

Caledonian Sleeper Quarterly Report

Quarter 4, 2023/24

Rail Periods 10, 11, 12 and 13



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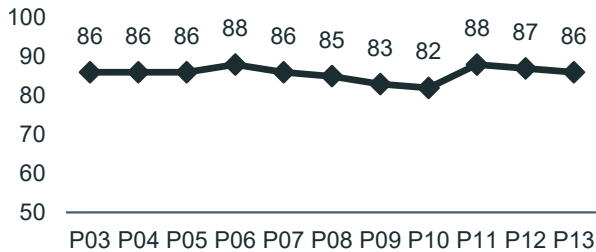
Caledonian Sleeper Passenger Satisfaction

Quarter 4: 10 December 2023 – 31 March 2024

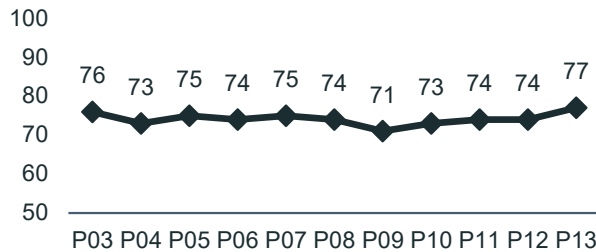
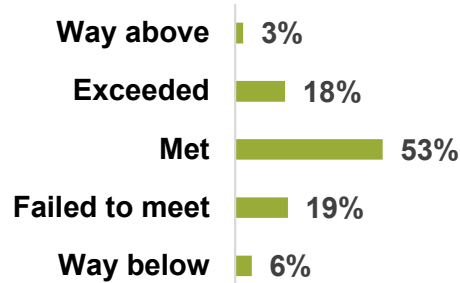
Overall journey experience



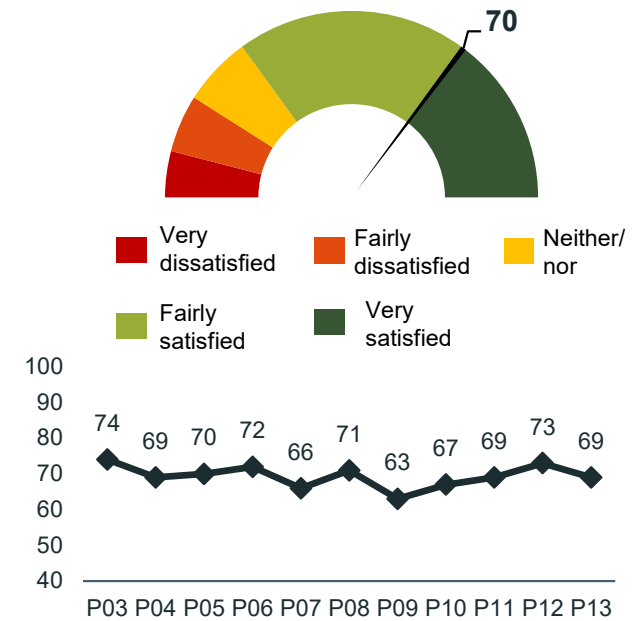
Ave – 3.6



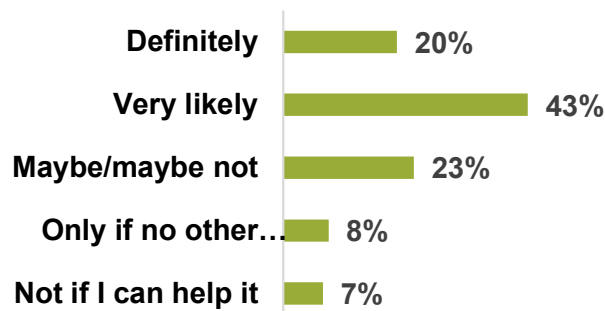
Expectation



Overall satisfaction

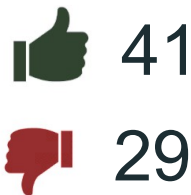


Likelihood of future use



Net Promoter Score

12



	Lowlander	Highlander
Journey experience	85%	87%
Met / Above expectation	73%	77%
Overall satisfaction	67%	72%
Net Promoter Score	6%	17%
Future Use	57%	66%

Sample size: 843 (Lowlander 382, Highlander 461)



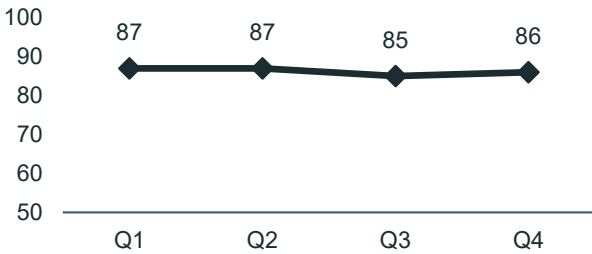
Caledonian Sleeper Passenger Satisfaction

Quarter 4: 10 December 2023 – 31 March 2024

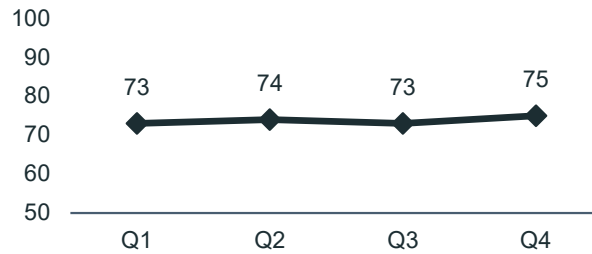
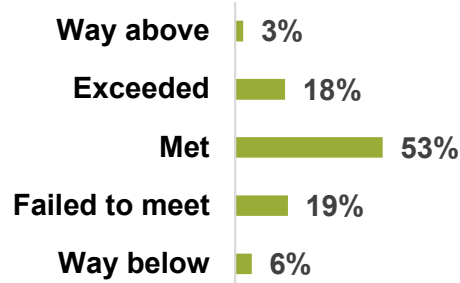
Overall journey experience



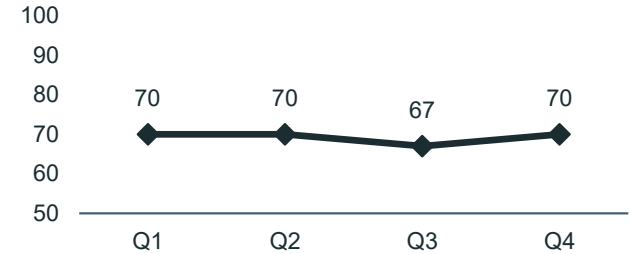
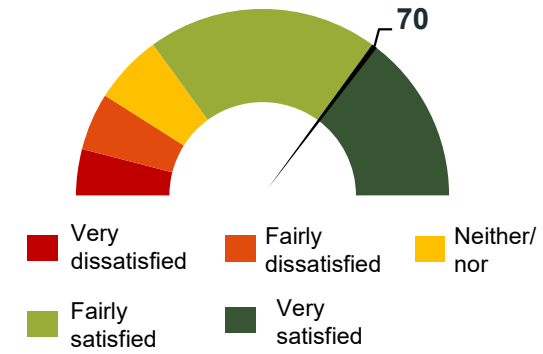
Ave – 3.6



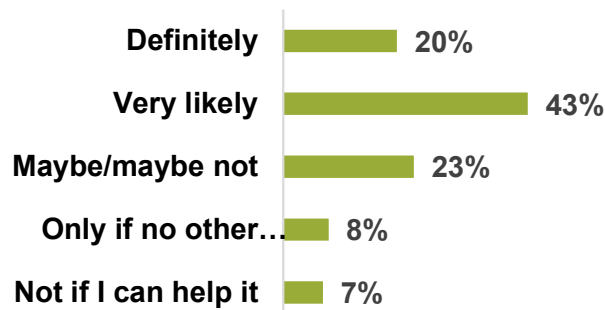
Expectation



Overall satisfaction

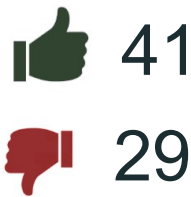


Likelihood of future use



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Caledonian Sleeper Passenger Satisfaction

Quarter 4: 10 December 2023 – 31 March 2024

Expectations of the journey

Top five:

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

Bottom five:

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

Journey experience

(% 3 - 5 star rating)

86% Experience overall

Making me feel...

- 93% welcomed
- 87% looked after
- 84% relaxed
- 79% comfortable
- 64% I had a good night's sleep
- 87% Room rating
- 94% Club Car rating

Summing up the experience

Top five:

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

Bottom five:

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

Sample size: 843



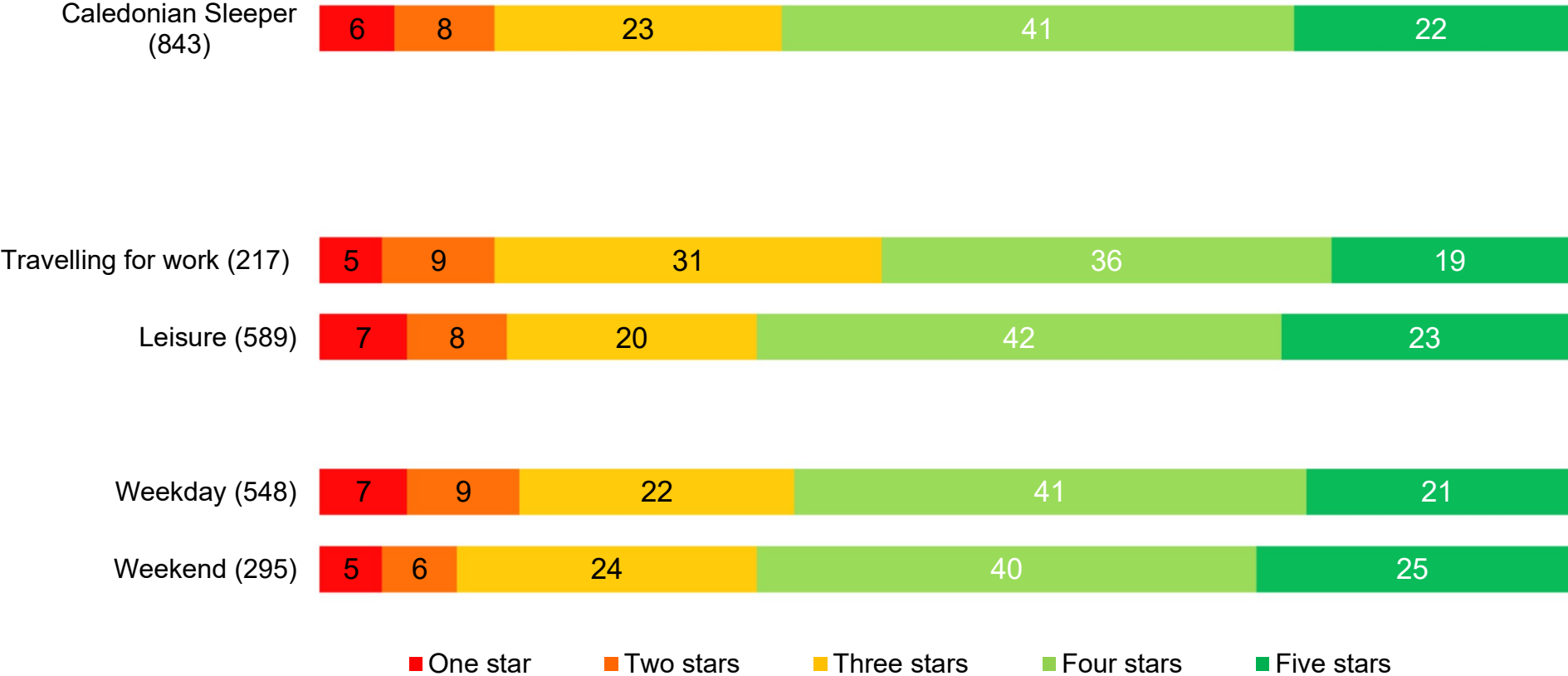
Caledonian Sleeper

On-board experience



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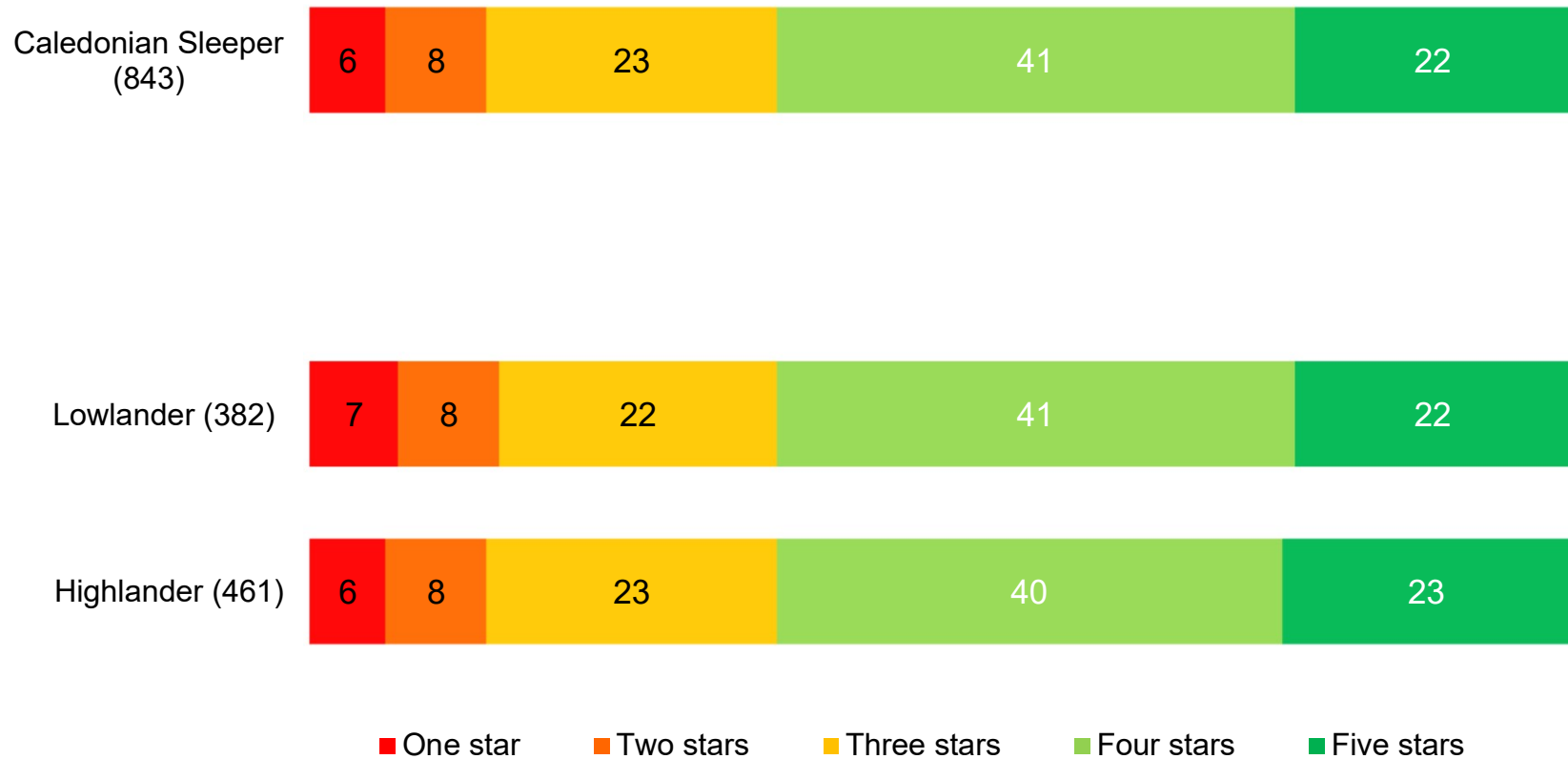
Overall rating of experience by passenger group



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



Overall rating of experience by route



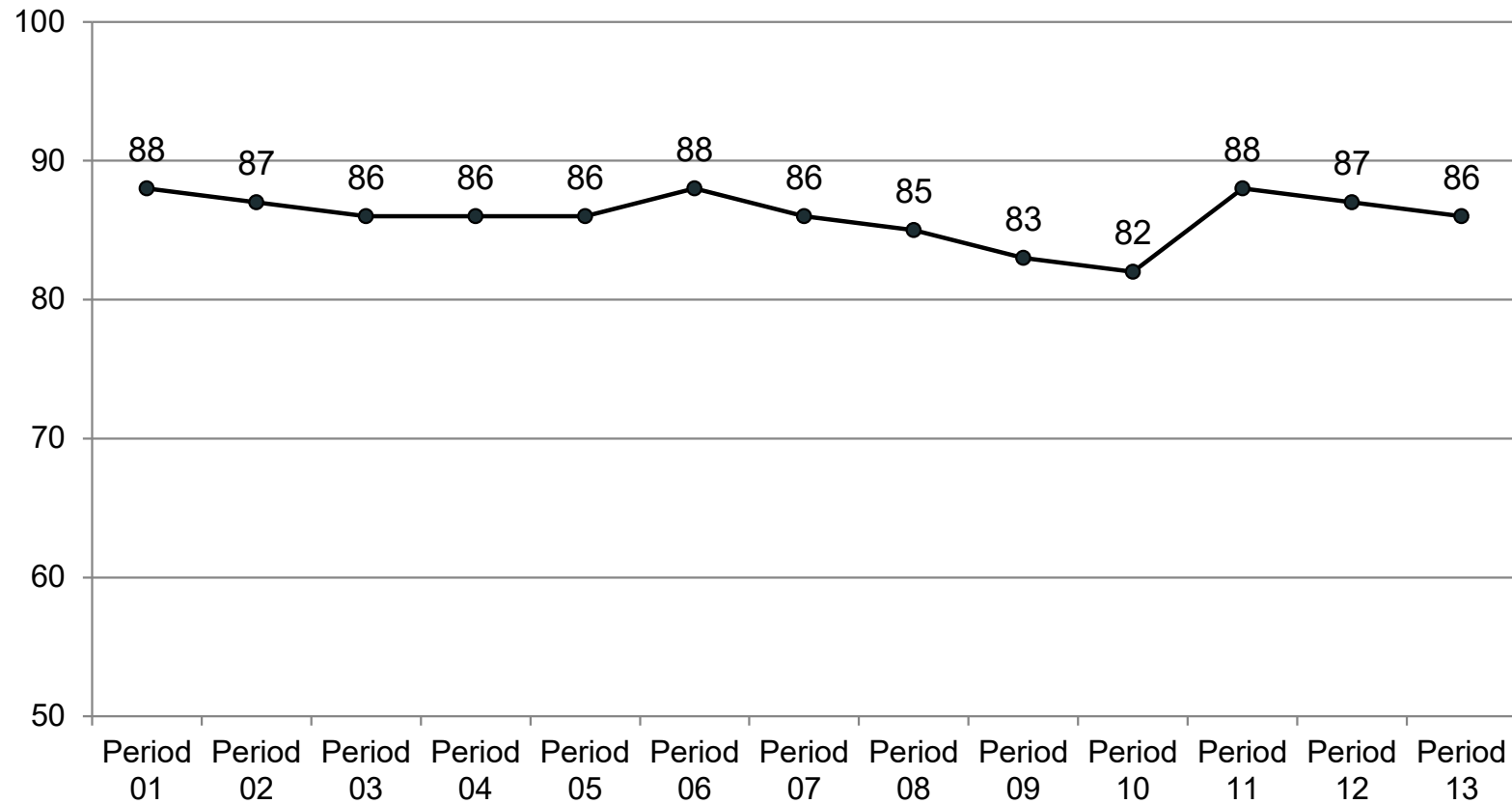
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

Bigger, more comfortable space. Fix leaking taps. Don't mislead us re. arrival time.

Better heating as it was either too hot or too cold, more leg room, being able to sit in the buffet car if you have a seated ticket and more padding on the seats.

Fix the plumbing we have had 4 journeys this year without water and or a toilet. Make tables in the lounge car bookable as they were on the old sleeper. Enable club class flexpass holders to upgrade to a double cabin for an additional charge.

We were told before boarding that there would be no water which wasn't ideal. And then at 4.30am we were woken outside Edinburgh to be told that the sleeper would terminate there and that to get to Aberdeen we would have to get an alternative train leaving at 5.30am. So very broken night's sleep and not the full service we had been expecting. Not ideal. Anything would have been an improvement. And the cabins are tiny! I have a tall husband and we could barely both fit into our twin bunk room.

Better rota for breakfast in the dining carriage, there are too many people and not enough space. There's no system for amending breakfast times after departure, it's pot luck if you get a table. We didn't get what we ordered, but it was rectified in the end.

Better communication of factors influencing the journey ahead. Better communication. Better customer service onboard. Better lounge refreshments (both paid for and free if charge). Compared with business class travel, Caledonian Sleeper is not a premium service even though it is priced as such.

We arrived at the station at 20:25. We had been invited to the lounge, but we were not allowed in it, as they said it was full. This was a really disappointing start to the trip. Then we were informed that boarding would start for premium customers at 20:30 but it didn't start until 20:45. So we were standing on a cold platform for 20 minutes, which was a really bad start.

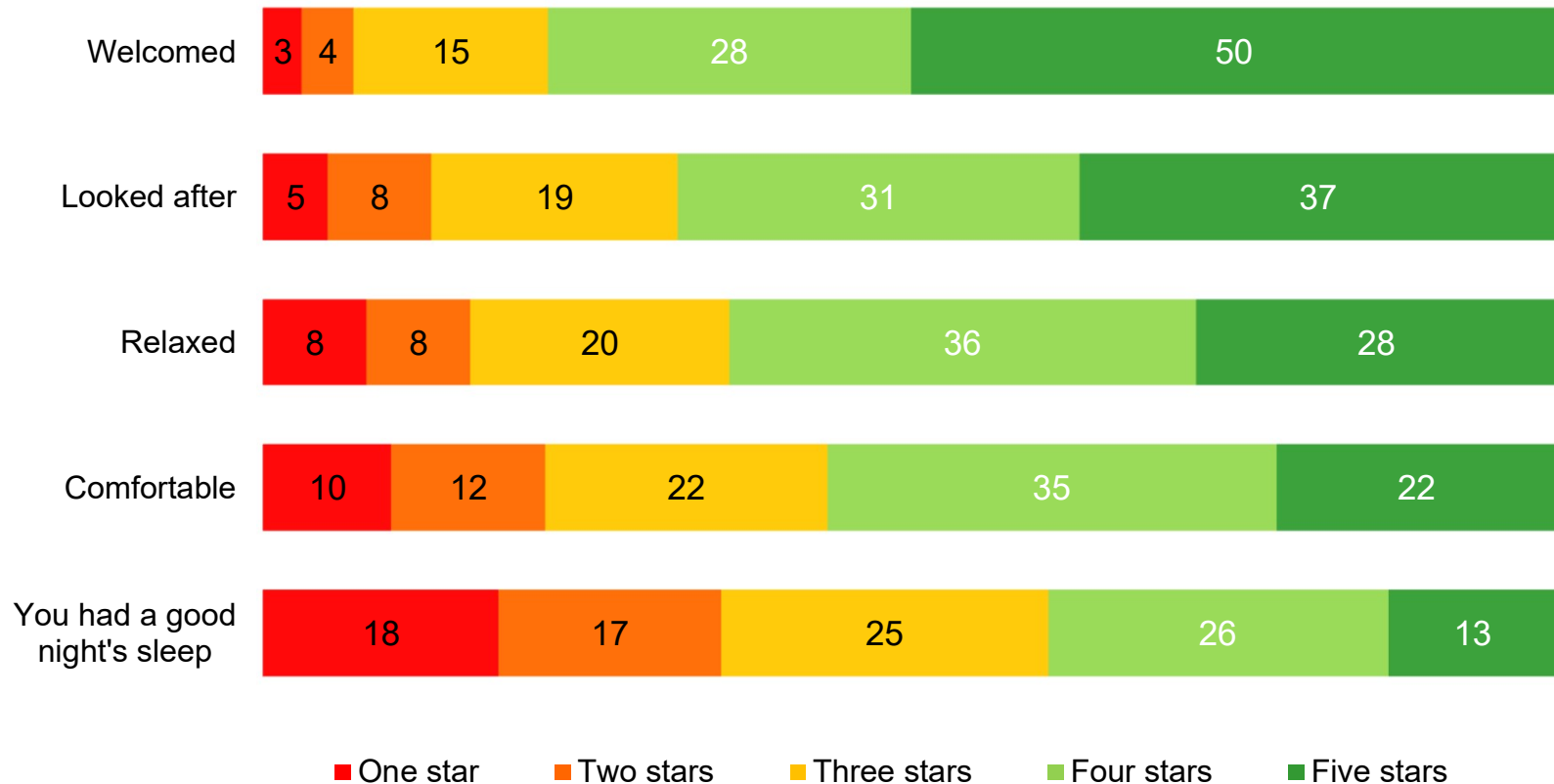
Pricing is absolutely ridiculous and continues to get worse - feels like it's very much a service for tourists rather than the lifeline service it is. I pay what it costs as I can luckily afford it and it's the most convenient way to travel between my home and my family's home, but it excludes a lot of people. Space in club car is always tight/you need to rush and get in fast.

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 (601)



Rating of features of the journey – customer comments

Very little guidance to my carriage - just a 'pointed finger' in the right direction on the outward journey - found my own way on the return - Lounge staff on the concourse (when I eventually found it!) were more helpful than train staff - breakfast delivery staff were polite and on time

As a seated customer it was pretty transactional. Noticeably different to when in a cabin. Use of the lounges by seated customers would make you feel more equal and not second class. I don't think there can be much marginal cost involved.

There was essentially no interaction with staff after showing tickets on the platform. I think that's fine, I don't really want more interaction, but if a welcoming feel is what is aimed for, it's missing the mark a little.

Crewe is an awful place to wait for the Sleeper so an improvement here would be welcome. It would be nice for a personal welcome (beyond a quick perfunctory ticket check) for passengers boarding there - after all CS know who they are and who is getting on where. I acknowledge the main focus is on Euston passengers.

I do enjoy travelling by the Sleeper but I don't find it particularly relaxing as it can be very noisy. The seats are not comfortable for sleeping in. I prefer a cabin but can't always afford due to price.

[Not provide] conflicting text messages as to when we would arrive back in Inverness - some contact with any staff on the train other than the breakfast staff would have been welcome.

It was mainly the concern about the toilets. Then also about a shower, I had not been able to get a room with a shower and there was uncertainty whether I could upgrade or use the shower in the Caledonian lounge in London.

The most uncomfortable seats imaginable. They are too hard so are uncomfortable to sit on for any length of time and my legs ache because I can't put my feet up. The seats don't recline properly either.

It's impossible to have a good night's sleep the noise levels forbid that all I expect is to catch some sleep which is never enough but sufficient. I have used the service over the years often and will continue to do so but am surprised that with the new rolling stock more noise suppression ought to have been considered, as it is a sleeper train.

I really don't think there is anything that could be done to improve the quality of sleep, as it was purely attributed to train noise and movement.

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?



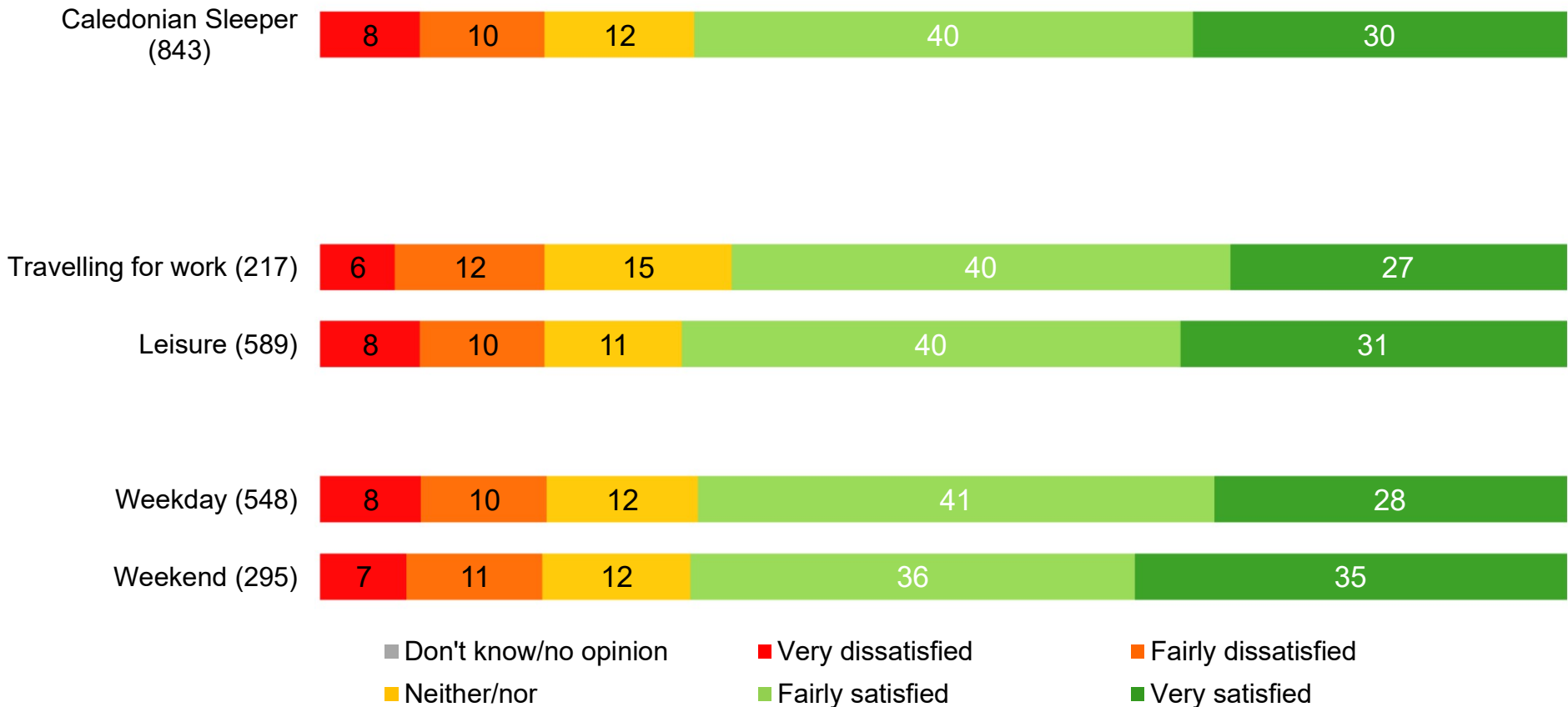
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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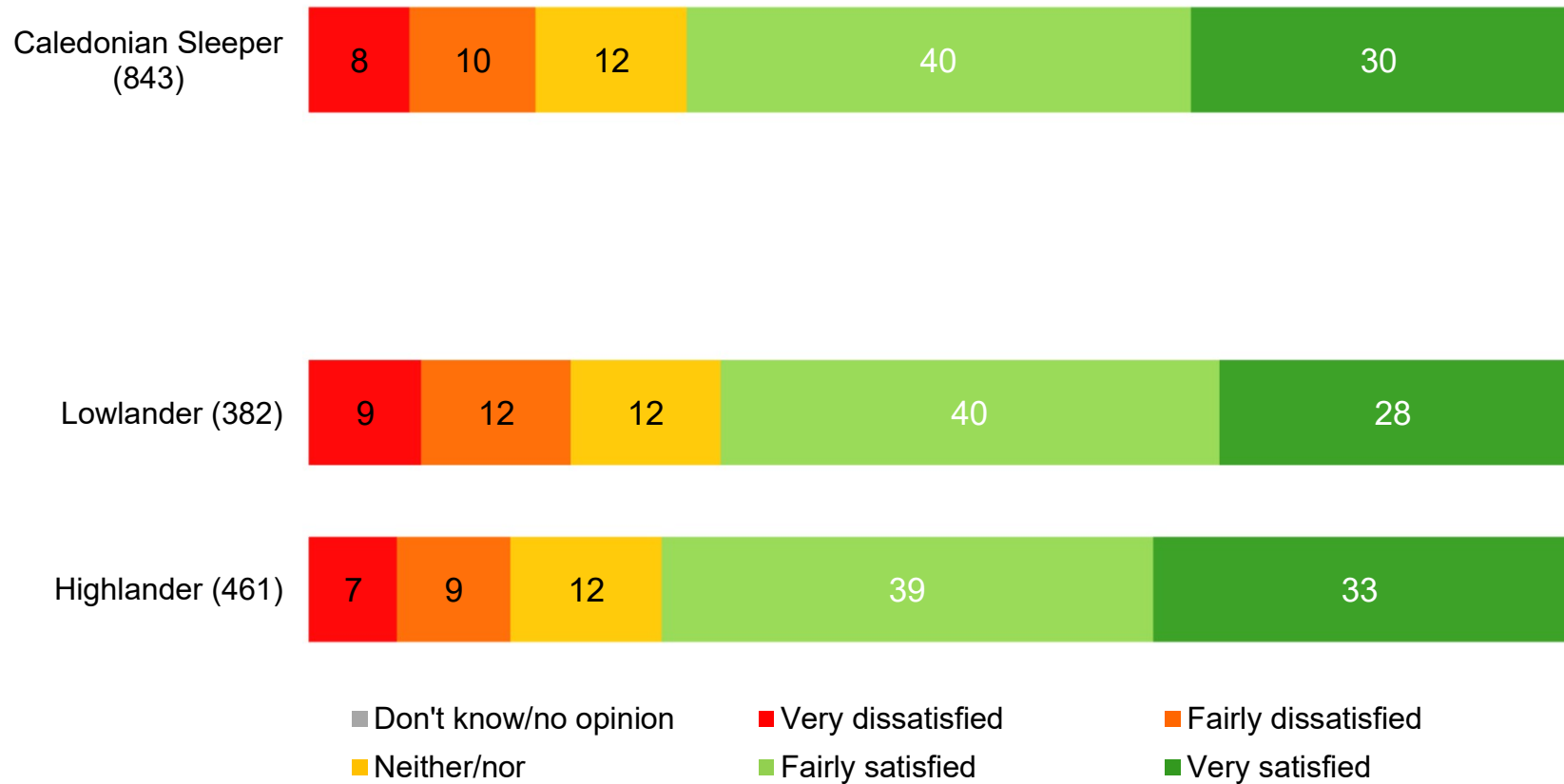
Overall journey satisfaction by passenger group



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



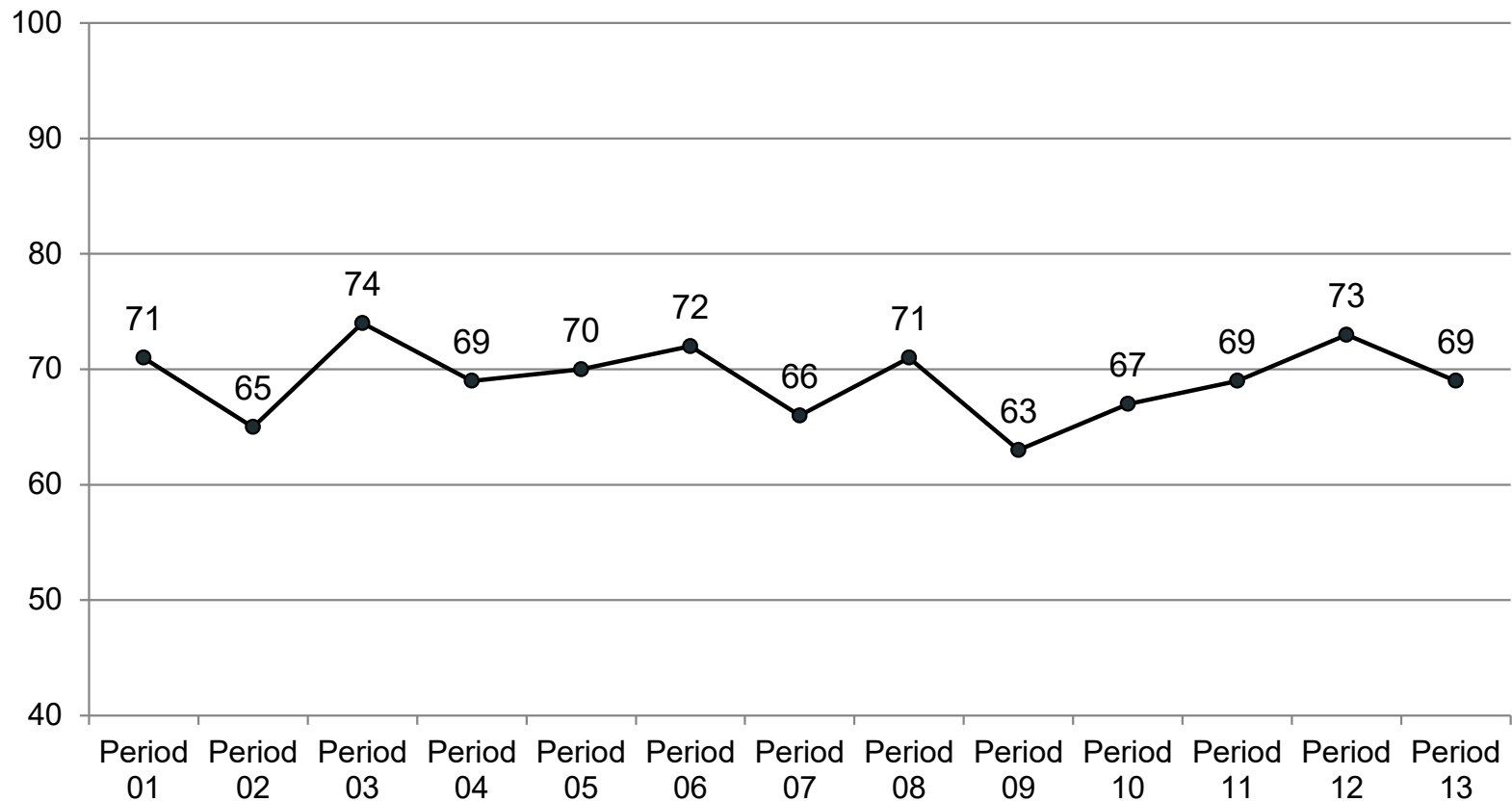
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
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Overall journey satisfaction – trend

Overall journey satisfaction

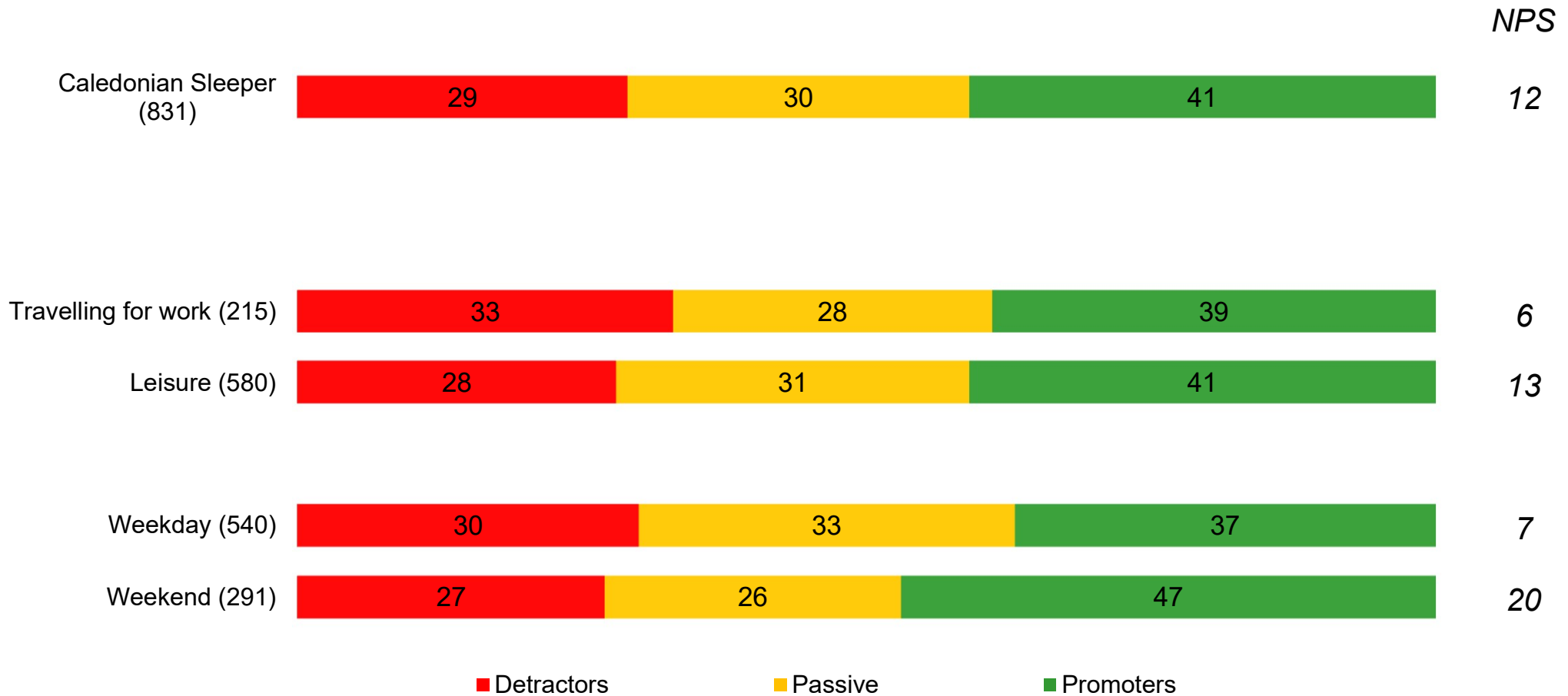
Trend: % very/fairly satisfied



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

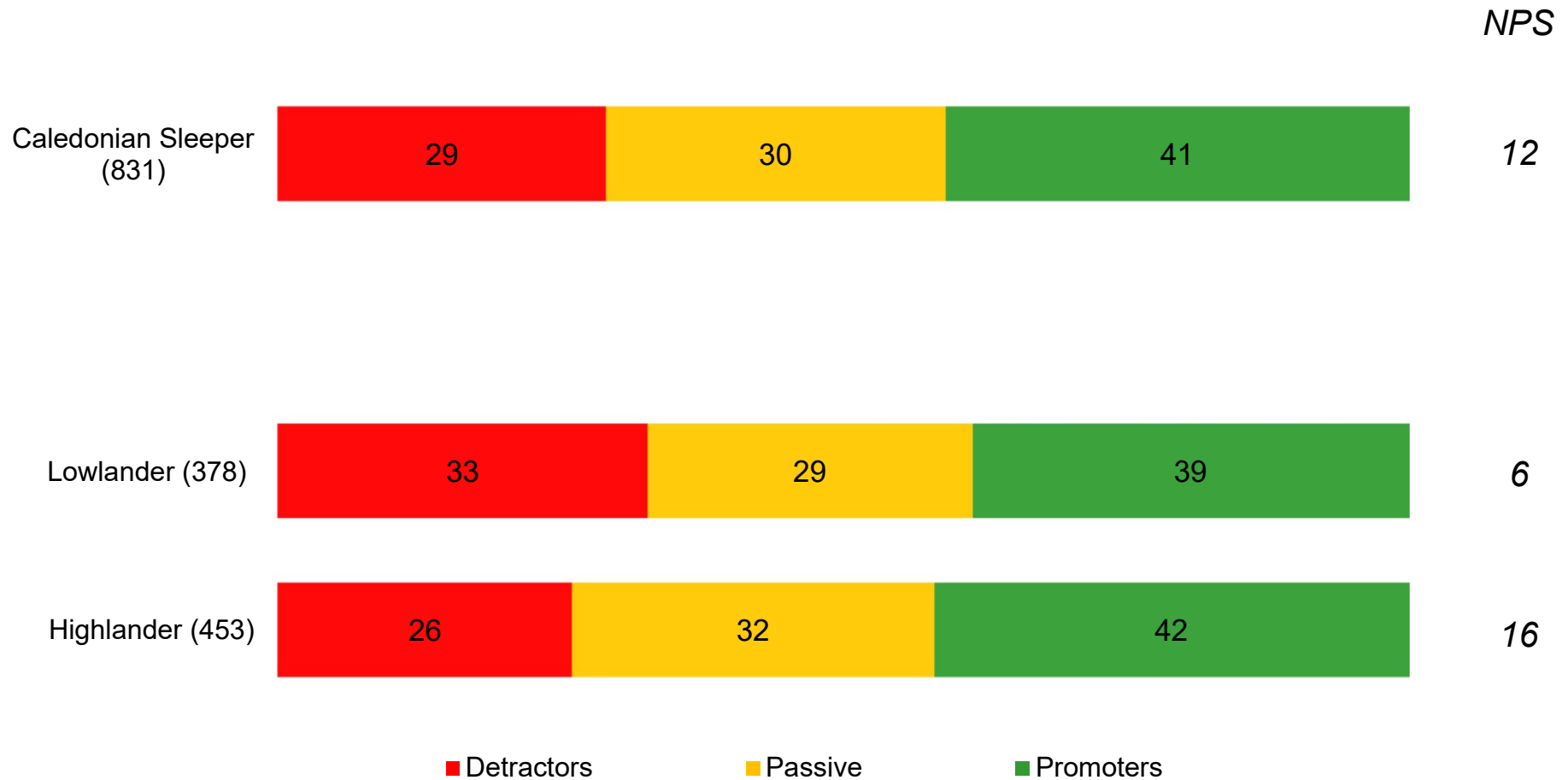


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

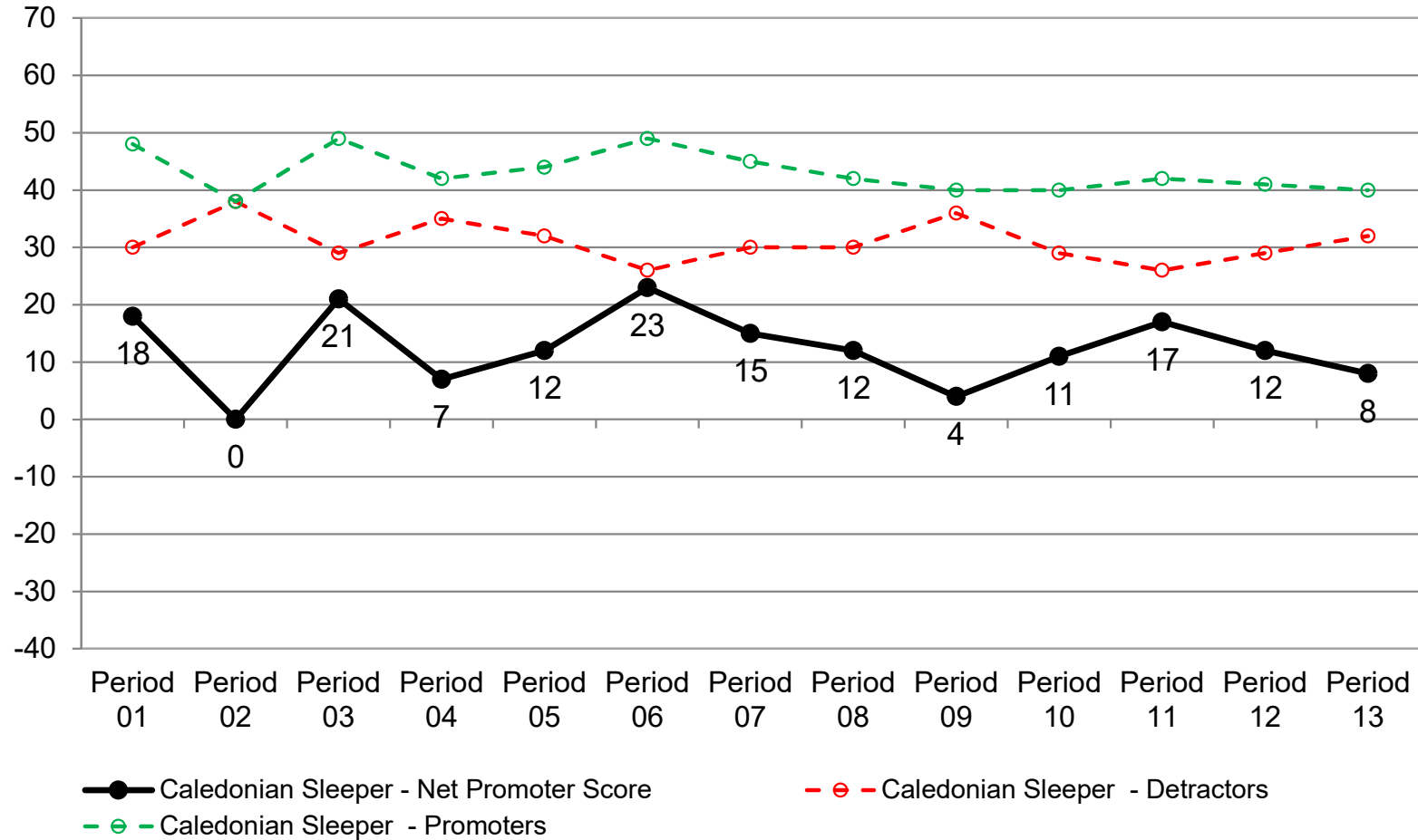
Base: in brackets above – those with an opinion



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)

Obviously travelling on a moving train is not as relaxing as sleeping at home in your own bed, but the experience and fun of staying in the sleeper is very memorable, especially for children! It is a novel excitement.

I think it is a lovely way to travel and I would definitely recommend it. It is far more environmentally friendly than plane travel and is a lovely way to travel a long distance.

Left centre Aberdeen one evening and woke in centre of London next morning, no need to find accommodation for that night, did the journey with very little stress.

Unique experience. Better for the environment than flying. Good night's sleep.

Passive (7-8)

Your staff are first rate, and the views / experience is unique. But cost scrimping on the mattress and food offering is not a first-class experience by a long shot. I'd do it once to say I'd done it but wouldn't rush to do it again.

An enjoyable experience, though disappointing in the morning. It is an expensive way of travelling and therefore want full value for the price paid.

A unique and interesting experience, and certainly more relaxing than flying. However, there is room for improvement.

It was a great service for me taking a pet to Scotland with lots of luggage. The room could have been bigger and more comfortable. The crew more helpful with my bags as I boarded the train. It was a lot of money.

Detractors (0-6)

It's an expensive option so you expect a good night's sleep. We arrived exhausted, late so missed our connection and had to pay to store our luggage while waiting for our bus as the Caledonian lounge was shutting and couldn't hold our luggage or allow us to wait in there.

What should have been an exciting experience, was a very big expensive let down. Would like to think in summer, might be better, but doubt it.

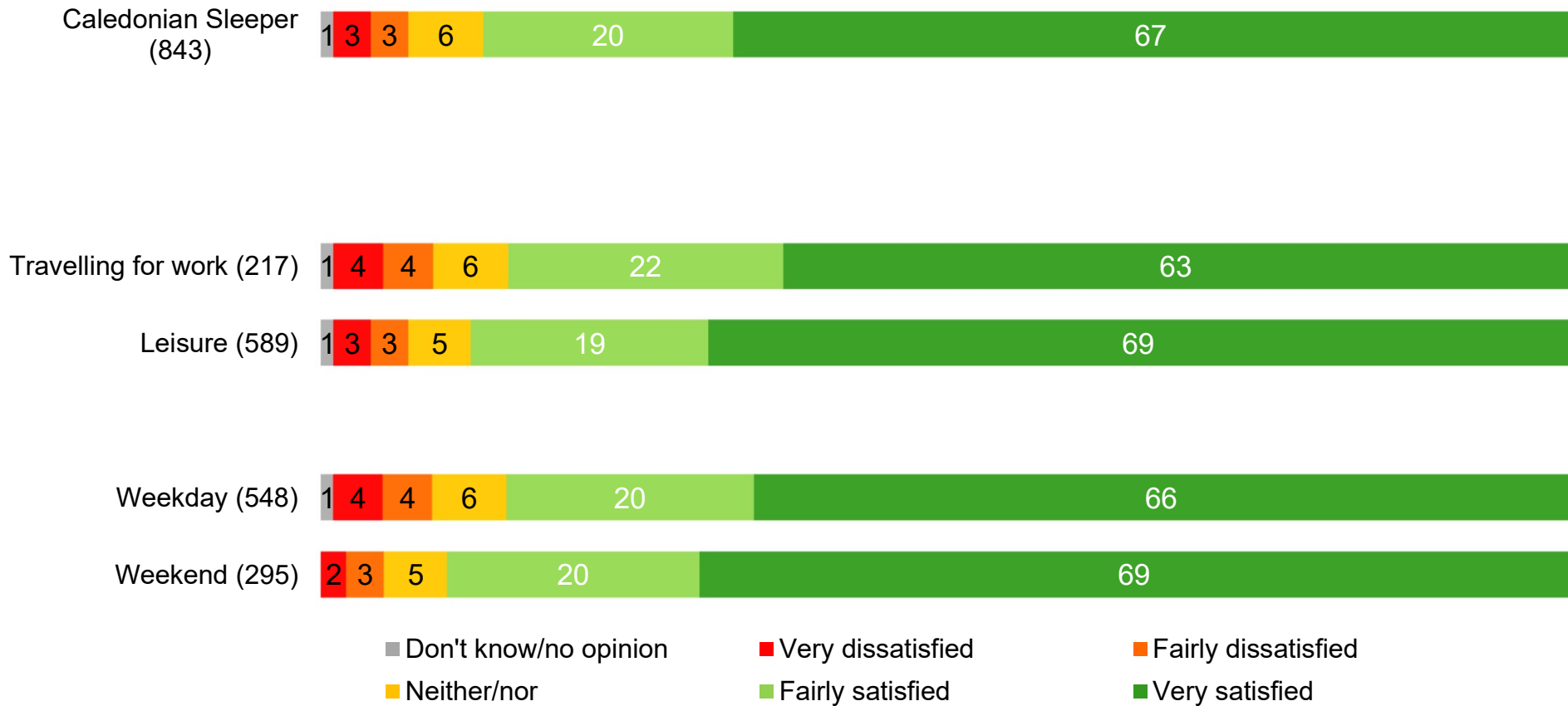
Very disappointed with room, I bathroom ridiculous, I organisation poor, I won't go near again or recommend

Rooms small and cramped. No seats in room and nowhere on the train to sit, top bunk claustrophobic, very hot despite temp as low as possible, could not lock door when leaving the room, expected breakfast included and not a cold dry bacon roll. Not told where showers were or told if we could use them.

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?



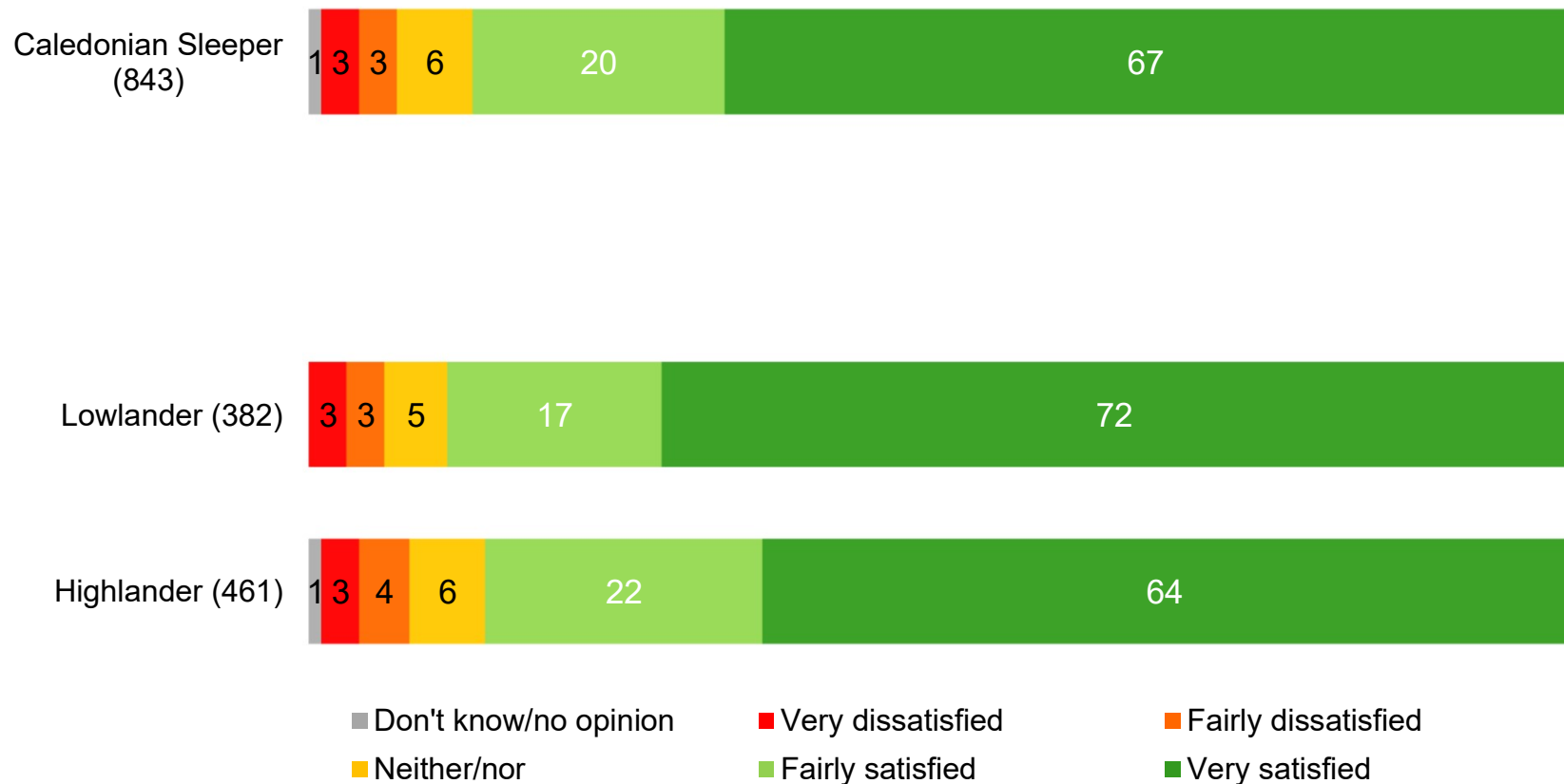
Punctuality and reliability by passenger group



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



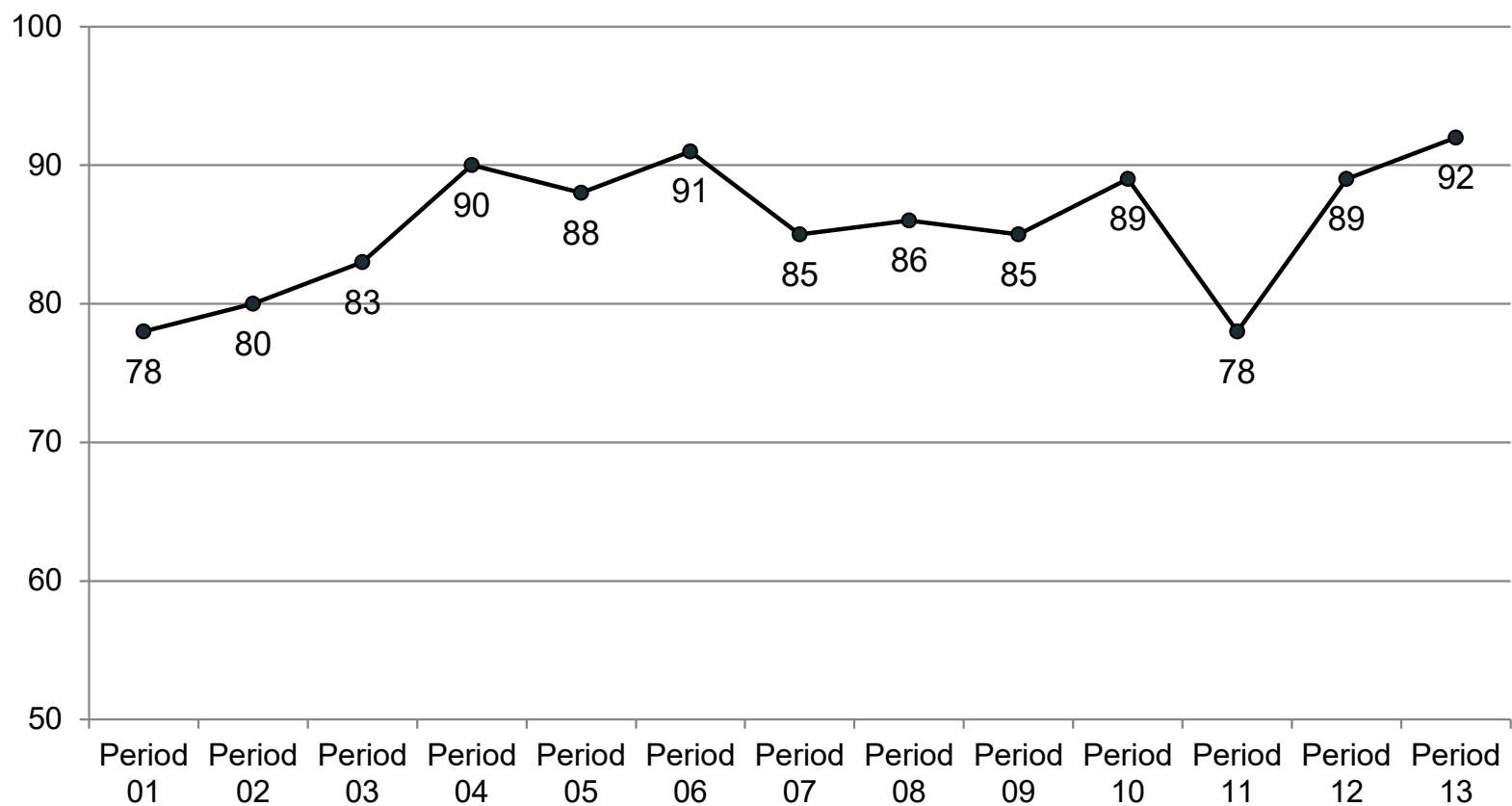
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
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Punctuality and reliability – trend

Punctuality and reliability

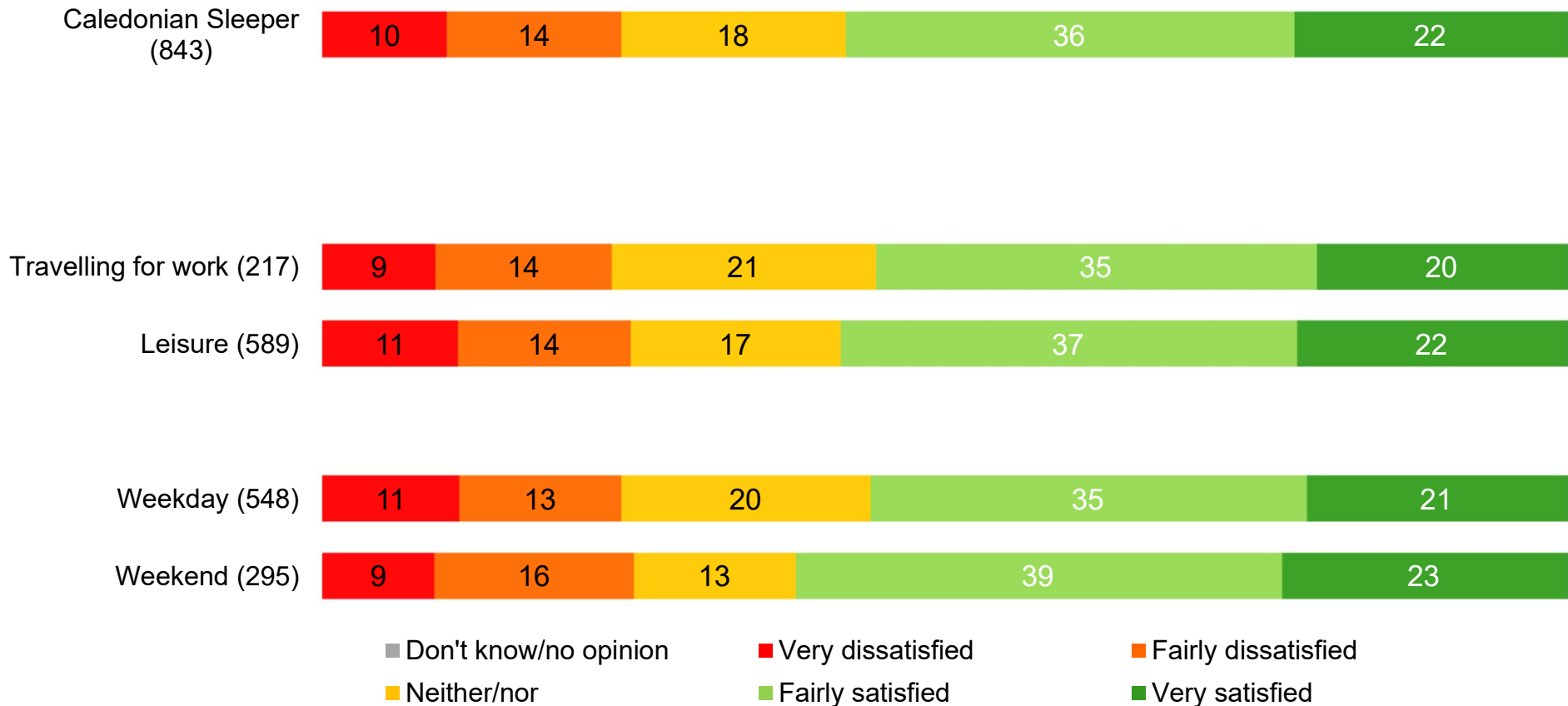
Trend: % very/fairly satisfied



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



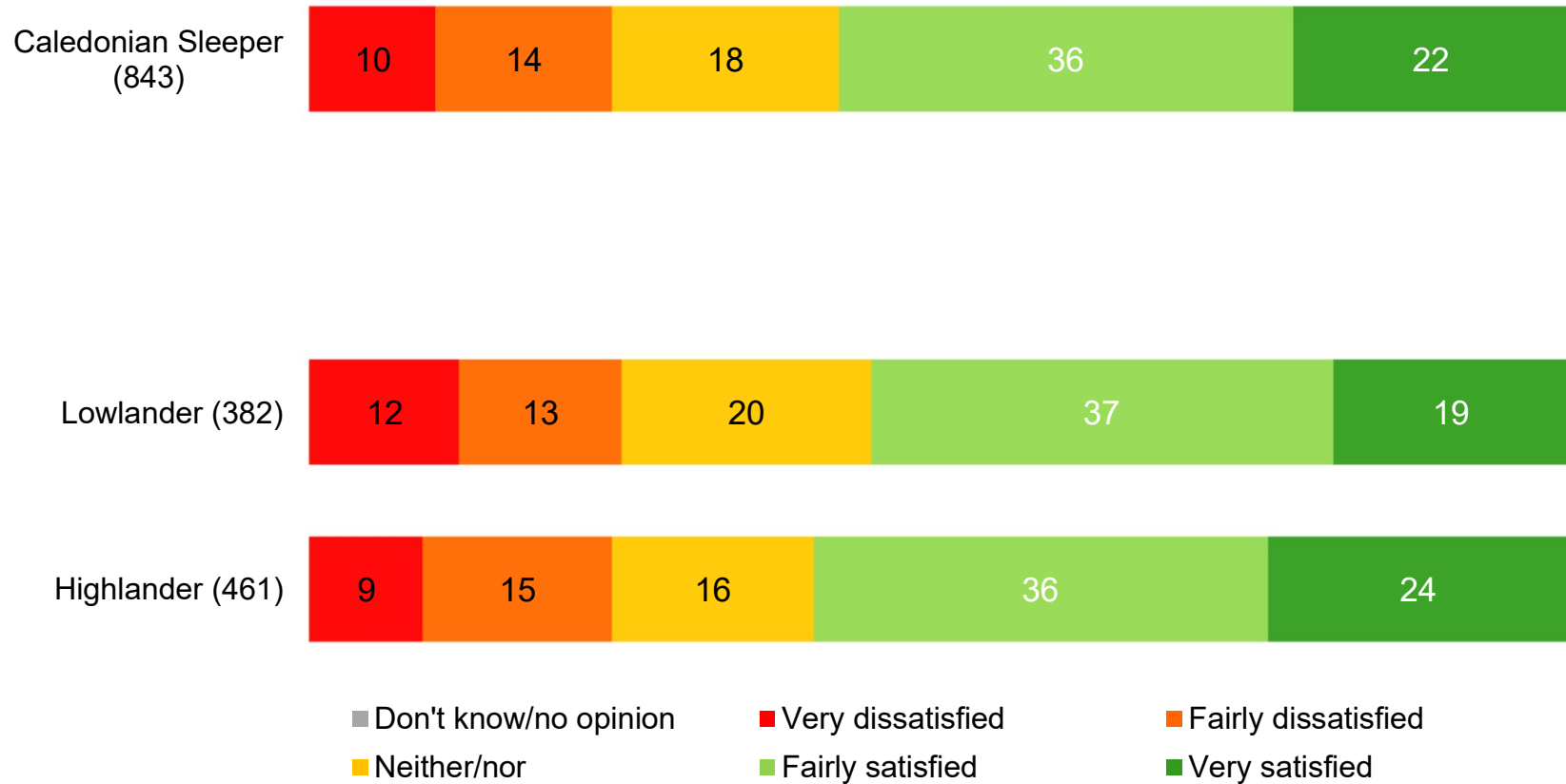
Value for money by passenger group



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



Value for money by route



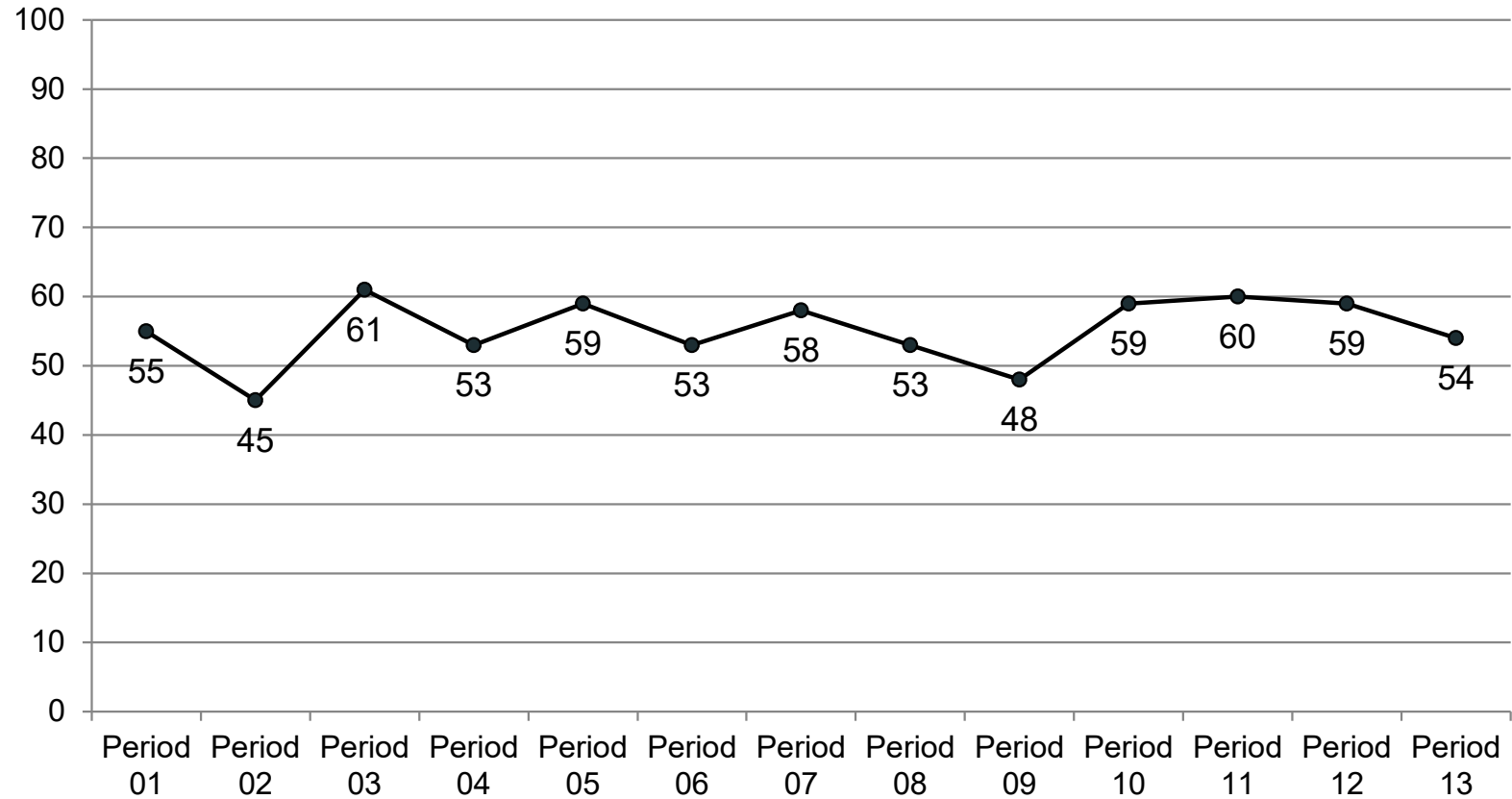
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money – trend

Value for money

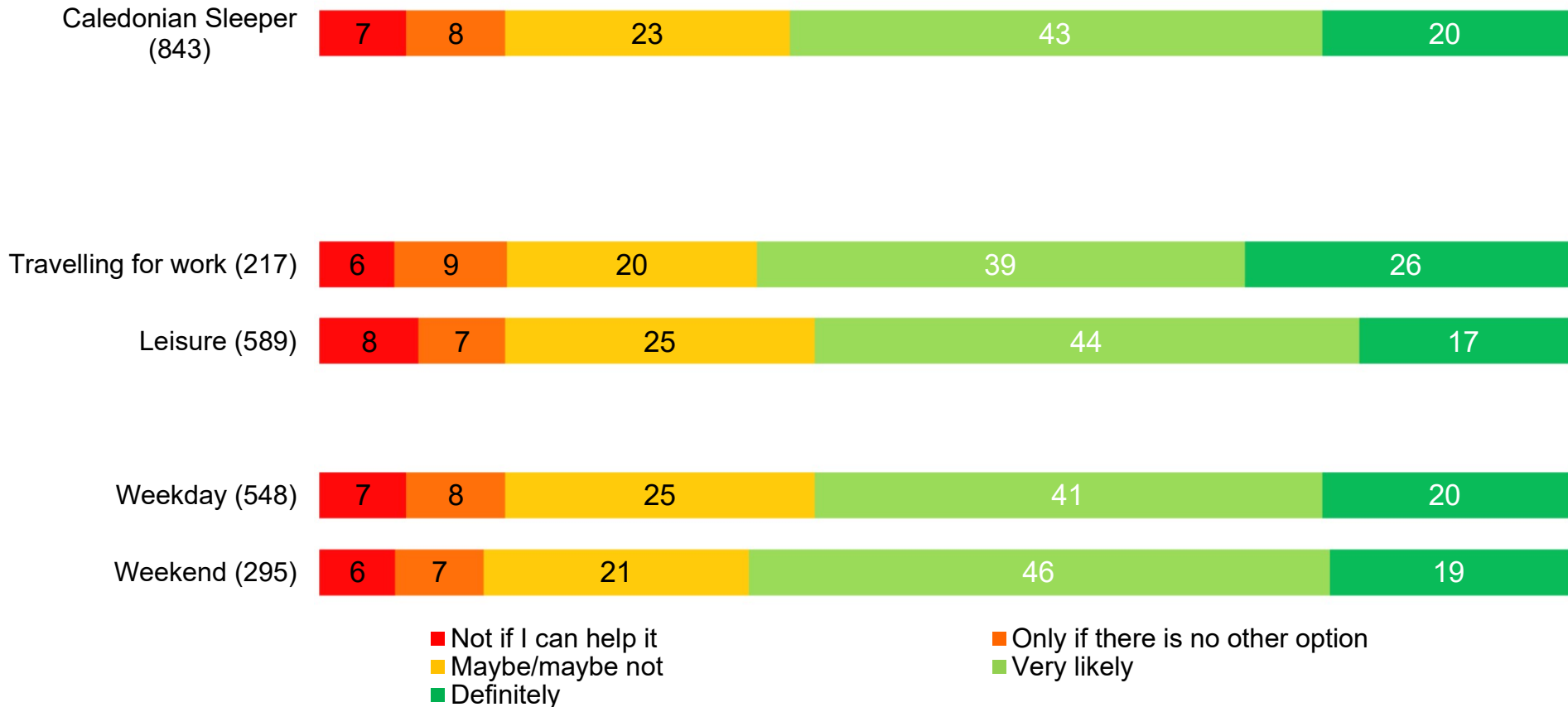
Trend: % very/fairly satisfied



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



Likelihood to use in the future by passenger group

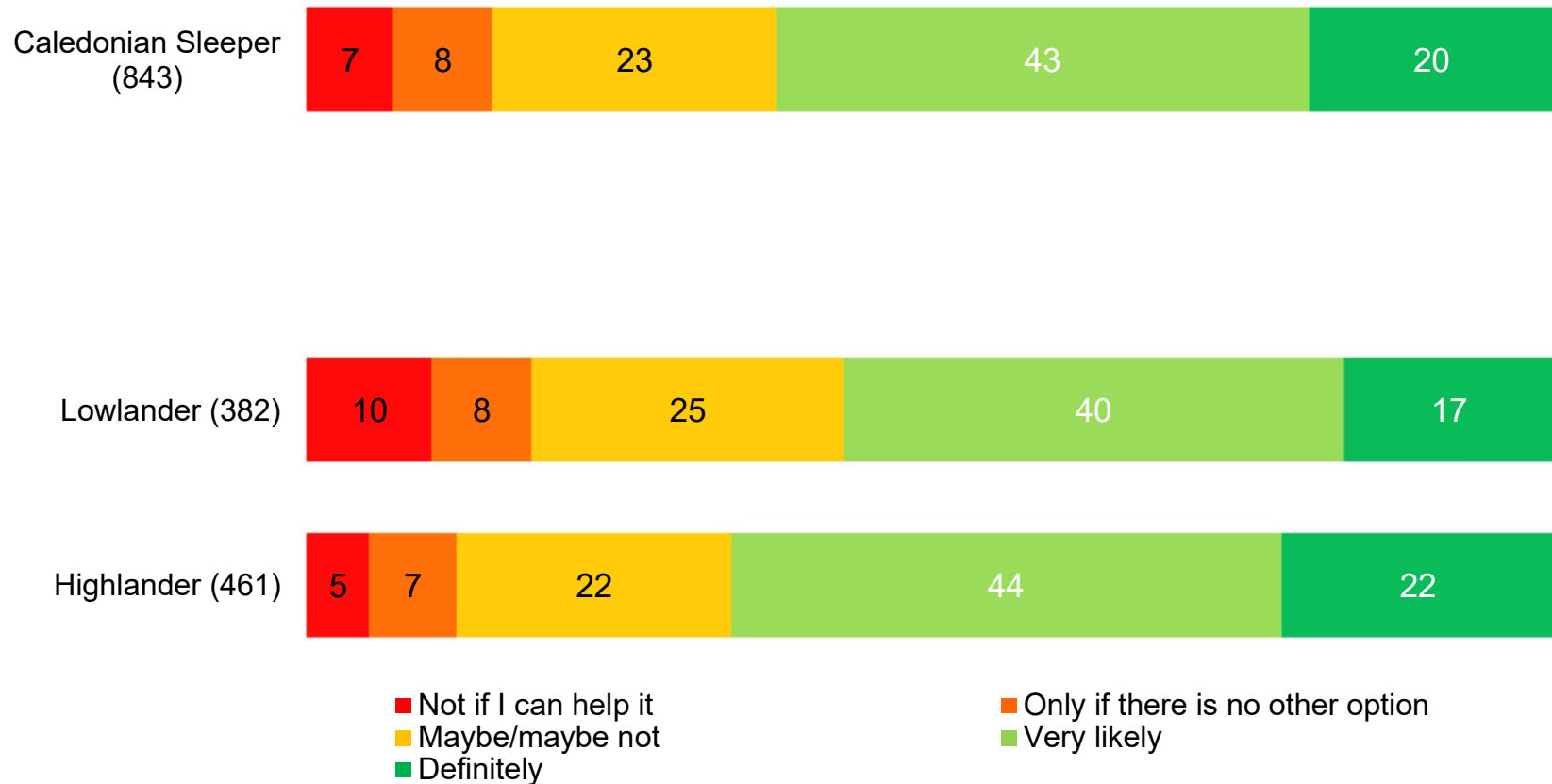


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Likelihood to use in the future by route



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

Base: in brackets above



Reason for doubt – customer comments

I would certainly consider a larger room and travelling to the Highlands/ Inverness provided I could board the train from a departing station much earlier in the night. I would consider using the sleeper service as a sole traveller if I absolutely had no other way of getting to London or wherever. I would not take my family on such a journey as it took the shine off our fun weekend.

It is a convenient, time efficient and generally relaxing way to travel from the Highlands to London. It is only the price that now makes me hesitate and look at other options first.

Making an environmentally conscious choice was my reason for choosing this transport for my travel. My experience was so poor, that sadly is probably no longer a factor in my decision making.

It has been on my list of to-dos for years. Because of the size of the classic room. I didn't enjoy it one bit. I'll travel daytime next... Unless I can afford a double room to myself that is. Which is very unlikely.

I didn't sleep. It takes quite a long time. It was expensive. I have a dog and it may work in the future for travelling with her. I would rather take the train than drive. The staff were all really excellent.

It was expensive compared to flying.

On the basis of my experience, I would need to allow time for additional sleep in a bed on arrival, which may not fit in with my other priorities. I was able to do it on this occasion, but usually I have to work after my return.

If travelling to somewhere in London much more likely to choose sleeper. Otherwise, my preference would be car or plane depending on where and what I would be doing. Car hire expensive. Own car most flexible but with downside of long journey time from Scotland to South Coast. Plane least tiring but still quite long journey time when checking in times and travel to airport times taken into account.

It was a trip where we were expecting a bit more glamour, perhaps reflecting back on a bygone age of rail travel. Whilst it was an experience, it all felt a bit functional rather than relaxing.

If I don't need much luggage or to use the upper bunk, it isn't too bad.

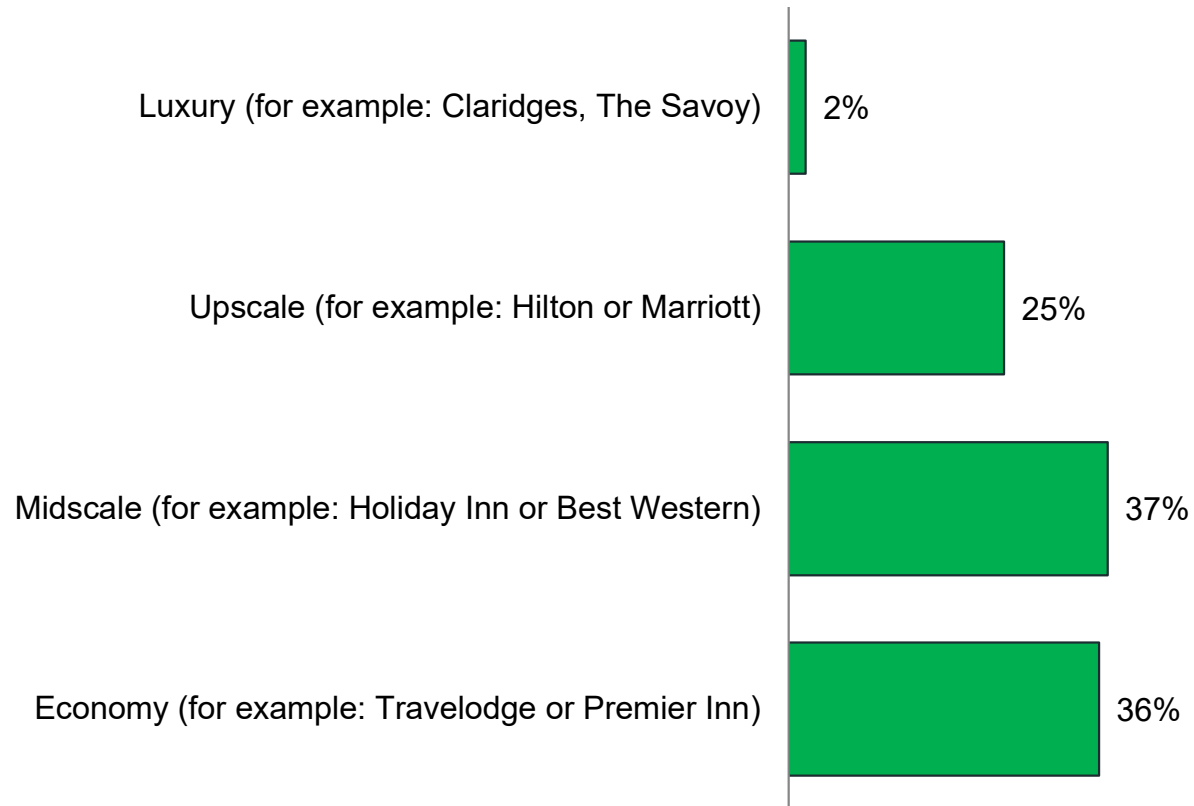
I would prefer to use the train rather than fly, but it is an expensive option. I felt a little disappointed in the new train, I expected a bit more.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 4 2023/24 %



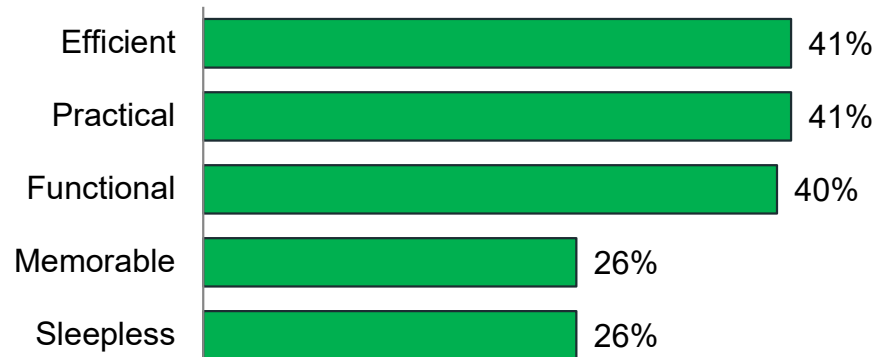
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: All with an opinion (787)



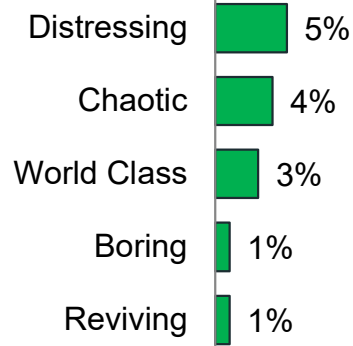
Overall description of journey

Quarter 4 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 (843)



Caledonian Sleeper

Journey expectations

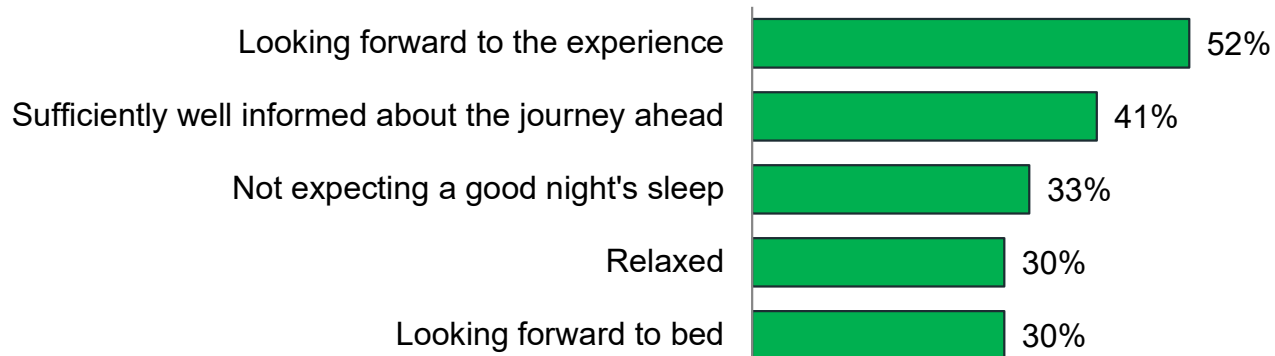


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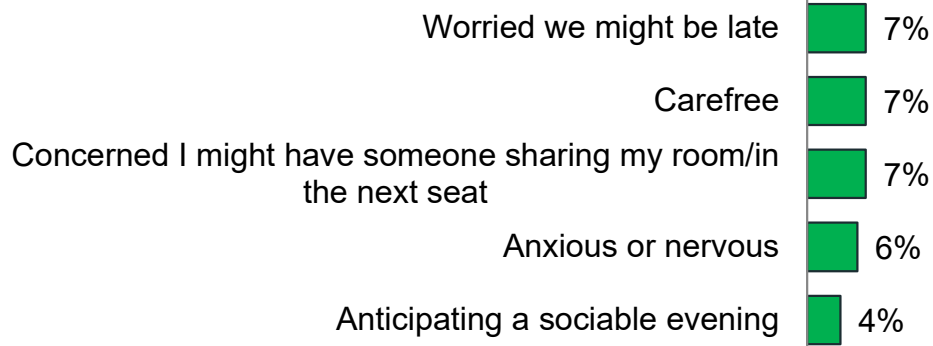
Thoughts and feelings pre-journey

Quarter 4 2023/24 %

Top five



Bottom five

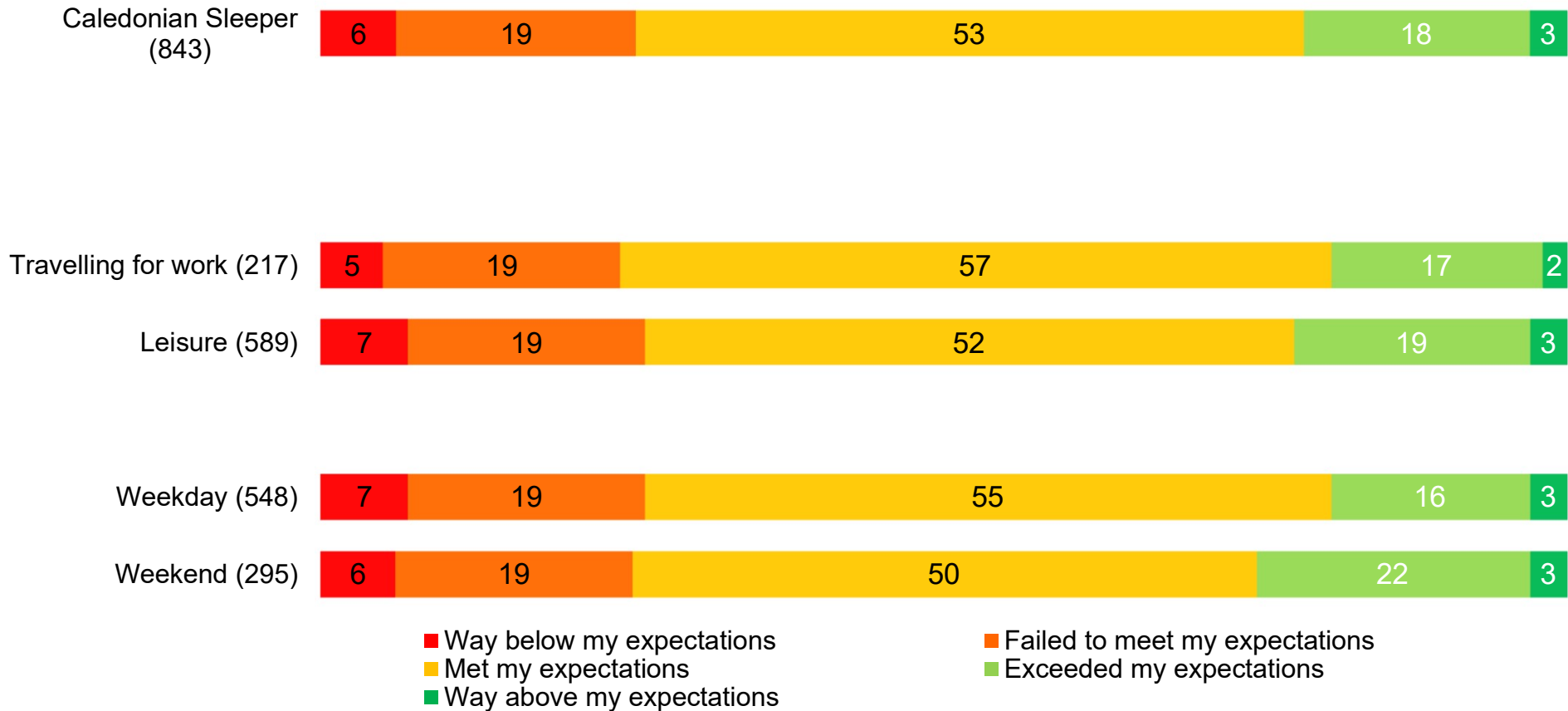


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (843)



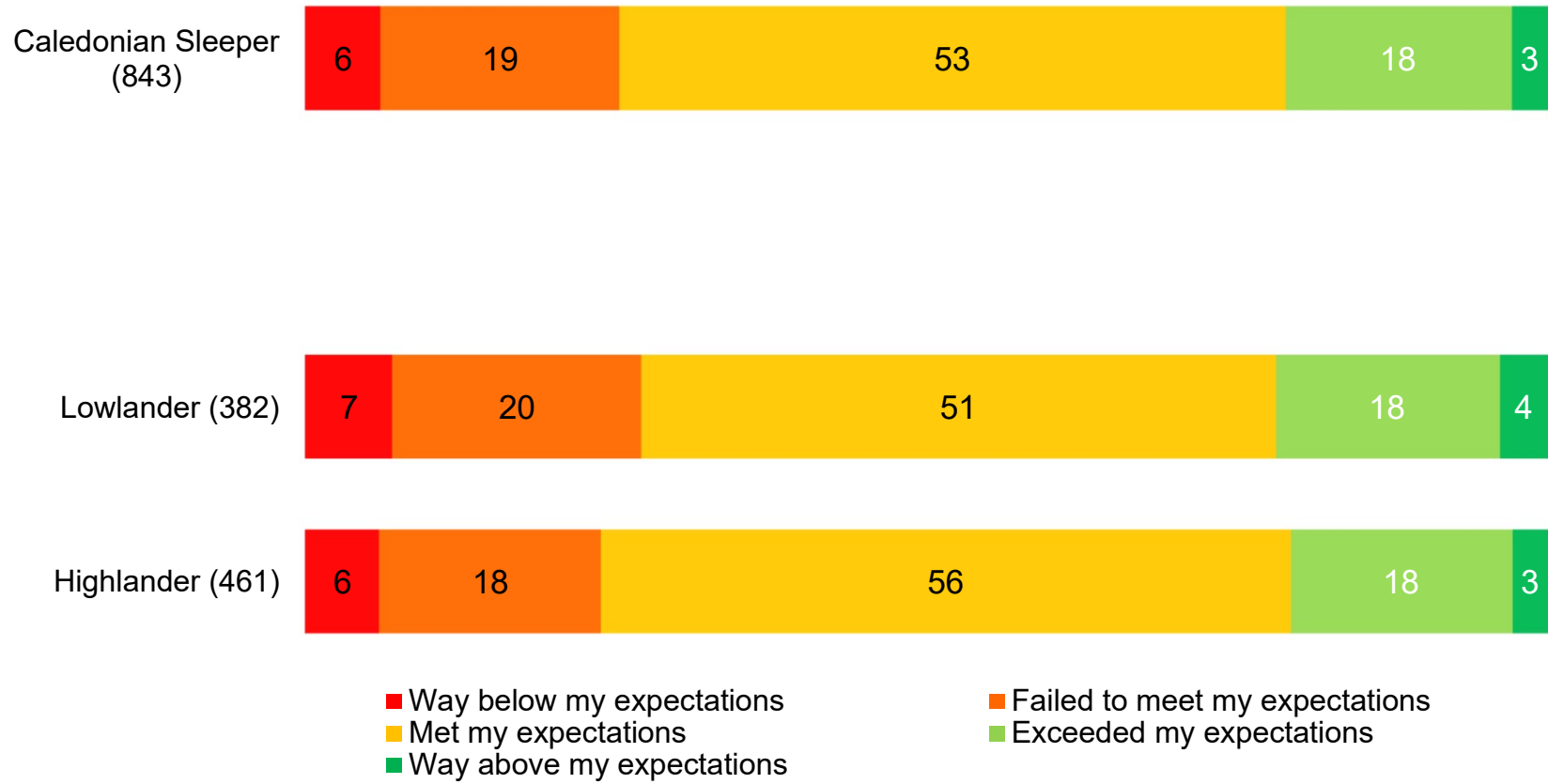
Met expectations by passenger group



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



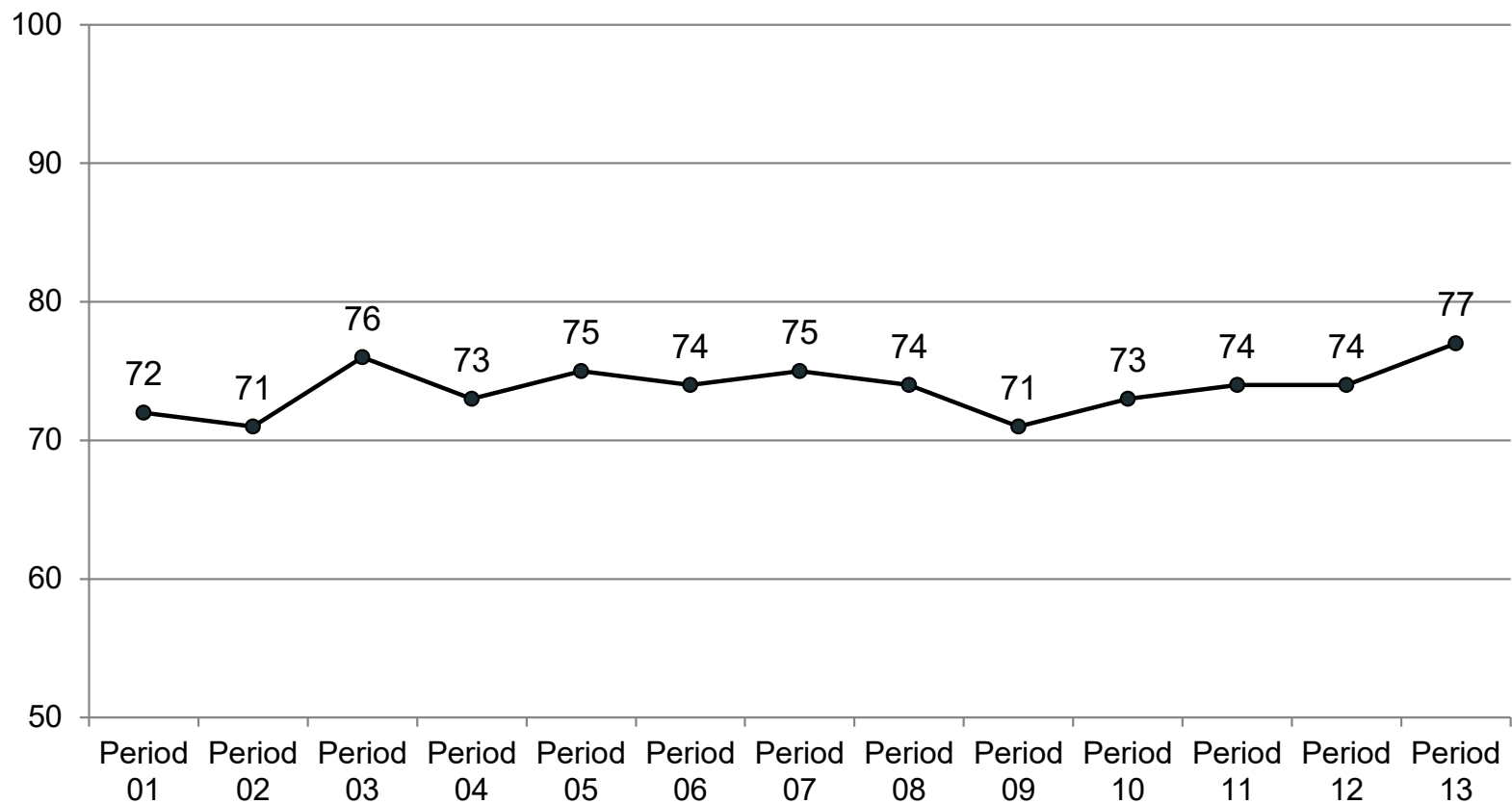
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

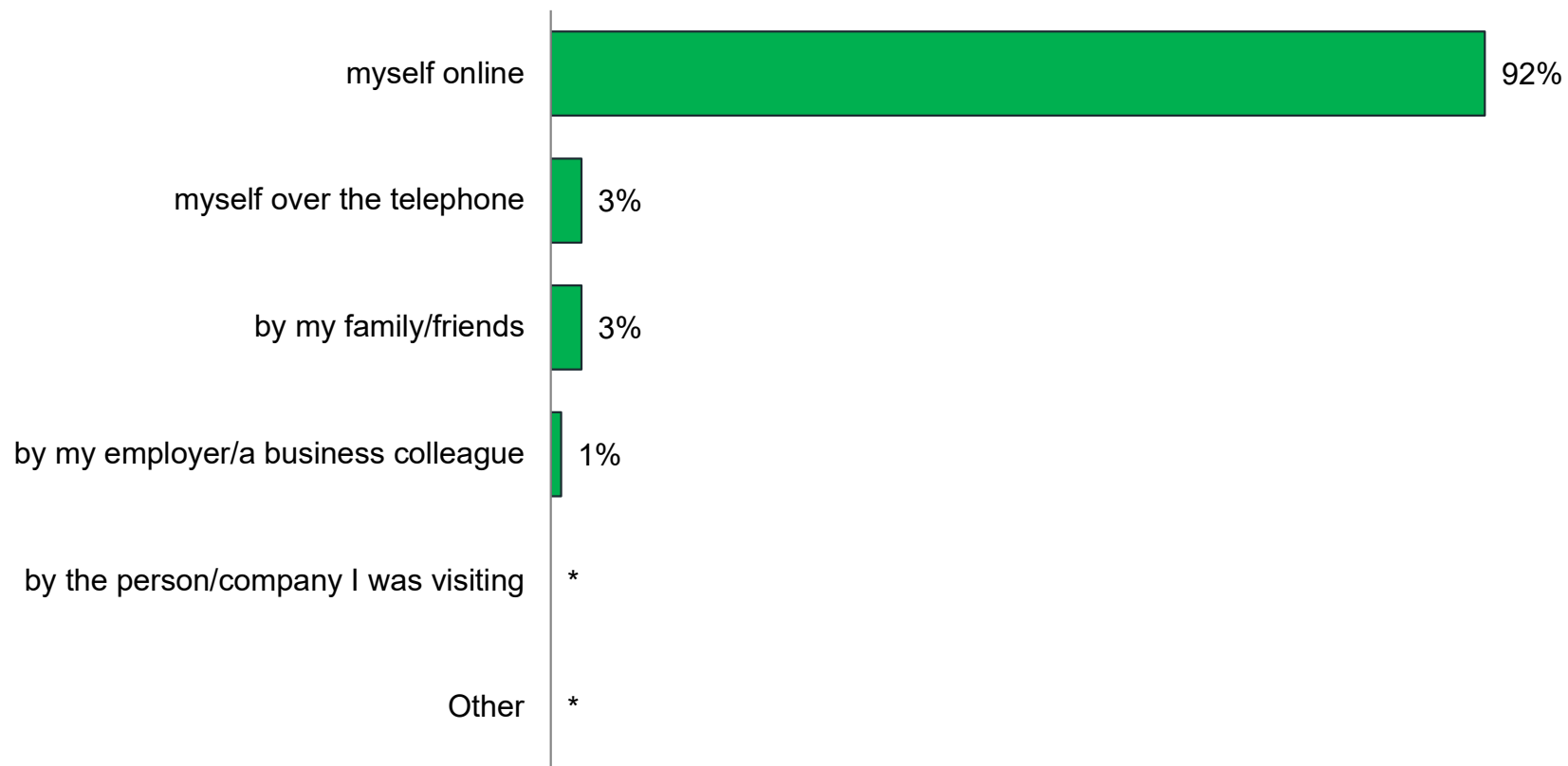


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How booking was made

Quarter 4 2023/24 %

It was booked/I booked it...

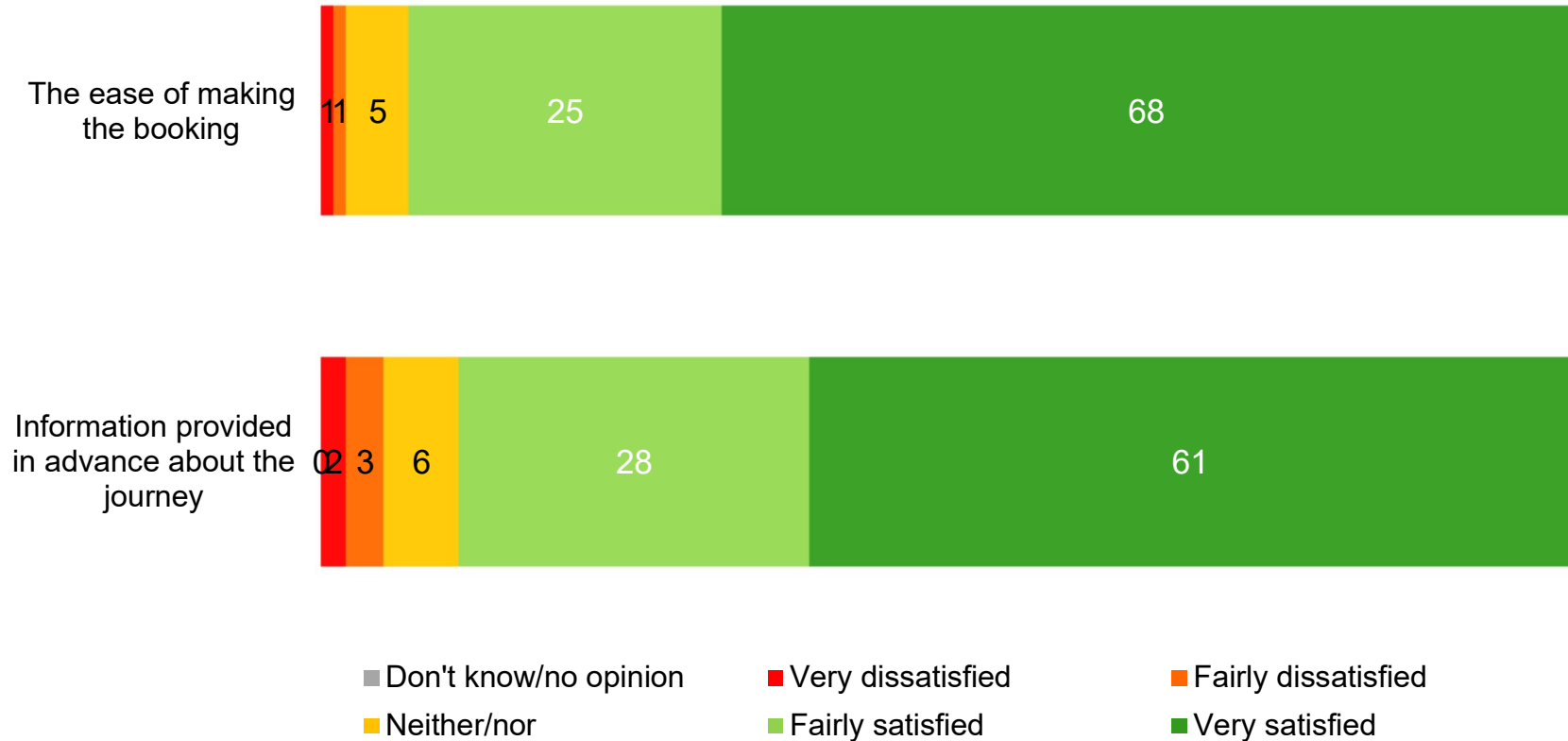


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (843) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (804)



Improvements to information provided about the journey – customer comments

There were two conflicting text messages sent on the day about the need to change train or not.

Too many emails were sent to me pre-departure. It was confusing and made it difficult to identify the email that actually had the ticket attached.

Make it clearer as to the corridor width when outer toilets are unavailable. And specify that toilets close early before the arrival time. This was not appreciated when access is required for health reasons.

Contact people on changes of departure time and location. If I had known of delays on departure I would have cancelled as I have small children that were up nearly all night.

Confirm more clearly what timings might look like for an average overnight trip, including when you might want to use the en-suite and have breakfast.

Accommodation should be better explained, luggage space in particular.

I booked via National Rail and had no idea I didn't have a bed until a week before I left when my brother informed me. I then had to book a room supplement. The staff on the train had never heard of this method of booking a room before.

I booked the accessible double, this showed up as a twin room on my tickets, this was the same error I experienced last year.

There were far too many pre-journey emails, so I didn't pay them any attention.

The coach letters change during the journey, but the physical location of the coaches doesn't, and you are not informed of this when booking. This meant I was under the assumption I had to get off at Edinburgh and change coaches.

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



Caledonian Sleeper

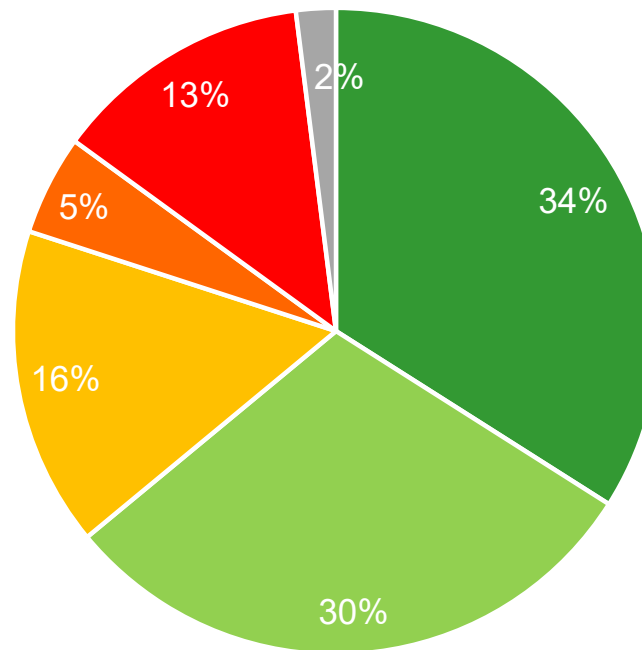
Facilities for those with a disability or illness



CALEDONIAN
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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 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 (61*) *Caution – low base



Providing a service suitable to needs – customer comments

Fulfil their duty of care particularly to disabled guests stranded at the opposite end of the country when major disruption has happened. Do all they can including transferring bookings to the following night when (as was the case) there are vacancies. They should make their accessible travel policy available instead of having to ask for it to be emailed (and then getting an email to ask why I'm asking!)

Fully working facilities would be helpful Considerate, helpful staff for disabled needs (not being told 'just run down the platform 4 coaches' I wish I could run! Toilets that are available for those with health conditions that need them up to arrival. We choose a bunkbed room purely for this reason the second time, as it actually made me ill on the first trip.

Disabled people should have access to an onboard shower, or at least a deeper sink to make washing easier.

Be considerate of my request for my small, sealed meds to be kept in the fridge overnight. I have been allowed to do this for a number of years and, for the first time, this was denied with no good reason when I travelled this month.

Onboard help for passenger assist bookings could be better

Eliminate waiting on platforms to board late. Redesign the cabins: they're terribly awkward, clumsy & cramped with uncomfortable beds!

Provide a full refund for my journey which was distressing and overpriced. I had booked a seat and would have been able to sleep in a seat. I was obliged to book a cabin because I travelled with an RSPCA foster dog. I took the dog with me, out of kindness, to avoid having to put her into kennels where she had been for six months. This was at great personal expense, and I expected great service from you. I could not get onto the bed in the cabin because I have a lot of metalwork in my spine. I could not have breakfast or go to the buffet bar with the dog. I could not leave the dog in the cabin because she is not mine and I did not know how she would respond (e.g. barking and waking other passengers).

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



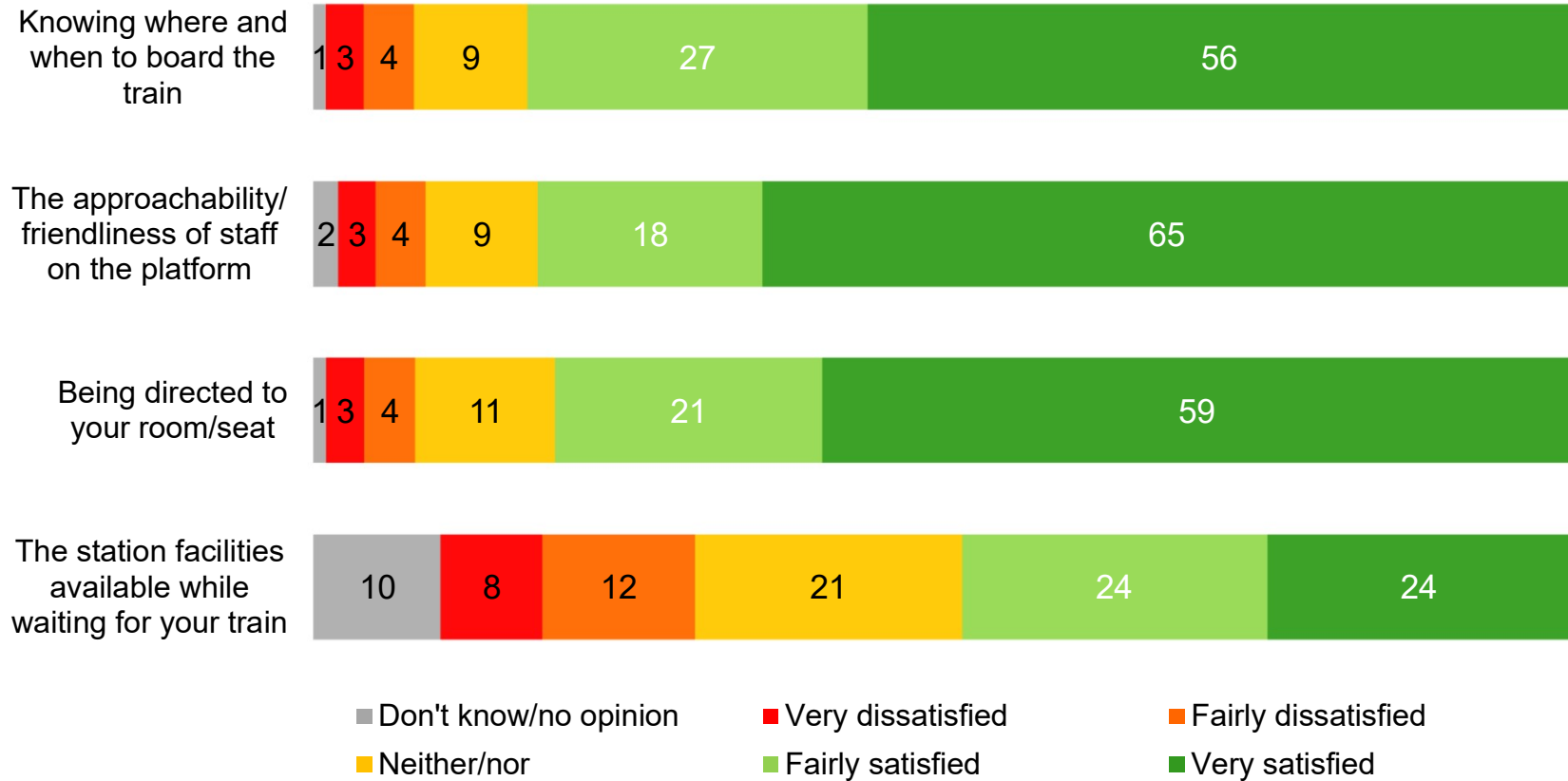
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
Base: All (843)



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

They tried in difficult circumstances and perhaps needed to be better informed themselves. Better information. Less panicked...not telling the hospitality attendant to get 'them' inside. A softer more informative approach!

Being more knowledgeable about the lounge and availability of food and drinks.

A personal welcome from CS staff and an intro to what's what, for those new to the experience. For the Avanti staff at Crewe, general lessons in customer friendliness would be good, and specifically some advice on where to stand on the platform. This is the longest train on the network, in 3 sections, and there's no signage or anything at Crewe.

Was chaos. Different staff sending us to different people to check in.

More organisation, friendliness, perhaps a queue.

By being more available and informative. We had to ask three other members of staff before finding someone from CS when we arrived at Edinburgh station. It was very frustrating and distressing for my daughters.

Guidance didn't happen. We were firstly sent in the wrong direction for our coach. Then not greeted except for when we disembarked as all rooms were looked and my colleague had to run down the platform to find someone.

We had arranged for wheelchair assistance, and no one seemed to know about this on our arrival.

Kept us better informed of the anticipated disruption.

The staff were hampered by the overcrowding of the waiting room on platform 1. I boarded the train with the assistance of my daughter. There was no Host in sight until shortly before the train departed.

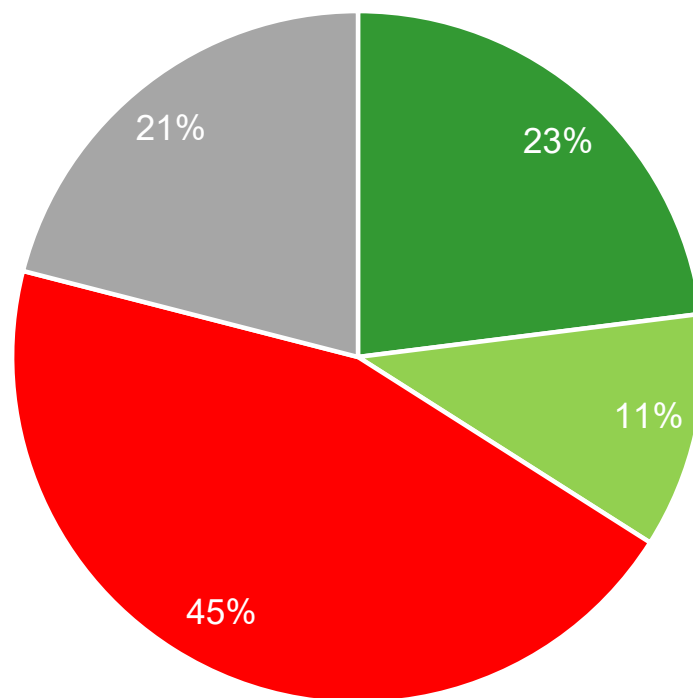
Offering clear information when boarding was slightly delayed. There was some confusion over whether or not 8.30 is the boarding time for all passengers or only those needing special boarding arrangements. Also, a lot of people hanging around on a platform trying to manage their luggage with no waiting room available to them is not a good look.

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



Use of customer lounge

Quarter 4 2023/24 %



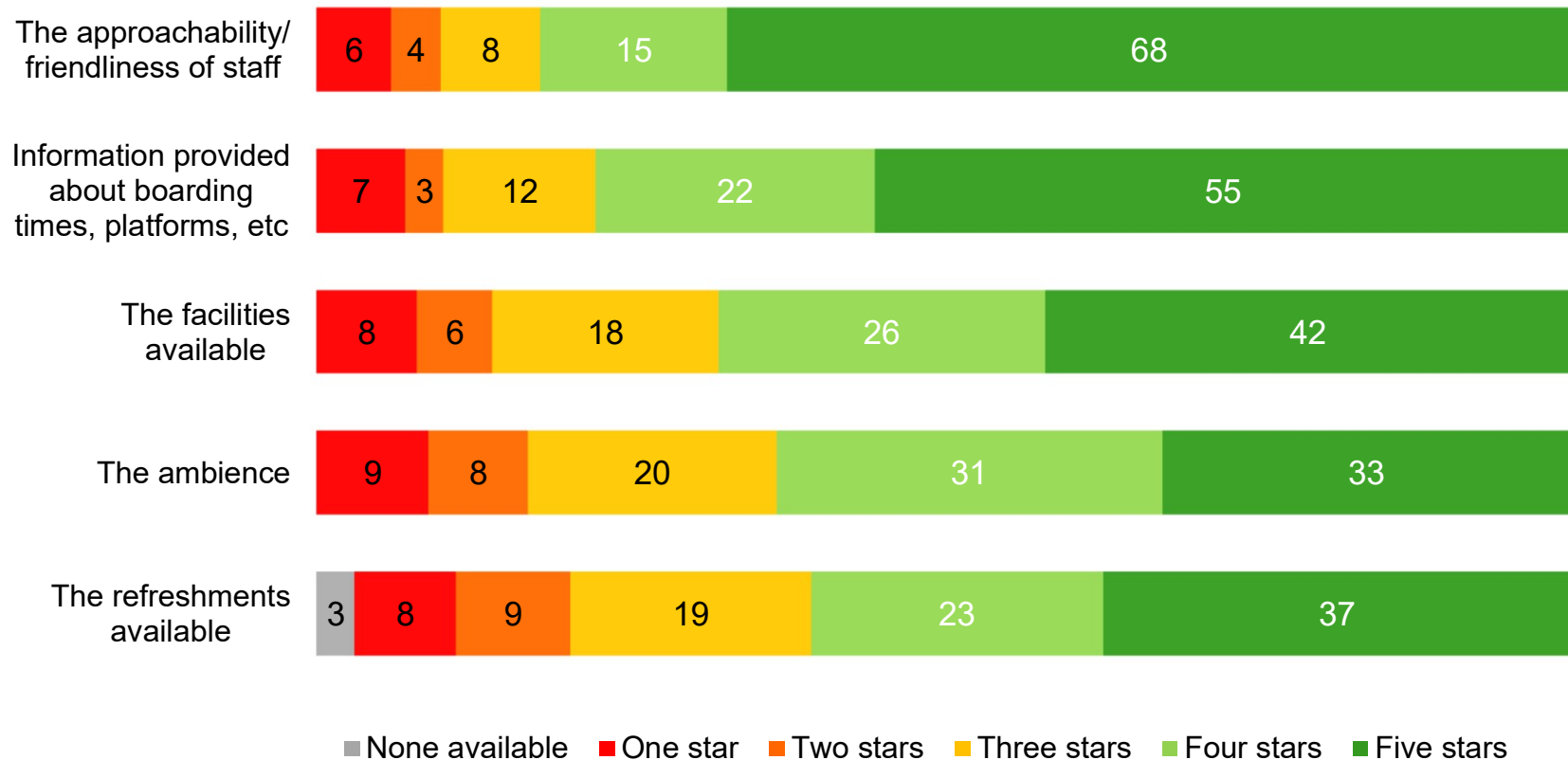
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (773)



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 (179)



Additional information required in the Customer Lounge – customer comments

Making sure the opening times of the lounges is easier to find . Have it on the ticket. Had to wait ages to access Inverness lounge as only open an hour before boarding which isn't very helpful really. Should be open at least two hours earlier as the London one is open 3 hours early!

[That] the lounge is not in the station

How to find the lounge, boarding times in the lounge, that sort of thing.

The lounge was full, and we were bumped to an adjoining hotel where the bar manager doesn't seem to want to help us very much.

Time of boarding.

Information on what platform, and what time to head over to the train.

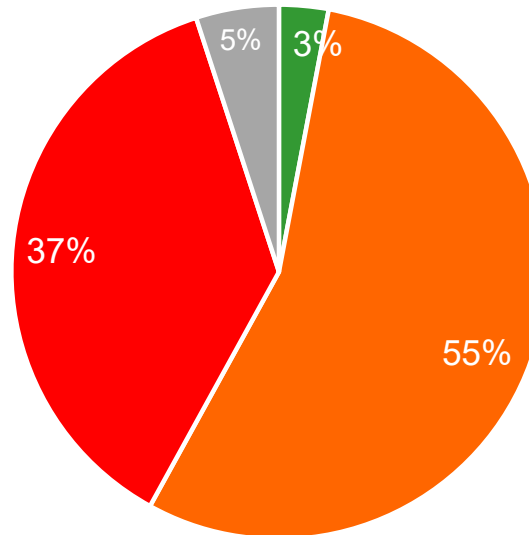
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 4 2023/24 %

- 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 (776)



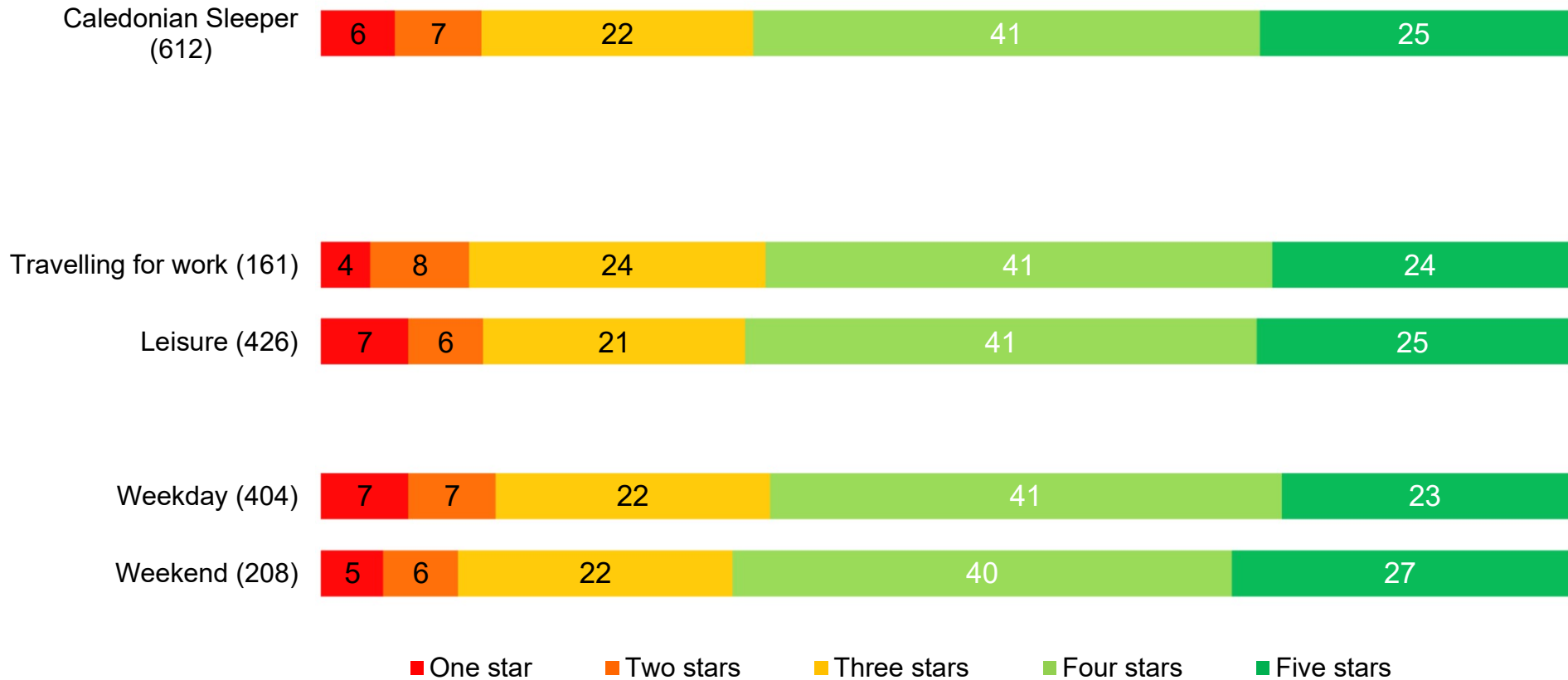
Caledonian Sleeper

Accommodation and train facilities



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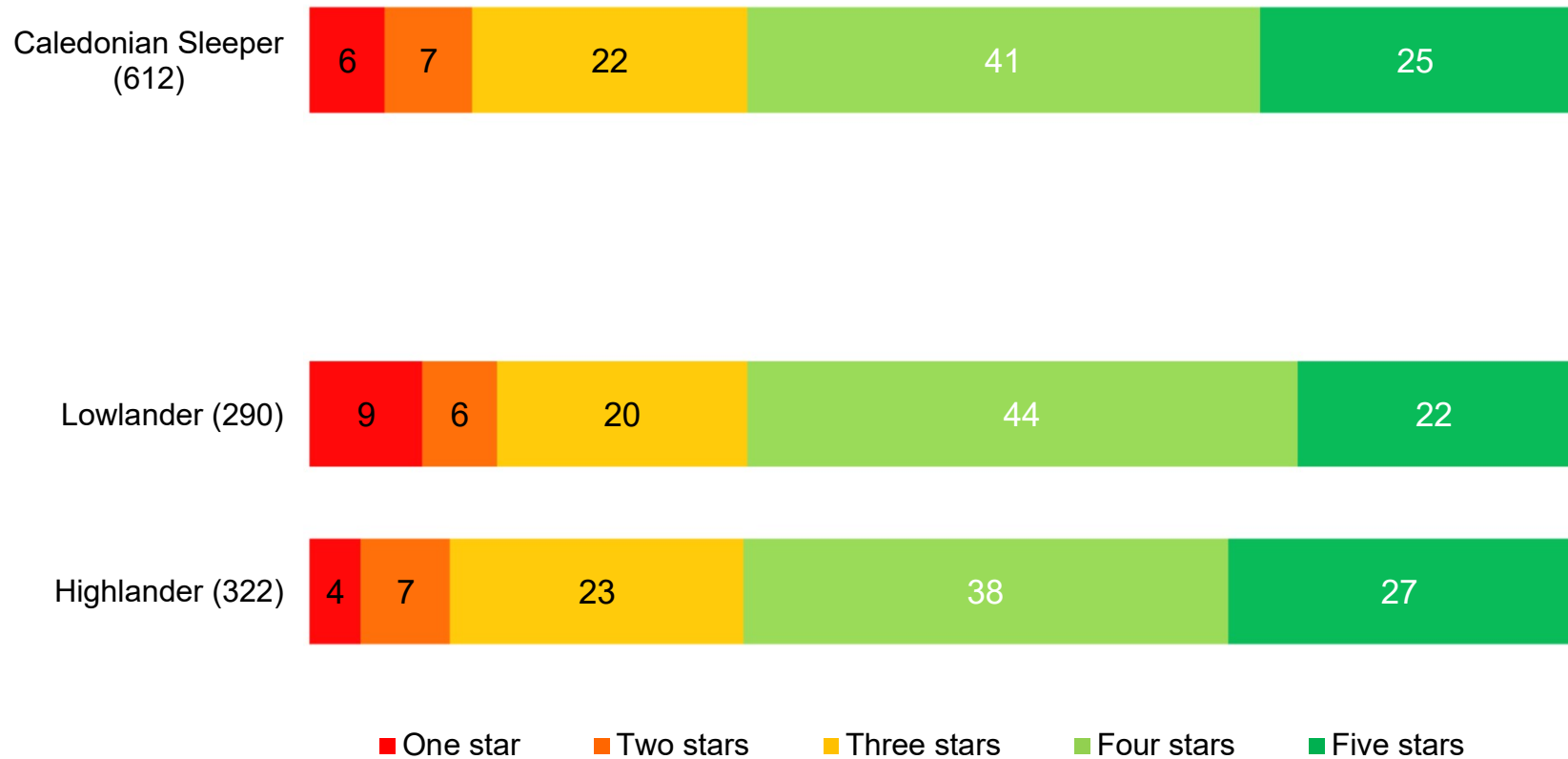
Overall rating of room by passenger group



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



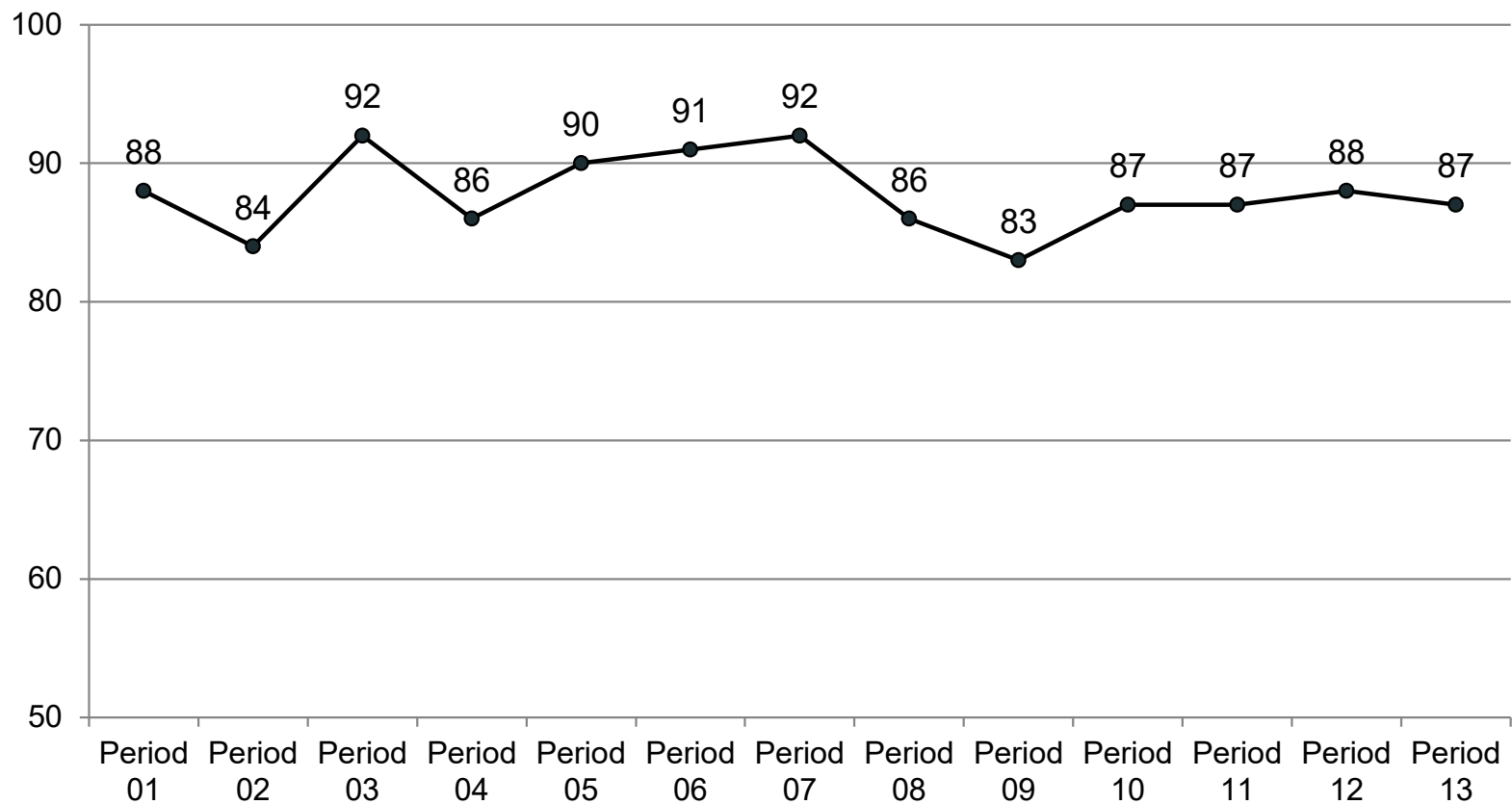
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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

Shower didn't work properly and was cold, bed mattress was uncomfortable and pillows too soft. Was also a constant knock and creaking noise from carriage so only got 2 hours sleep overall.

A small chair/stool as awkward to sit on bed; maybe place under sink. moveable ladder to top bunk (I travelled in a double cabin but solo) - it's tricky to manoeuvre into bottom bunk. better closing WC door - it kept swinging open.

When every light is switched off, there is still an awful lot of light in the room - it's really not close to dark. Sleeping with an eyemask doesn't work for everyone. An audit of miscellaneous glowing things would be revealing! The earlier the staff open the train, the better.

Very clumsy design. Ladder in way. No easy storage or enough ganging hooks. Nowhere for spectacles. USB socket didn't charge phone overnight. No soundproofing on connecting door to neighbouring cabin. Why not go for airline business class lie-flat seats?

The bunk bed steps are very difficult to ascend as they are totally upright. It would be useful if the ladder could be pulled out to ease ascent

The reason I have rated the room so poorly is because the photographs on the website created an impression that I was going to be sleeping in the lap of luxury. Instead, we ended up in what amounted to a tiny cupboard with cramp bunkbeds travelling as if we were army soldiers on a mission, cramped conditions.

Could do with a plastic cup of some sort for water. The eye masks are basic for the price you pay for this service. The small touches are not of high-quality standard considering a one-way ticket can cost up to £400 if booked late. It's poor service for this price.

A little more attention to detail with maintenance. The pull-out shelf is frequently faulty, difficult to pull out, difficult to unfold or missing flap. Would be good to find issues are resolved rather than left.

Cabins are too small, we had two small bags, walking boots, clothing, like a military operation to store and still be able to move. Great difficulty climbing on to top bunk, and I'm slim and quite fit.

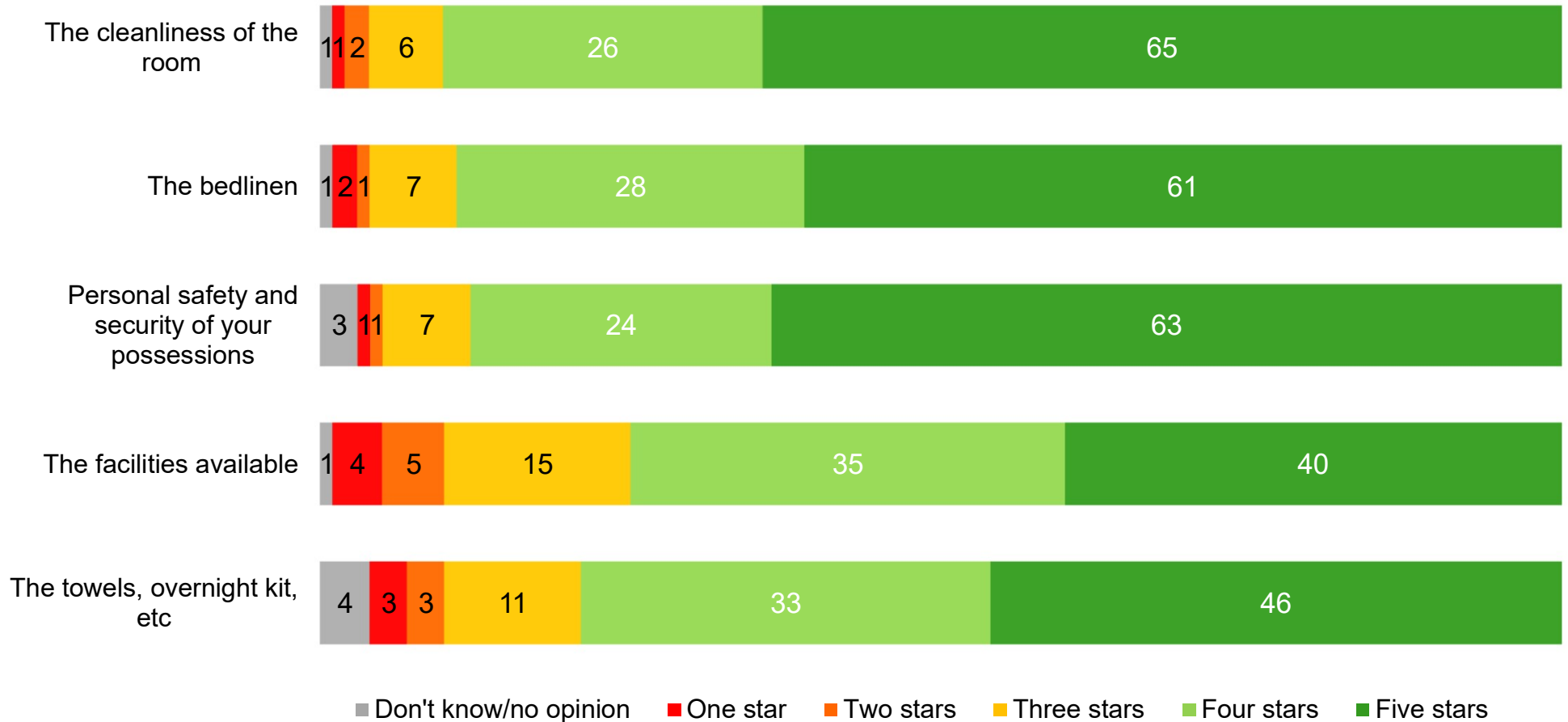
The room is too hot and airless and cramped. The toilet is difficult to access and the shower even more difficult.

It was fine. Just really cramped with two people in there. Felt expensive for the service delivered.

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?



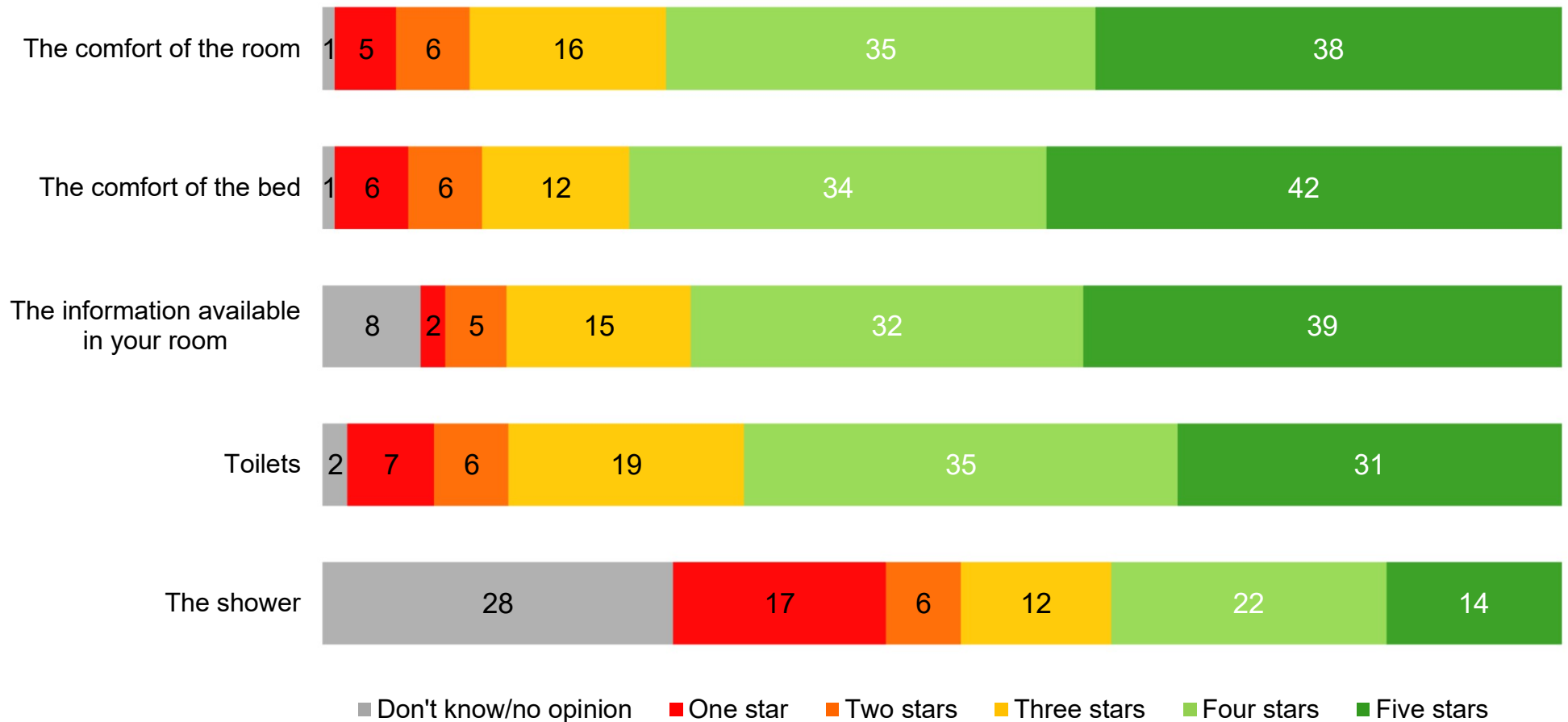
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (612)



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 (612, room with en-suite shower (332))



Rating of features of the room – customer comments

Compare with what airlines are offering and upgrade accordingly. It feels as though cost is a driving factor and reminds me of what happened to BA Club World when they cut costs and demised their service. The service is premium priced and ensuring should follow suit.

Could do with more hooks/shelves above the bed and foot of bed.

As this was our first experience, I was unaware of the many stops on the journey north and would have liked to know about frequencies and timing. Helps set expectations for the journey.

Instructions for food were unclear (which car, how to order etc).

Very cheap and scratchy. You could give a better quality bedlinen.

The floor was a little bit grubby and there was a couple of bits that hadn't been hoovered up from previous passengers.

It was very warm despite adjusting and there was light from the light switch (round circle) which was too bright. And there was a sort of night light from the bathroom, which was on all night. Overall making the room too bright for us.

the shower is only lukewarm at best. today it was pretty much cold. I think that might be because the train gets in early then shuts down, so the water is no longer getting heated.

The mattresses are showing their age and should at least be **TURND** regularly. Additionally, beds are not always properly made, duvet not 'tucked under' on wall side.

Nobody came to check when I reported that my lock might not be working properly, and this as a solo female traveller didn't fill me with confidence.

The room had a table missing, so this was an issue with comfort. Sometimes it gets very stuffy in the room and it's not clear how to use the aircon to warm up or cool down. The room often has things that make a noise from the train movement and often the rubber bands that stop the train door rattling don't work. Simple things that would make the difference would be good.

Increase the thickness of the mattress please.

Toilet very cramped and sink water did not work.

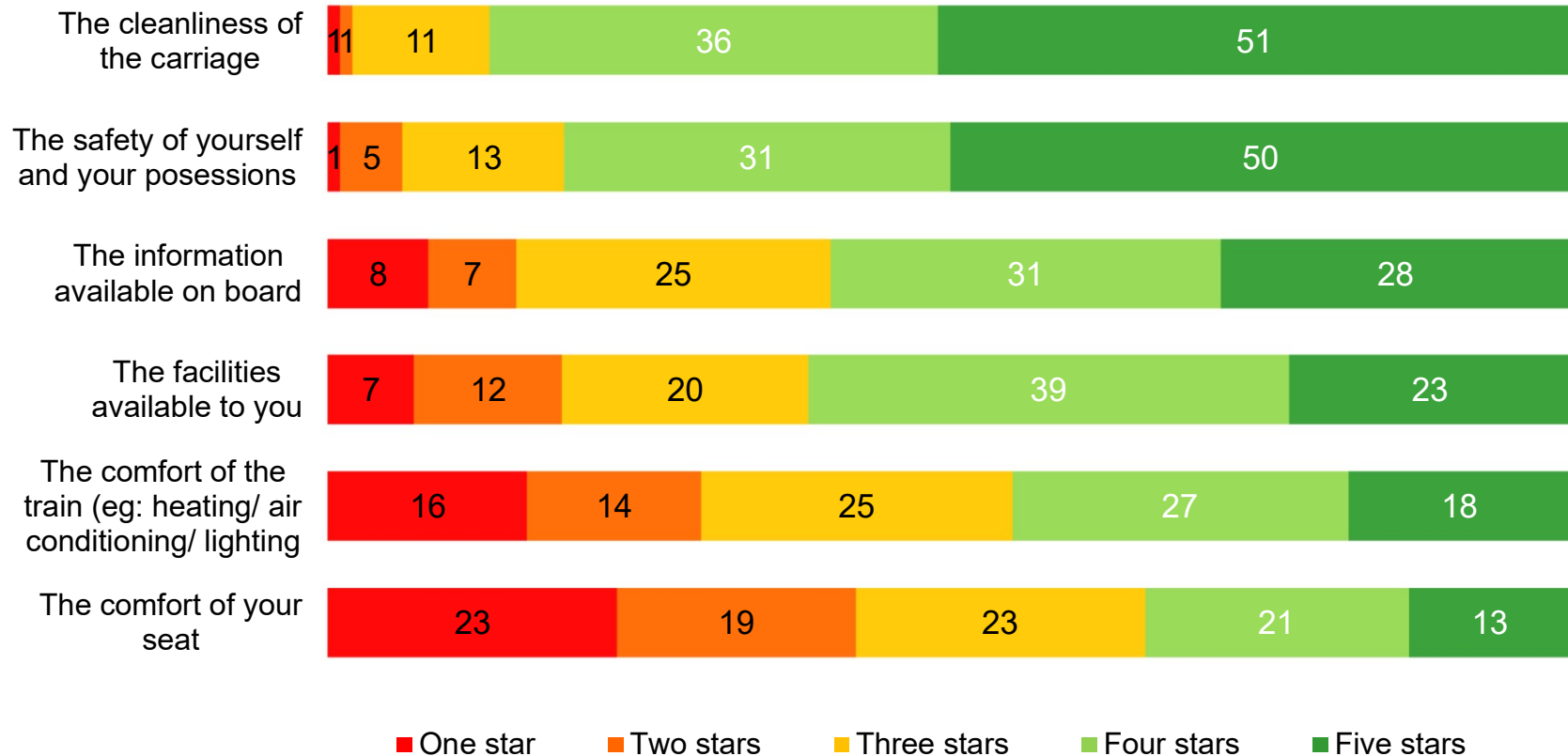
Water lukewarm when it should be hot. Power of water flow poor. Drainage of water from the shower base / floor too slow. All of these should be fixed.

It makes no sense why there is individual soap and not a soap dispenser available. From an environmental perspective this should be considered. While the sleeps kits are great- it would be useful to think about sustainability.

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?



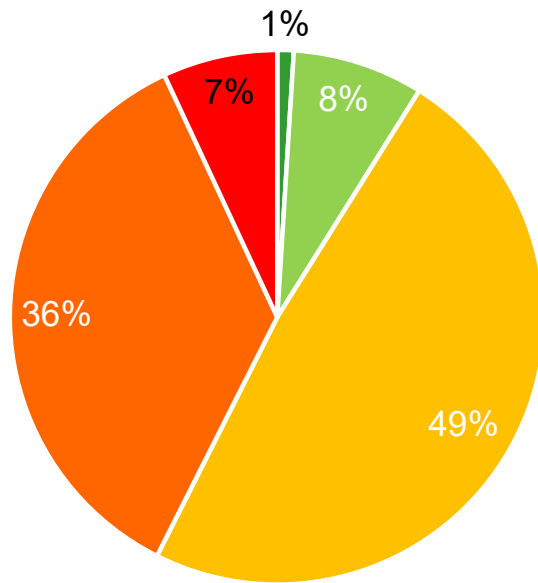
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (231)

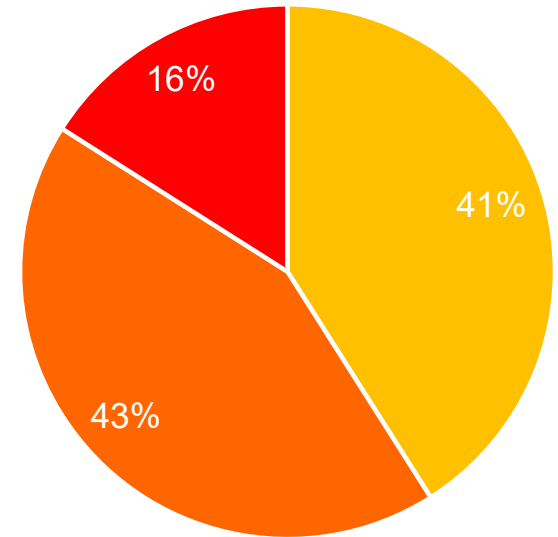


Quality of sleep



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 (612), seated guests (231)



Improving quality of sleep – customer comments

The lights were clicked on several times throughout the journey which is jarring to someone trying to sleep. I slept so well the first time I travelled in Caledonian Sleeper. There's a significant difference between the rooms and chair. I will always choose the room from here on out.

In hindsight, we should have used the sleep aids provided straight away. I think there should be a lot more information about how noisy the train is. Despite the lack of sleep, I would consider travelling by sleeper again.

More comfortable seats would be a start provide neck pillows and blankets for all seats Dim the lights - they are far too bright. Provide drinks - water as a minimum A constant temperature in the car - it fluctuated between too warm and too cold.

Not much, other than maybe as mentioned before a small pillow. The seat is uncomfortable, especially for such a long journey but that's the reality of travelling in the seat as opposed to a room, and it's not the fault of the train. I knew in booking this seat that I likely would not get much sleep.

Sound proofing between the adjoining rooms. The walls are paper thin, and you can hear every sneeze, Netflix programme and chat happening in the room next door.

the staff was wonderful. It was just the train was noisy and shook you about quite a lot. Not sure if it is more than a normal seated train but it felt like it. Maybe liking flat you get more relaxed, but my apple watch thought I stood up twice in the night when I never got out of bed, which just shows how much you are rattled around.

The lights were too bright, and the carriage was too cold. the seat was comfortable enough but because I wasn't lying down, I found it hard to get into a "sleepy" state of mind.

Have heating on the trains that worked.

It's a clunky journey so is noisy and jumpy I'm not sure what you can do about that but maybe suggesting you'll get a great night's sleep on all the blurb is a bit much.

Better seats. The handrail beside the window could be removed. A dormer carriage. I get off at Carstairs. A few times staff have let me know that they would wake me if I was asleep. This is really reassuring. I am grateful for this.

Not pace through the carriage when there's a mechanical fault. Also provide blankets and neck pillows.

Lights being constantly dimmed. On both outward and return journey full lights came on at more than one occasion. Once at 5am and another at midnight.

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



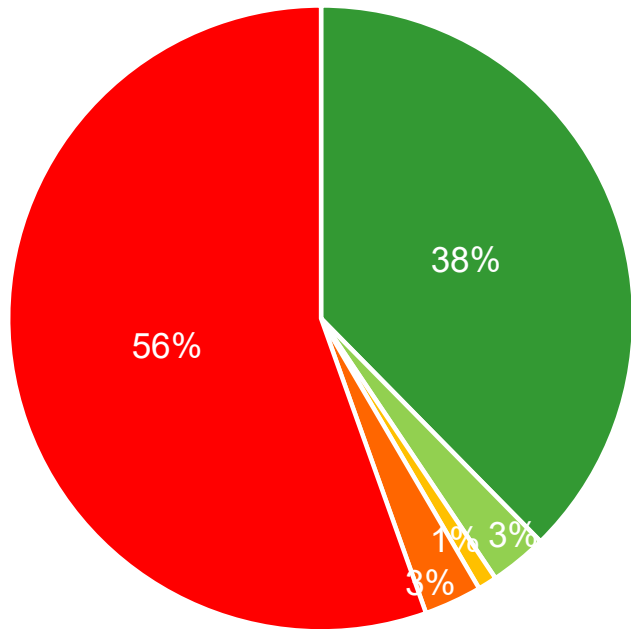
Caledonian Sleeper

Club car and catering



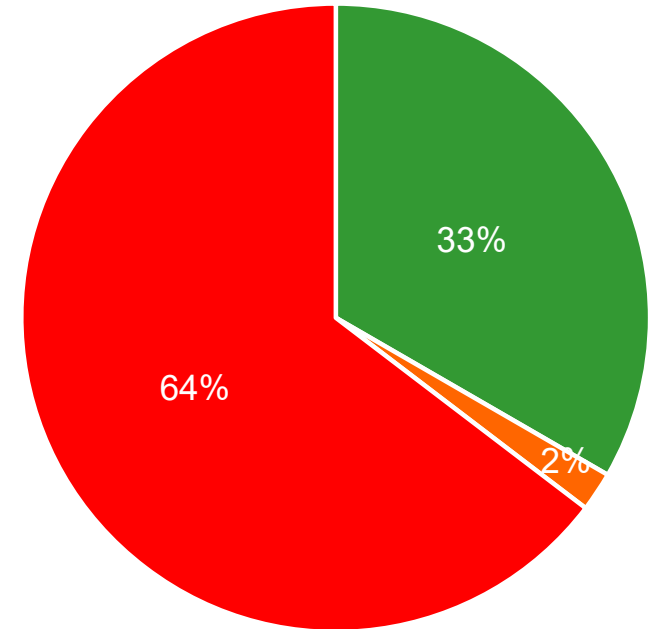
CALEDONIAN
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Visiting the Club Car



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

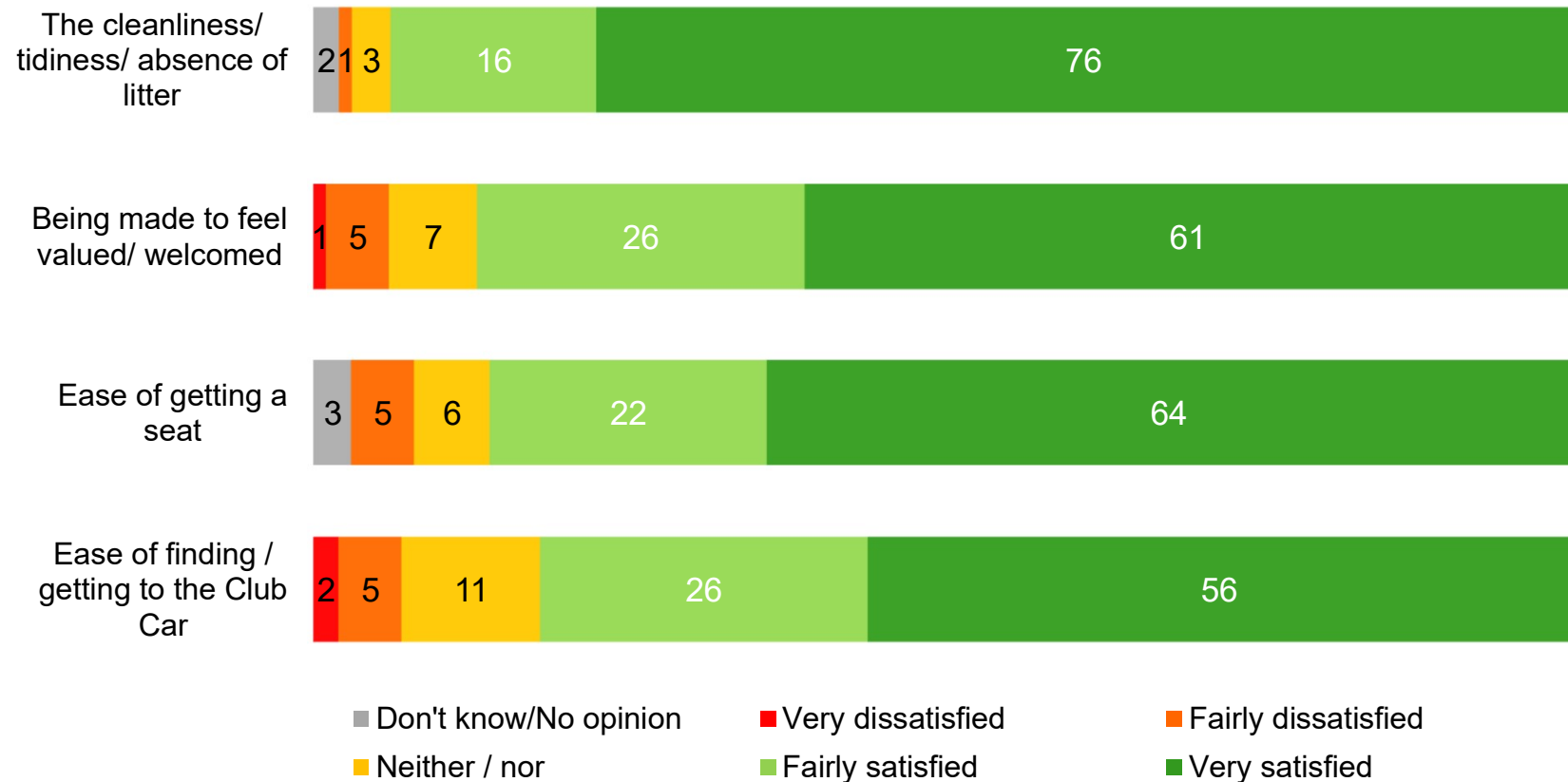


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (612)



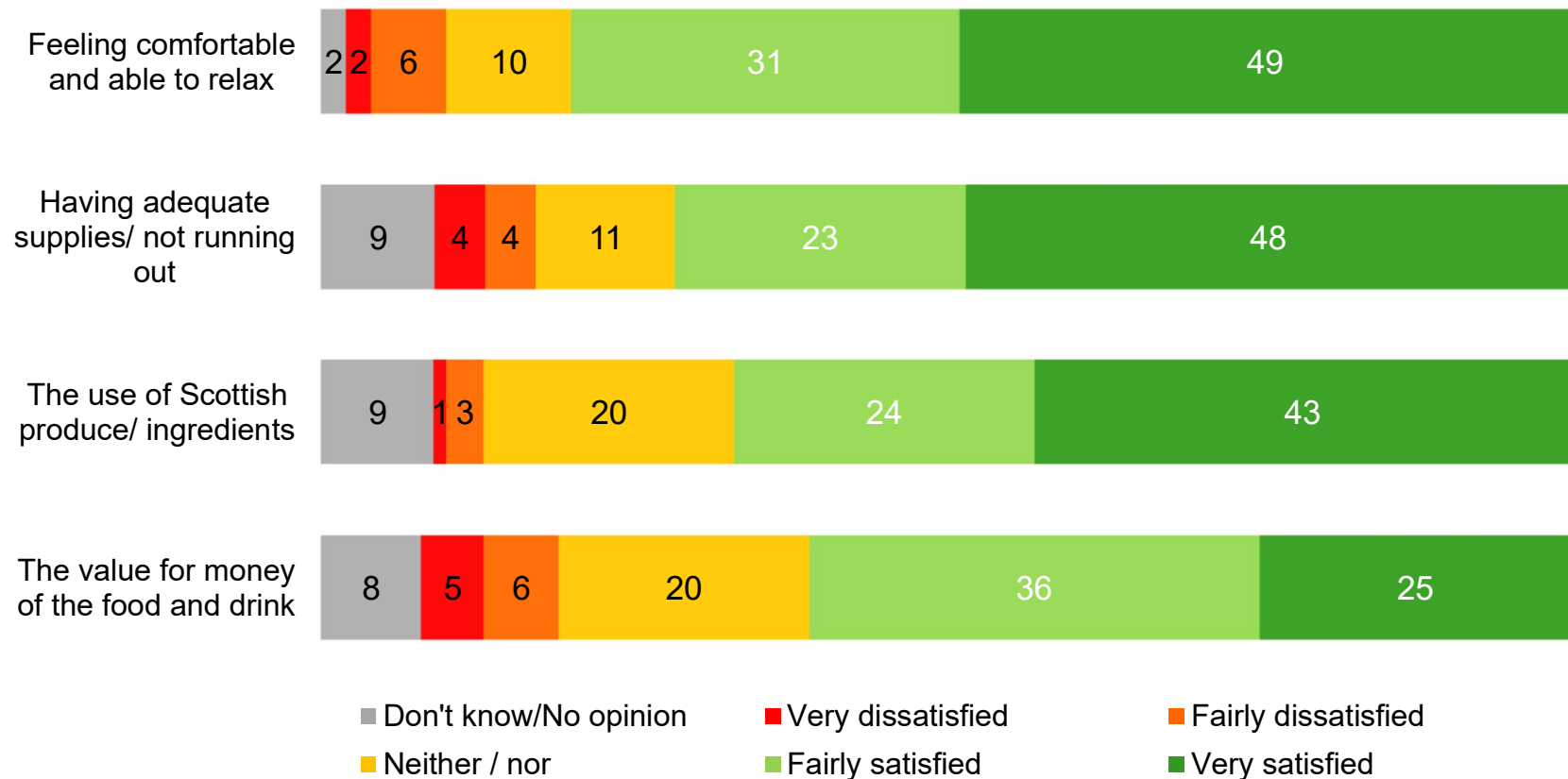
Satisfaction with features of the Lounge Car – top 4



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 (321)



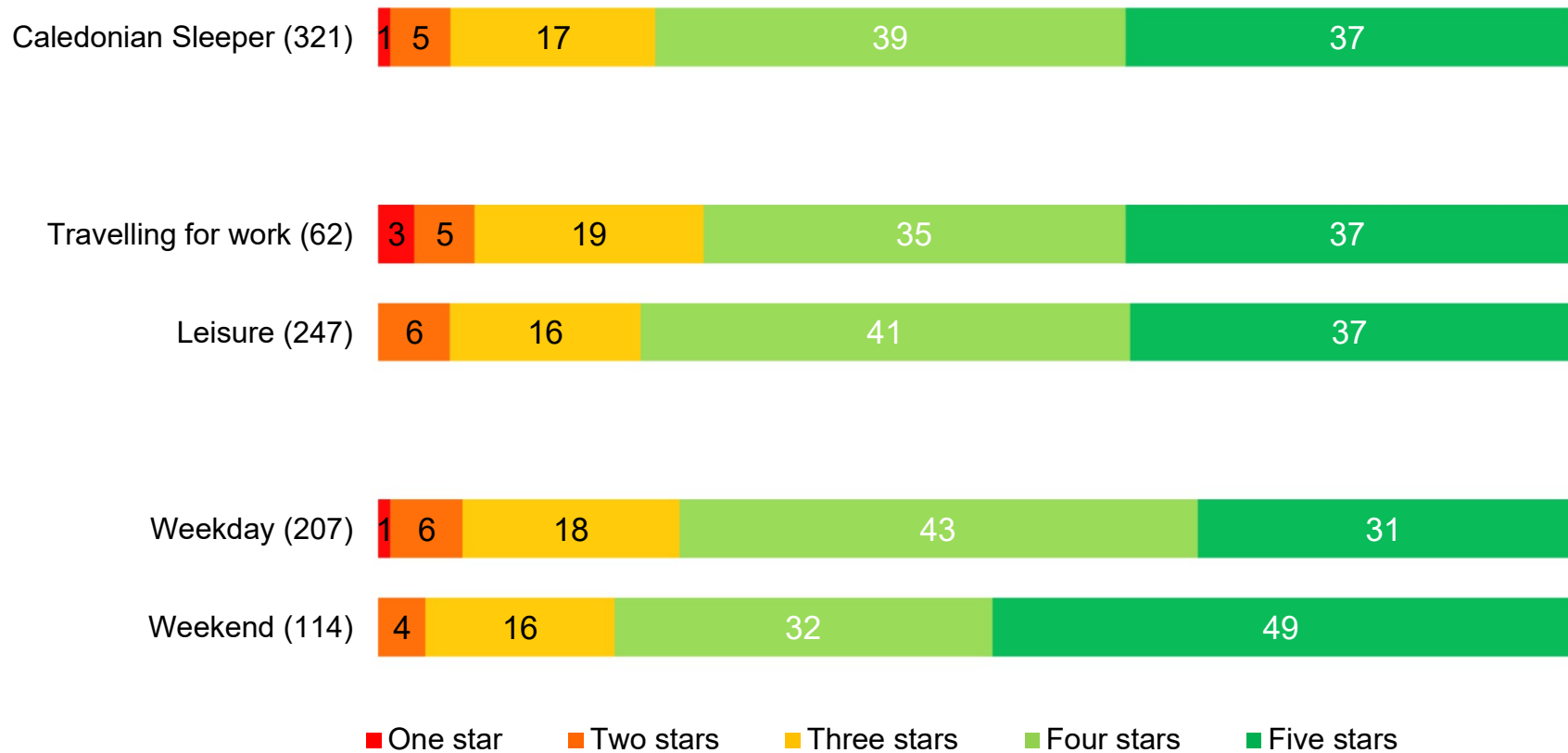
Satisfaction with features of the Club Car – bottom 4



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 (321)



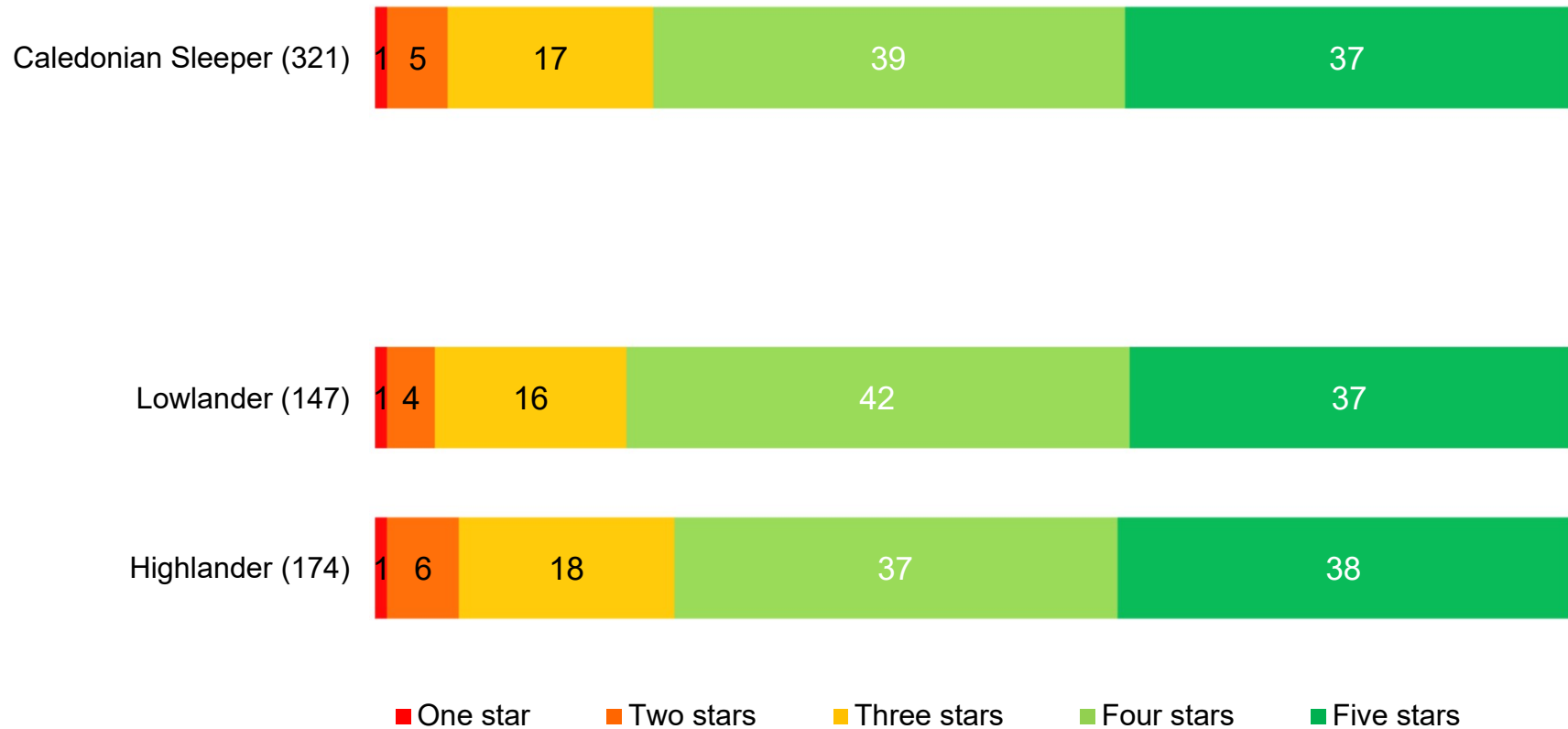
Overall rating of Club Car by passenger group



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



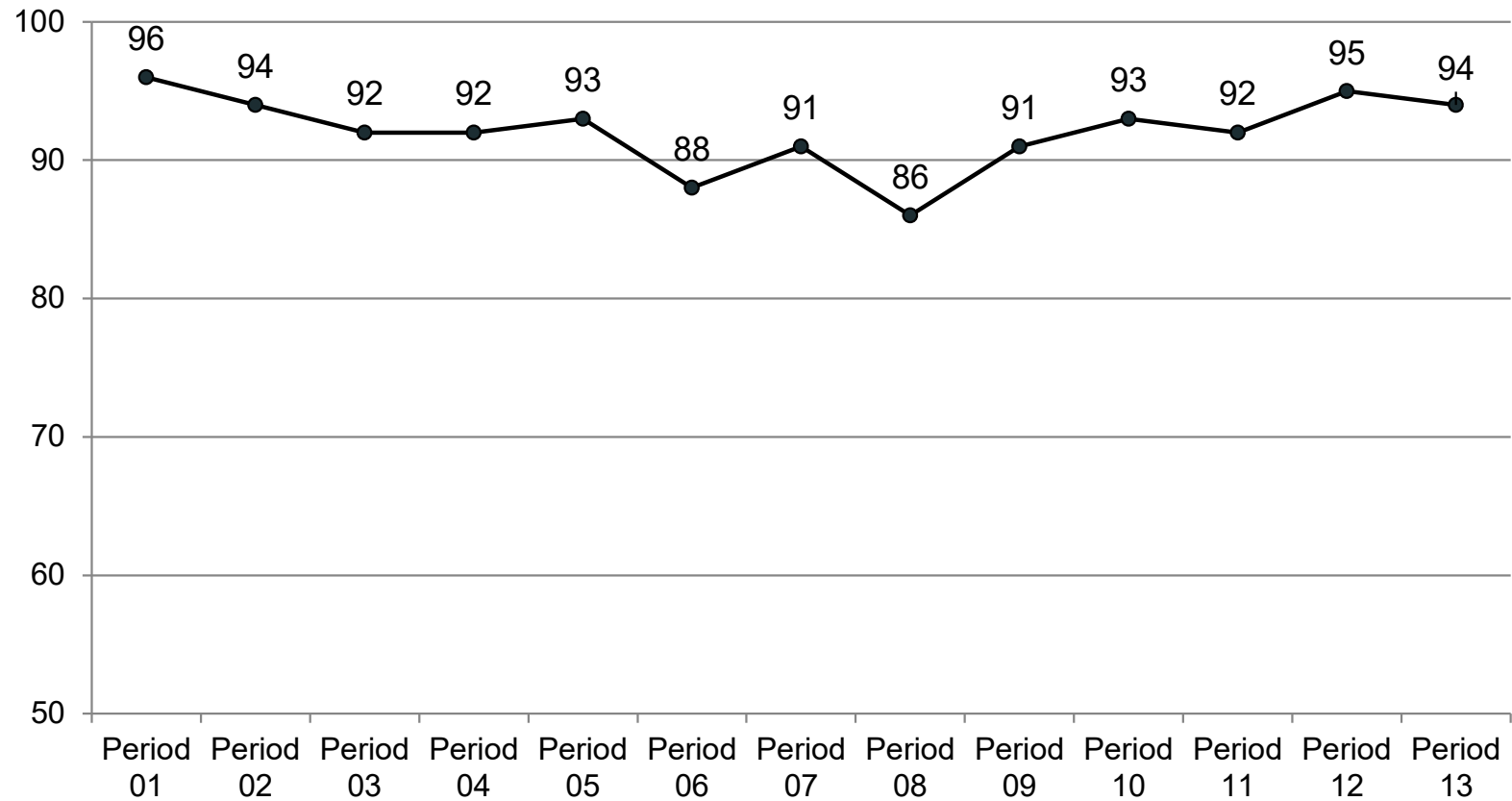
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



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

The meal was poor and expensive. Out of three choices only the pork sounded nice, and they didn't have it. The haggis was adequate, and the macaroni cheese was poor. It was very expensive and no atmosphere at all.

Ensure full availability of food offered on the menu. We boarded at Euston, had a quick shower & headed to the club lounge, there was only one option left. Very very disappointing as we had viewed the menu previously. Why pay extra for the club room, there was no priority given to club guests. This was the MOST disappointing aspect of the trip.

This is the one part of my Sleeper experience that far exceeded my expectations. The Christmas dinner on the southbound leg was both surprising and enjoyable. And the chance to get a proper coffee with my breakfast on the way back (really didn't enjoy the room service breakfast southbound). Felt very looked after and relaxed in the Club Car both trips.

As mentioned, all drinks were extra. When asked for a second glass of wine, they had run out, so had to drink a different wine. This was only 30 minutes into the journey. Breakfast was rushed as the train got to Euston 45 minutes early.

It was not immediately obvious to me that I would be served at my table, so I went in search of a counter before a staff member told me to find a seat and wait to be served.

Make it clearer who is and is not able to use the Club Car - I know that seated customers are not, but Classic berth is a bit of a grey area. All should be welcome if they have a berth imho, but fair enough to offer food to Club passengers first. Find a friendly, unofficious way to signpost this info please. Asking nicely always seems to work.

Make it more premium to reflect the premium price it's ridiculous to run out of anything on a basic menu.

Have well trained staff and stock the items you advertise on the menu. Poor selection, over-priced particularly when tickets themselves are expensive.

Make it more like a classy train lounge, restaurant and less like a fast-food restaurant.

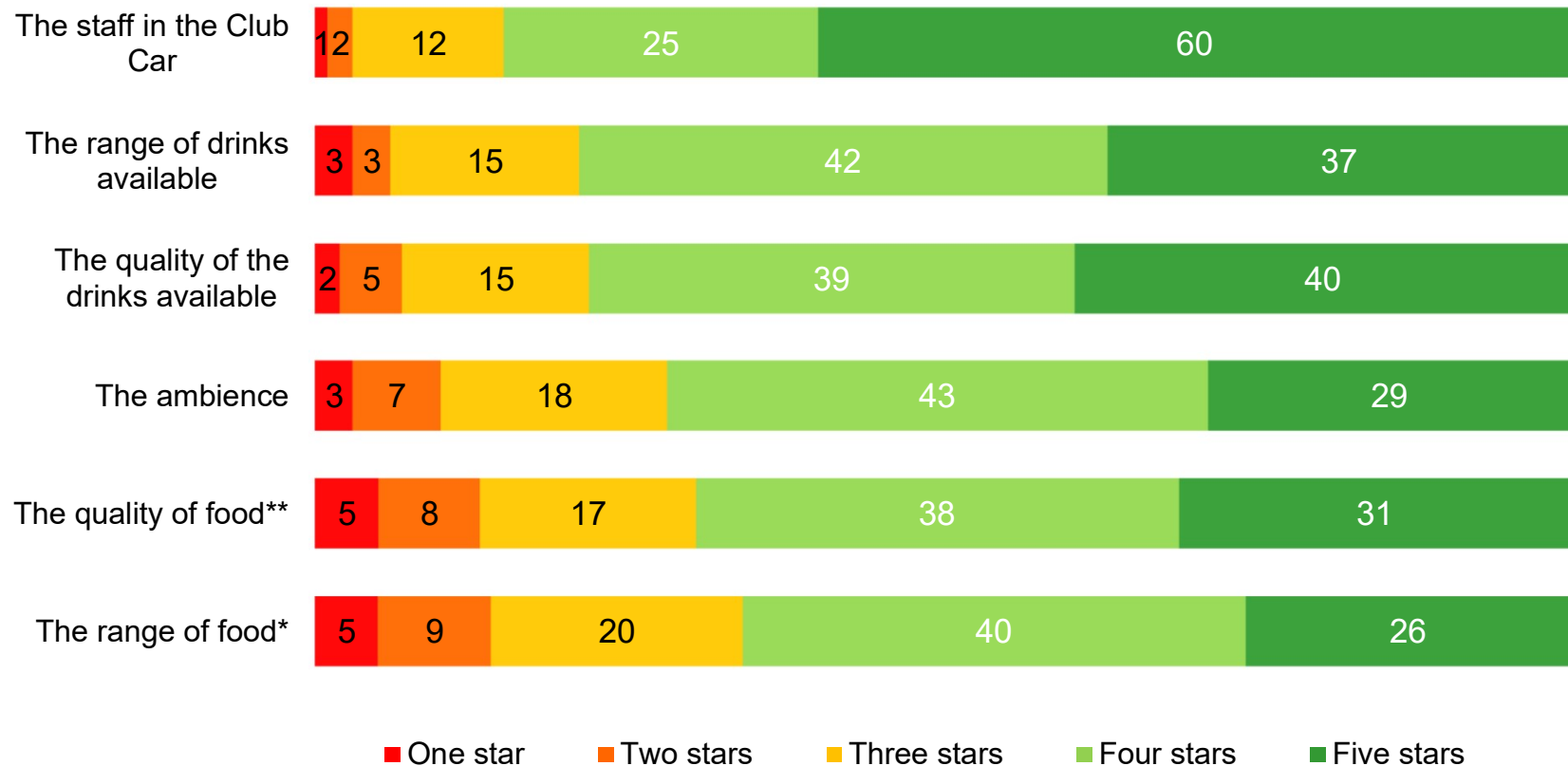
This was the best part of the whole experience, I really enjoyed my time in the Club Car - I believe the lady who served me dinner also served me breakfast about 5 years ago on a trip on the Highland sleeper to Fort William!!! It's great to see she is still there and working hard and enjoying her job. The food I got (haggis, neeps & tatties) was really tasty, and I really enjoyed the company of the other guests. I also hope the staff had fun seeing two dragons visit the car later that evening!!!

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 (321), *those who looked at the menu (178), **those who ate a meal (132)



Rating of features of the Club Car – customer comments

Piano music, or better lighting for the evening. It all felt bright and loud with people's chat rather than providing a relaxing feel.

I wasn't a huge fan of the interior design. It felt a bit office/library-like. I would have preferred an older and more homely aesthetic.

Coffee machine was not working so there was no specialty coffee available.

No apple cider! Only two types of weird fruity/berry types. No standard apple cider stocked. this seemed odd. By all means have a quirky fruity variety but surely also stock a standard apple one well?

It's decorated in generic travelogue colours with ambient office lighting - give it better focused lighting some more character!

Improve the range of food available. More light snacks would be a start as sometimes you don't want a full meal at 9pm.

There used to be a far better range of whiskies

The [the staff] needed to be more aware of what was going on and the customers present. They were pleasant when we spoke to them, but we had to ask, rather than them approaching us.

The menu used to be more extensive, particularly if you just want a snack. Now all you can choose from if you want a simple snack is a bag of crisps or some olives. Bring back the nuts!

No oat milk or decaf coffee. Also fruit juice tastes cheap.

Why only UHT milk for coffee, in plastic tubes. Horrible stuff and not good for a "club class" experience. Have you not got a fridge for proper milk?

It took a while to get their attention to ask for something else or pay, but they were all friendly and polite.

Very small range of unappetising main course options. You should go much more upmarket with food and wine. This was a special trip for me and from what I could see for the many American tourists. I would happily have paid 2 or 3 times more for a great meal and wine. What I had (vegetable curry) was cheap slop.

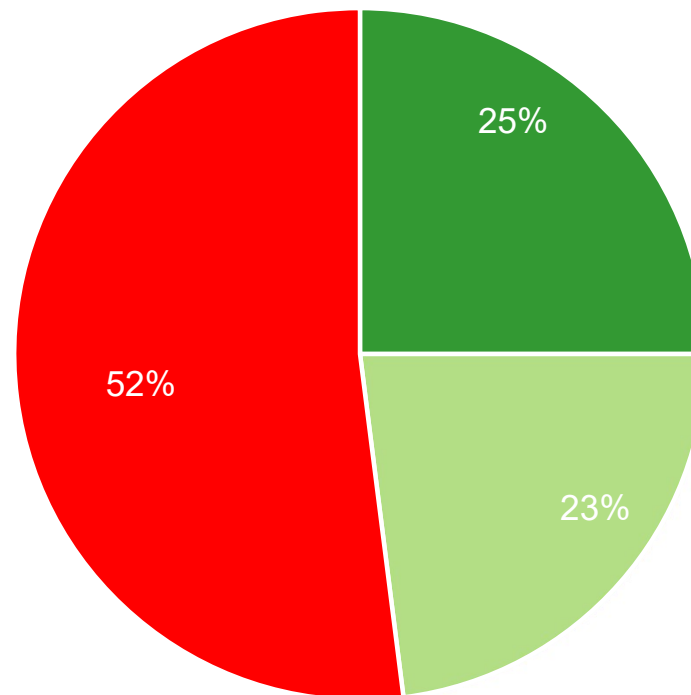
Use real china crockery and real milk- not a teabag in a disposable cup. Huge amounts of waste being generated!

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 4 2023/24 %

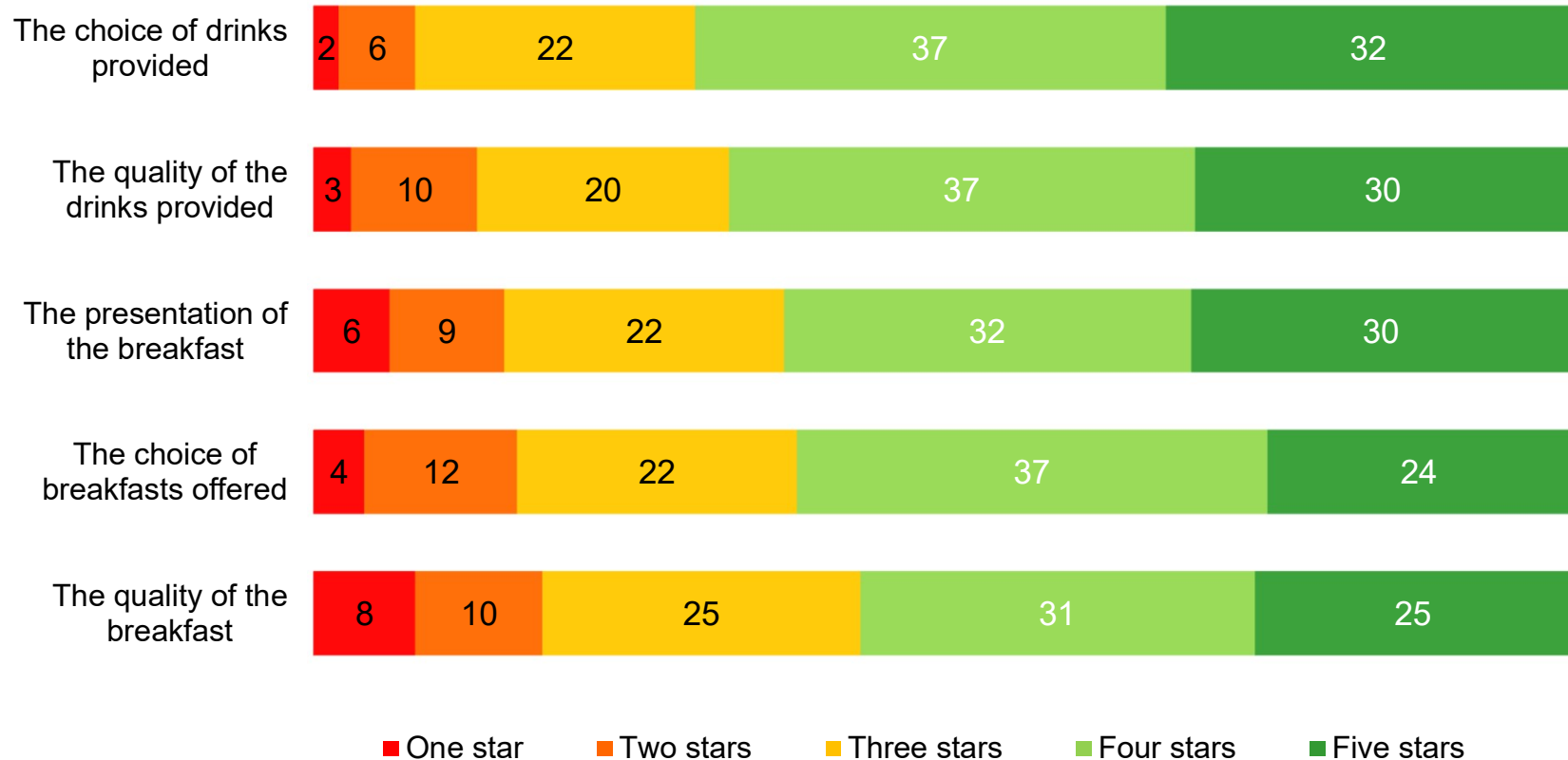


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (843)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (401)



Rating of features of the breakfast – customer comments

The menu did not supply enough information re dietary status i.e. vegan / gluten free. There was one vegan option but no details as to whether the porridge was vegan or not. I requested gluten free bread with the vegan breakfast as it was offered as an option. This was not given and the alternative on asking was not gluten free.

Too frequent use of disposable cutlery/crockery. Non-cooked breakfast items arrive in packaging like its straight from the supermarket shelf. It's not enough like a B&B and too much like a canteen.

A cup of hot water was provided, with a tea bag to add and tubes of milk. In previous years, this would have been a pot of tea, with a jug of milk and a proper cup.

I found the menu dull. You don't get much choice of breakfast items and I didn't receive my egg. If you don't like certain food items, there's no alternative.

Only one vegan option. Dry vegan sausage sandwich sold as a sausage roll. This was also given to us less than 10 mins before our station- we were told it would be 30 mins and eventually called to ask

Better coffee. Should be easy to provide filtered coffee as a large scale, like on airplanes.

It's like a packed lunch. Needs a complete overhaul. Even when I've used the club car orange juice has been served to me in bottles. Where's the premium-ness. Again, I feel a lot can be learned from business class air travel

Someone forgot to include the orange juice - very corporate and impersonal - just putting something in a tartan printed bag doesn't make if any more Scottish - granola was very nice

It felt a bit 'ready meal'/processed. Cold bacon sandwich. Would like to see a more sustainable packaging offering.

I joined my family (who were in a room, I was on a seat - as there is no option for a family of 5 people!) for breakfast in their adjoining cabins. Breakfast was ordered for 7am and didn't arrive and was just thrown at us whilst exiting the train. Very disappointed with the low quality of coffee, and the fact there were absolutely no condiments offered with the Bacon Roll. No Ketchup or Brown Sauce and the roll wasn't even buttered. Dry and bland!

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?



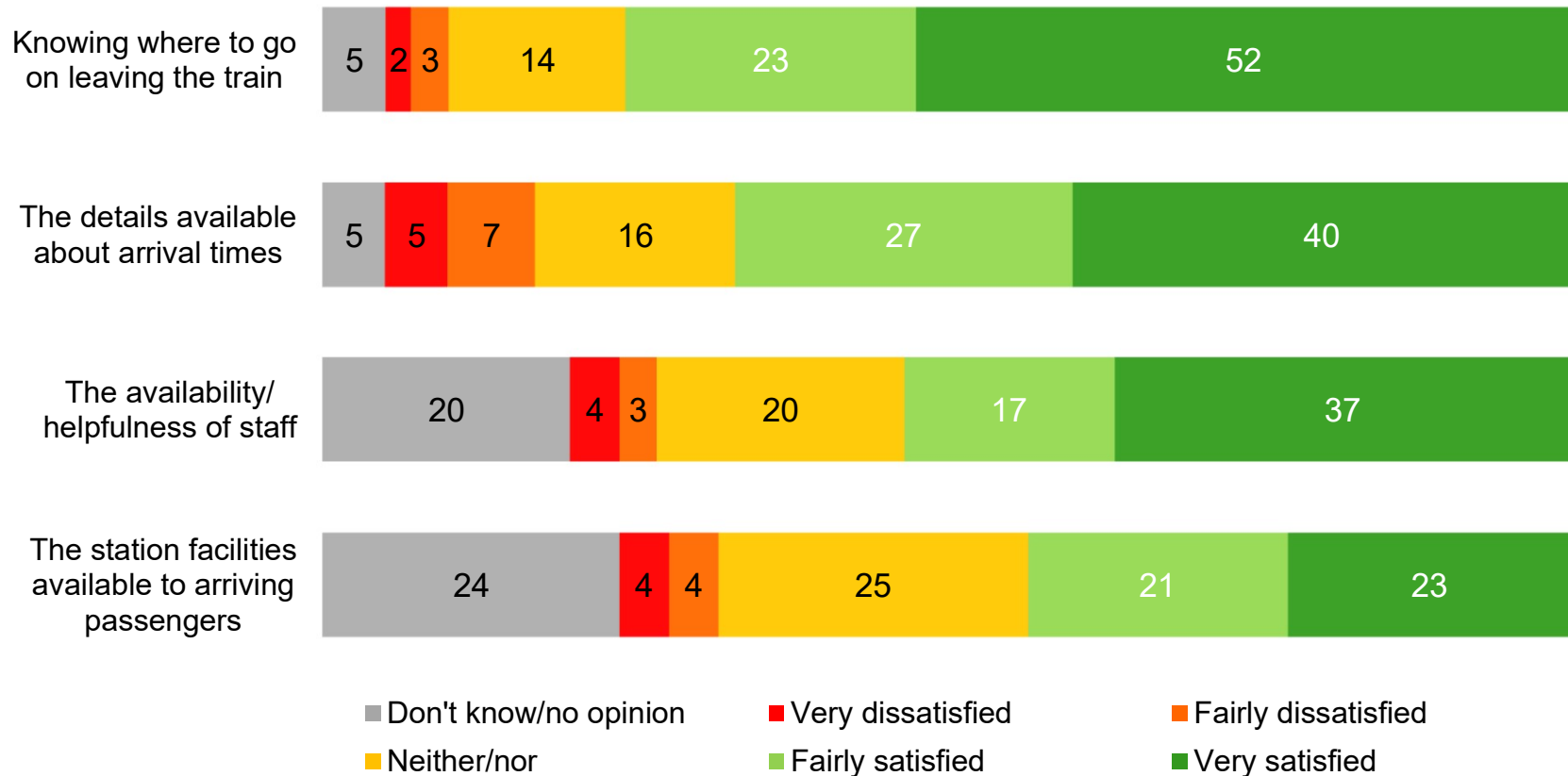
Caledonian Sleeper

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 (843)



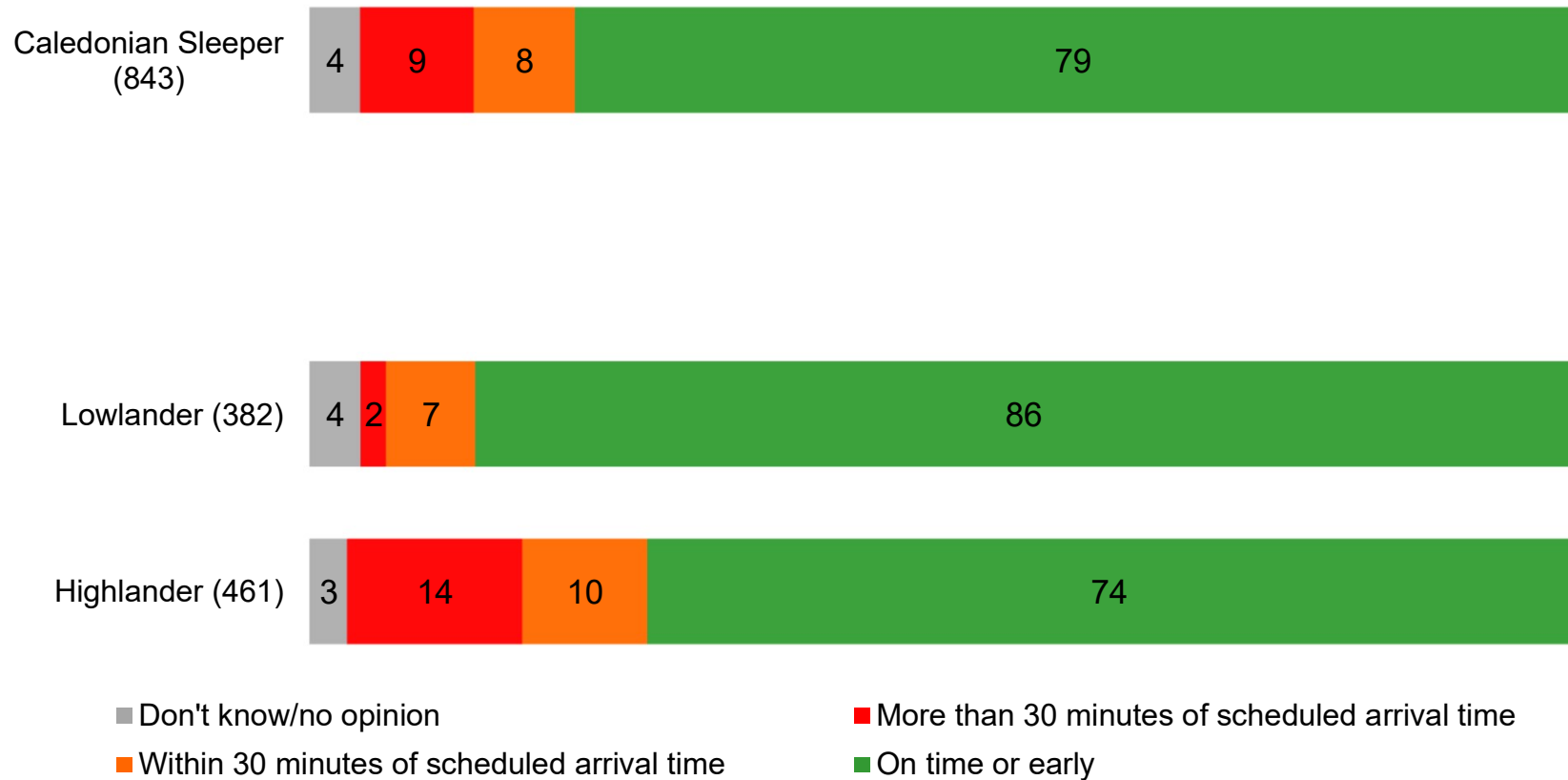
Caledonian Sleeper

Delay



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Punctuality of service by route



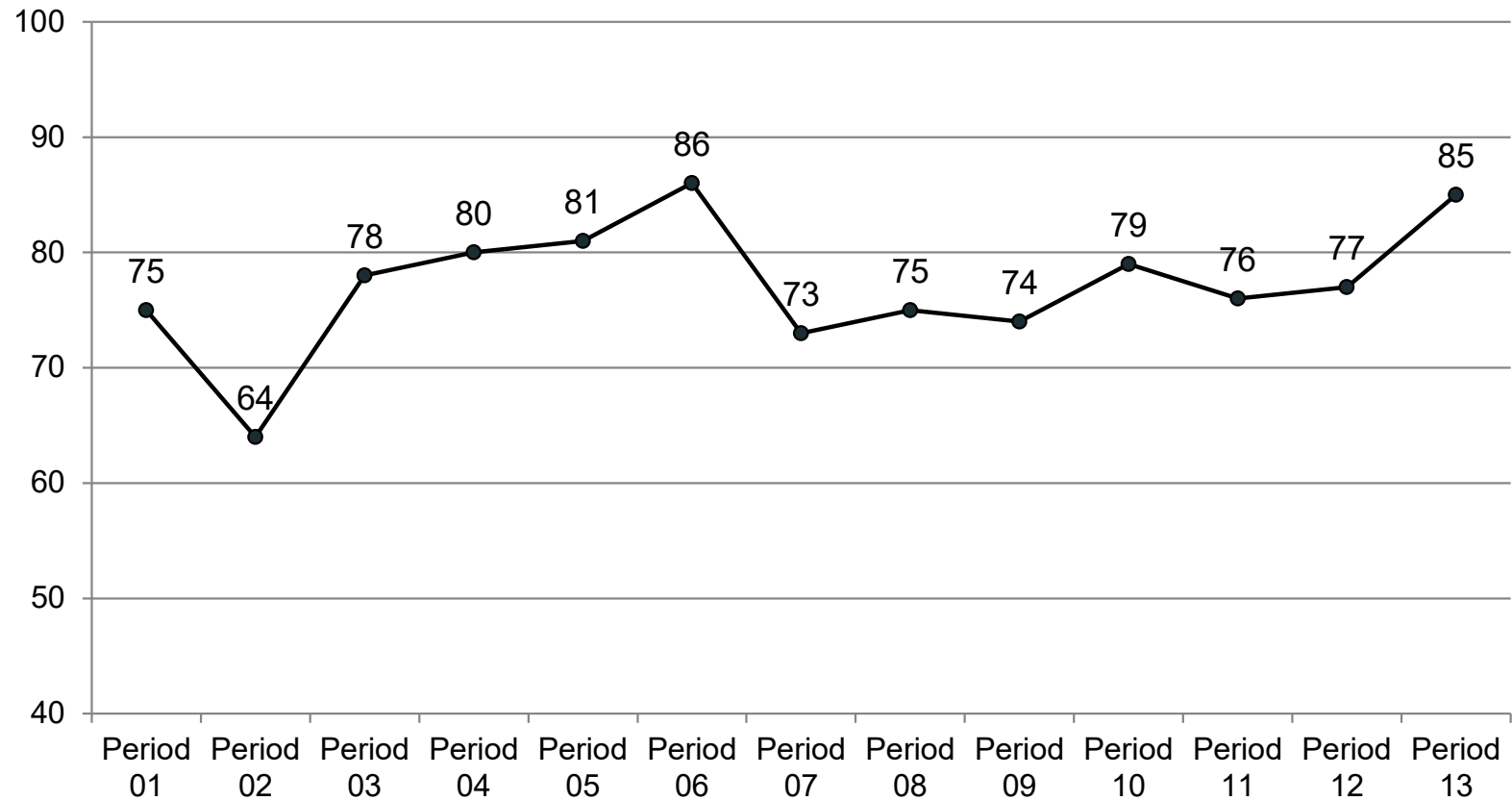
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service – trend

Rating of experience

Trend: On time or early



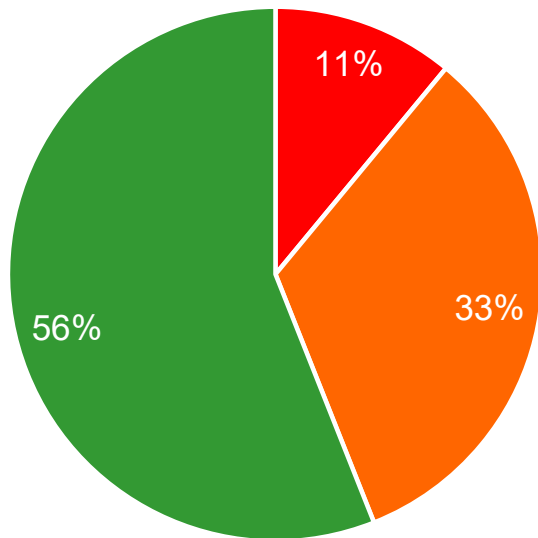
Q27a Did your train arrive on time?



Impact of delay

Quarter 4 2023/24 %

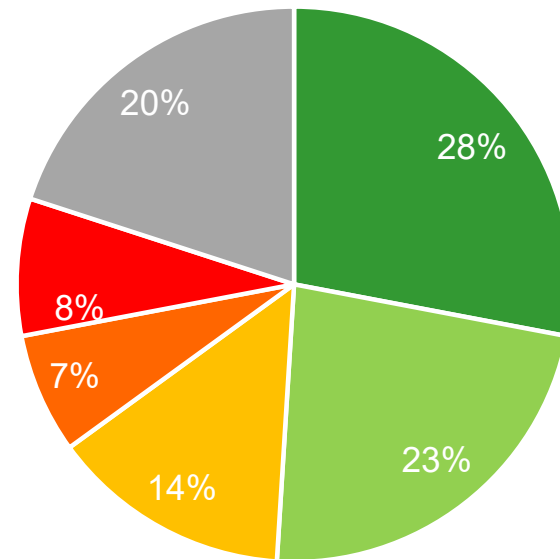
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (144)

- 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 (144)



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Appendix



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Sample profile – journey details

<i>Sample size</i>	<i>843 %</i>	<i>Sample size</i>	<i>843 %</i>	<i>Sample size</i>	<i>843 %</i>
<u>Age</u>		<u>Journey Purpose</u>		<u>Disability or Illness</u>	
16-34	16	Travelling for work/business	25	None	93
35-54	42	Company business	17	Vision	1
55+	41	Personal Business	5	Hearing	1
Not stated	1	Regular travel between home and workplace	3	Mobility	>1
<u>Gender</u>		Leisure	70	Hidden disability	3
Male	49	Visiting friends/ relatives	26	Speech or language impairment	>1
Female	49	Holiday/ short break	40	Mental health	1
Not stated	2	Attending a sporting/ musical/ theatrical/ charity event	4	Other	13
<u>Working status</u>		Other	4		
Full time	62				
Part time	13				
Not working	2				
Retired	17				
Student	2				
Not stated	3				
<u>Residence</u>					
UK	89				
Non-UK	11				



Sample profile – journey details

Sample size	843 %	Sample size	843 %	Sample size	843 %
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey) (516)		<u>Travel to departure station</u>	
Alone	54	Caledonian Sleeper	38	Train	33
With a business colleagues(s)	1	Daytime train	35	Underground/ Tram/ Subway	25
With family (adults only)	28	Plane	18	Bus/ Coach	8
With family (adults/children)	12	Coach	0	Taxi	15
With friends	5	Own Car	1	Own car/ Dropped off	15
<u>Accommodation</u>		Hire car	1	Hire car	2
Seat	27	Other	4	On foot	19
Room	33	Don't know	3	Bicycle	1
En-suite room (with shower)	39	<u>Outward journey mode</u> (those making return journey) (327)		Other	2
<u>Journey direction</u>		Caledonian Sleeper	57	<u>Travel from arrival station</u>	
Outward	61	Daytime train	26	Train	35
Return	39	Plane	13	Underground/ Tram/ Subway	17
One way	-	Coach	0	Bus/ Coach	8
		Own Car	2	Taxi	13
		Hire car	0	Own car/ Dropped off	12
		Other	2	Hire car	3
				On foot	27
				Bicycle	1
				Other	3



Sample profile – journey details

<i>Sample size</i>	<i>843 %</i>	<i>Sample size</i>	<i>843 %</i>	<i>Sample size</i>	<i>843 %</i>
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>	
Weekday	65	1 st class	39	£0-£49.99	8
Weekend	35	Standard	28	£50-£99.99	18
<u>Direction</u>		<u>Party size</u>		<u>Transaction value by guest</u>	
Northbound	57	Seated	33	£100-£149.99	7
Southbound	43	Single traveller	55	£150-£199.99	15
<u>Train Type</u>		<u>Party size</u>		<u>Transaction value by guest</u>	
Highlander	55	Two people	36	£200-£249.99	16
Lowlander	45	Three or more people	9	£250-£299.99	9
<u>Crew</u>				<u>Transaction value by guest</u>	
Aberdeen	7			£300 or more	26
Edinburgh	12			£0-£49.99	11
Fort William	5			£50-£99.99	25
Glasgow	11			£100-£149.99	20
Inverness	16			£150-£199.99	21
London	48			£200-£249.99	23



Sample profile – journey details

Sample size	843 %	Sample size	843 %	Sample size	843 %
<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	10	12 or more	4	More than 20 years ago	28
4-11	25	4-11	22	15-19 years ago	7
2-3	27	2-3	34	10-14 years ago	7
First journey in last 12 months	23	1 Journey	30	5-9 years ago	11
First ever journey	11	None	10	3-4 years ago	8
Have never made a journey between Scotland and the London area	3			In the last 1-2 years	40
Don't know	-				



Methodology overview

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

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 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 third quarter of fieldwork for the year 2023/24, combining Rail Periods 10, 11, 12 and 13. **Fieldwork for quarter 4 2023/24 took place between 13 December 2023 and 19 April 2024.** This covered journeys made between 10 December 2023 and 31 March 2024.

843 questionnaires were completed in total.



Caledonian Sleeper Quarterly Report

Quarter 4, 2023/24

Rail Periods 10, 11, 12 and 13



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