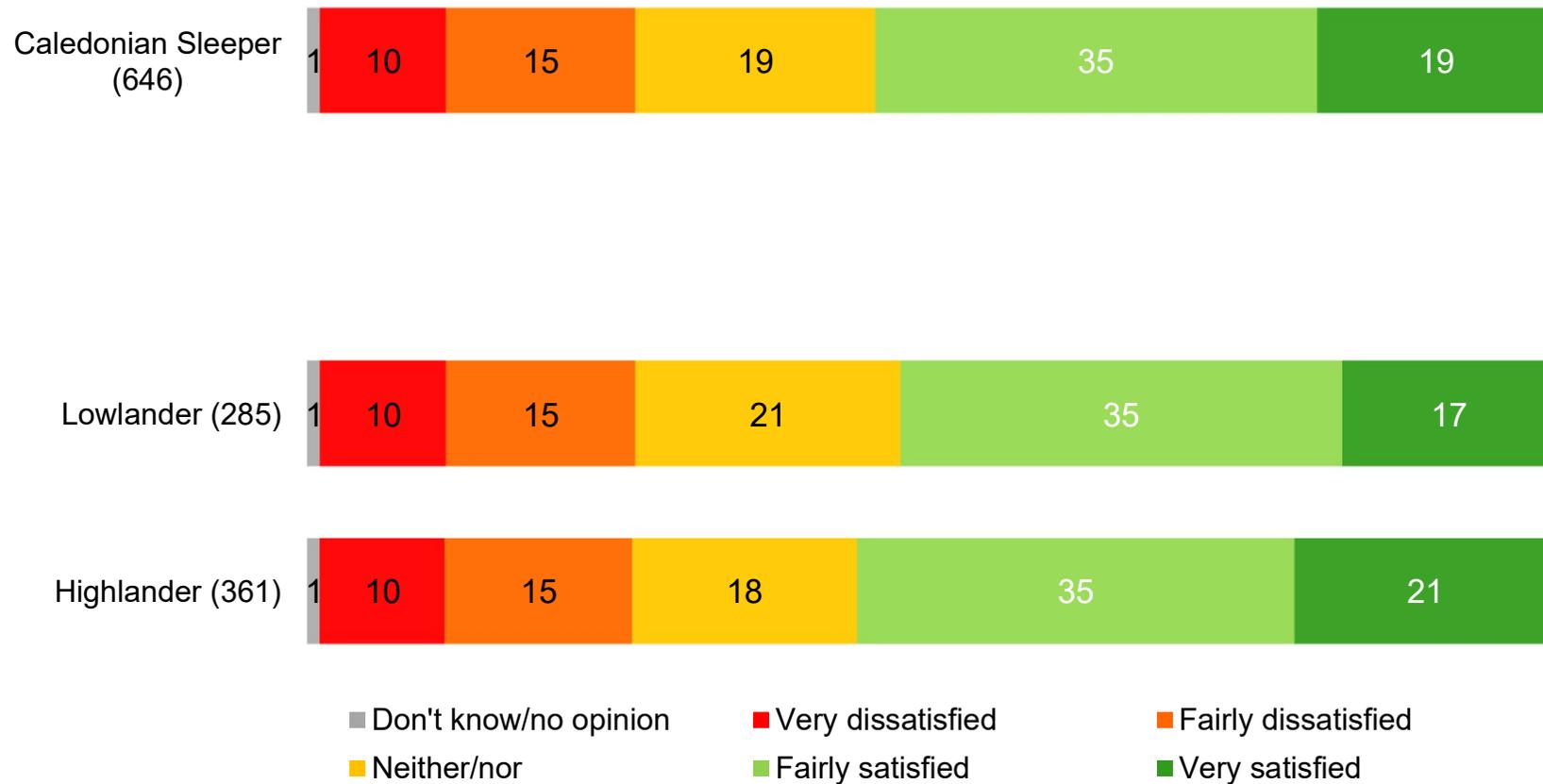
Value for money by passenger group



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



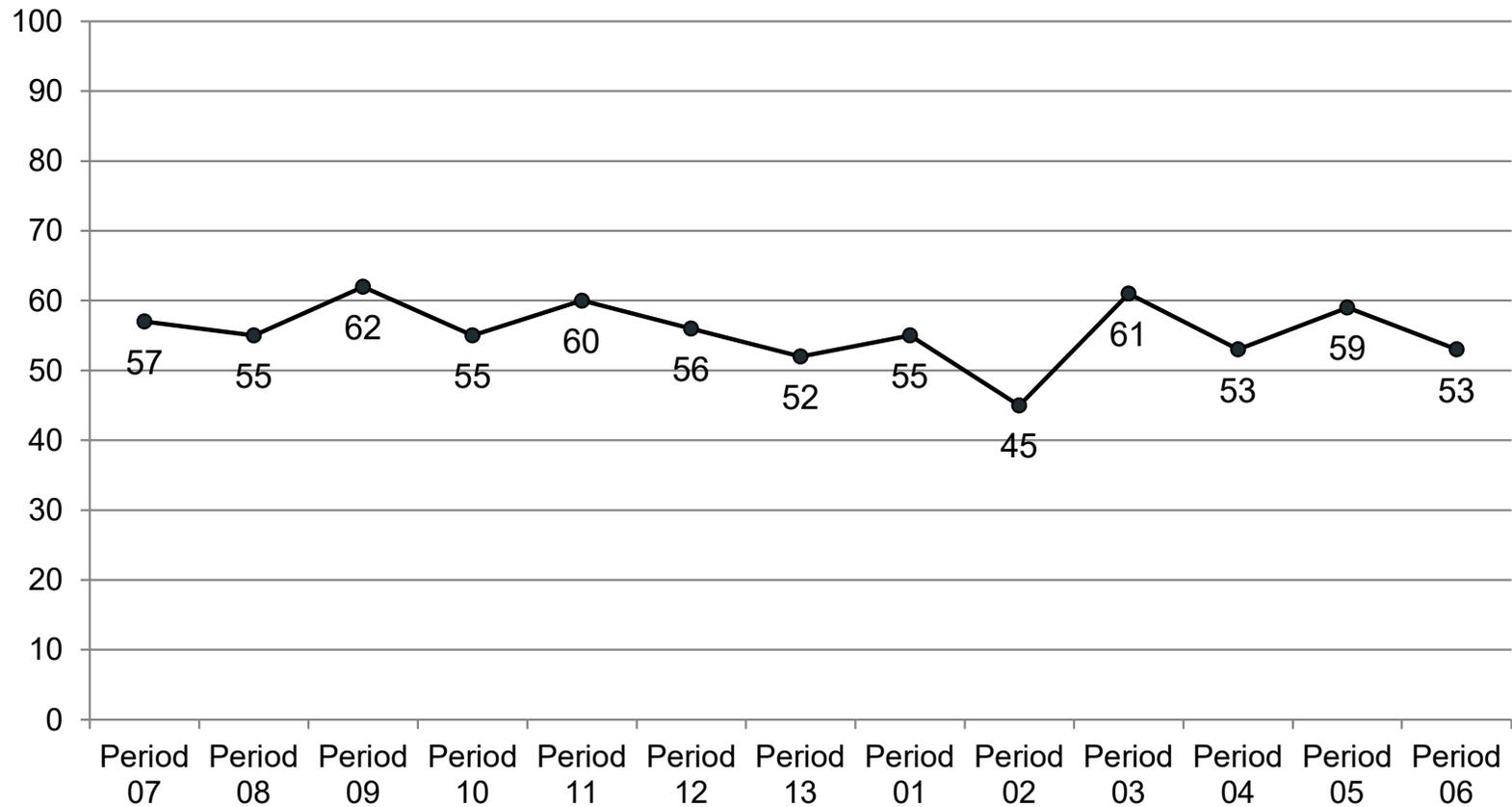
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

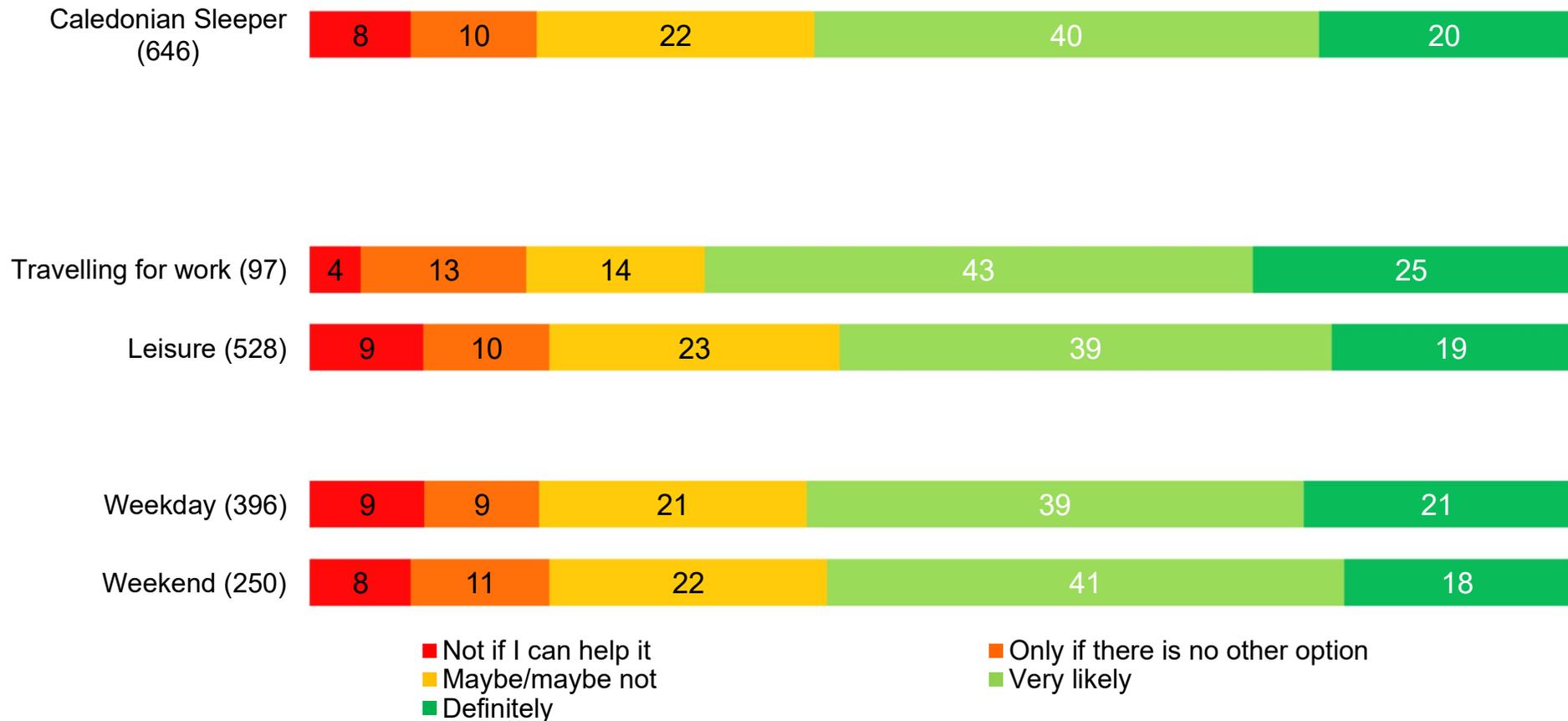
Trend: % very/fairly satisfied



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

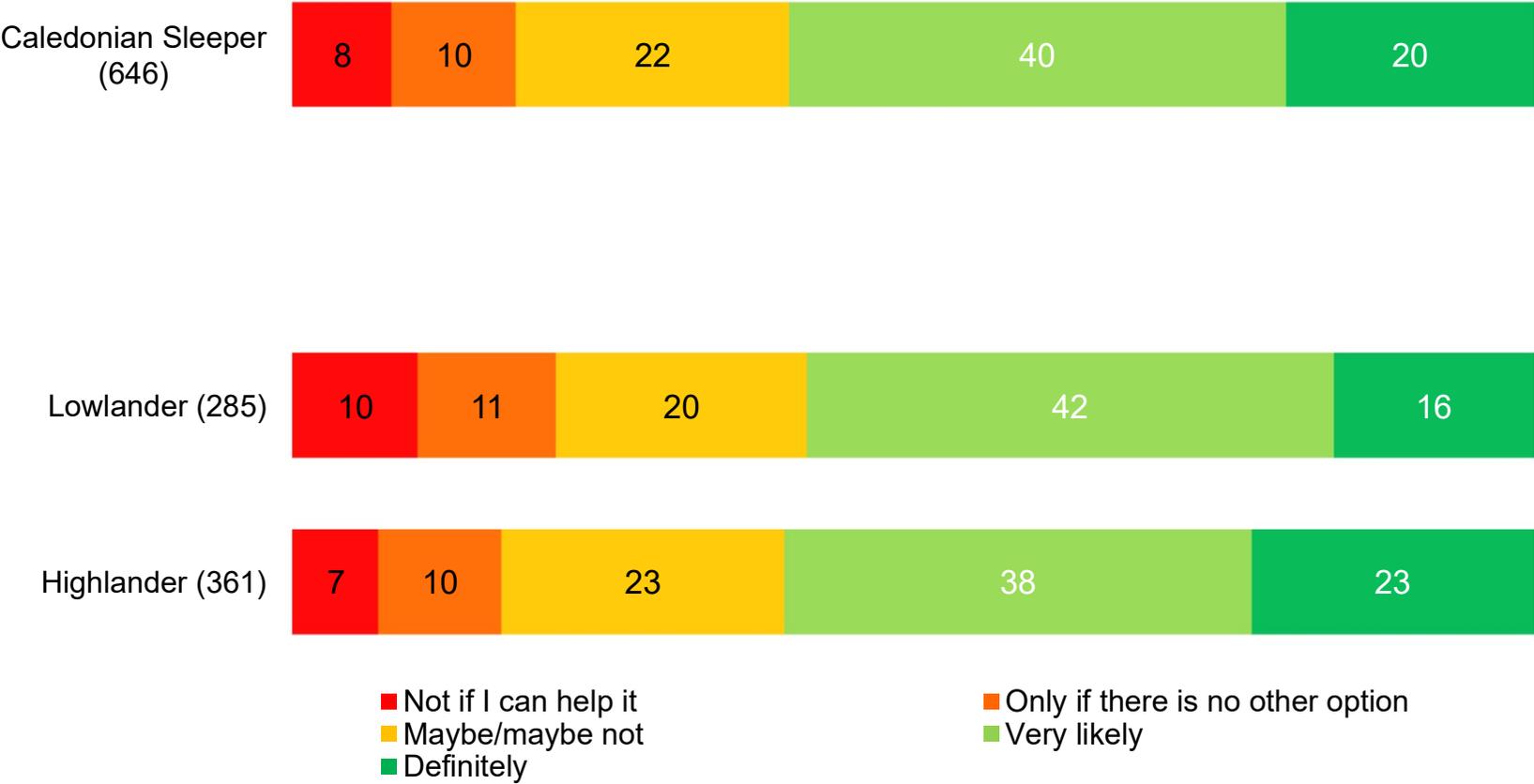


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Whilst I'd prefer for environmental reasons to take the sleeper. Flying is much quicker and often cheaper. Only reason for taking sleeper this time was flight times did not allow full working day in London. I love the idea of the sleeper but both times only seats have been available and both times I've taken it I've had really bad sleep. I commute by train daily for over an hour and can easily fall asleep on my commute. However, I find the shape / size of the seats on the sleeper impossible to fall asleep.

If I have to be in London for an early meeting, then it is a relatively attractive option that avoids the cost of a hotel. On occasions it makes sense, but it is not a compelling option in other circumstances.

The air conditioning was freezing, and the seat was the wrong height for me and I'm sure many other women, nice that the headrest was adjustable left/right, but would have been amazing if it could have been adjustable up/down too. But this was a far cheaper option compared to travelling in the day so I may end up here again.

Based on previous trips I would want to but would need to verify that the events that caused this trip to be so distressful were addressed.

It would depend on how it fitted in with the timing of my other plans. Whether I was working the next day or whether I could take it easy not having slept much because I'd been sitting up all night.

The inconsistency of the experience. I value the use of the lounge to get ready for meetings and am likely to choose to travel by other means and stay in a hotel if this isn't easily accessible.

Because it's a very haphazard experience one never knows whether the train will complete the journey, have functioning toilets, have water in en-suite cabins, have air conditioning, have a crew that are cheerful and non-stressed, whether it will take ten minutes or 90 to be served in the club car

It's expensive for what you get.

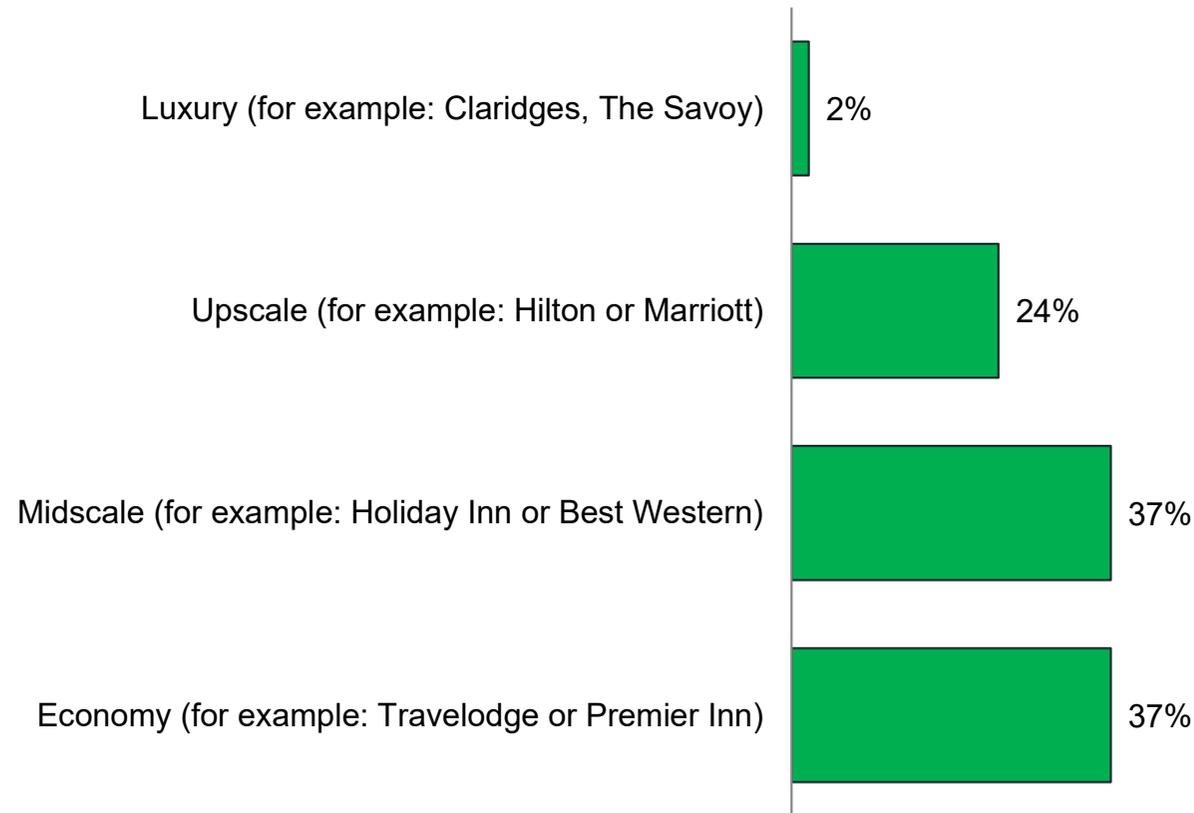
Value for money Destination services (showers, etc). Whether I can do the next day's activities half asleep or not!

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 2 2023/24 %



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

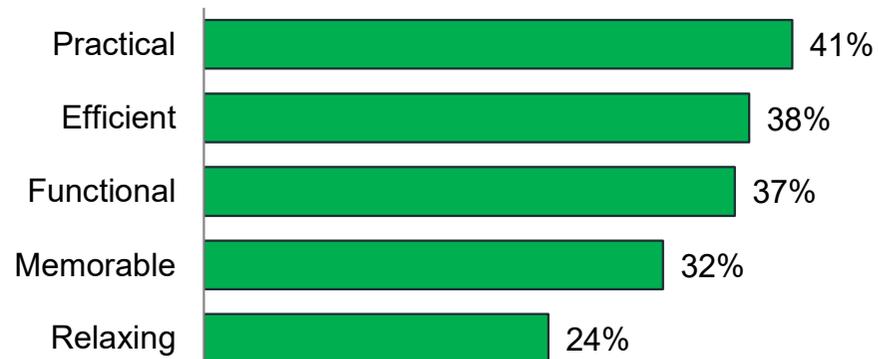
Base: All with an opinion (611)



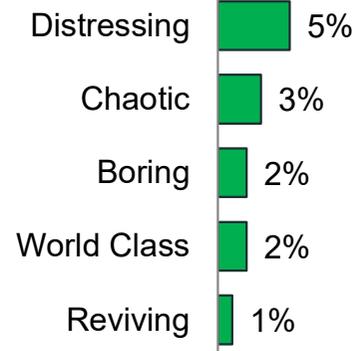
Overall description of journey

Quarter 2 2023/24 %

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 (646)



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Journey expectations



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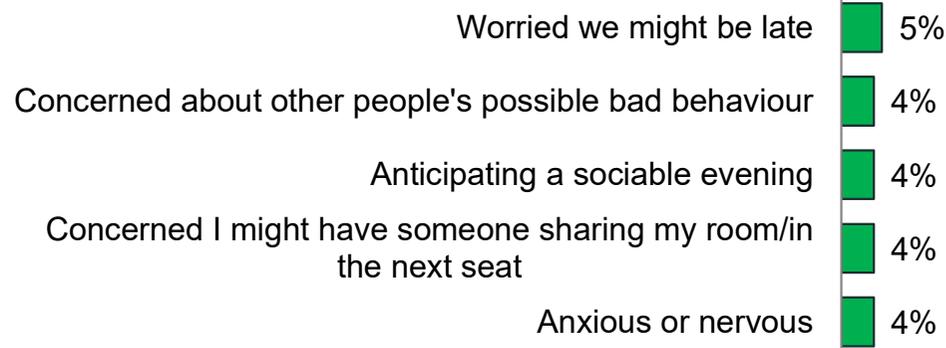
Thoughts and feelings pre-journey

Quarter 1 2023/24 %

Top five



Bottom five

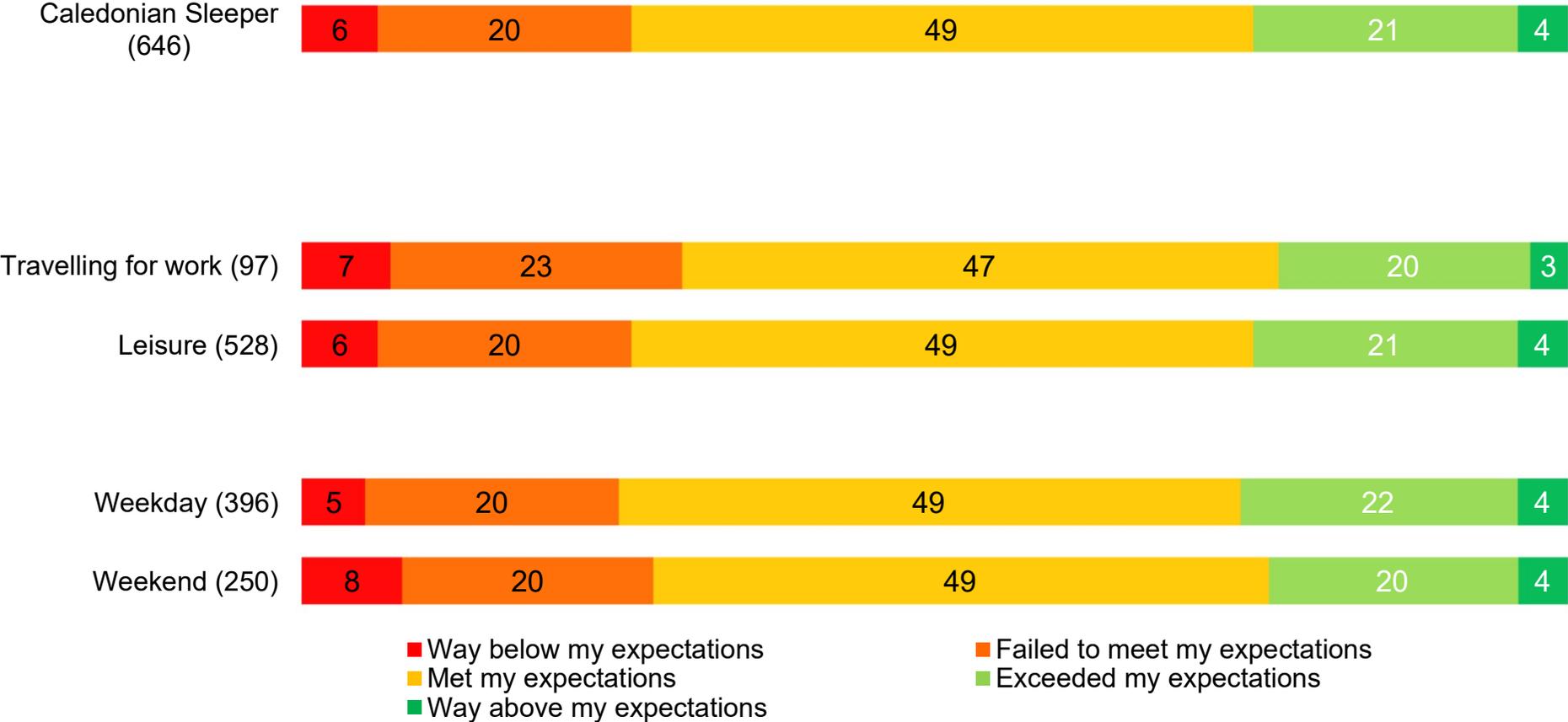


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (646)



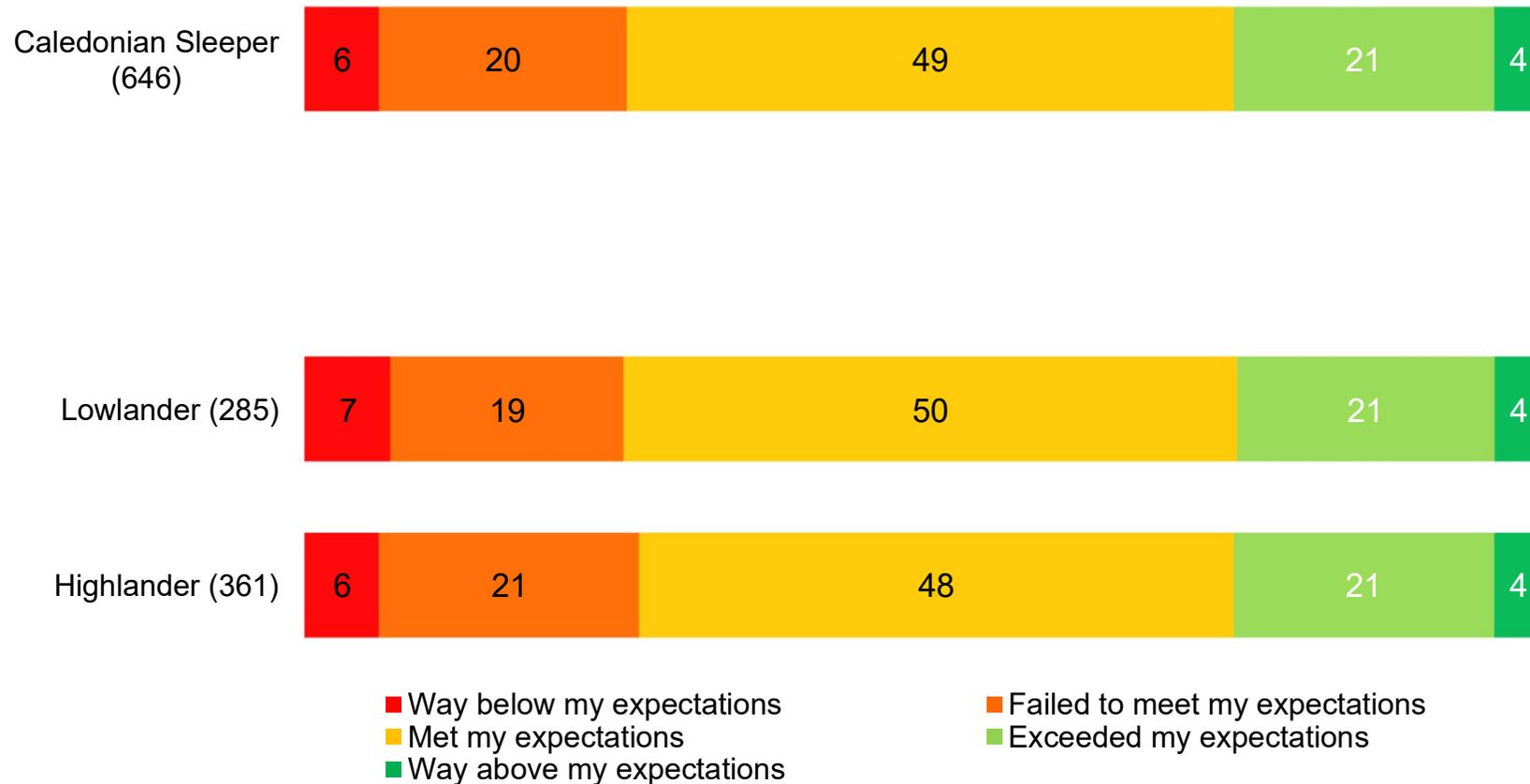
Met expectations by passenger group



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



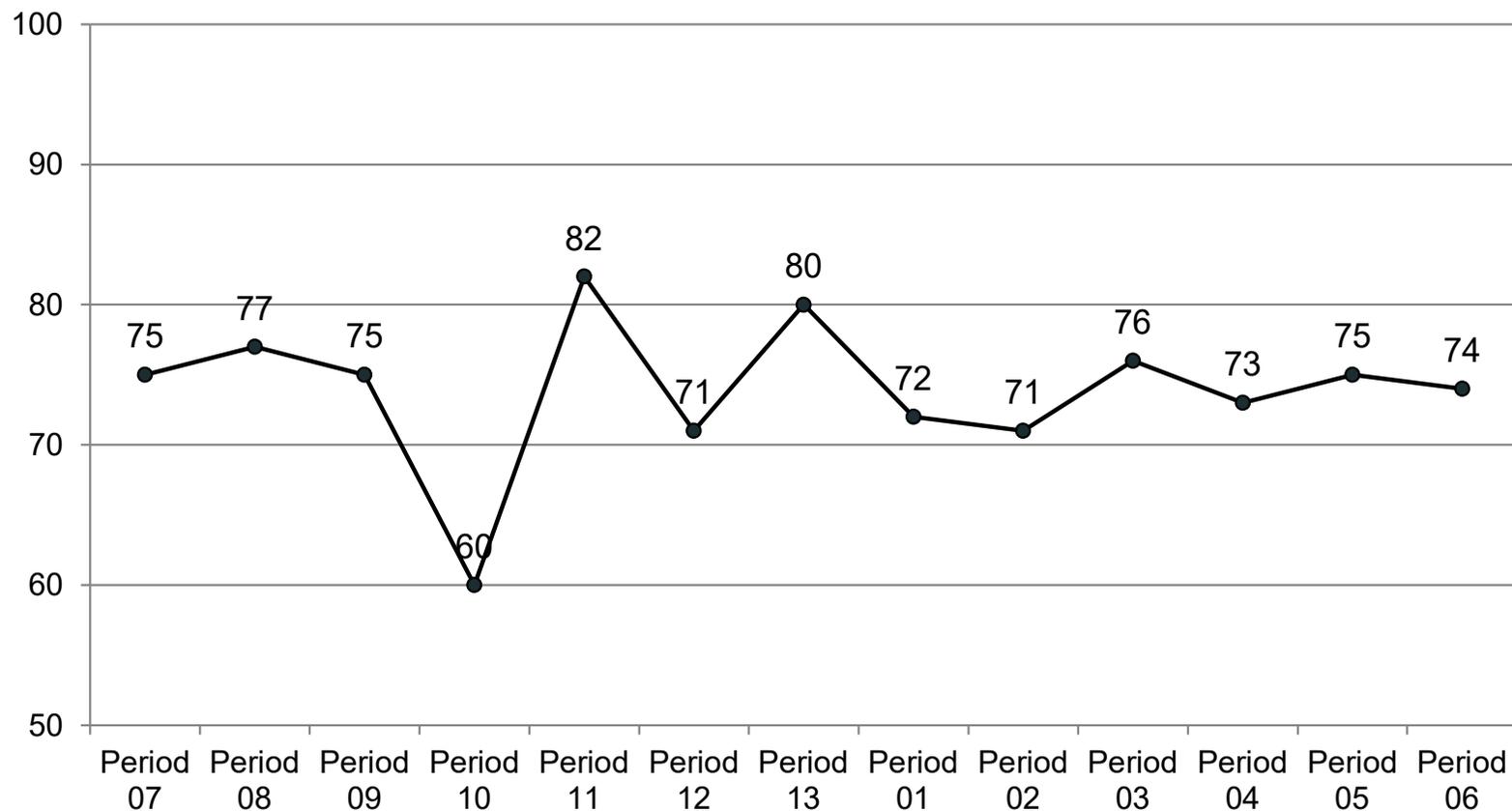
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

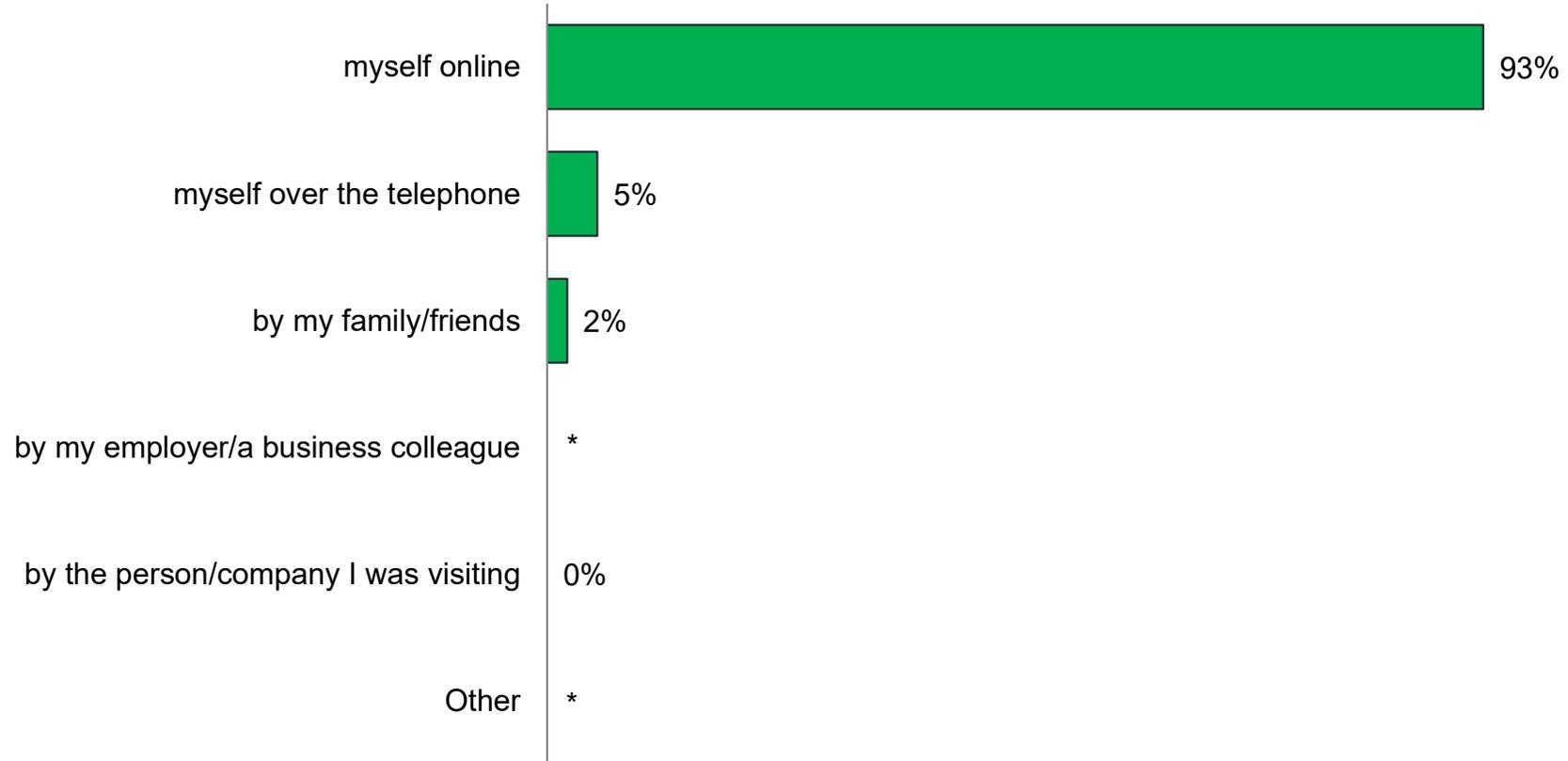


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How booking was made

Quarter 2 2023/24 %

It was booked/I booked it...

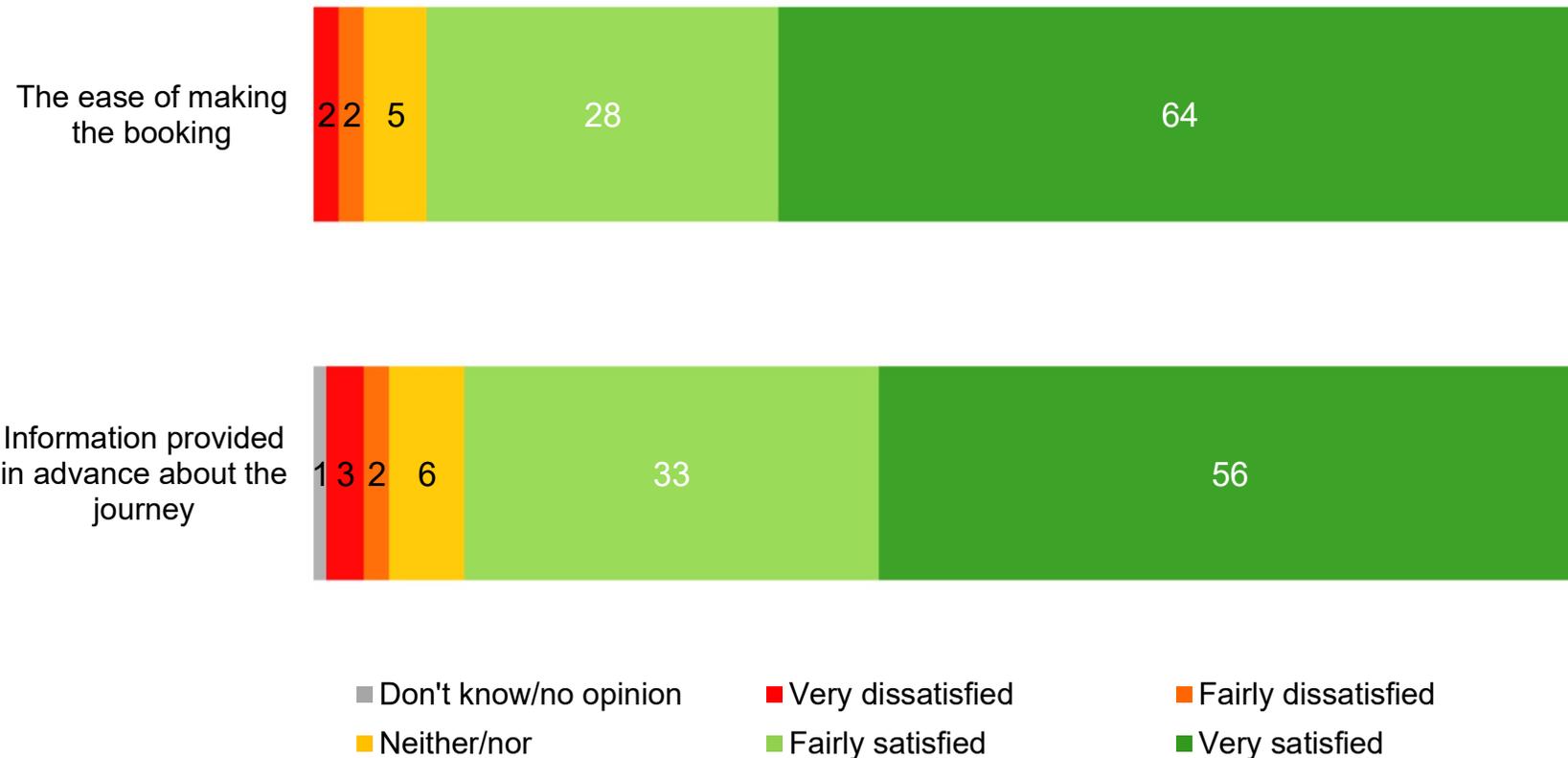


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (646) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (630)



Improvements to information provided about the journey – customer comments

Provide advanced notice if the water in the train is not working and we will not have access to the bathroom in our cabin.

Explain more about the experience - why can't we board earlier? I was thinking we could possibly have dinner on board before departing etc, but it's so late before we can board to do anything other than a quick drink.

Caledonian Sleeper should provide more information for the first-time passenger on the timings and expectations for arranging breakfast and for managing timings in the morning, to ensure that they know how to book breakfast without a panicked rush down to the buffet car at 11.15 at night, and to ensure that they have the chance to use the power and water for basic hygiene needs before it is all switched off when they were hoping to use it.

Provide much more detailed information for disabled passengers so we can make an informed choice of cabins. Tell people only ramp access is in one carriage. Tell people that the lounge access is first come first served. Then tell people that the cooked option to breakfast is only available if you can manage to walk to the buffet car. Then also tell people that if you book assistance, you don't even get it with the paperwork if you are not on the list.

Actually send information and details about how to find the lounge, the time to arrive, where to go at the station, etc.

When booking online it is not clear what options you have to mix and match classic and club rooms. Also, club rooms do not make it clear it is a twin bunk, because picture shows a doubled bed. I also asked for all of our group to be on the same carriage but there was no flexibility with this, so had to run around rooms looking after children.

Information whether a room is exclusive for one or not should be clarified. Lounge access after reaching destination should be clarified. Starting time for accessing lounge before departure should be clarified. Room amenities and their functions should be clarified. How to use toilet facilities and everything else should be included.

Maybe provide a guide for first time customers. Also, more detail on the handbook you receive on the train - where can we get drinking water etc.

The marketing around the Caledonian Sleeper makes it seem like a luxury experience, which it absolutely is not.

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



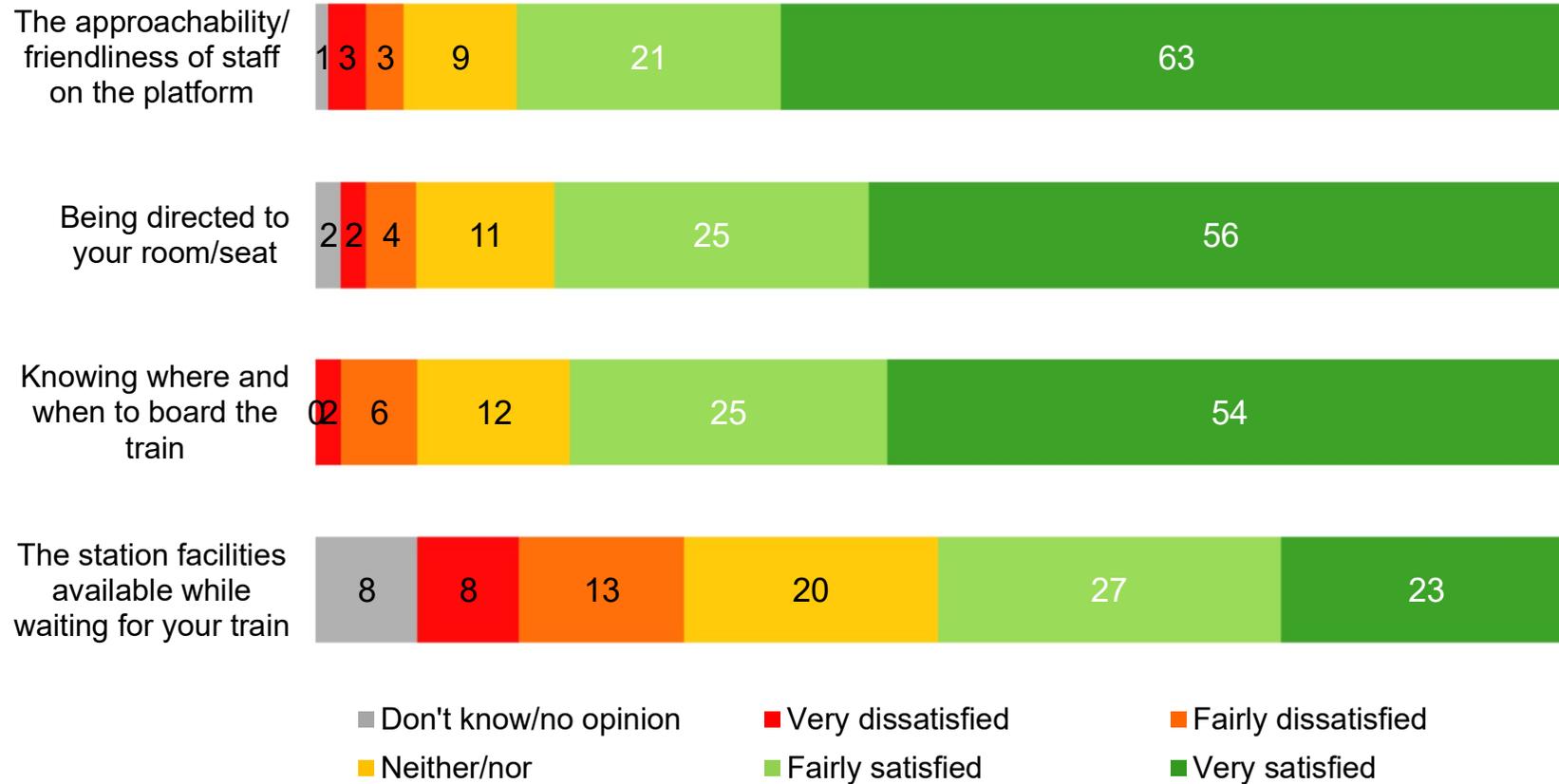
Caledonian Sleeper

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

Shown us how to get onto the train and open the doors, we struggled to open the doors to board the train and our room door we weren't told they were unlocked and pulled instead of pushed and thought we were locked out for 10 minutes and there was no one around to help at all.

I didn't feel the one staff member who checked our details, explained clearly enough where to go, especially as the carriage letters weren't illuminated for at least another 15 minutes.

We were locked out of our room and ended up waiting on the platform for over 10 minutes until the staff attended to it. Seemed like only one member of staff was doing all the work whilst others 'walked around importantly' with clipboards. Because we waited so long, we couldn't get a seat in the club car by the time we'd dropped our bags off.

Nothing special in way of welcome or service. Very standard, could have been better/warmer also not taken to cabin and not shown all the facilities in cabin.

"Checking in" at the entrance not halfway down the platform within a group of staff as if we were evading a fare. Being offered assistance with the large amount of luggage we were struggling with.

Been visible and available would have helped, I saw no one until the last minute and nearly missed getting onboard because coach A-C were locked.

The staff didn't know where my carriage would stop, they said they thought it would be ... and told me a place on the platform. They then left me on the platform and went back into their room until a few minutes before the train arrived.

Nobody explained the service. No welcoming message to reinforce how breakfast is ordered and served, no info on the club car.

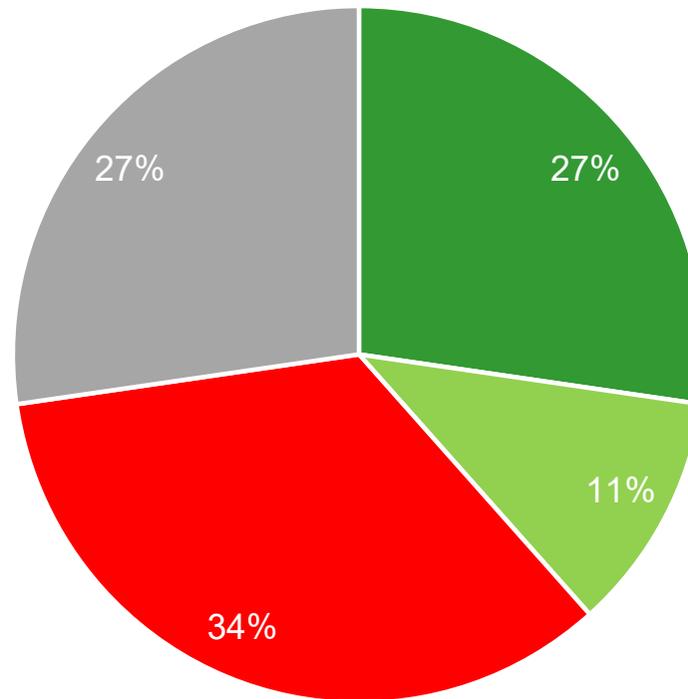
Directed me to my carriage but I had to walk through about 5 carriages to get to the seated part due to doors being shut. I walked past a group of staff just sat talking, not one of them welcomed me, offered to help or provided any information, I felt like I was interrupting their conversation. No one then came to check on me in the carriage or ask if I needed anything or provide any information about the journey.

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



Use of customer lounge

Quarter 2 2023/24 %



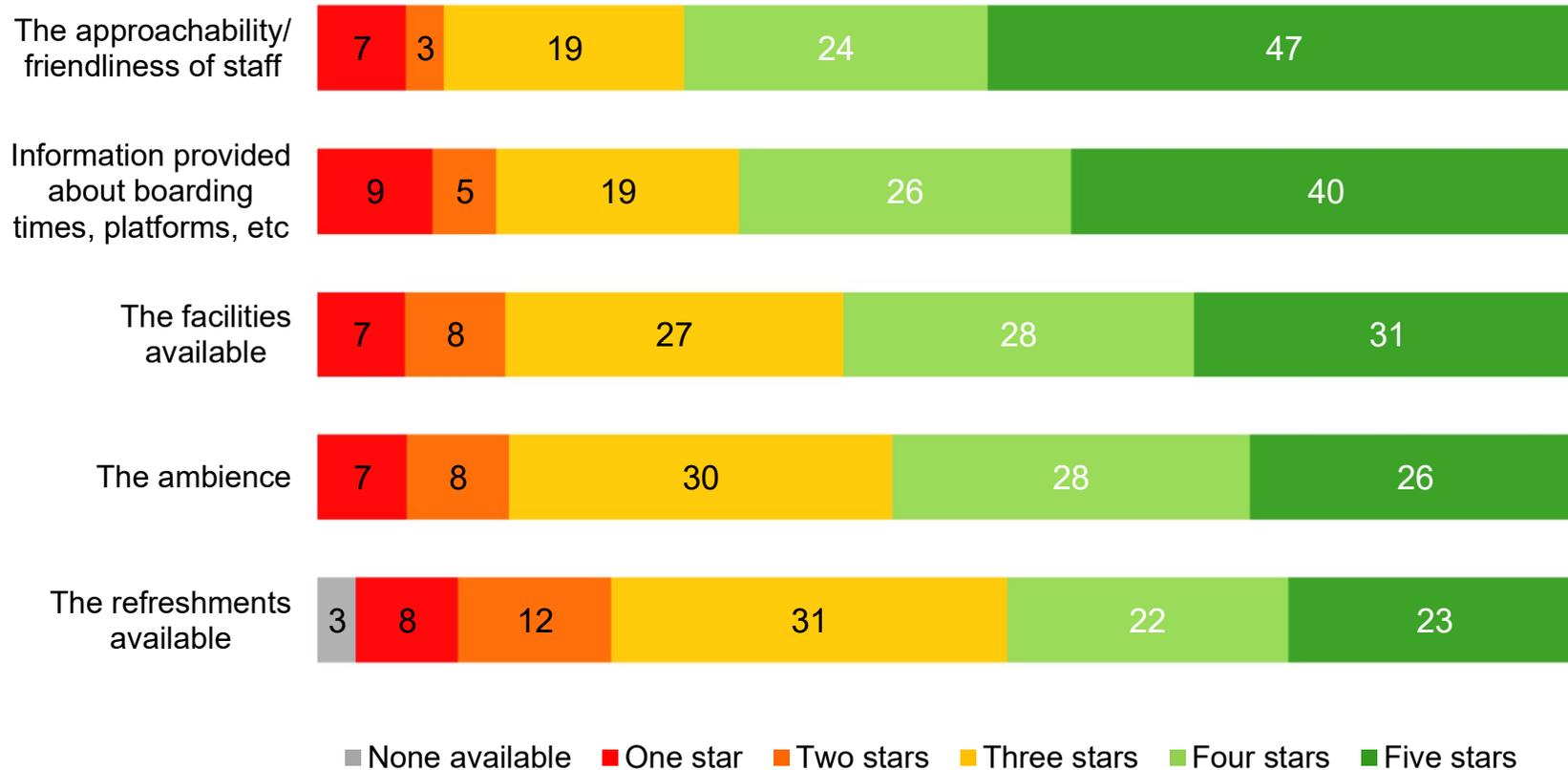
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (601)



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 (165)



Additional information required in the Customer Lounge – customer comments

Information about the platform number, boarding and departure times. Reminders/information about left luggage arrangements in Inverness.

There was no information relating to our train departure. We were not told what was available in the lounge with regards to food, drink or facilities (which we were told when travelling on the Night Riviera sleeper last year). We were not proactively offered any food or drink or shown where to get it.

Location of the lounge, as it is not situated in the station itself. What food is available in the lounge (some people had to run to the supermarket to get something to eat for their children!!)

Where the lounge was, where toilets were - as none in lounge, whether train was on time, the departure platform.

There was no platform or boarding instruction, I went to the station earlier for baggage storage and enquired with the station staff + it is a very small station so not complex. It is important for customers to know that the baggage lockers at Inverness only stay open until 8pm so you need to go across to collect those before it closes, even though the train doesn't depart until 8.45pm.

Communication as to when to leave to board the train.

I only knew which platform to board from as I had seen the train on my arrival at the station.

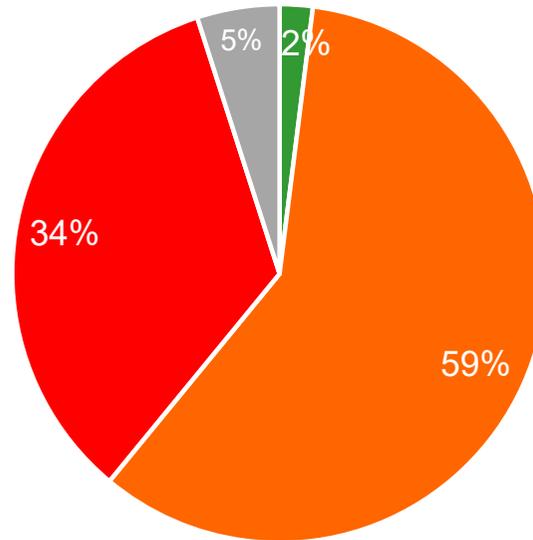
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 2 2023/24 %

- Yes
- No, I did not know that show 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 (594)



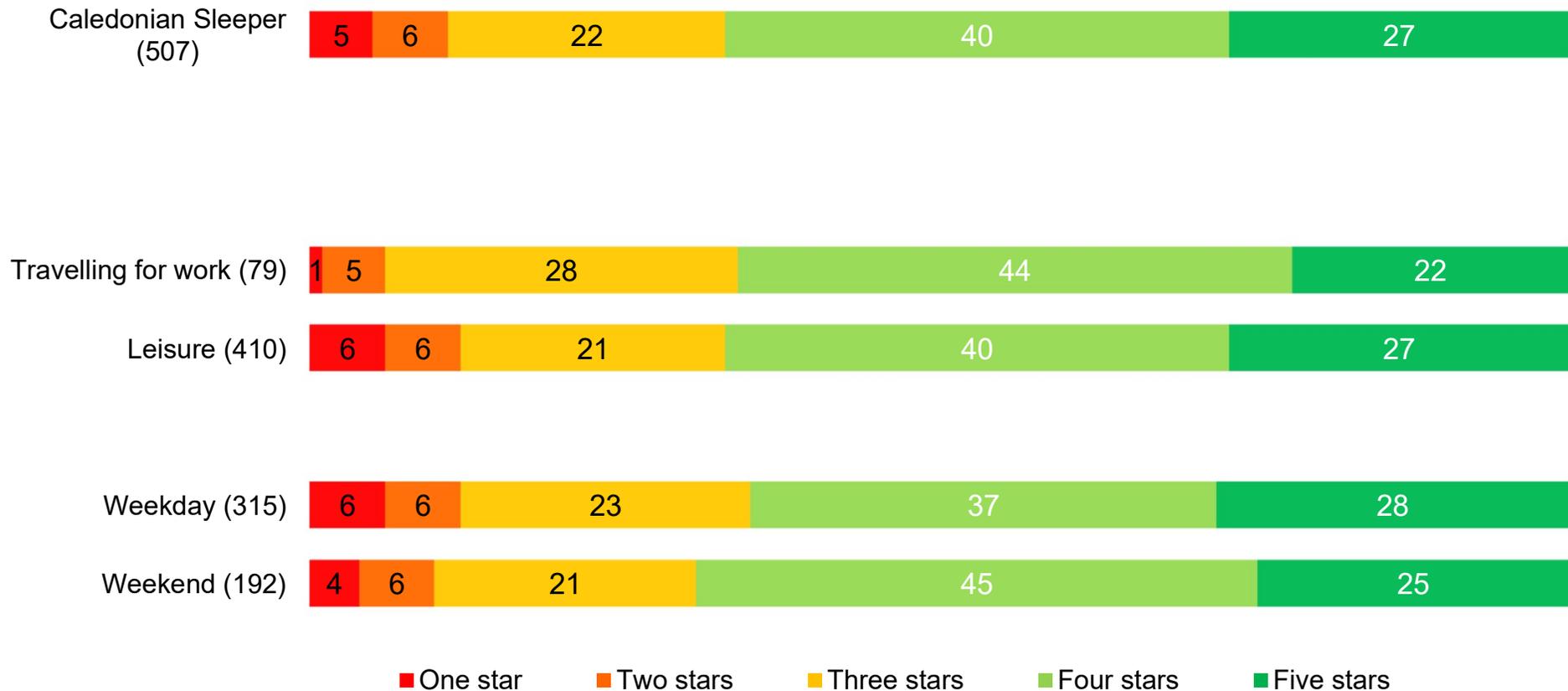
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

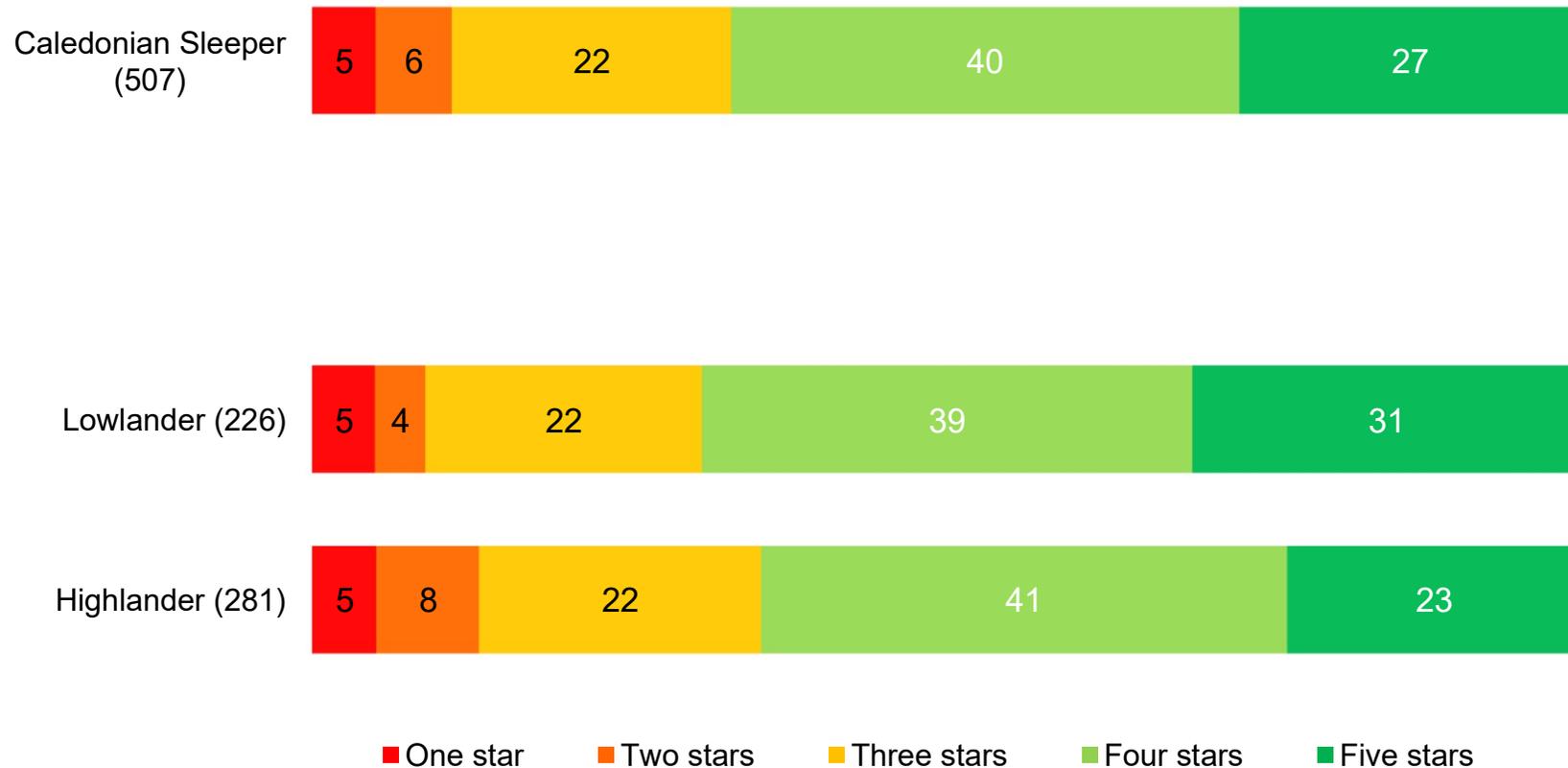
Overall rating of room by passenger group



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



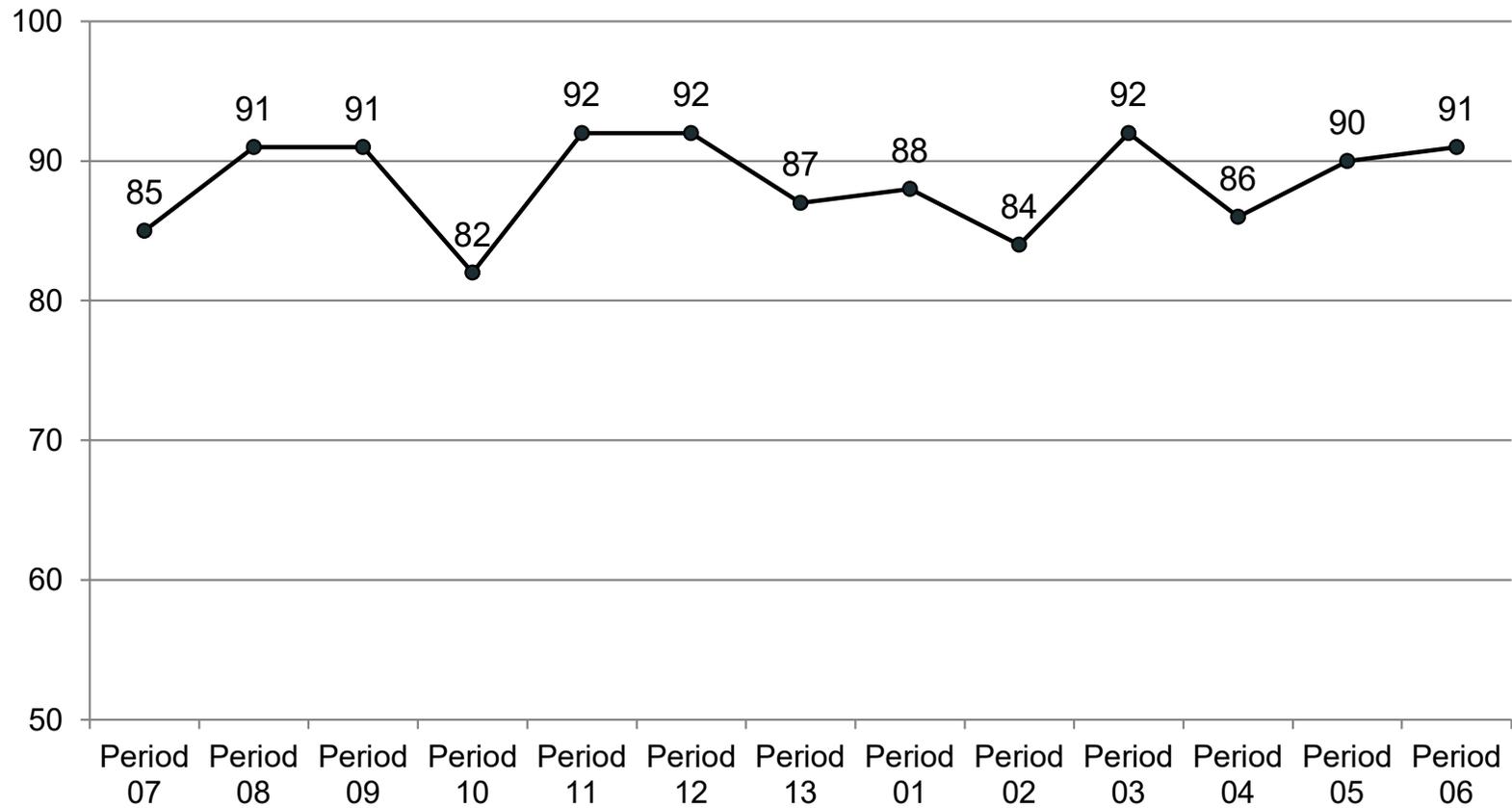
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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 ladder to the upper bunk should be removed if there is a single occupant to the room. This immovable ladder mad sleeping and movement very uncomfortable.

Make sure wi-fi works, considering the price paid. A/C didn't seem to work very well. On the coldest setting it was still very warm. Duvet was way too warm (for time of the year). Rooms are very noisy, could literally follow conversations from neighbours.

Provide luggage space, either somewhere else or in the room. We struggled as we were taking g 2 suitcases for a week's holiday. The cabin was more suited for an overnight bag only. Difficult to get out of the room and only one person could get ready at a time. Also found it hard to get off the top bunk. I couldn't turn round on top bunk to get down the steep ladder and nearly fell.

Replace shelf above window for extra storage. The door to the cabin being self-closing is very awkward when trying to place large luggage in room on embarkation and disembarkation. Can it be disabled temporarily? I think the old ones used to remain open until you first closed them?

The rooms are cramped which makes it difficult to open suitcases and even move around at times...but given that it is on a train I think that it is a great way to travel and something very unique.

Remove the steps to the upper bunk. The old sleepers had the ability to stow the top bunk which really improved the space. I know this would be a big change, but the steps really limit access to the lower bunk, and I think could be taken out when not required.

In-room toilet and shower were not available, which was the reason we booked this train. Also, the climate control did not work in our cabin, and it was freezing all night.

Poor quality bed linen. Too much light from the electric light switches. Too much light gets in through the blind as it is not flush.

Make it more dark by removing all illumination on light switches and the night light in the toilet. I can only sleep well when a bedroom is completely black.

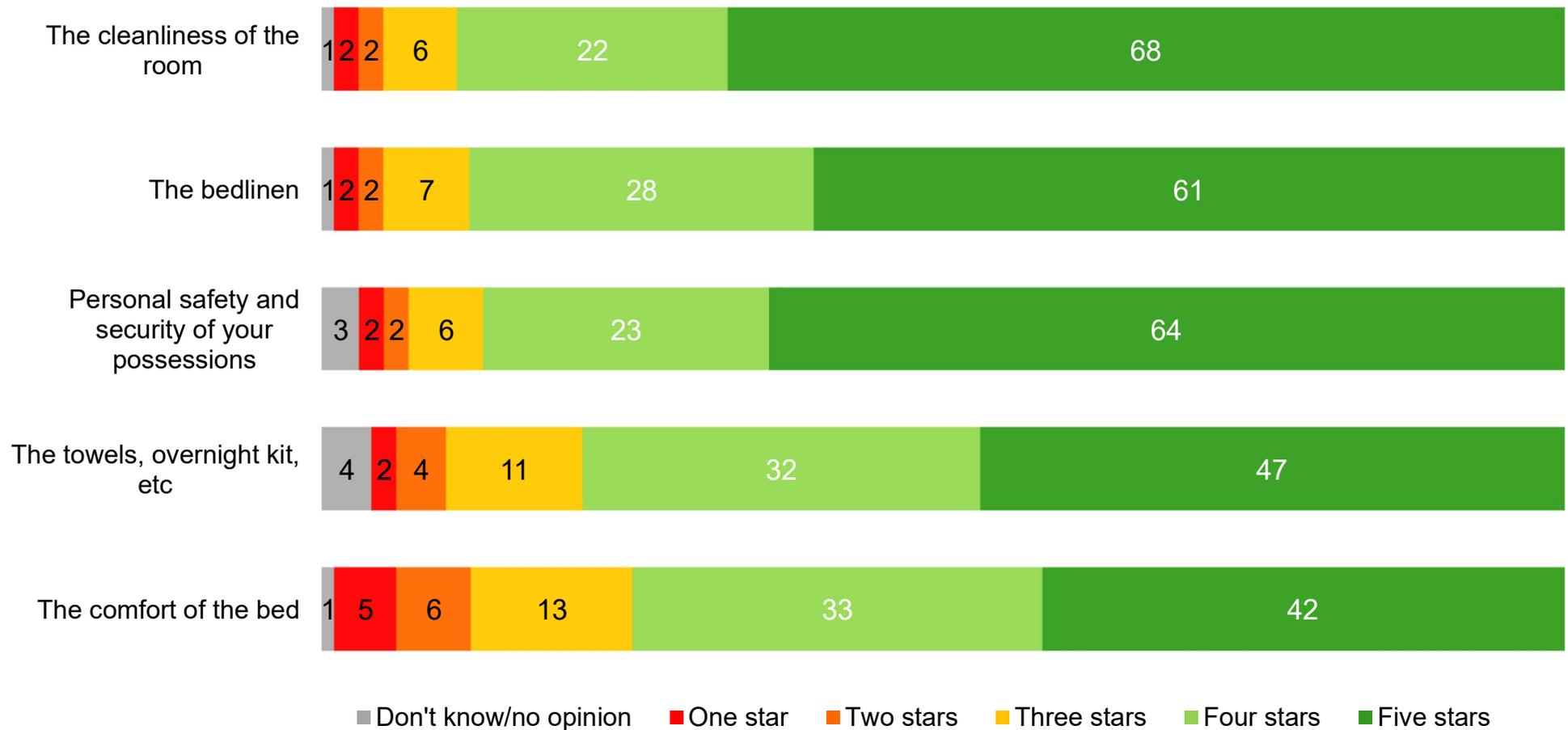
Top bunk mattress could be thicker, I kept hitting base of bed during bumps. Note bottom bunk was fine.

More space or adjust the advertising and/or pricing to accurately reflect offering.

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?



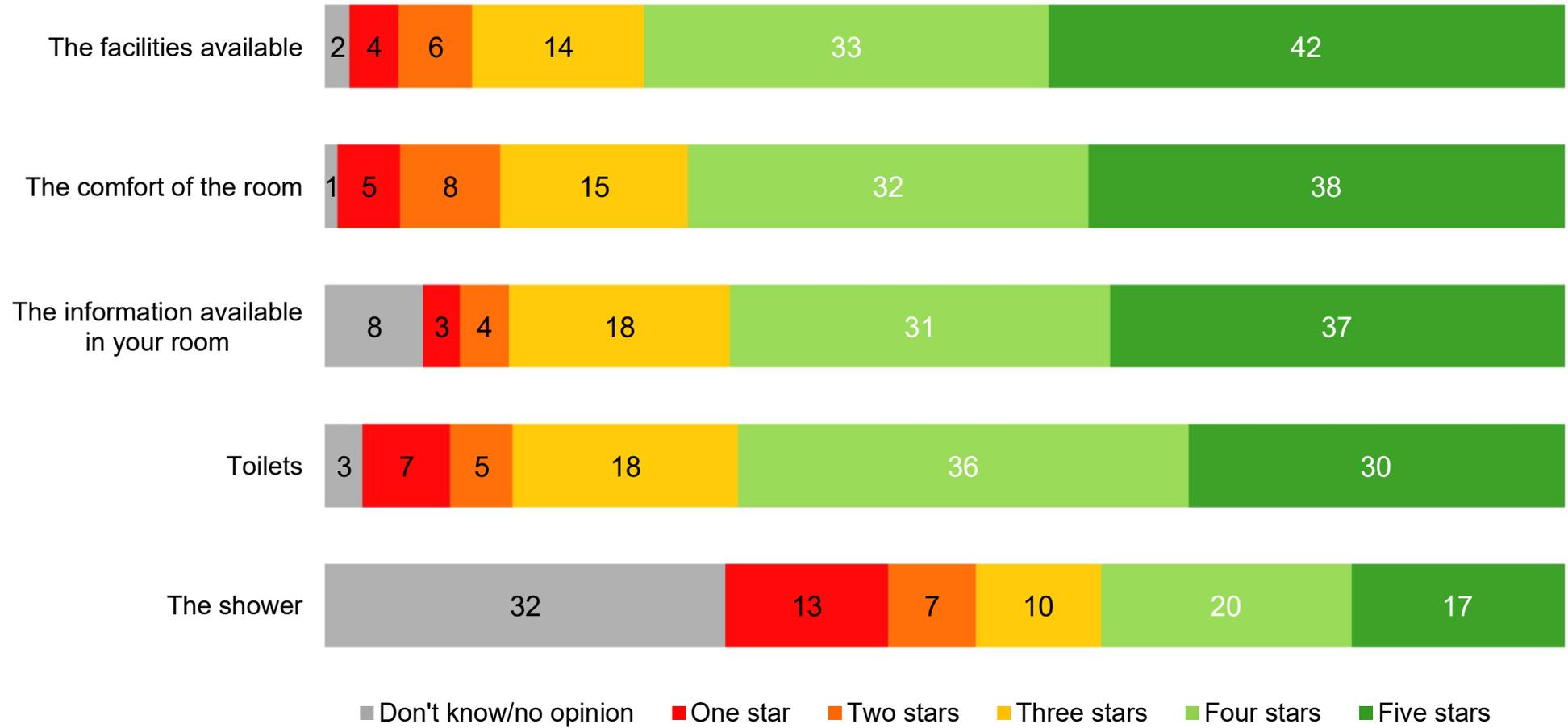
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (507)



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 (507), room with en-suite shower (296)



Rating of features of the room – customer comments

I think there needs to be deeper hooks for coats and a different table/sink configuration on the next redesign, so the sink has a topper to allow for dry storage. Under bed storage fine but more hooks for other types of bags would be useful.

There wasn't enough room to put luggage or hang things for two people. There may have been places to put stuff, but we weren't aware of them.

It is tedious having to repeatedly press the water button to keep the shower going. If it goes off automatically it should run for longer. The shower is very cramped.

The shower water was cold, and the pressure was pretty weak.

A better guide to the facilities overall, and how to use to their best, lighting etc

The only information in the room was about the breakfast and there were no announcements except one saying welcome aboard the sleeper so any extra information would have been helpful.

The bag to hang towels is unsightly and gets in the way of the door. A toothbrush/paste would be a useful addition to an "overnight kit".

Toilet lid clunks open when attaching to magnet which is loud both within the cabin and in the neighbouring cabin! Door swung open in the middle of the night and had to be firmly (and noisily) shut in order to secure it.

Room got too hot, and we weren't able to adjust the temperature. Switch for the reading light was illuminated very brightly, so room was not fully dark. The brightly shining switch was also located very near my head, a bright light shining in your face is very annoying.

Light switches remained illuminated all night. Should be able to turn off.

I found the mattress too thin. It felt as though I was sleeping directly on the bed. I had an extremely sore hip in the morning. A better mattress would solve this issue.

Much thicker mattresses please. The hard surface under the mattress kept me awake and very uncomfortable

When pulling back the sheets I did notice the mattress had staining - protectors that could be washed could be helpful. I only noticed because the linen was so well tucked it was a fight to get it off - did not go looking for it.

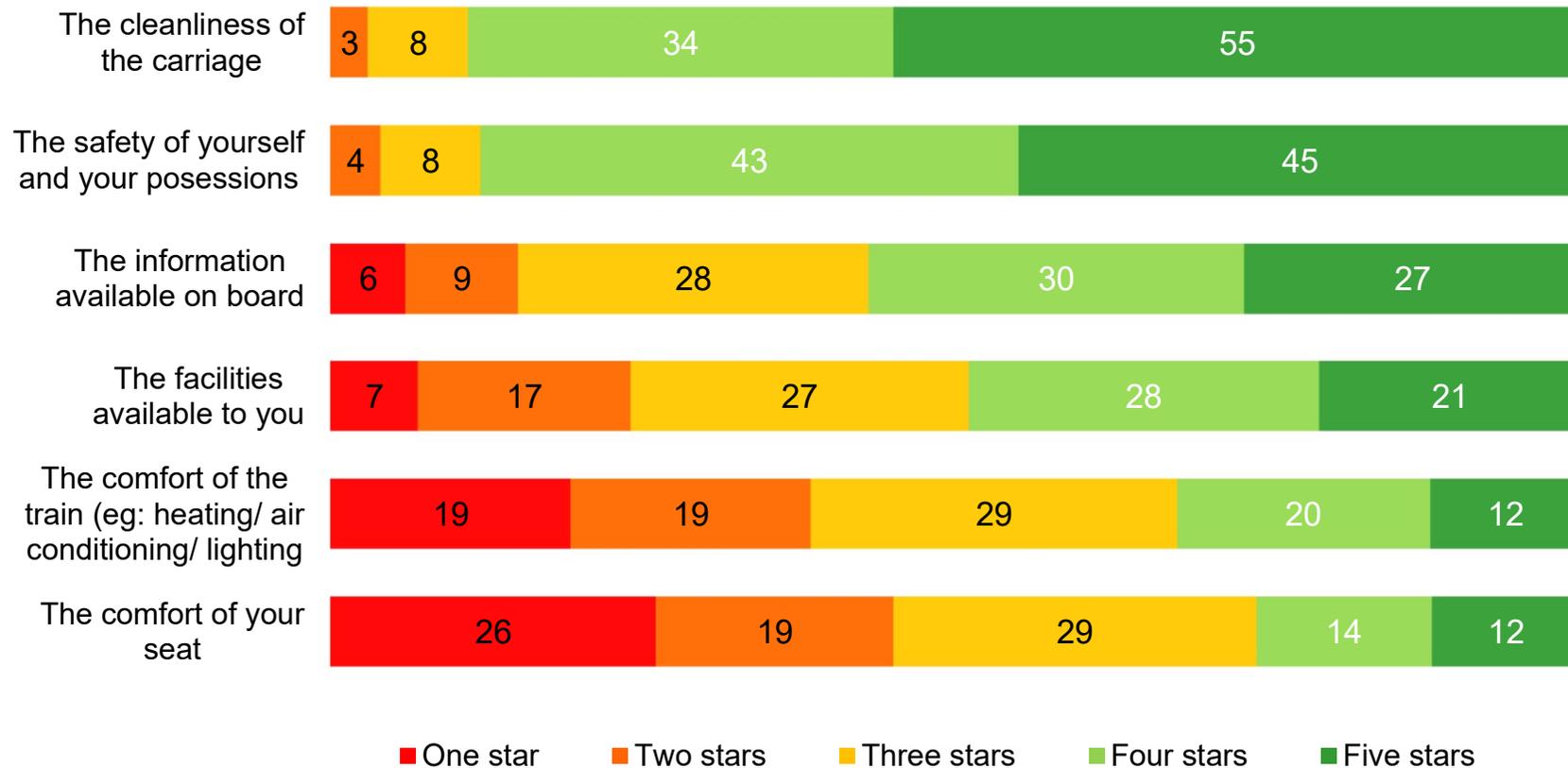
We couldn't lock the door. We followed the instructions on the keycard, but it didn't work and no one round to ask.

[Provide} thicker/ more substantial pillows.

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?



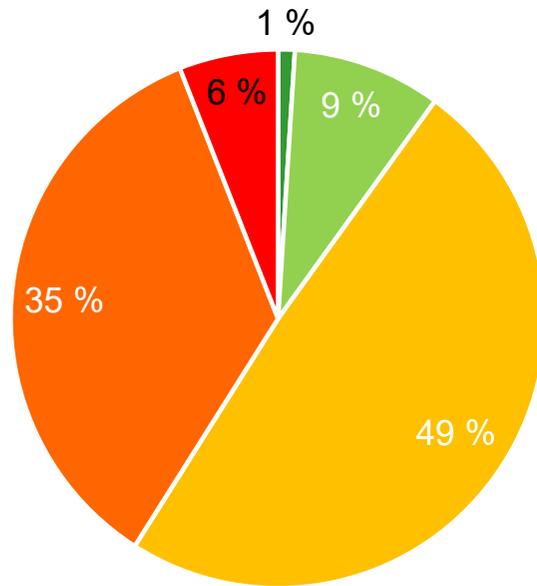
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (139)

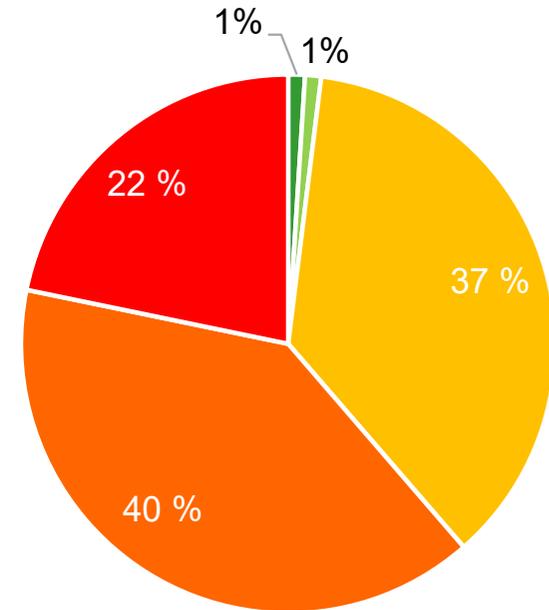


Quality of sleep



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 (507), seated guests (139)



Improving quality of sleep – customer comments

Allow for extra leg room so when reclining the seat, you can actually stretch your legs out. Also let the seat recline a bit further and have the ability to move both arm rests up and not just the isle one. Controlling air conditioning to individual seats as well as being able to turn it off as it was very noisy and fairly cold throughout the journey.

The air conditioning was on cold and made the journey cold needed sleeping bag to keep warm. Informing non seated ticket passengers when coming into the seated area to respect people trying to sleep. Not talking loudly and allowing their children to run around.

I don't believe there is much that can be done; it is just the circumstances of trying to sleep in a small bed on a moving train!

Dimmed the cabin lights, turned off the air con (or at least lowered it so I wasn't freezing. Advertise that neck pillows/pillows and blankets are advised. Provide comfier masks and better earplugs. Make sure all the sockets work.

Better temperature regulation and/or choice of duvet warmth. Occasional heavy rocking of train is probably hard to avoid.

Less rocking in carriage. Maybe beds laid out in direction of travel more than east-west. Make the trip to Glasgow longer than at present e.g., plus 2 hours.

If they could better soundproof the cabins from the sound of the wheels clacking on the rails, that would allow people to get a better night's sleep.

Better sound insulation and vibration damping.

Pack in ringing adjacent room intercom when you don't get a reply. It's very, very loud. But this detail is minor - it's a train, so bangs & rattles are part of the package and naturally going to limit the amount of sleep I get. There's nothing you can do to prevent this.

Swapping the overhead lights for lights on the ground would make a big difference. The lights were regularly on and quite bright. Additionally, the seats didn't recline very much, making sleeping very uncomfortable. The seats need to be improved.

Nothing - the only issue is the noise and movement of the train, which is inevitable.

Lights too bright seats extremely uncomfortable and cold air blasting out of the vents.

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



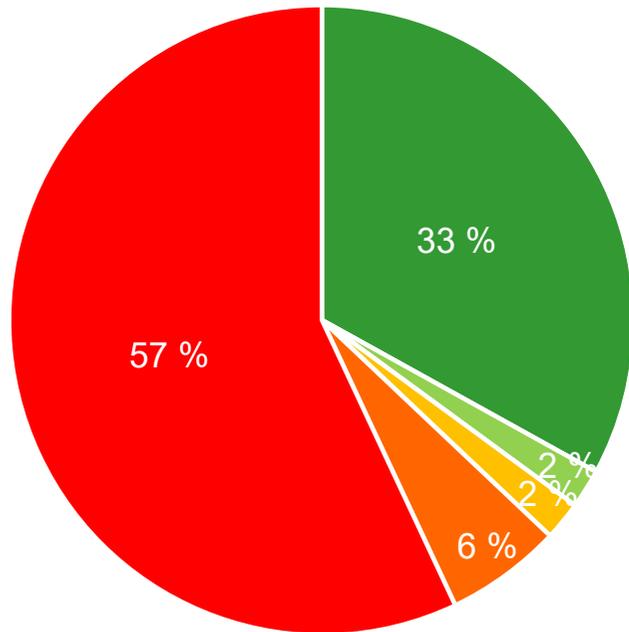
Caledonian Sleeper

Club car and catering



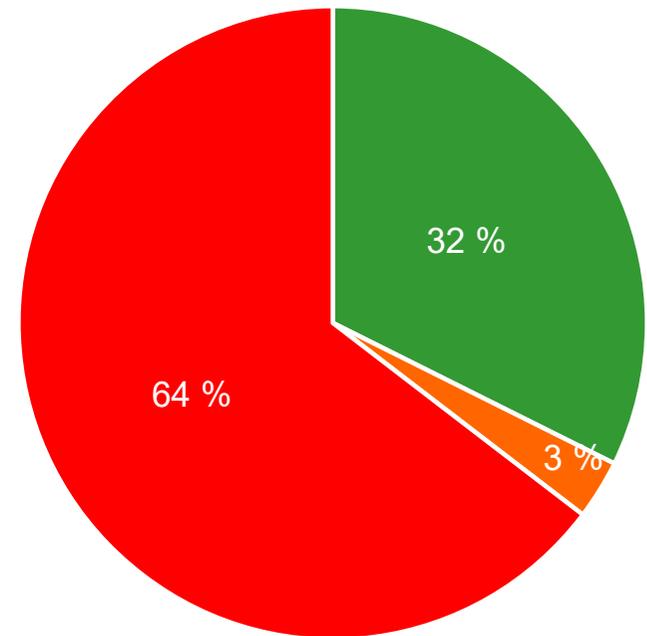
CALEDONIAN
SLEEPER

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

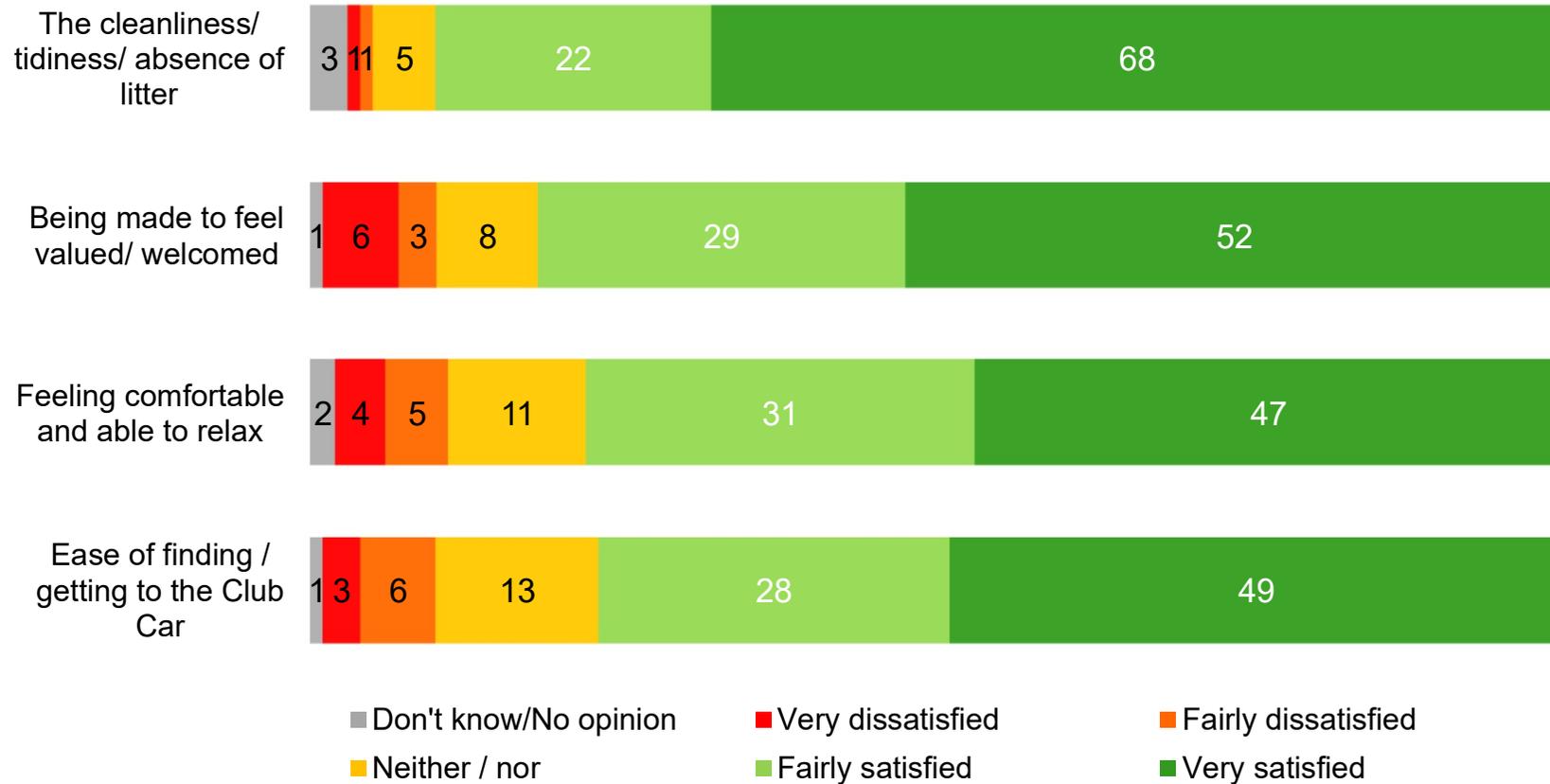


Morning use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (507)



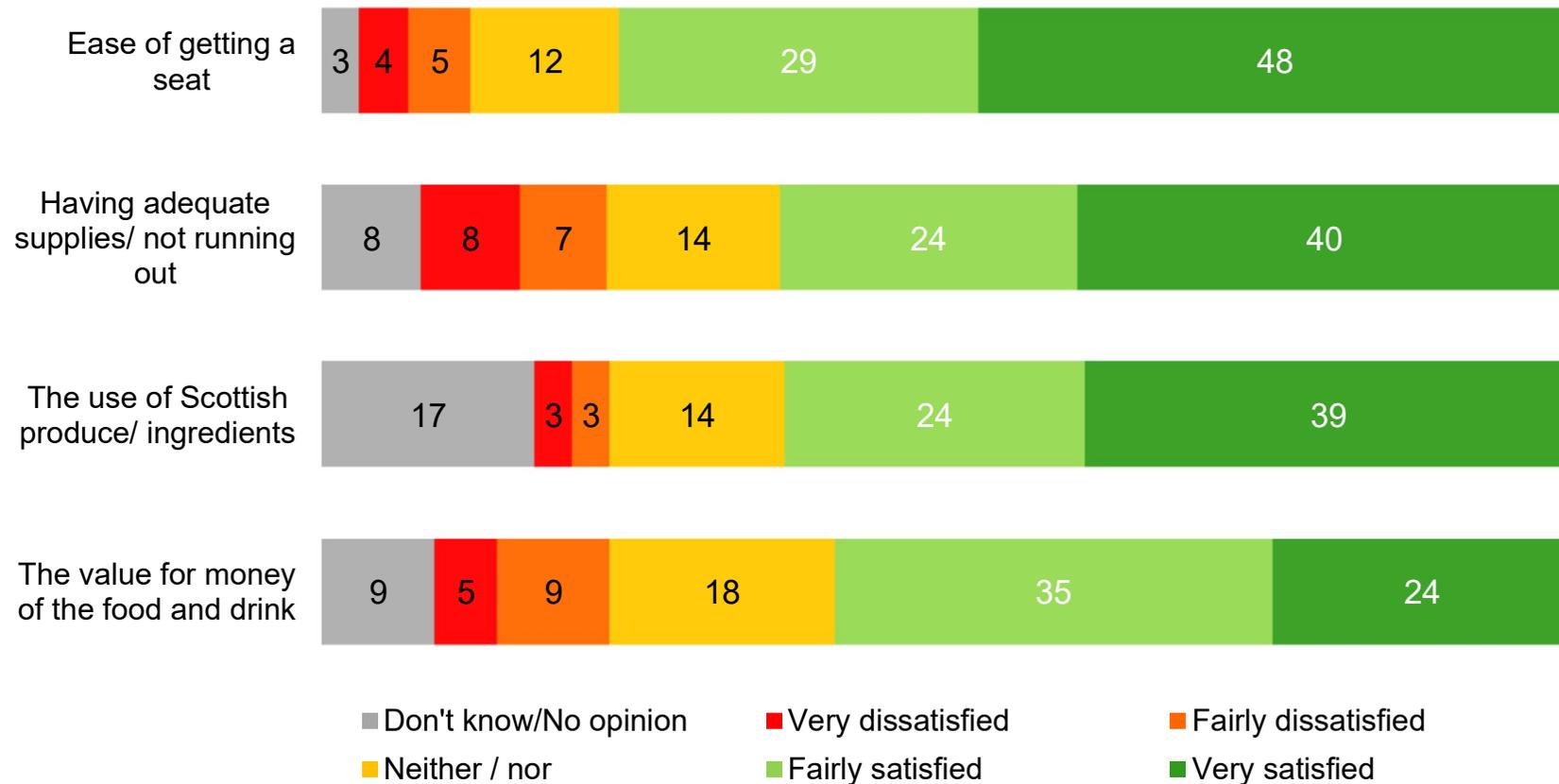
Satisfaction with features of the Lounge Car – top 4



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 (263)



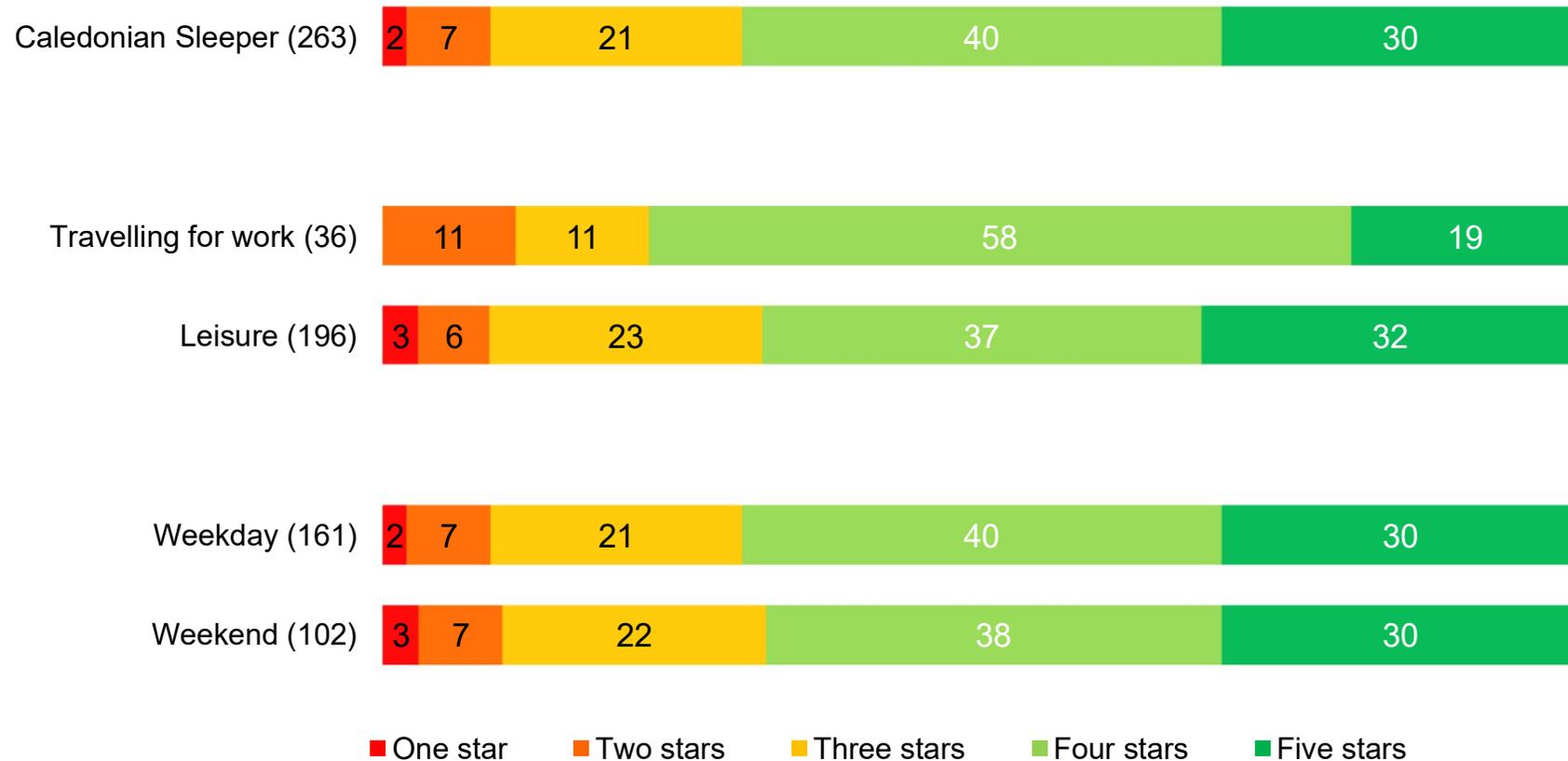
Satisfaction with features of the Club Car – bottom 4



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 (295)



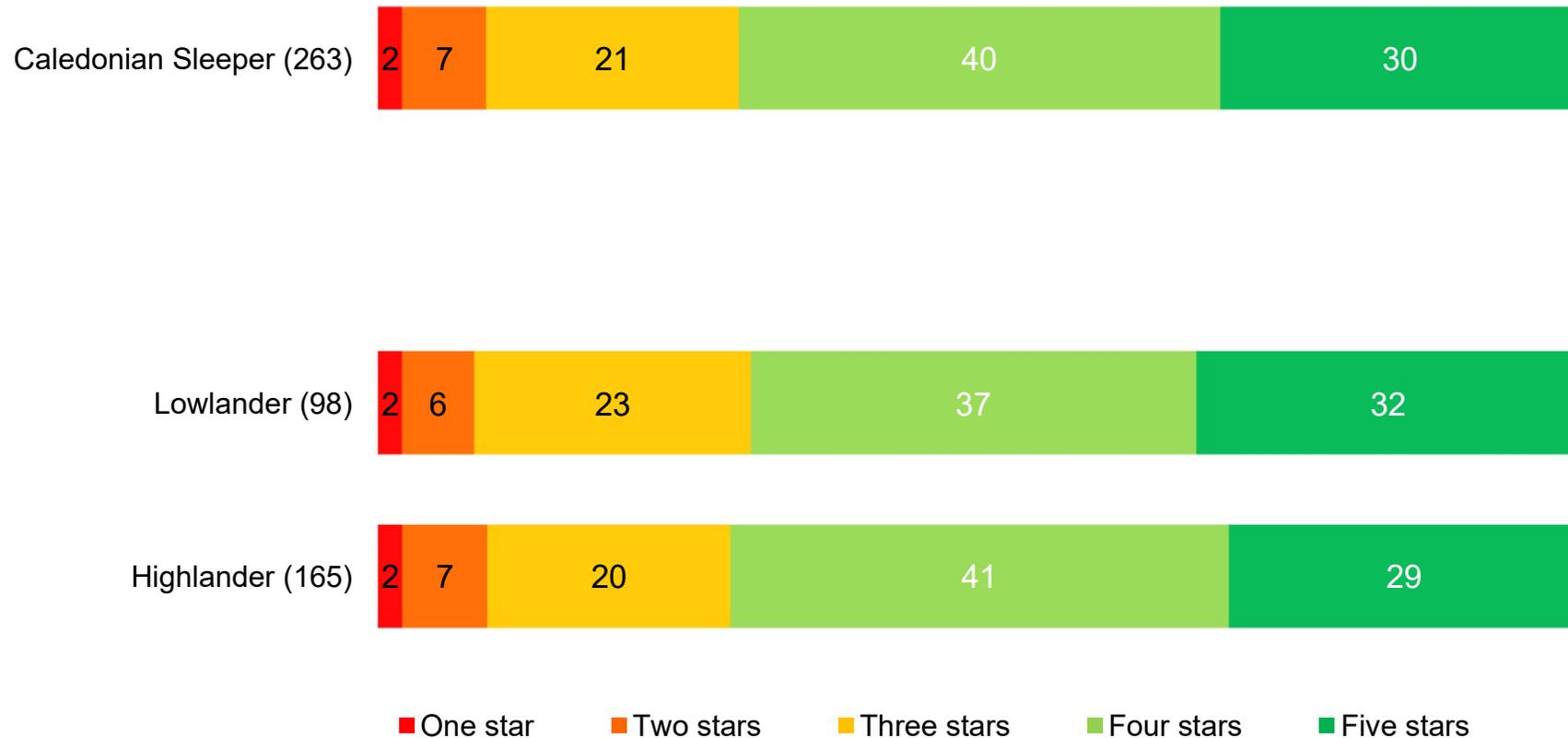
Overall rating of Club Car by passenger group



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



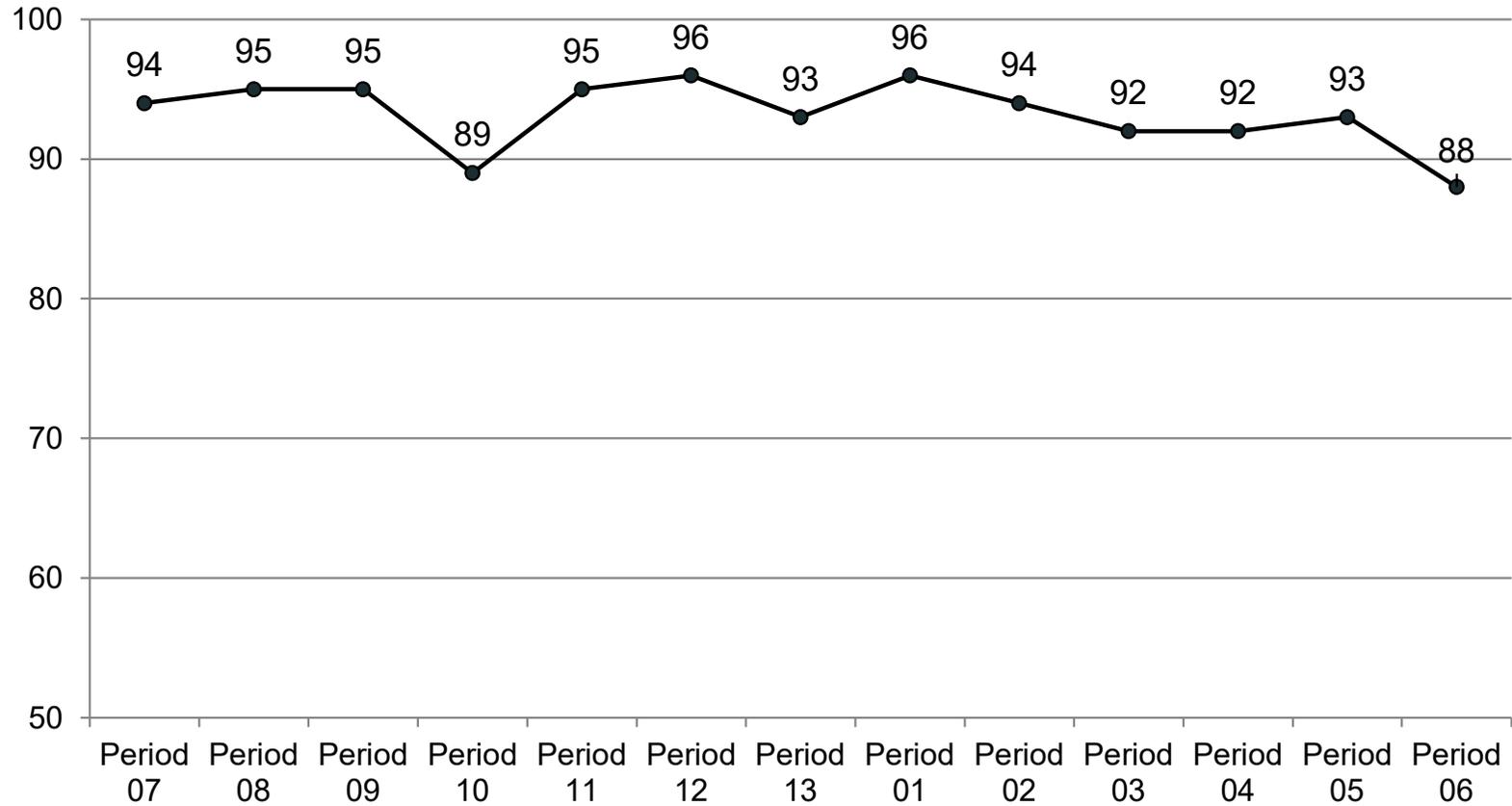
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



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

There were people waiting to get in but could not, due to the space. So, you may need to put on an extra cub car.

Food was very late despite being prescheduled (they took people's orders after I'd sat down and brought their food sooner than me and I had preordered as a club room!). Had to chase on my food four times. Was sat in the corner and forgotten about so had to go and locate the people all four times.

Allow customers to sit in the seats with a table for breakfast rather than forcing them to sit on uncomfortable stools when the car is empty - also we booked for two and only one person was provided for - even when challenged about this we were not given a table although the club car was still empty when we finished.

The staff were brusque and not welcoming. Whilst we were lucky to get seated, we overheard how others were spoken to when ushered away and it made for an awkward ambience. It felt like we were impinging on the staff's own private quarters. We didn't stay there long. It's not the 'beating heart of the train' which your marketing spouts.

Welcome guests as they arrive - I sat for a while and then left - the steward told me he would be with me shortly despite the fact no one else was in the club car.

Make sure that people can get a table.

Only found the Club Car in the last hour of the journey, when business seemed to be finished.

We were lucky and well briefed about how to secure a place in the club car. If we hadn't got a seat in the lounge bar, we would have been very disappointed. The beautiful views from the windows in the club car were stunning.

More staff on duty to welcome you in. Staff although friendly were not particularly attentive. Several times passed the kitchen to see staff eating and chatting. More attention paid to passengers would be good.

Nothing. I loved the club car and the member of staff in charge was charming and friendly.

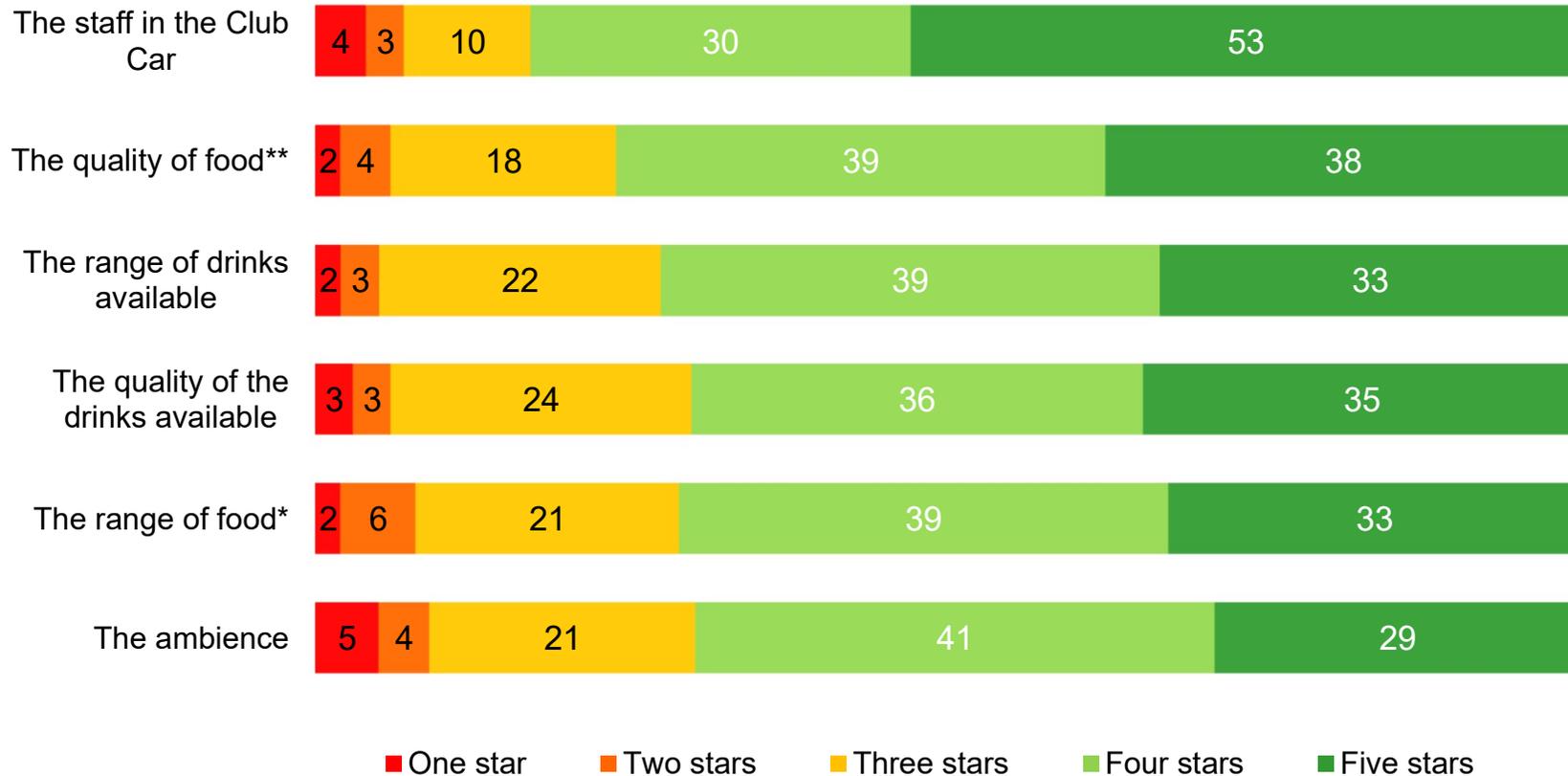
Nothing.... It's a highlight of the trip. You are welcomed and able to relax and spend as long as you like relaxing there. The staff are very friendly and are part of the positive experience.

Not feeling we had to rush out to allow others to come in, we would have liked to stay in longer, perhaps providing enough seating for all those in the sleeping compartments would be better.

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 (263), *those who looked at the menu (135), **those who ate a meal (96)



Rating of features of the Club Car – customer comments

The staff member was young, inexperienced, curt - not the standard I would expect. It wasn't clear anywhere I looked that we couldn't bring our own snacks to the club car. Staff didn't say hi when we walked in, just curtly said that we couldn't eat our own food there. Didn't say if there was anywhere else we could eat it. Suggestion - we would have paid a fee to eat our own food in the club car and maybe there was somewhere else we could have gone. We were tired and expected the staff member to be helpful with alternatives. Staff member also couldn't remember what was or wasn't left and had to check. We were surprised food had run out to be honest. The whole situation felt unwelcoming and unhelpful.

Last time I went in the sleeper (before it was modernised!) I had some excellent Scottish cheese and biscuits. I was a bit disappointed it was no longer in the menu but then I overheard someone else in the club car saying they really fancied some cheese and biscuits. It's just the ideal snack for an evening on the sleeper and a great opportunity to show off some Scottish produce so you really should consider reinstating.

The old sleeper had an open design of the seating which resulted in much more chatting amongst the guests. Each with their story to tell as to why they were there. It added a lot to enjoyment of the experience. The new layout is not conducive to this.

The staff were very nice. They were confused about which seats we could sit in.

There should be more options for food. Prices are too expensive. As ticket prices are very expensive, food should either be included or absolutely minimal.

Upgrade your menu to include fresh products.

*Background music.
Jukebox. Live music.
Cards. Board games.*

A wider range of local Scottish beers would be great e.g. Black Isle in fort William.

There used to be a really good value Louis Latour white burgundy which left along with Serco. The wine choice is not very good as 2 Sauvignon choices. It could be much better though appreciate we are on a train and limited storage!

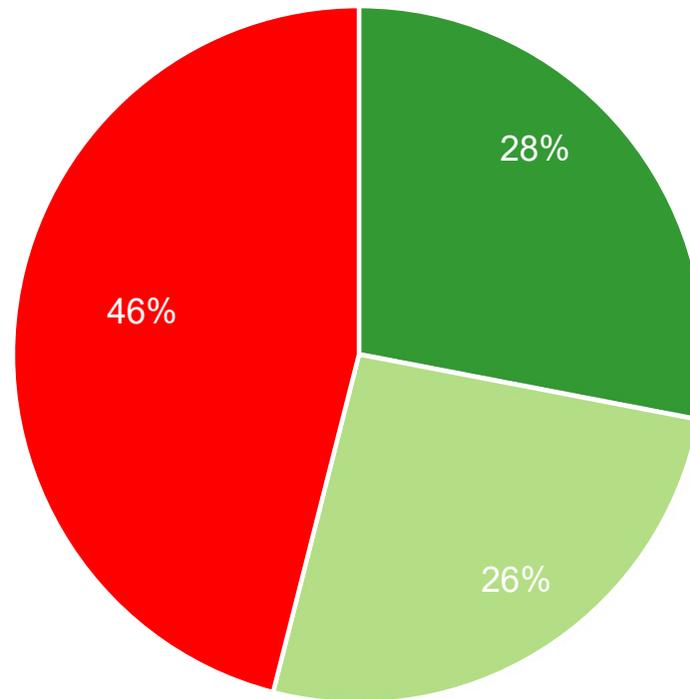
I ordered a Scottish gin - wasn't great and a rose, also not great - very basic selection.

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 2 2023/24 %



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

Q25a. Did you eat a Caledonian Sleeper breakfast on the train?
Base: All (646)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (348)



Rating of features of the breakfast – customer comments

The breakfast was disgusting. There was little choice due to an issue. We could only eat in our room which was difficult due to space. The rolls were dry/bordering on stale. No butter/spread. Not enough milk for the tea/coffee. Orange juice was a brand we dislike -cheap. As I said, I expected a first-class experience. The breakfast was worse than a cheap cafe. For the amount the journey cost, I was extremely dissatisfied. We ended up going elsewhere for breakfast in the end. Very unhappy indeed.

If I could attach the photo I took, you would understand immediately! Please offer only what you can deliver to a reasonable standard-even a continental offer with fruit, cheese and croissants would be better than over-extending the offer above what can legitimately provided in the space available.

We were really excited about having the breakfast. It was one of the main reasons for choosing the experience. Unfortunately, the full Scottish breakfast was dry and over cooked, making much of it inedible. It was like rubbish plane food. And the tea was bitter and undrinkable.

Improve the coffee - provide boiling water, a pot, good quality coffee, porcelain cup etc.

Awful. Inedible. Dry food served in a paper bag. Not commensurate with the 'club' class I purchased. No reason why a proper breakfast meal couldn't be served in the room (like eggs benedict etc.) apart from the fact the room was too small to do anything in.

Offer a pot of tea - not just a mug and extend the range of coffees (they are all from an automatic machine after all).

Better coffee and cold juices, add an espresso machine to the club car (had club se coffee before and I would expect being able to get an espresso type drink)

Present the whole thing a lot better/nicer - not as though it has been sitting in an oven for ages (or heated in the microwave). The breakfast alone was the single most disappointing experience and, as a result, I would not choose to repeat the experience but rather travel on a day train.

Limited options; no choice of tea; only one breakfast option allowed.

A proper coffee machine should be easily possible - rather than offering instant coffee only.

The cooked breakfast looked like a cheap ready-made microwave meal. To improve that don't serve a cheap ready-made microwave meal.

Paper cups and cutlery, lazy and very poor for the environment.

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?



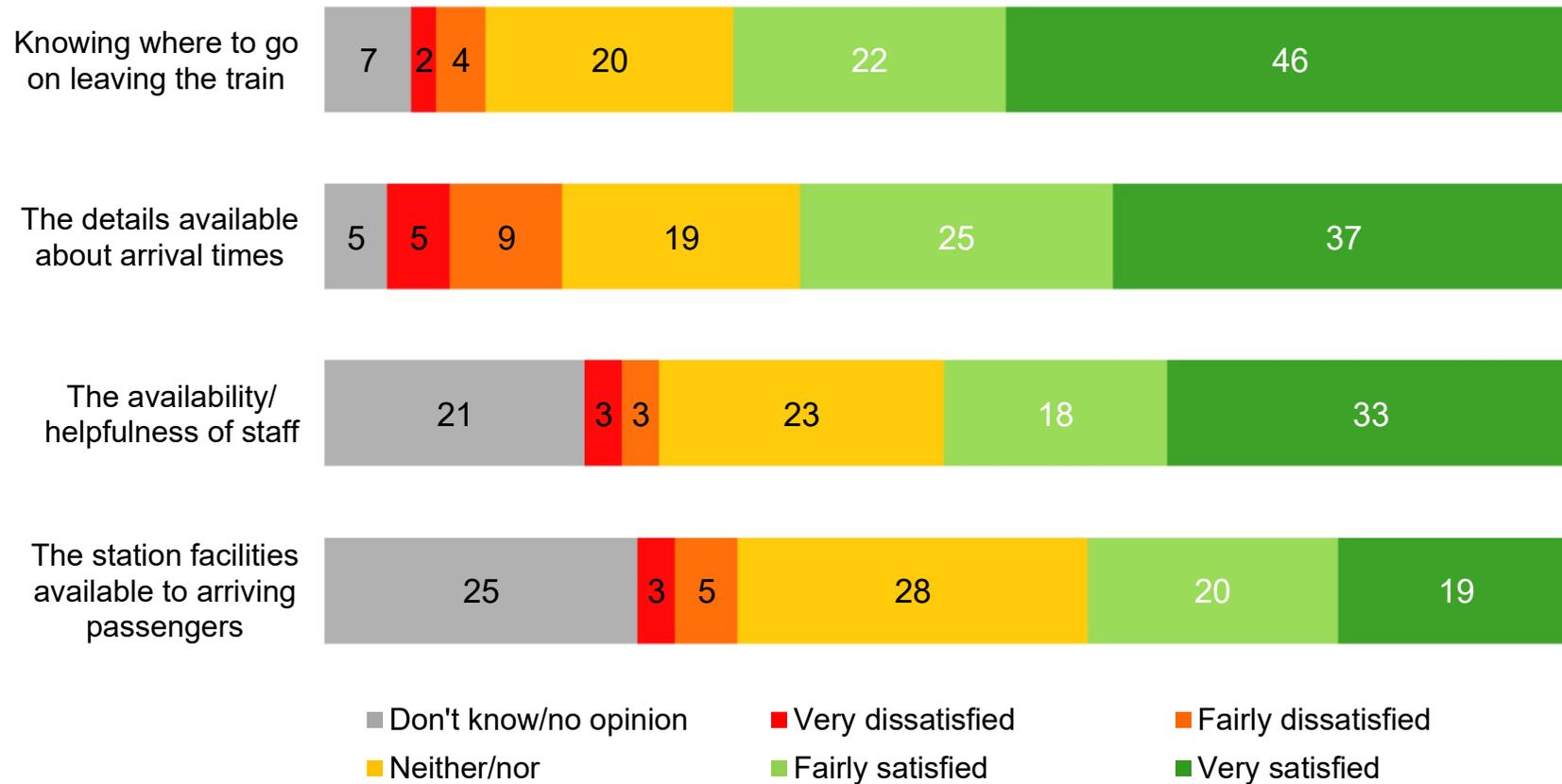
Caledonian Sleeper

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 (646)



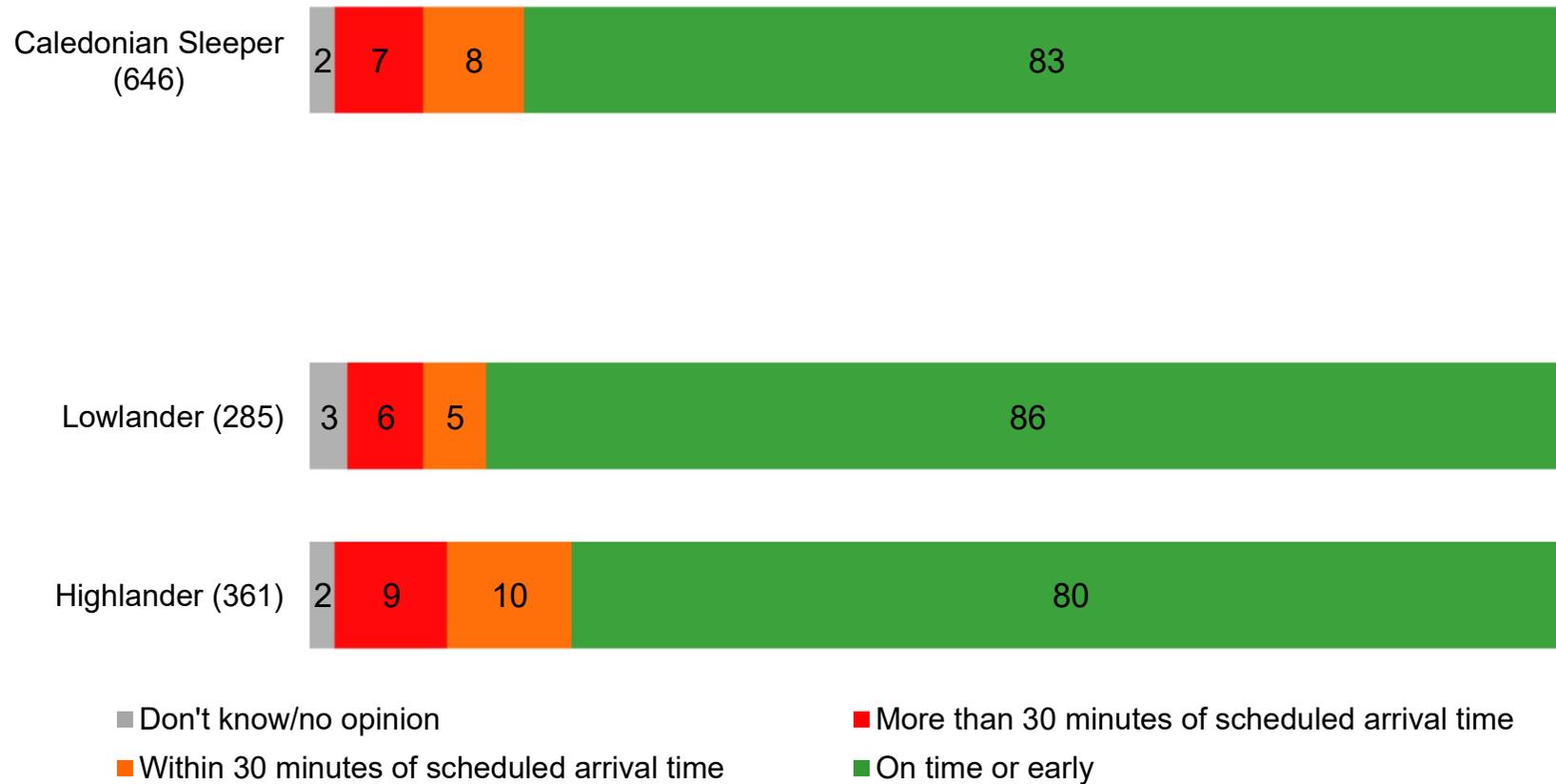
Caledonian Sleeper

Delay



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Punctuality of service by route



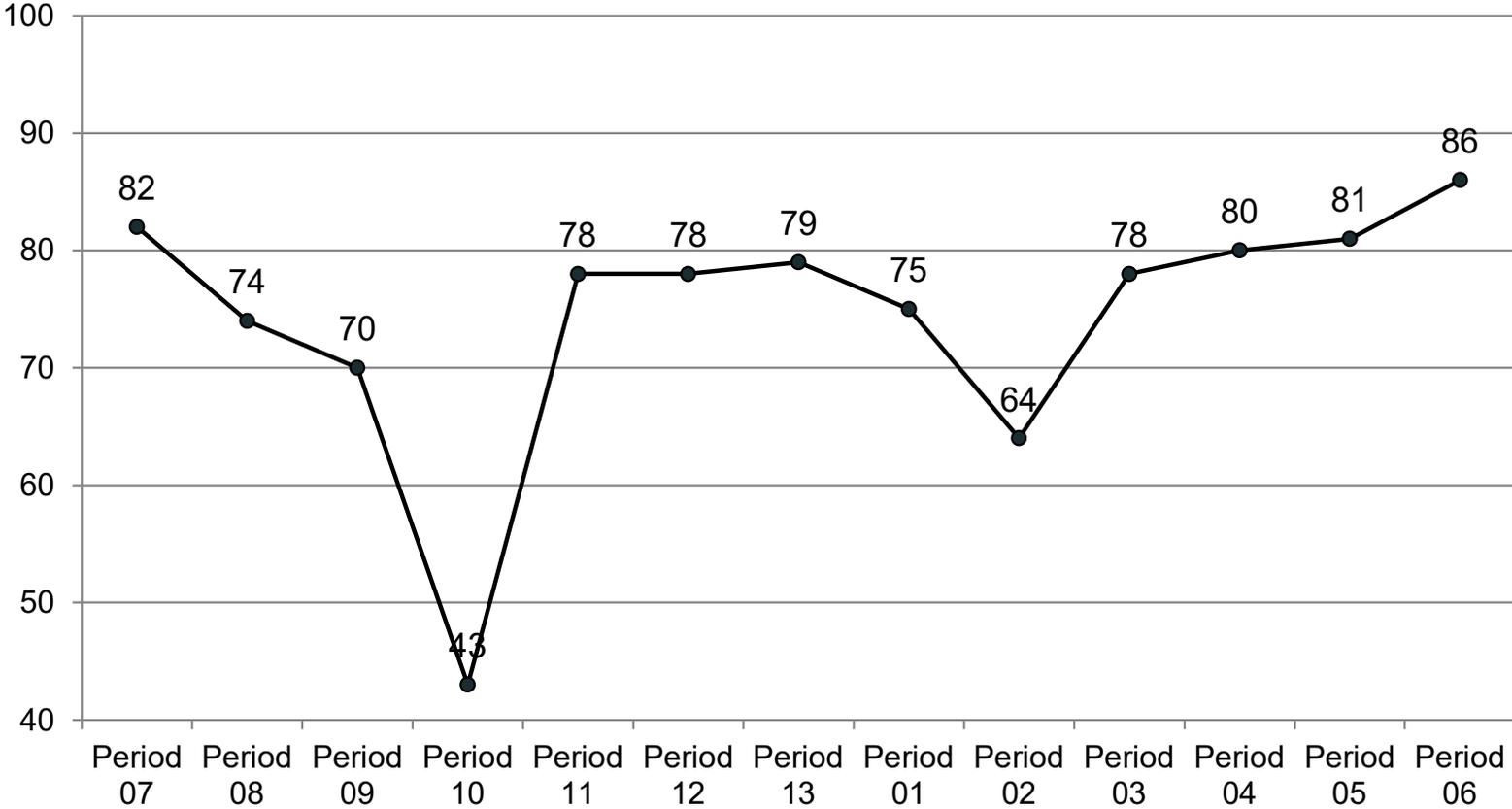
Q27a. Did your train arrive on time?
Base: in brackets above



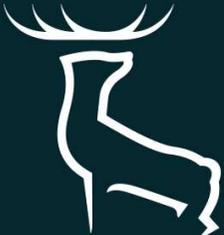
Punctuality of service - trend

Rating of experience

Trend: On time or early



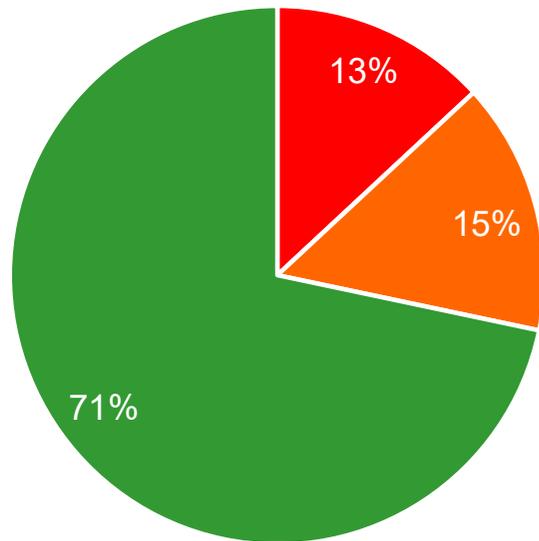
Q27a Did your train arrive on time?



Impact of delay

Quarter 2 2023/24 %

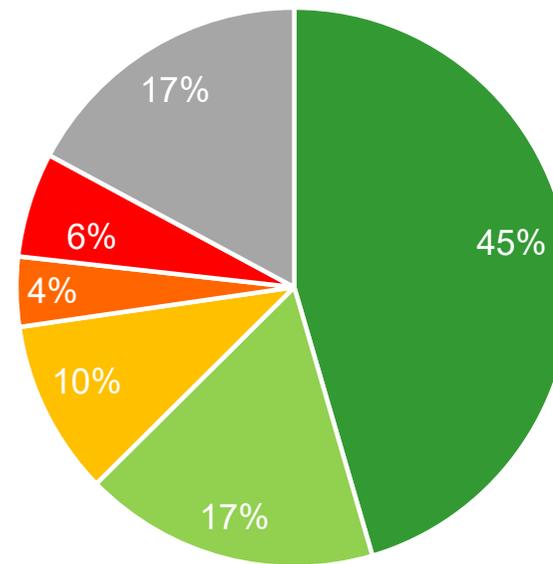
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (98)

- 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 (98)



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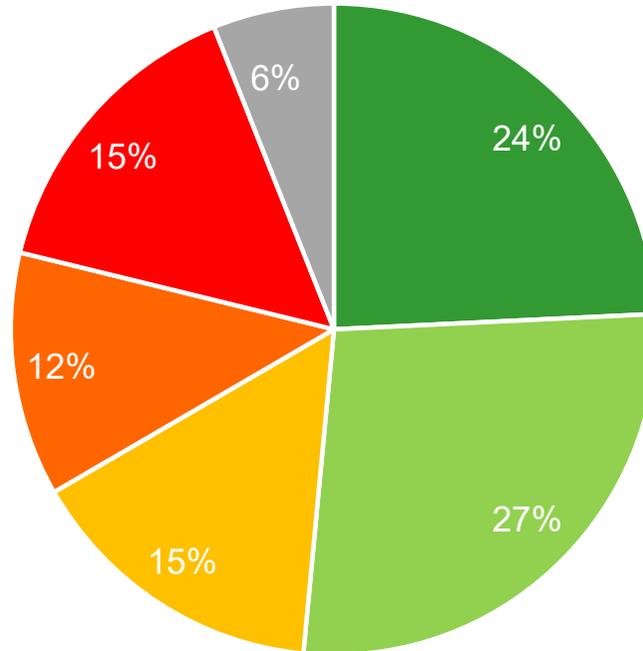
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 2 2023/24 %



- 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 (33*) *Caution – low base



Providing a service suitable to needs – customer comments

My wife has a health condition that requires her to have access to bathroom/shower facilities at night for various reasons and to administer medications. We purchased our tickets on the Sleeper in reliance on our access to in-room facilities. The fact that those facilities were not accessible, the value of the Sleeper was nominal and caused physical and mental distress. The lack of staff to assist and the failure to control the in-room climate only made the journey worse. It was a total waste of money.

I can manage absolutely everywhere else, but I have trouble getting up and down the ladder in the sleeper or getting round it to get into the bottom bunk. So, I am disabled ONLY on the Sleeper!

Have more accessible beds for people unable to clamber onto a top bunk. I use a scooter for mobility and don't think I'd be able to manage it on here as the corridors are so narrow. I didn't bring it this trip as didn't have far to walk.

Think about the wider access requirements at next redesign. Appreciate sleeper cabins are small but there is much room for improvement.

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>646</i> <i>%</i>	<i>Sample size</i>	<i>646</i> <i>%</i>	<i>Sample size</i>	<i>646</i> <i>%</i>
<u>Age</u>		<u>Journey Purpose</u>		<u>Disability or Illness</u>	
16-34	13	Travelling for work	15	None	93
35-54	40	Company business	10	Vision	1
55+	45	Personal Business	3	Hearing	1
Not stated	2	Regular travel between home and workplace	2	Mobility	3
<u>Gender</u>		Leisure	81	Hidden disability	1
Male	48	Visiting friends/relatives	18	Speech or language impairment	-
Female	48	Holiday/short break	59	Mental health	1
Not stated	3	Attending a sporting/musical/theatrical/charity event	4	Other	1
<u>Working status</u>		Other	3		
Full time	60				
Part time	15				
Not working	1				
Retired	18				
Student	2				
Not stated	5				
<u>Residence</u>					
UK	76				
Non-UK	24				



Sample profile – journey details

<i>Sample size</i>	<i>646</i> <i>%</i>	<i>Sample size</i>	<i>646</i> <i>%</i>	<i>Sample size</i>	<i>646</i> <i>%</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	40	Caledonian Sleeper	43	Train	35
With a business colleagues(s)	-	Daytime train	30	Underground/ Tram/ Subway	26
With family (adults only)	32	Plane	13	Bus/ Coach	7
With family (adults/children)	21	Coach	1	Taxi	10
With friends	7	Own Car	2	Own car/dropped off	11
<u>Accommodation</u>		Hire car	2	Hire car	4
Seat	22	Other	6	On foot	22
Room	33	Don't know	3	Bicycle	2
En-suite room (with shower)	46	<u>Outward journey mode</u> (those making return journey)		Other	3
<u>Journey direction</u>		Caledonian Sleeper	57	<u>Travel from arrival station</u>	
Outward	58	Daytime train	30	Train	33
Return	42	Plane	8	Underground/ Tram/ Subway	18
One way	-	Coach	1	Bus/ Coach	8
		Own Car	1	Taxi	13
		Hire car	-	Own car/dropped off	12
		Other	2	Hire car	7
				On foot	24
				Bicycle	2
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>646</i> %	<i>Sample size</i>	<i>646</i> %	<i>Sample size</i>	<i>646</i> %	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	61	1 st class	46	£0-£49.99	6	
Weekend	39	Standard	22	£50-£99.99	14	
<u>Direction</u>		Seated	32	£100-£149.99	5	
Northbound	53	<u>Party size</u>		£150-£199.99	13	
Southbound	47	Single traveller	45	£200-£249.99	9	
<u>Train Type</u>		Two people	39	£250-£299.99	17	
Highlander	56	Three or more people	16	£300 or more	37	
Lowlander	44	<u>Transaction value by guest</u>				
<u>Crew</u>		£0-£49.99				10
Aberdeen	5	£50-£99.99				22
Edinburgh	14	£100-£149.99				21
Fort William	9	£150-£199.99				21
Glasgow	9	£200-£249.99				26
Inverness	13					
London	50					



Sample profile – journey details

Sample size	646 %	Sample size	646 %	Sample size	646 %
<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	7	12 or more	4	More than 20 years ago	29
4-11	14	4-11	17	15-19 years ago	6
2-3	22	2-3	32	10-14 years ago	8
First journey in last 12 months	33	1 Journey	34	5-9 years ago	9
First ever journey	18	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	42
Don't know	2				



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 2023/24, combining Rail Periods 04, 05 and 06.

Fieldwork for quarter 2 2023/24 took place between 28 June and 2 October 2023. This covered journeys made between 25 June and 16 September 2023.

646 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 2, 2023/24

Rail Periods 04, 05 and 06



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