

Caledonian Sleeper

Quarterly report

Quarter 3, 2024/25

Rail Periods 7 - 9



CALEDONIAN
SLEEPER

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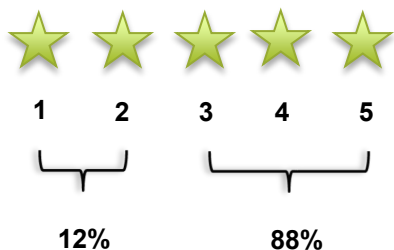
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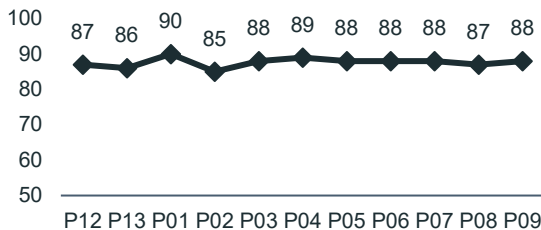
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23 June – 14 September 2024

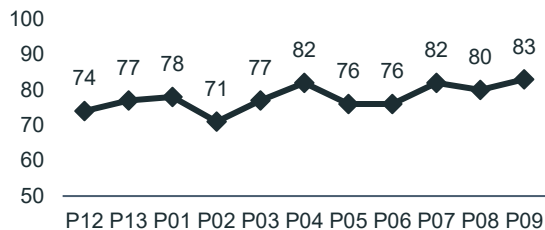
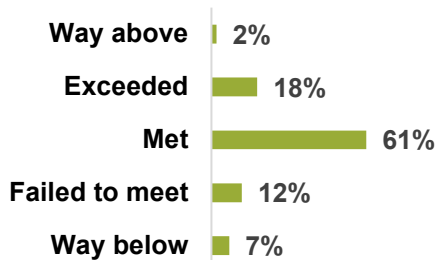
Overall journey experience



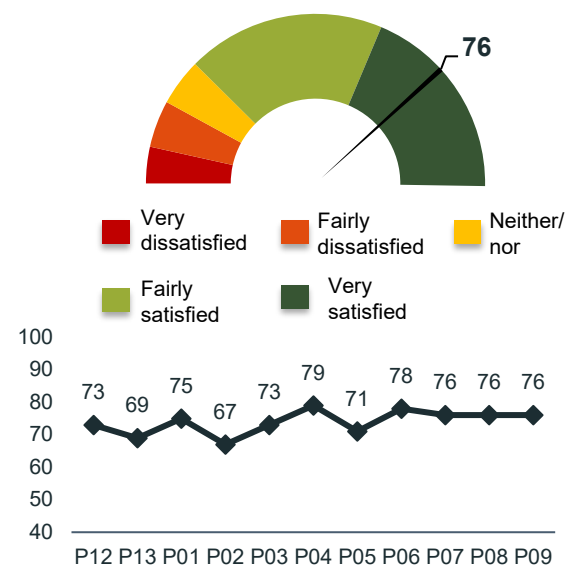
Ave – 3.8



Expectation



Overall satisfaction

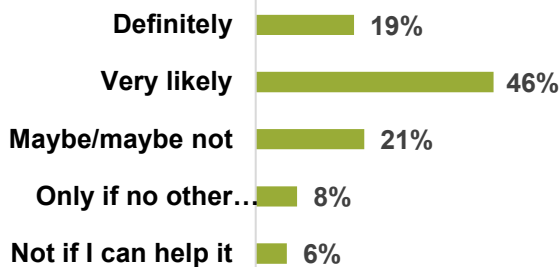


Net Promoter Score

19

45
26

Likelihood of future use



	Lowlander	Highlander
Journey experience	81%	93%
Met / Above expectation	73%	88%
Overall satisfaction	67%	83%
Net Promoter Score	6%	29%
Future Use	56%	72%

Sample size: 600 (Lowlander 264, Highlander 336)



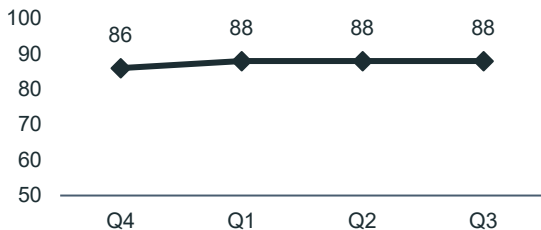
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23 June – 14 September 2024

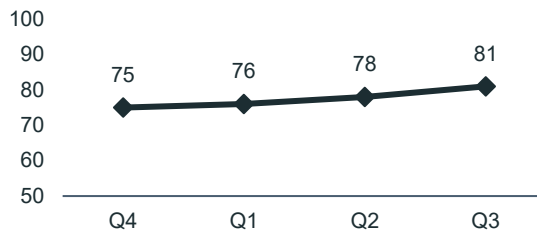
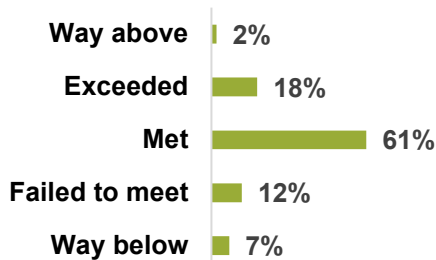
Overall journey experience



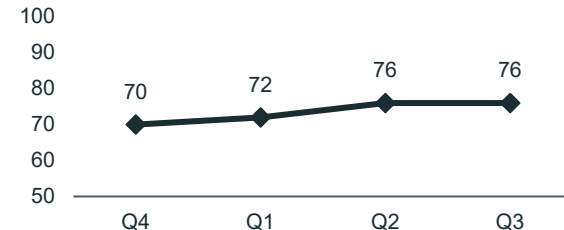
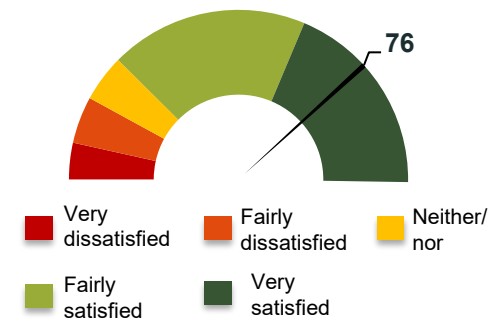
Ave – 3.8



Expectation



Overall satisfaction

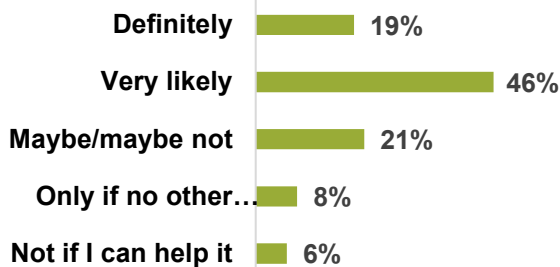


Net Promoter Score

19

👍 45
👎 26

Likelihood of future use



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Caledonian Sleeper Passenger Satisfaction

Quarter 3: 15 September – 7 December 2024

Expectations of the journey

Top five:

- 53% Looking forward to the experience
- 40% Sufficiently well informed about the journey ahead
- 31% Not expecting a good night's sleep
- 28% Looking forward to bed
- 28% Relaxed

Bottom five:

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

Journey experience

(% 3 - 5 star rating)

88% Experience overall

Making me feel...

- 93% welcomed
- 88% looked after
- 84% relaxed
- 81% comfortable
- 71% I had a good night's sleep
- 88% Room rating
- 95% Club Car rating

Summing up the experience

Top five:

- 45% Efficient
- 45% Practical
- 39% Functional
- 28% Memorable
- 28% Relaxing

Bottom five:

- 4% Chaotic
- 4% Distressing
- 2% World Class
- 2% Boring
- 1% Reviving

Sample size: 600



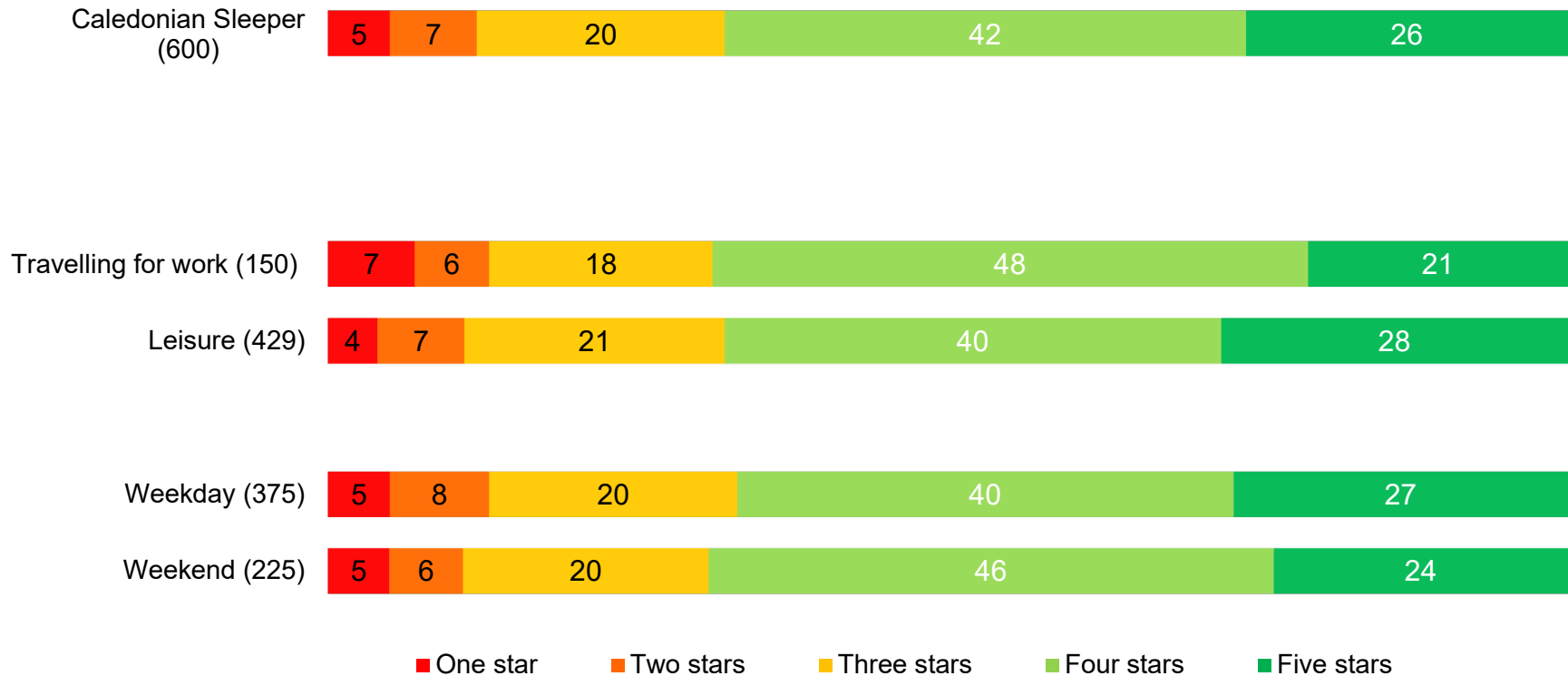
Caledonian Sleeper

On-board experience



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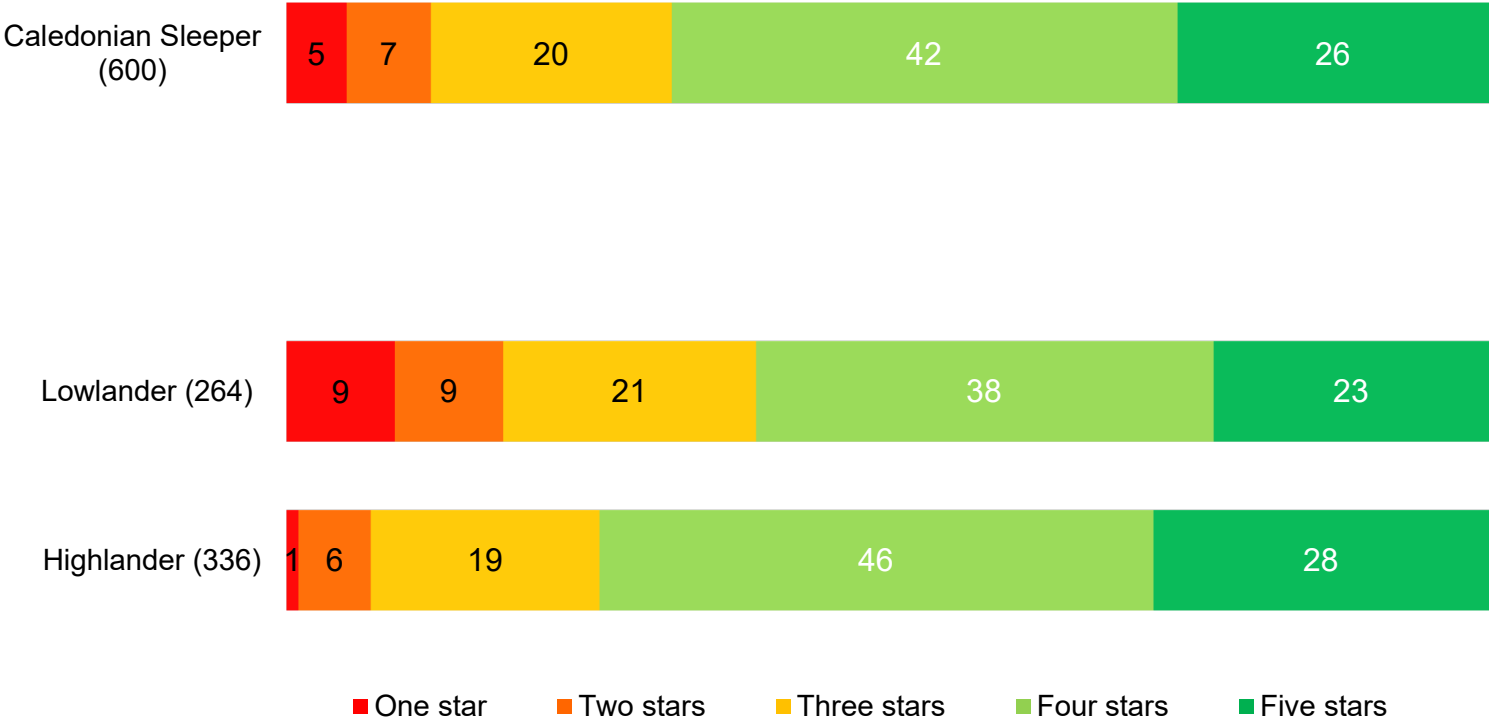
Overall rating of experience by passenger group



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



Overall rating of experience by route



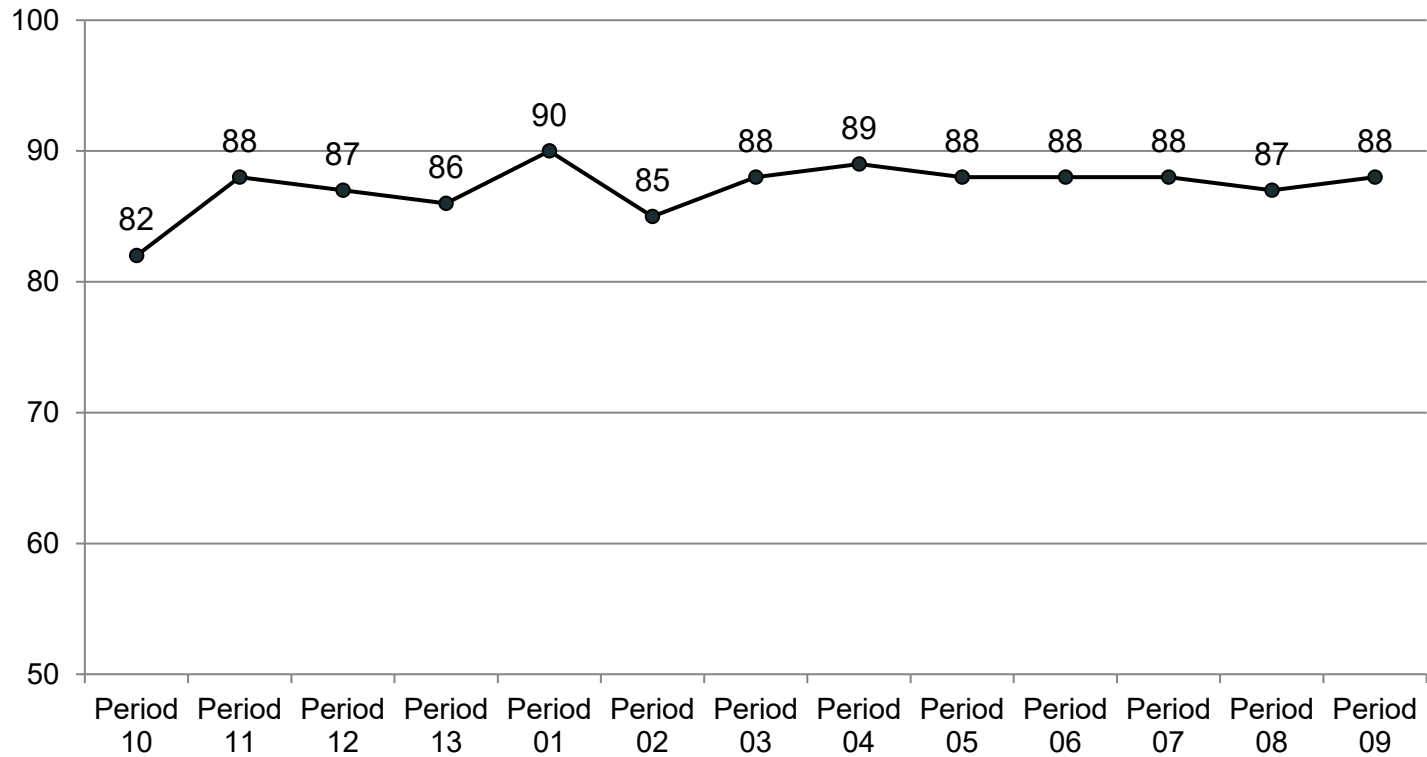
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

Allow boarding earlier. Include a hot drink for normal room passengers. Go and get the GWR from Penzance - which I've used four times this year and will use twice more - and feel the difference. They make you feel special.

Train to arrive on time. We gave two hours to catch our connection but only had 30 minutes - we caught our connection by a mad dash with minutes to spare. Staff were fantastic- welcoming, professional and helpful.

Ensure electric plugs and USB connections in bedroom work, install USBC connections. Make sure bedroom WiFi works.

Expressionless staff and did not bother to help us with our partial refund due to spoiled toilets for D4 and D5 on the way up from London to Edinburgh on 29 Sep 2024 but just gave us an email address to write in. A text was sent to us that the lounge can be used at 9pm but in reality - the lounge was closed, and we had to queue up for over 20 mins to get on the train which should not be the case.

Boarding the train from Euston Station was a bit slow and disorganised, perhaps this could be improved. Possibly allowing passengers who have booked a Classic Coach Room access to the Sleeper Lounge at Euston.

The room was cramped and tight for space with luggage. If there was an area to stow one large bag each, we could have tucked essentials under the bottom bunk. Obviously, there would be a security issue to address. We were generally happy with the beds, and we managed to have showers in the morning. The water was cool and didn't warm up but was fine.

Although there was a large area under the bed for luggage storage it was unusable for us because the ladder to the upper bunk was strategically placed to not allow either of our suitcases to fit. In other words, make the ladder movable.

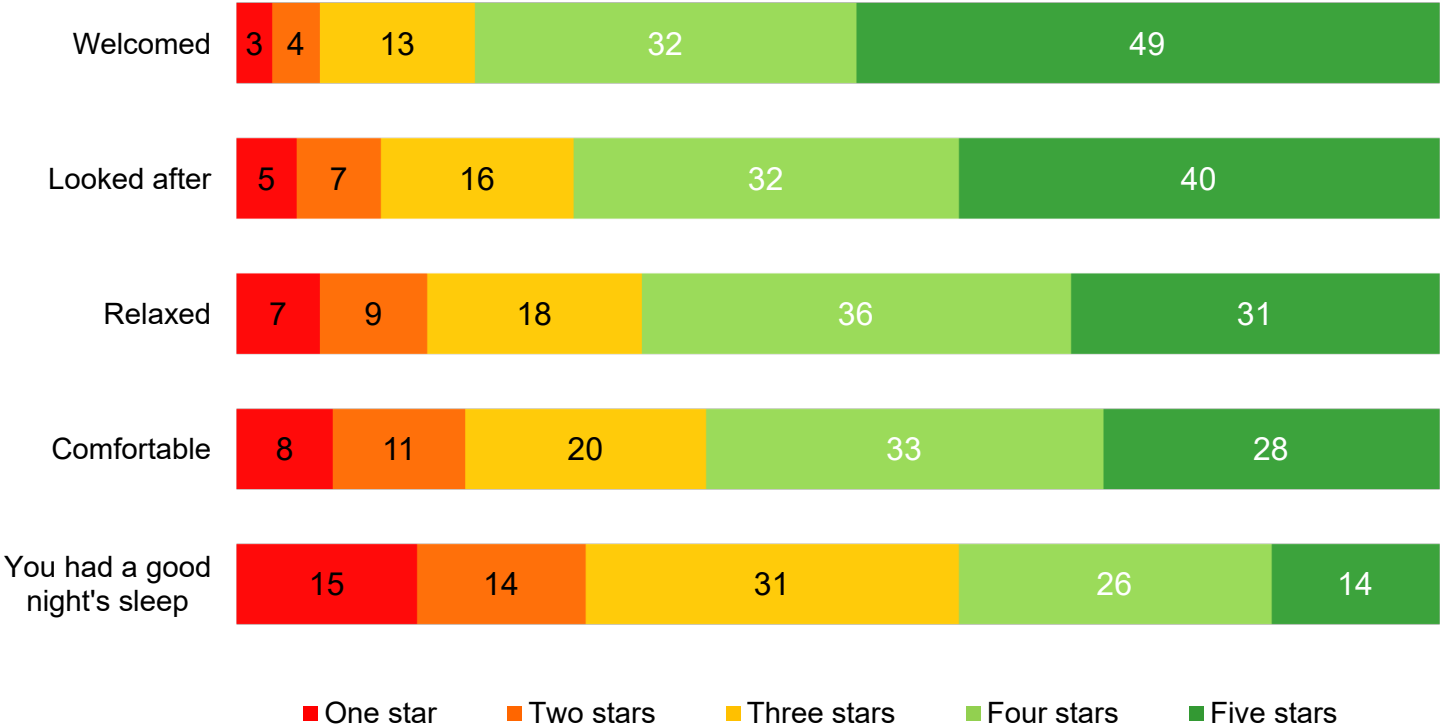
Access to hot drinks to have in cabin would be useful. Maybe a machine can access during night at the end of the corridor.

Nothing! Staff were particularly amazing and made all the difference.

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 (585)



Rating of features of the journey – customer comments

Station staff were friendly however, there was no promised priority boarding, there was no help getting our luggage on the train or stored. But the real disappointment for me were the unfriendly staff at breakfast. They were not warm or friendly at all - I would say they were indifferent.

Don't make announcements when you're sleeping or trying to sleep. Don't make me queue on the platform in the cold. I also wondered if there's something that can be done about the speed of the train - it felt we were going quite fast with associated noise etc, given the generous timetabled timing, couldn't it go slower? The ride is quite rough.

Ideally, I'd like to be able to stay on a bit longer in the station. If you want your (included) breakfast, you have to get up long before the train arrives - which makes it a very short night. At the price, I want it to be more relaxing.

Staff could explain more about the process for first time users. We weren't told about the rail car, ordering food or drink, or how to lock the door for example.

It's a seat on a long overnight journey so I expect a little discomfort. There is one thing that would increase comfort and that is being able to raise the arm rest closest to the window. I would rest better with this in a raised position. Currently the rests are locked down making them quite painful to have to lean against overnight.

Turn the carriage lights down at night (I realise they are required for safety, but why not floor lights???). Ensure temperature is ok - it was extremely cold at my end of the carriage.

Left to my own devices on the train which was fine, but announcements were slow in coming (for example when we were held just outside Euston) and the club car wasn't a great experience.

I do not get 'looked after' on the sleeper. I get on board and go to bed, get up in the morning and disembark. There was no interaction with any other person throughout the journey.

Sleeping on a train is always going to be difficult due to noise and motion. The bed was comfortable enough, but the room got a bit hot so maybe some sort of better air conditioning would help.

Chairs that recline a bit more , more information about what to expect with the chairs. Photos on your website. A more comfortable headrest.

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?



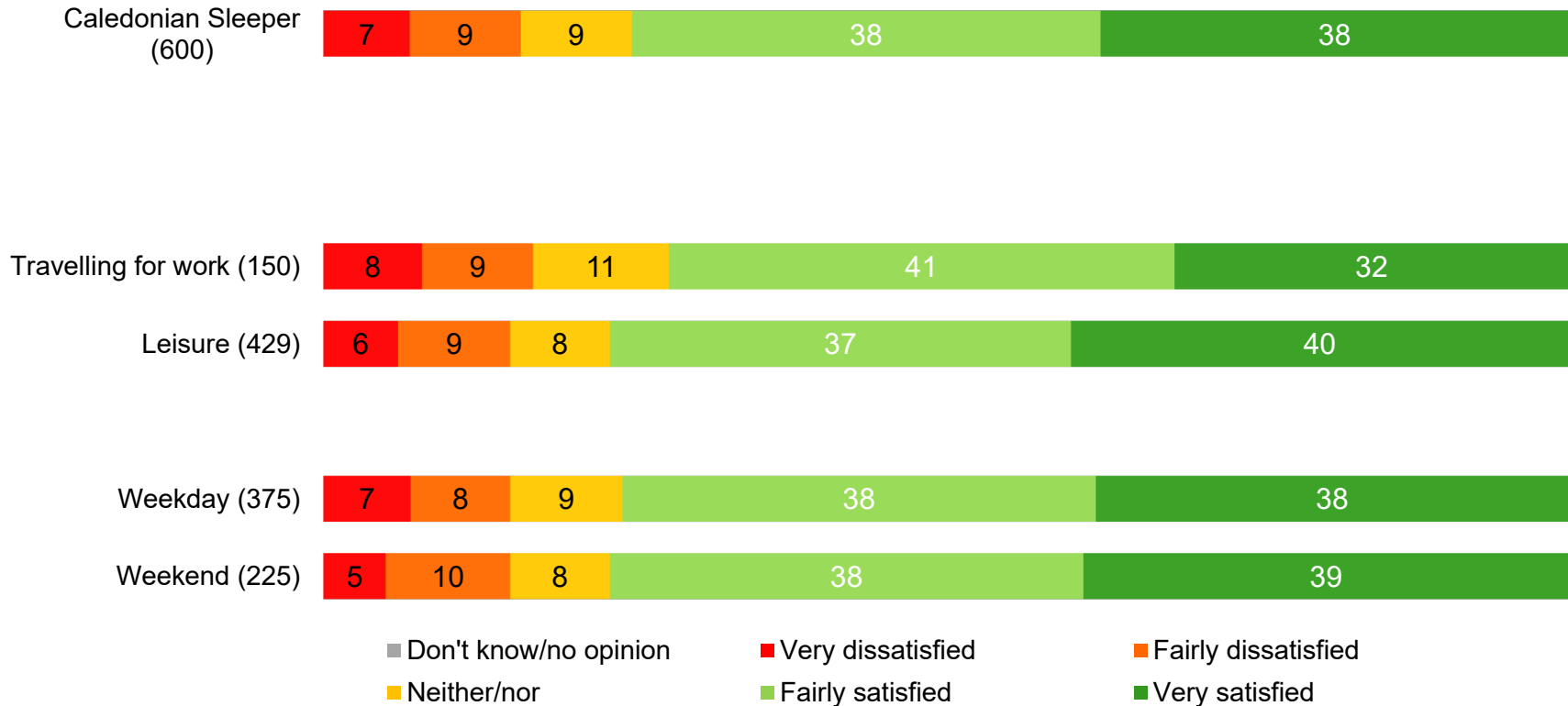
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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Overall journey satisfaction by passenger group

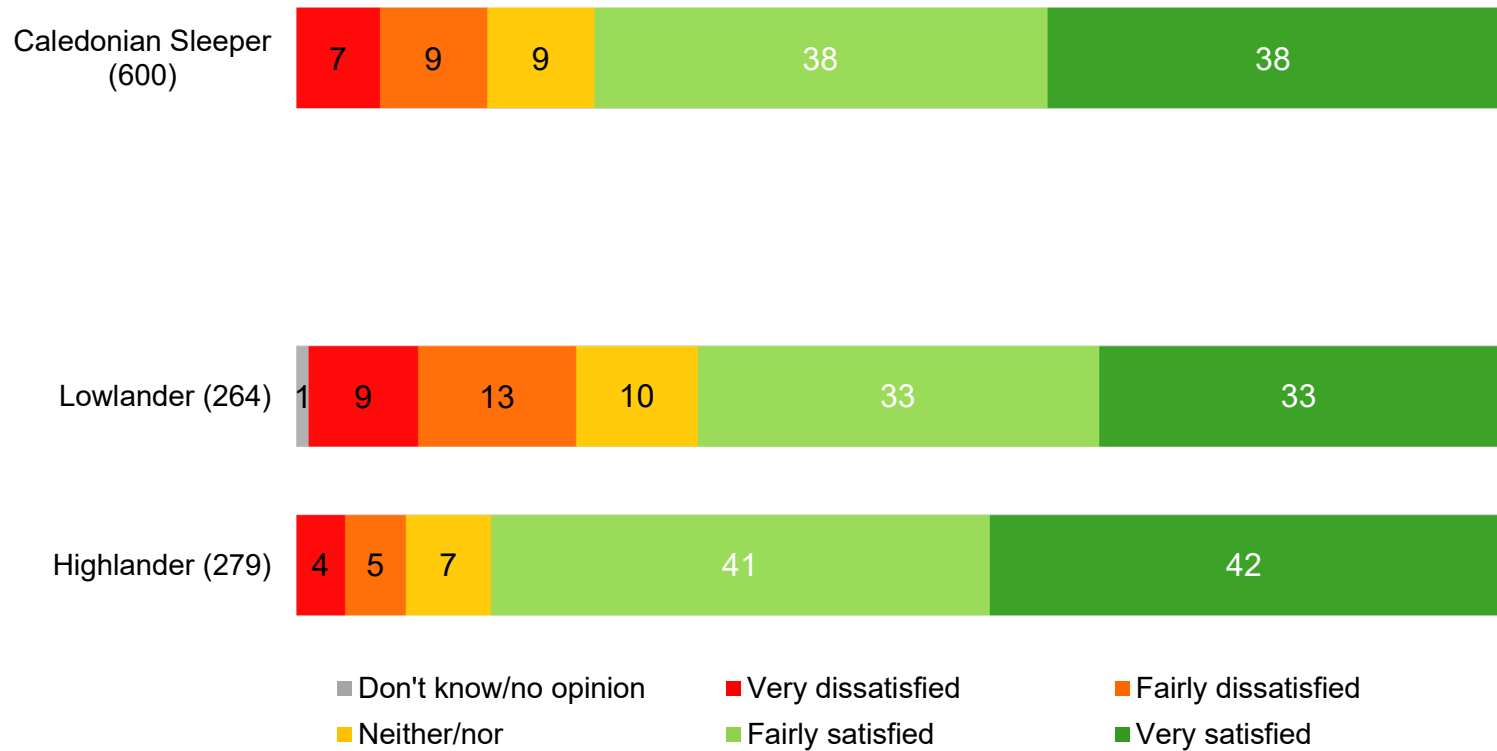


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



Overall journey satisfaction by route



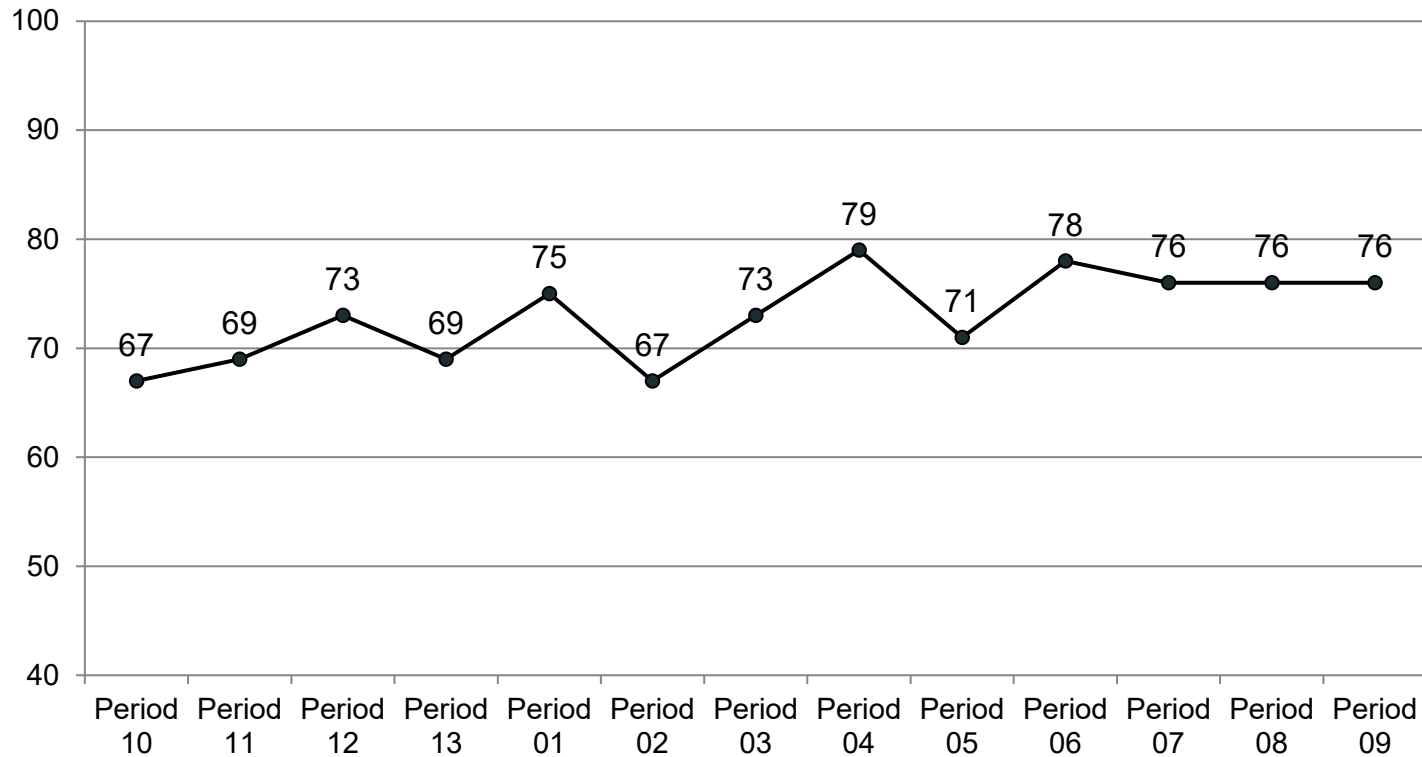
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

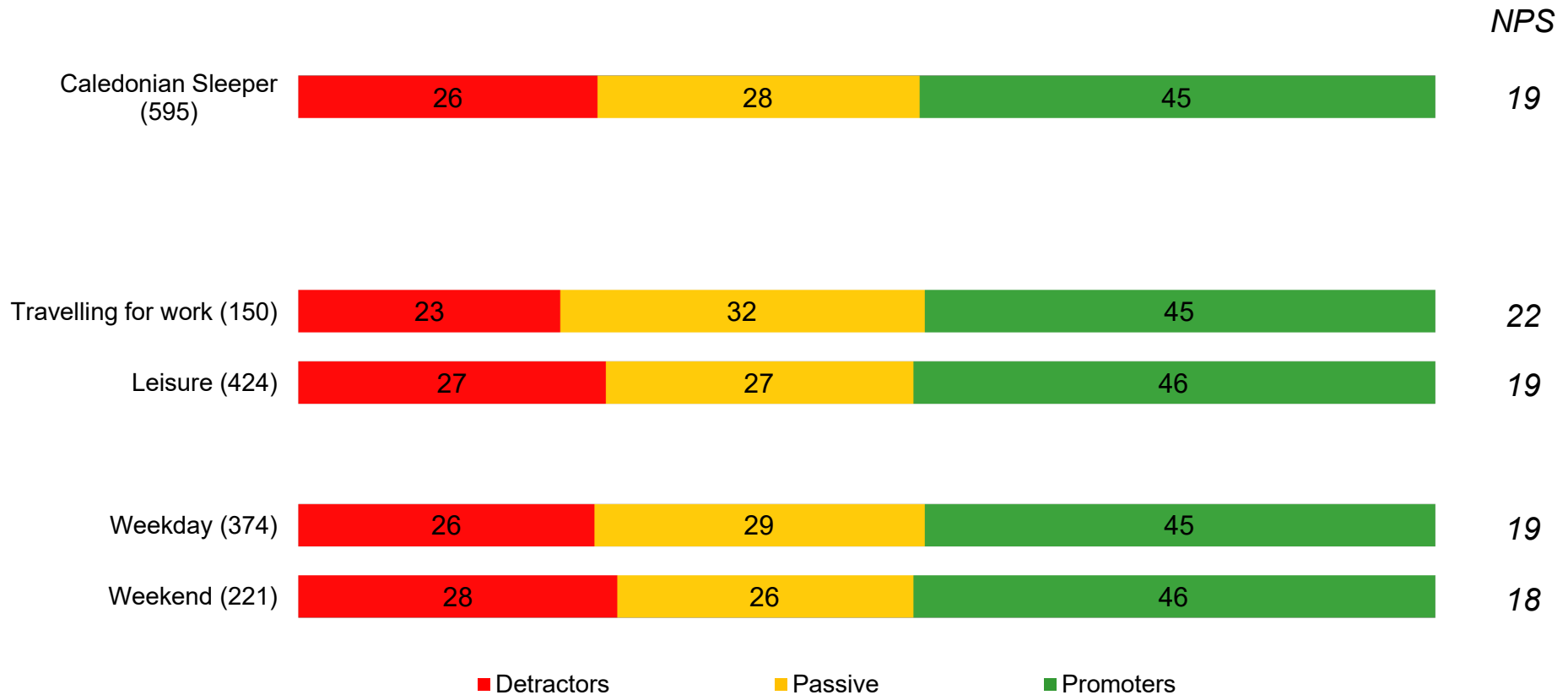
Trend: % very/fairly satisfied



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



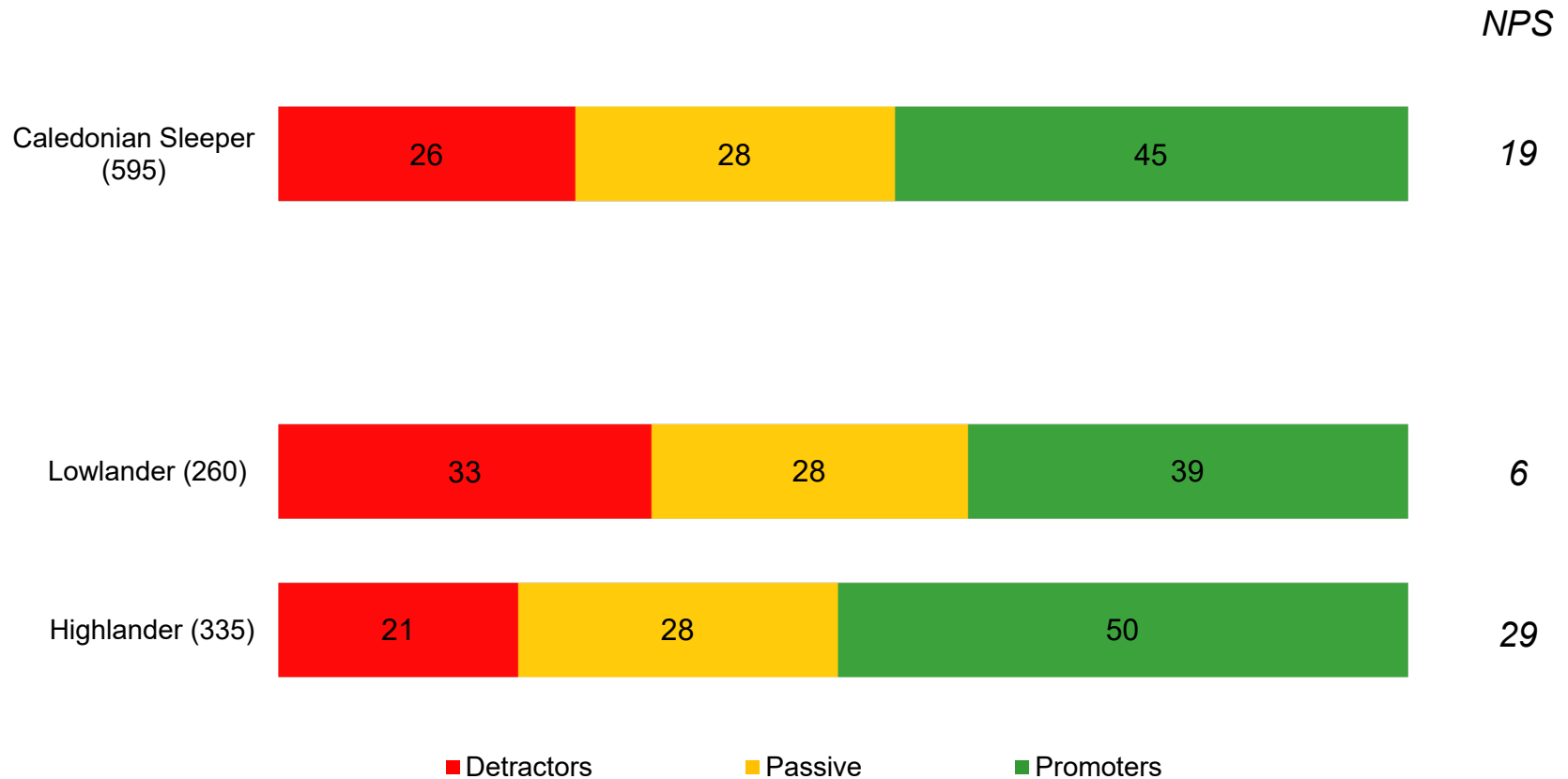
Net Promoter Score by passenger group



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



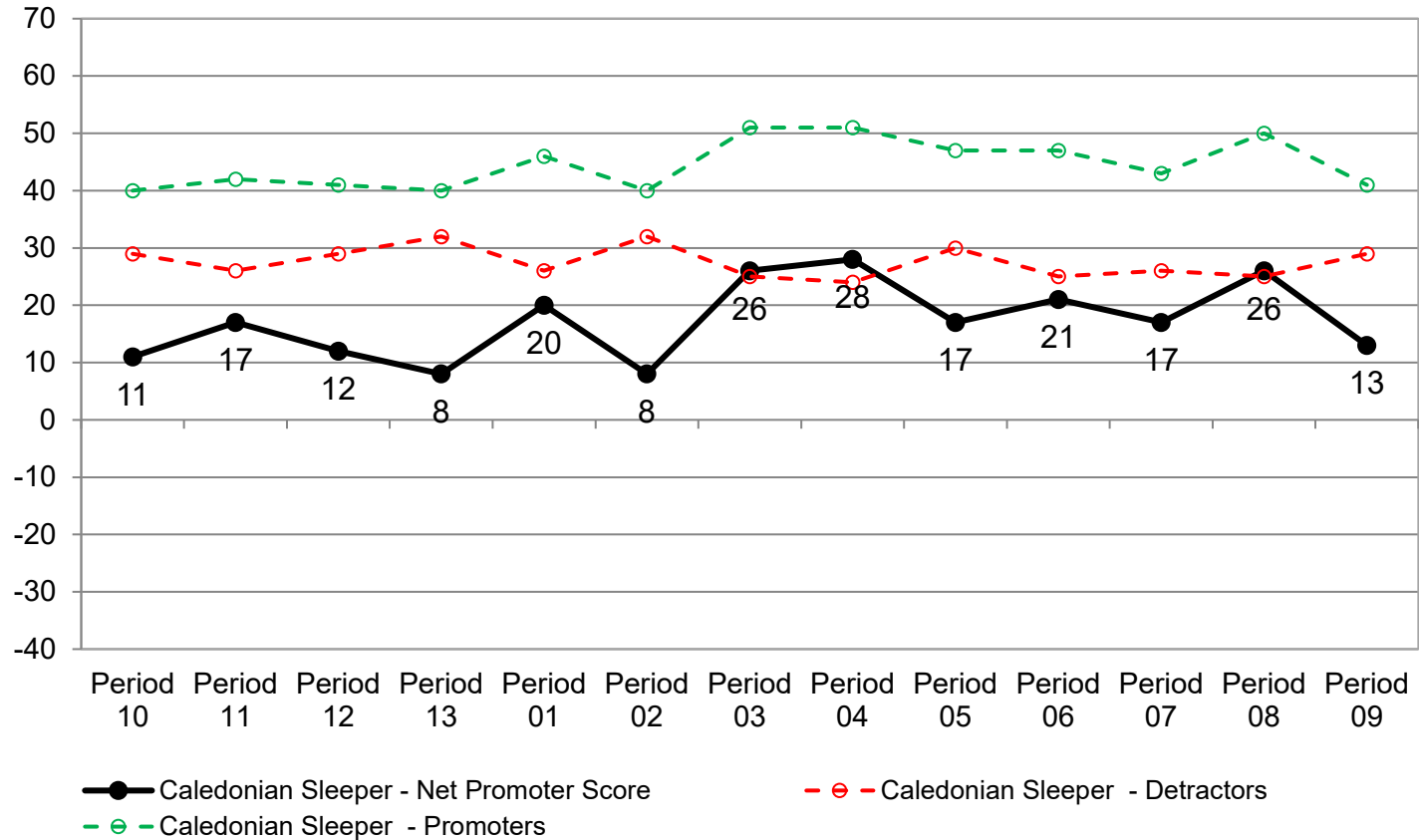
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



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 extremely good value for money, and also very efficient use of time. It avoids spending 6 hours on a daytime train. And it can potentially avoid an overnight hotel stay.

You can't appreciate it until you've lived it. The most unique experience we have had. Worth the early start the following morning, but make sure you have an early check-in when you arrive at your destination!

Seated carriage is excellent value for money, and you simply can't beat the views once in the Highlands.

Even if the cabins are small, the relaxed feeling of sleeping your way towards your destination is worth it. We took the ferry from Amsterdam to Newcastle in the past. As we want to travel more climate-consciously, the Caledonian Sleeper is the perfect option to travel stress free from mainland Europe to Scotland.

Passive (7-8)

On the one hand it was a good value, efficient and practical way of getting to Scotland, the staff were lovely and service faultless. On the other hand, sleeping in a seat is never comfortable, and the cost of a cabin is really high.

It is an amazing journey, but it is very expensive. The 'club'/first class experience is not comparable with an airline experience, but overall, it's worth trying it if you're not in a rush.

The concept of the sleeper is magical and in its heyday it was. However, I do have some reservations given that it's no longer possible to book a slot in the dining car, and no longer possible to have the smooth ride that was possible in the older carriages.

Better in theory than practice - but the kids thought it was fun.

Detractors (0-6)

Directions at the station by staff were incorrect, the staff promised but did not unlock our adjoining door. The rooms were so small they were claustrophobic and impractical not allowing me any sleep. At 3am I left the cabin just to find somewhere to sit normally but ended up just standing by the toilet as there was nowhere to go. Awful.

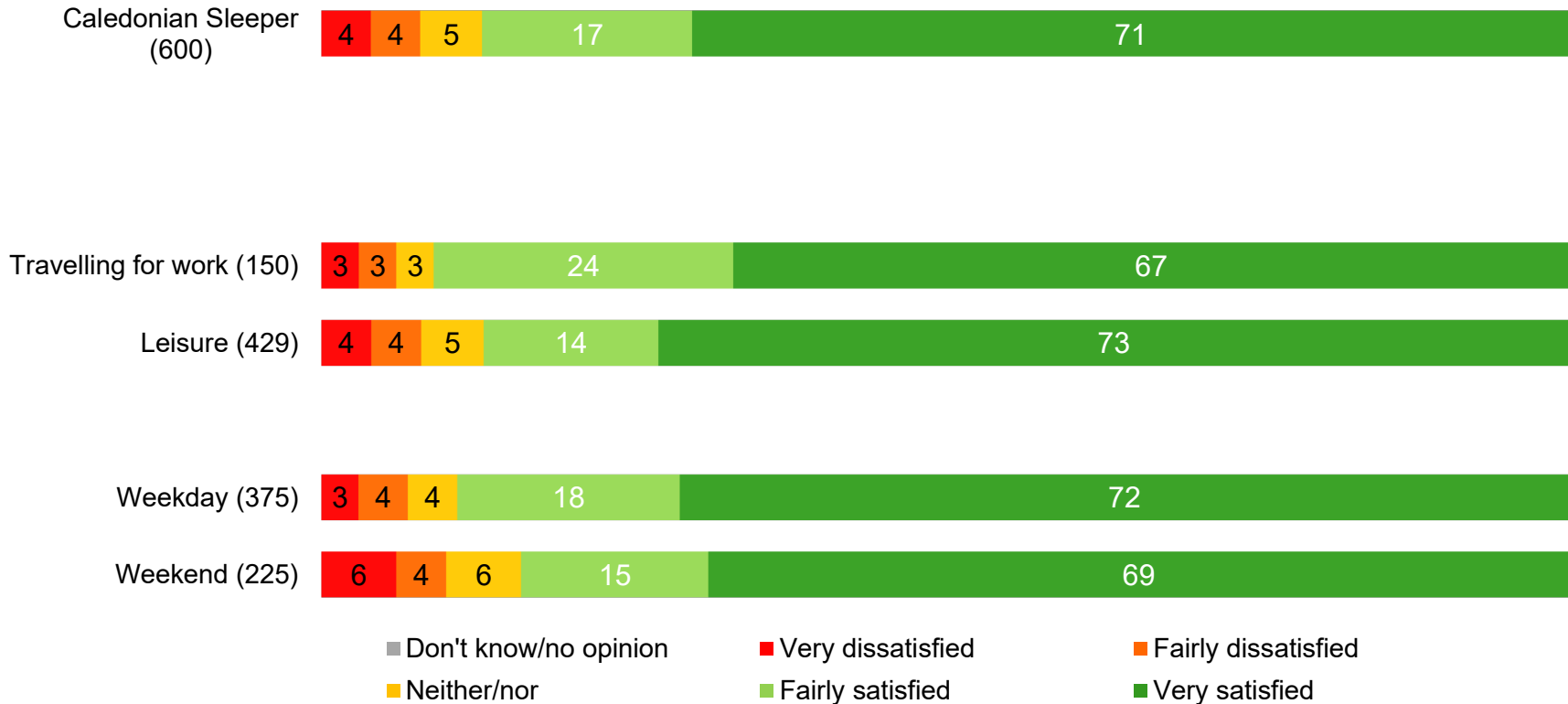
Because it wasn't worth the money. It didn't feel first class or remotely special. I wasn't comfortable I didn't sleep I was panicking about the morning arrangements and breakfast was rubbish.

I had high hopes that this would be a more environmentally friendly way to travel and efficient too as I could sleep while I travel rather than getting a plane and a hotel room. I have now done it once but would never do it again and wouldn't recommend it to others. A sleepless night on an uncomfortable seat is no good. I think I would actively tell people how bad it was!

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?



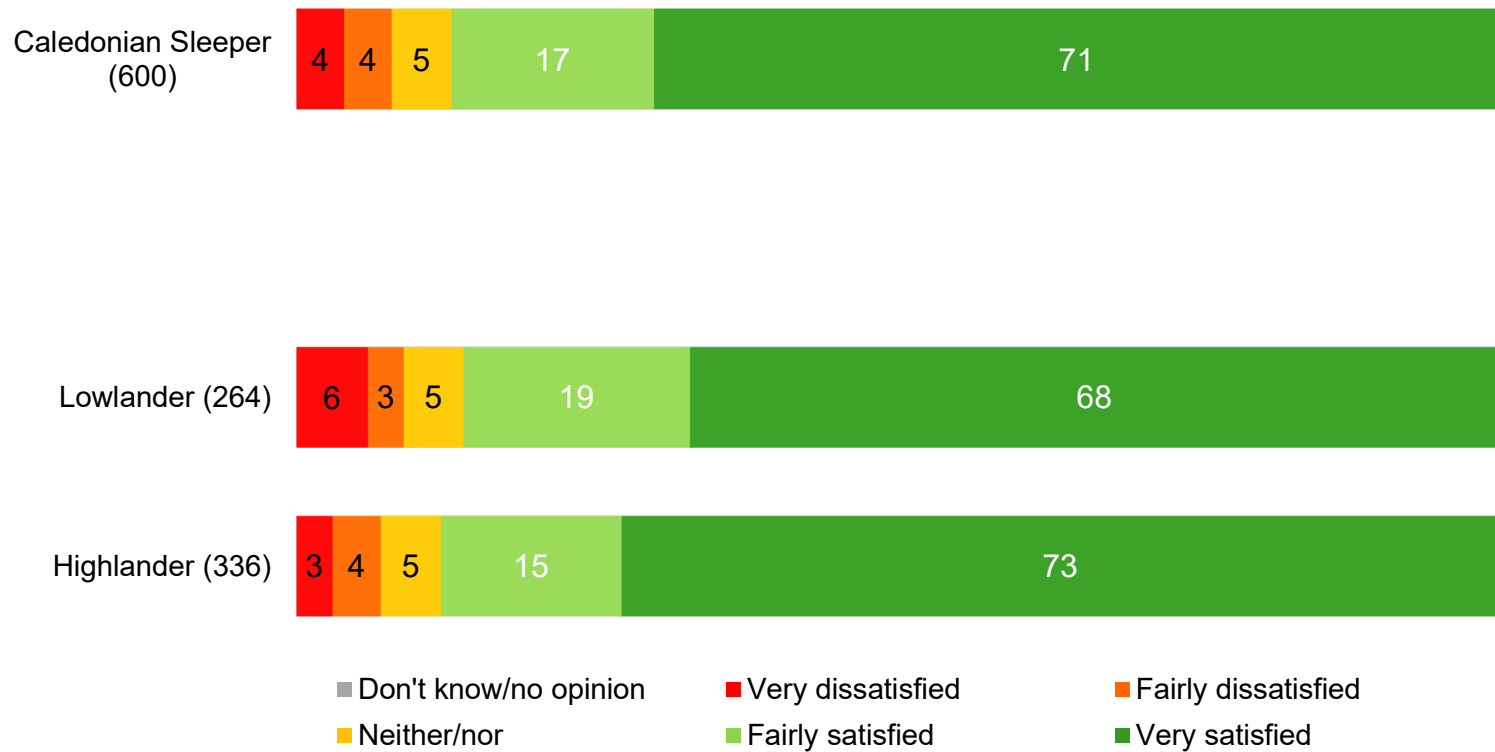
Punctuality and reliability by passenger group



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



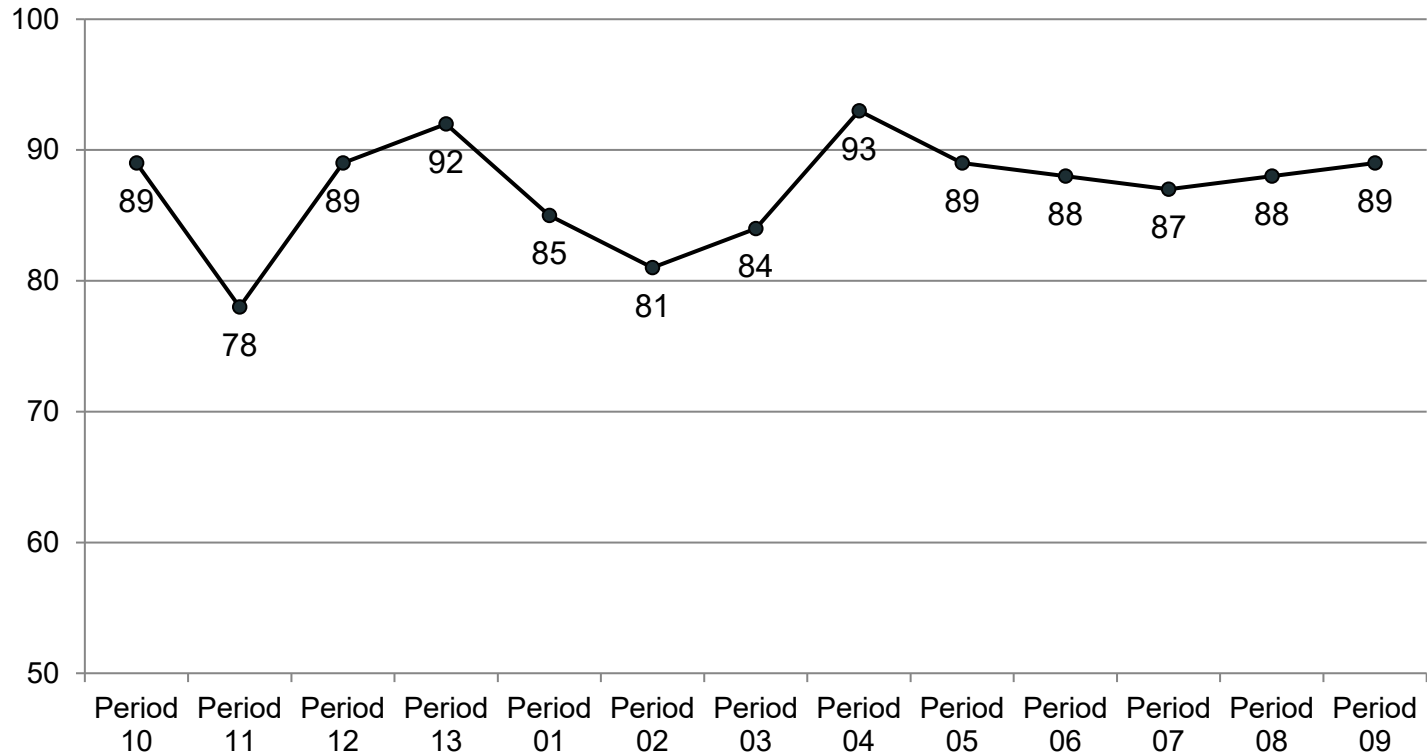
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Punctuality and reliability - trend

Punctuality and reliability

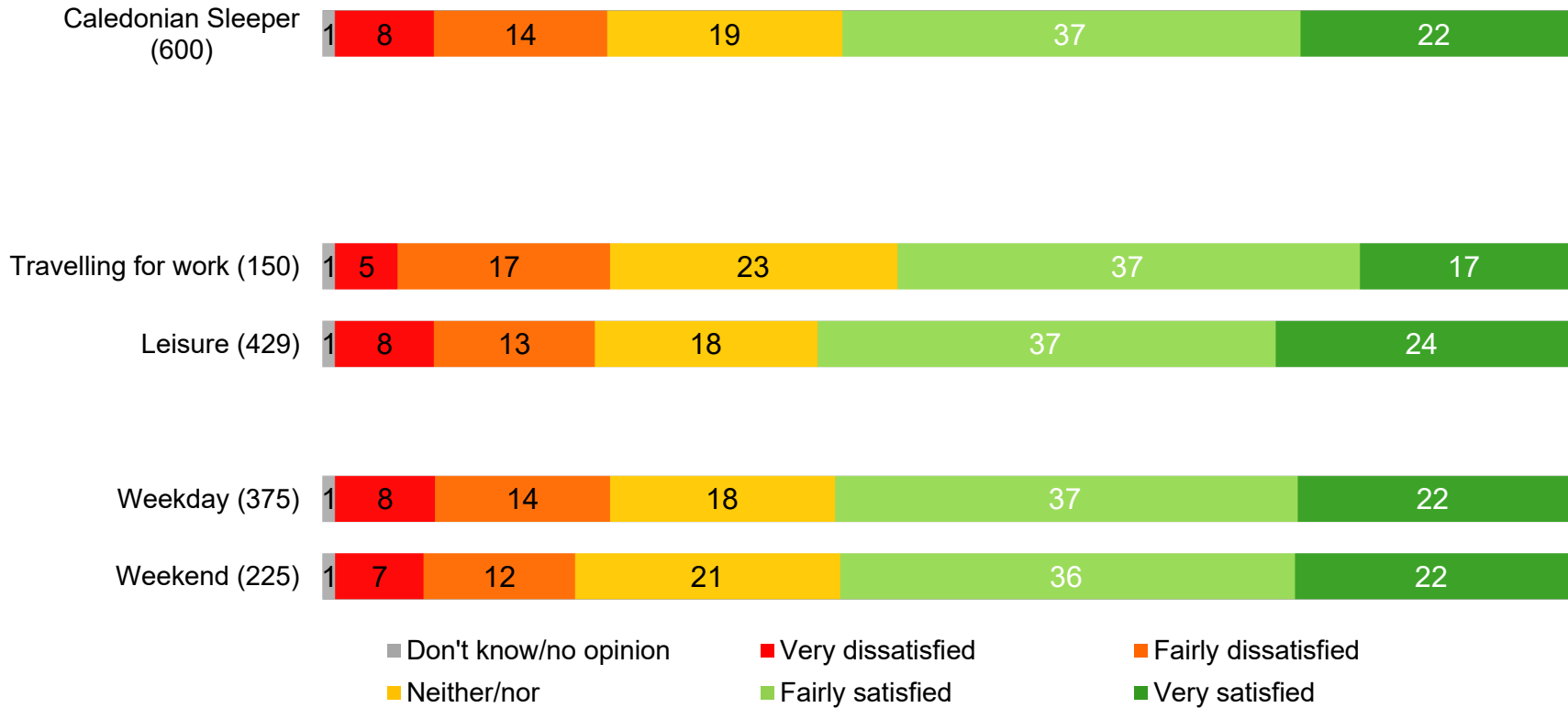
Trend: % very/fairly satisfied



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)?



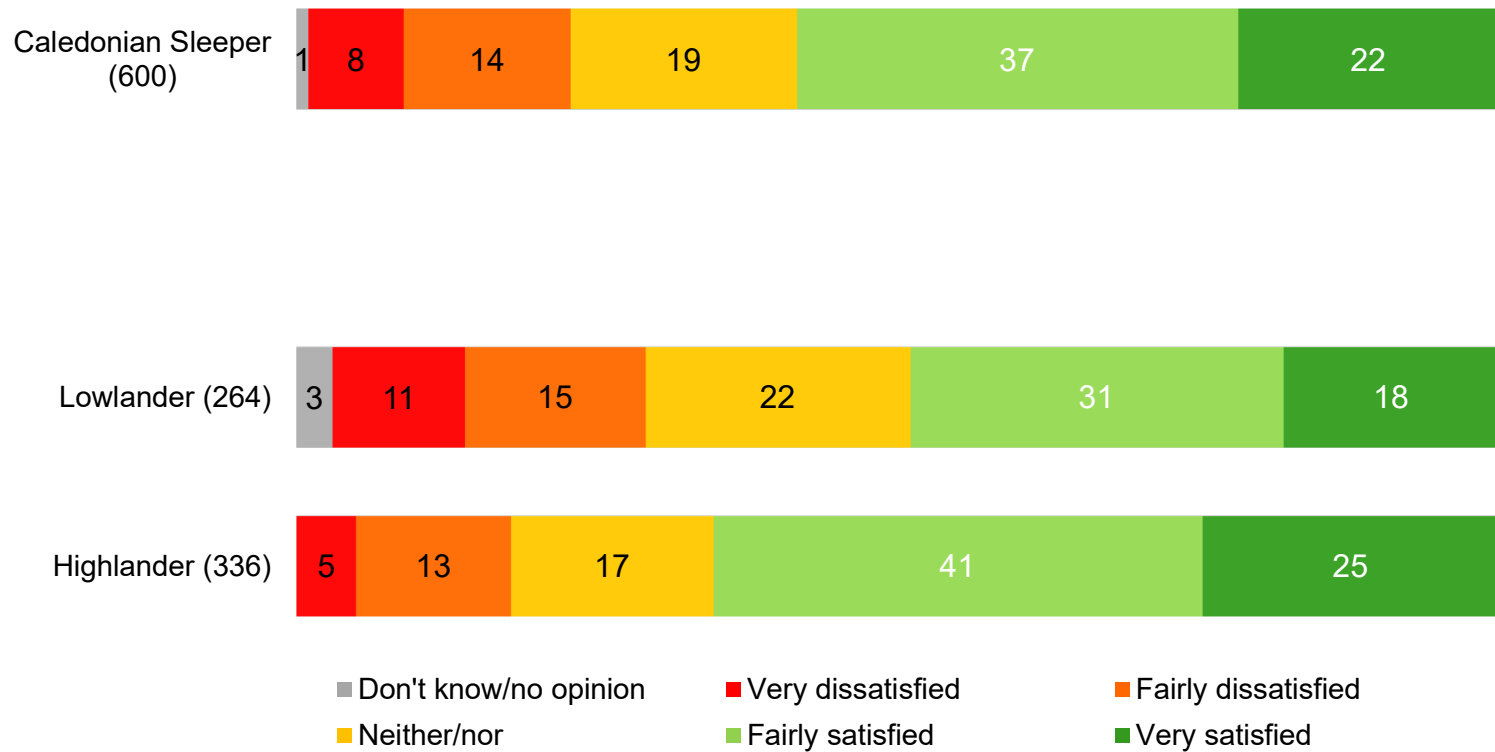
Value for money by passenger group



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

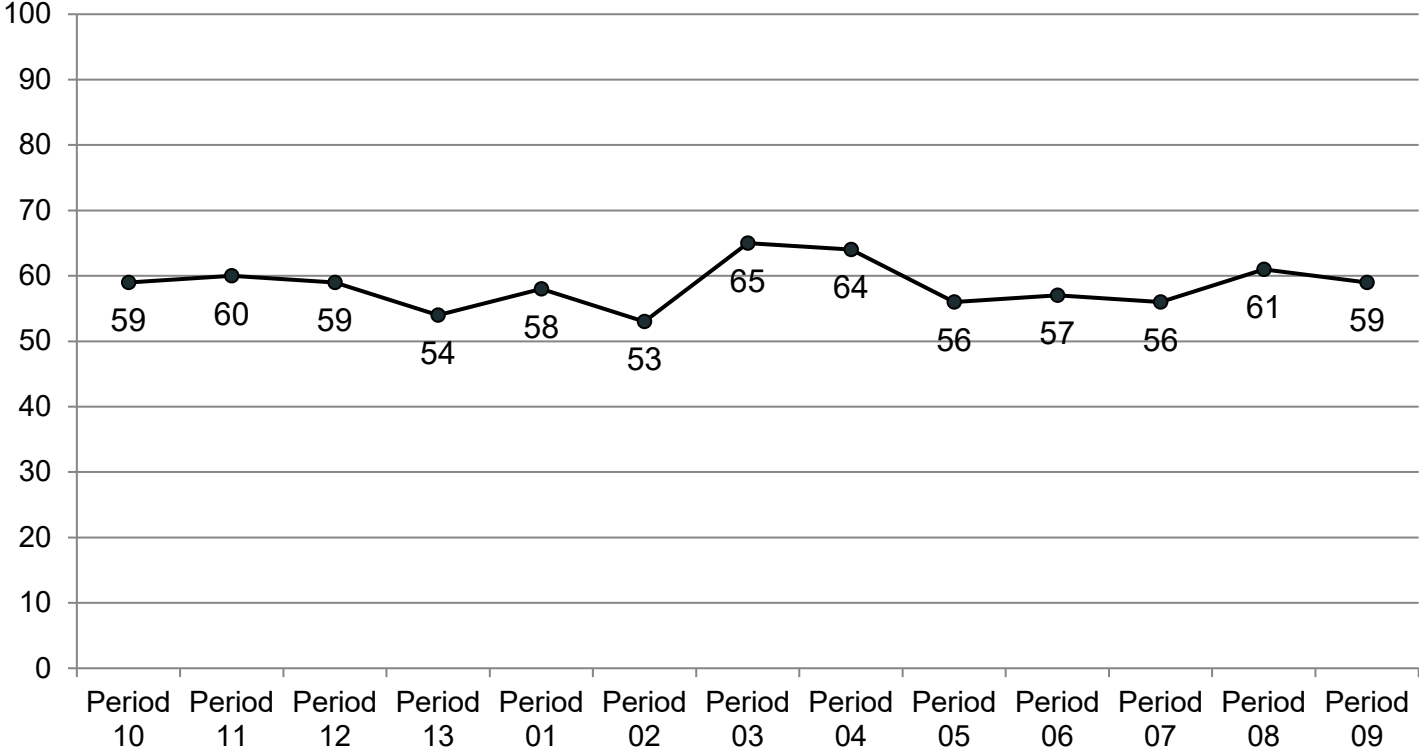


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

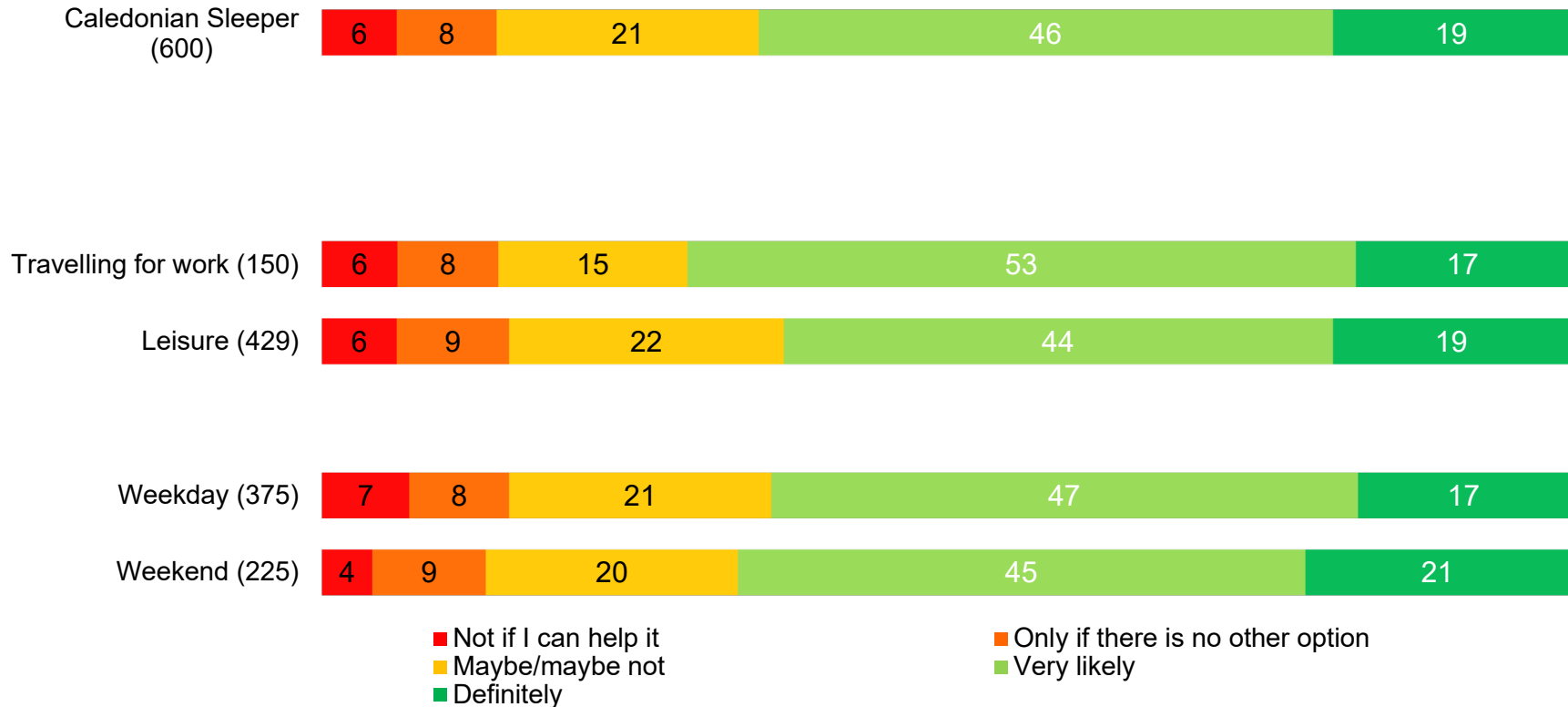
Value for money
Trend: % very/fairly satisfied



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

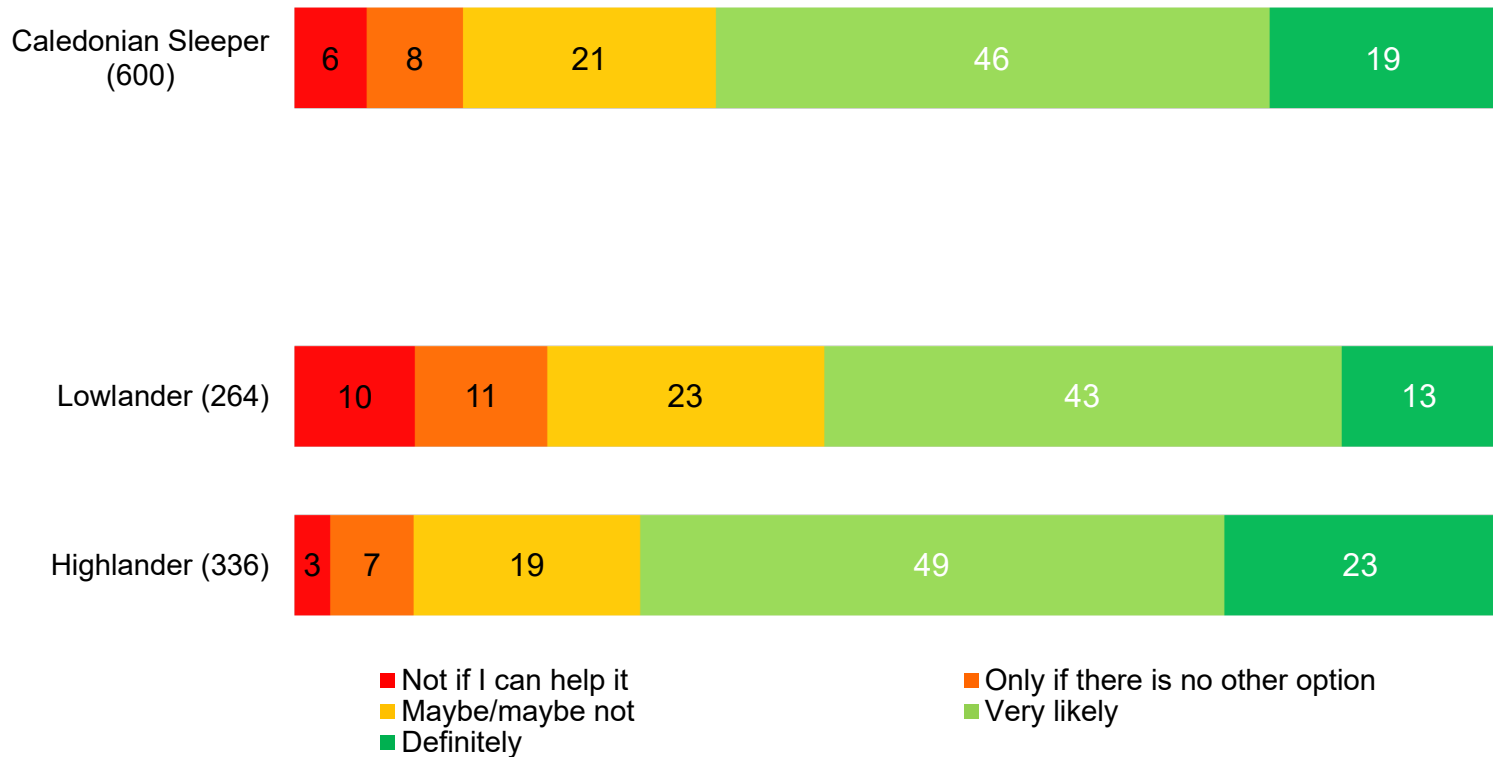


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Due to the previous mentioned lack of sleep and availability of first class LNER at the same price as the return on the sleeper.

For evening events in London where it will not be possible to get a flight back to Glasgow, taking the sleeper is a good option because it means that the next morning is not wasted, and the cost of a London hotel room is avoided. However, where possible, I would prefer to fly.

I like the idea of the sleeper and like departing and arriving city centre, but sleep quality poor compared to hotel as bed short and train movements not relaxing so poor-quality sleep

Budgets may not allow it, but it is a good option.

It does go to useful places, but at such a cost in physical exhaustion and chiropracty.

I didn't sleep. I love and need sleep. So, I would probably choose an option where sleep was more likely.

I am someone who really loves night trains. But they are not the experience that they were. Very expensive. No breakfast. Not sure when to get off. I might just travel in the day instead. Which is sad as I love the night train experience.

As a journey it is expensive for the accommodation provided. Yes, it saves a hotel bill but at least a good, quiet night's sleep would be had. The daytime journeys are quite fast and convenient. Okay, if you're time restricted it's a good idea, but after a disturbed night you don't function as well the following day.

It's just too expensive for what you get. I can fly from Inverness to London for under £50 and a single on the sleeper can be over £200.

We wanted to try it as an experience and would only do it again if it was the most suitable option for our circumstances.

I would choose it over an evening day train if it was cost effective. However, looking at future tickets, I think it's usually not a competitive option for me.

It's expensive when compared to a daytime train and proper hotel with proper showers. It's could so very easily be an amazing world class and unique experience. Allow people to board at 8pm, do a dinner service which tourists would love, and which would also generate more revenue.

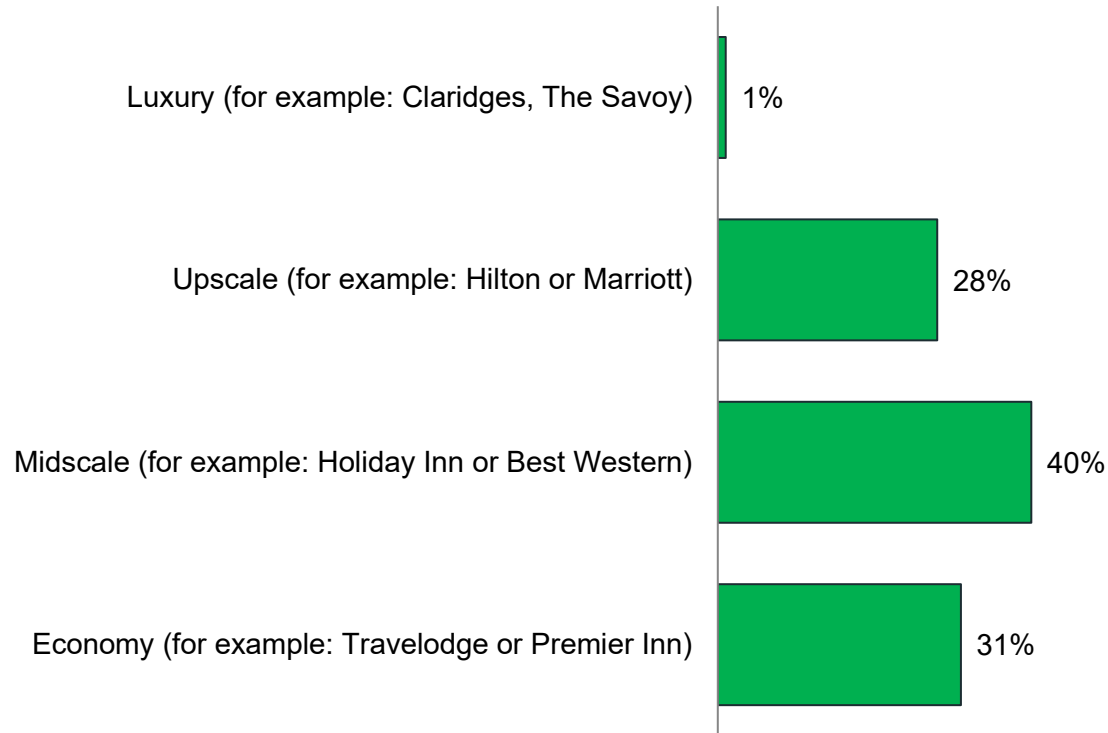
No sleep, uncomfortable bed, cold room, unable to use lounge on train, small cooked breakfast and not enough choice or additional breakfast items you could add.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 3 2024/25 %



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

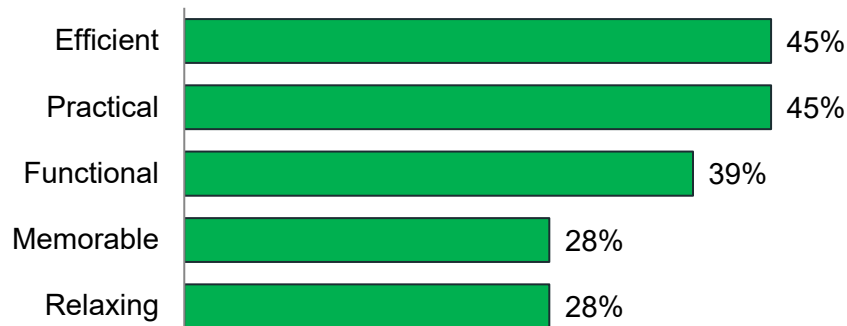
Base: All with an opinion (557)



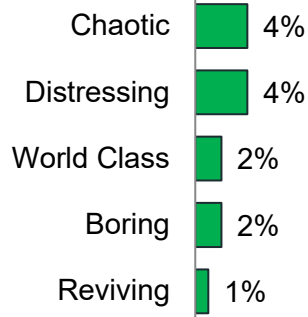
Overall description of journey

Quarter 3 2024/25 %

Top five



Bottom five



Q29. Thinking back how would you sum up your experience of the Caledonian Sleeper? What words best describe your journey?
Base: All (600)



Caledonian Sleeper

Journey expectations

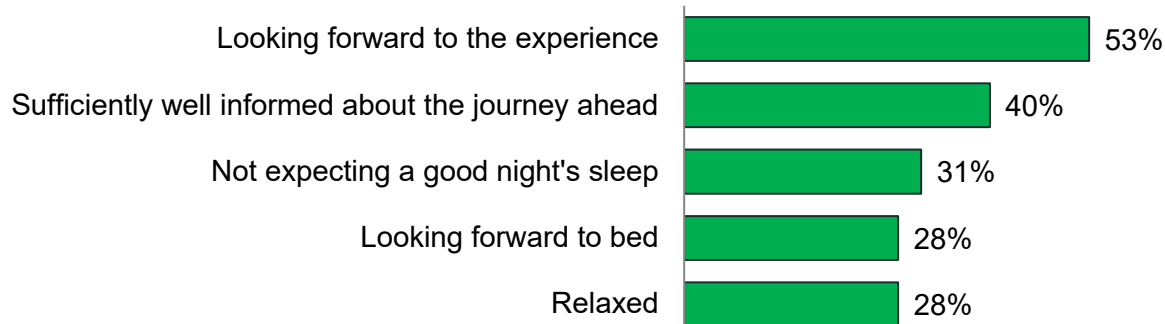


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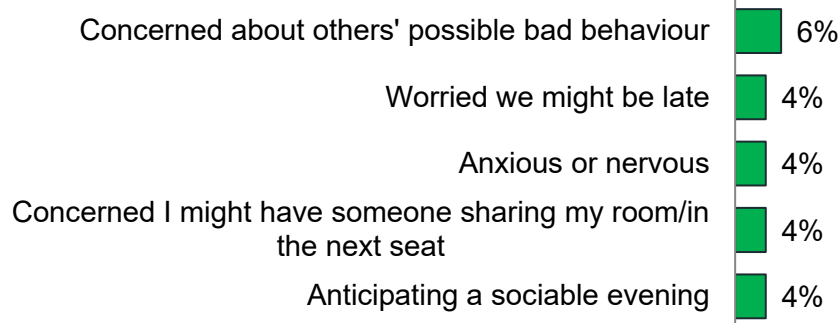
Thoughts and feelings pre-journey

Quarter 3 2024/25 %

Top five



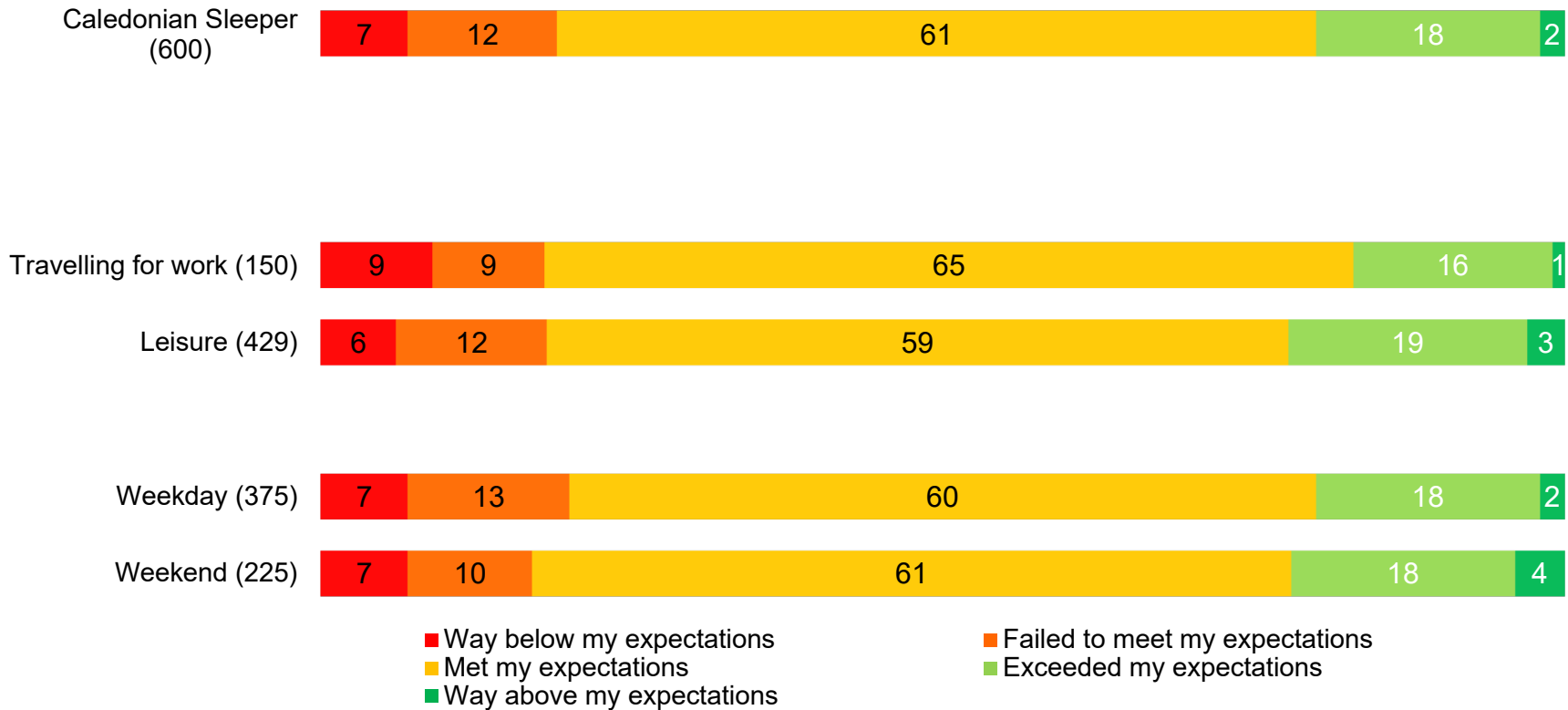
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: All (600)



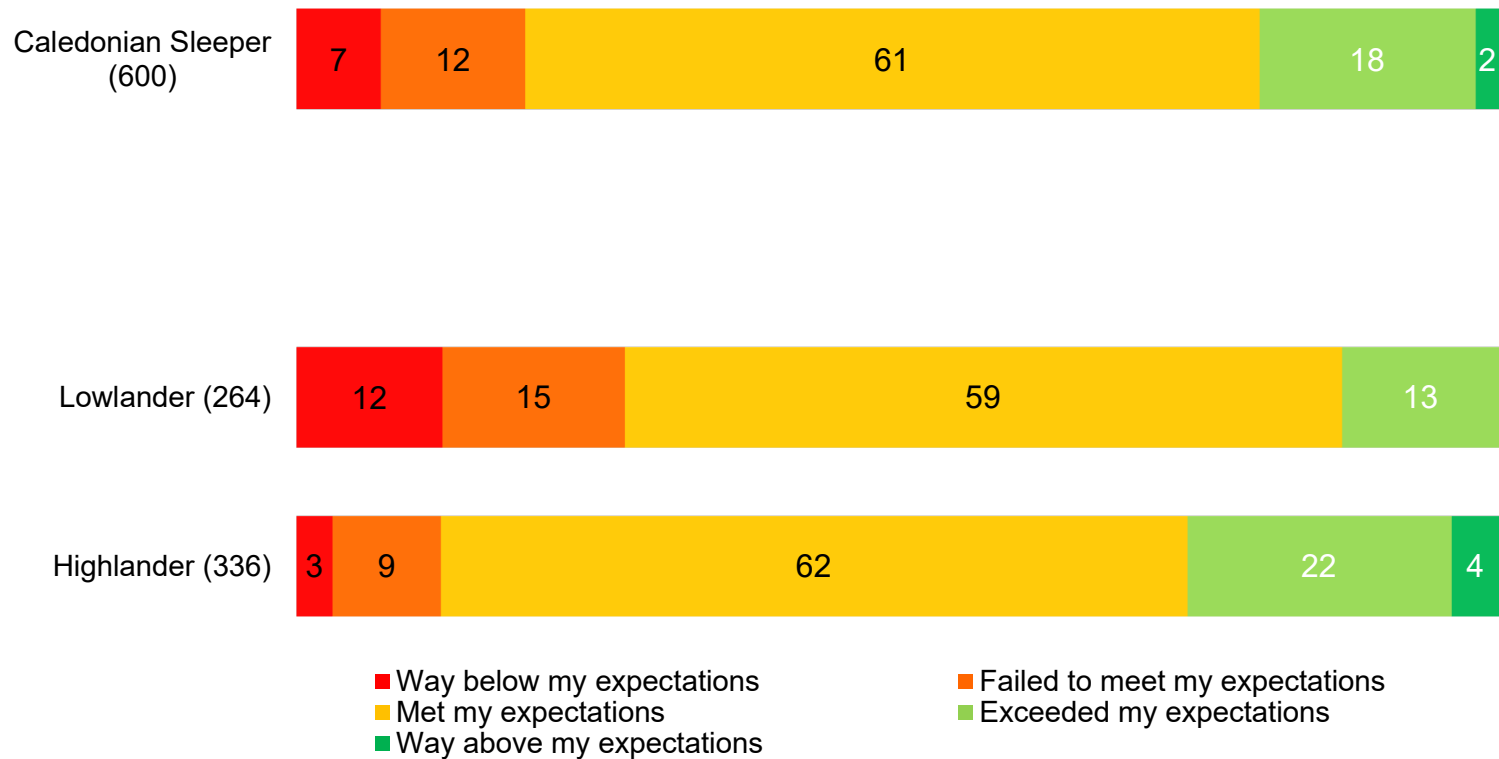
Met expectations by passenger group



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



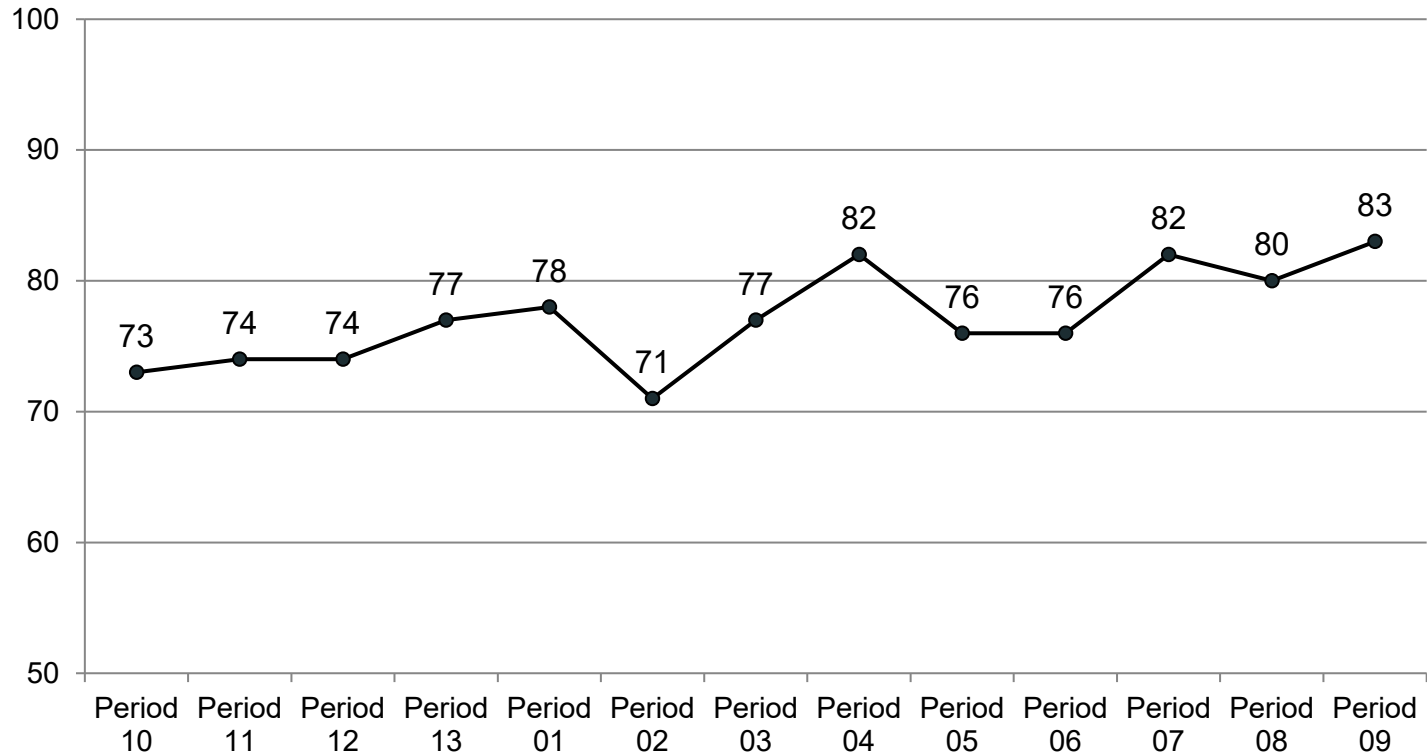
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

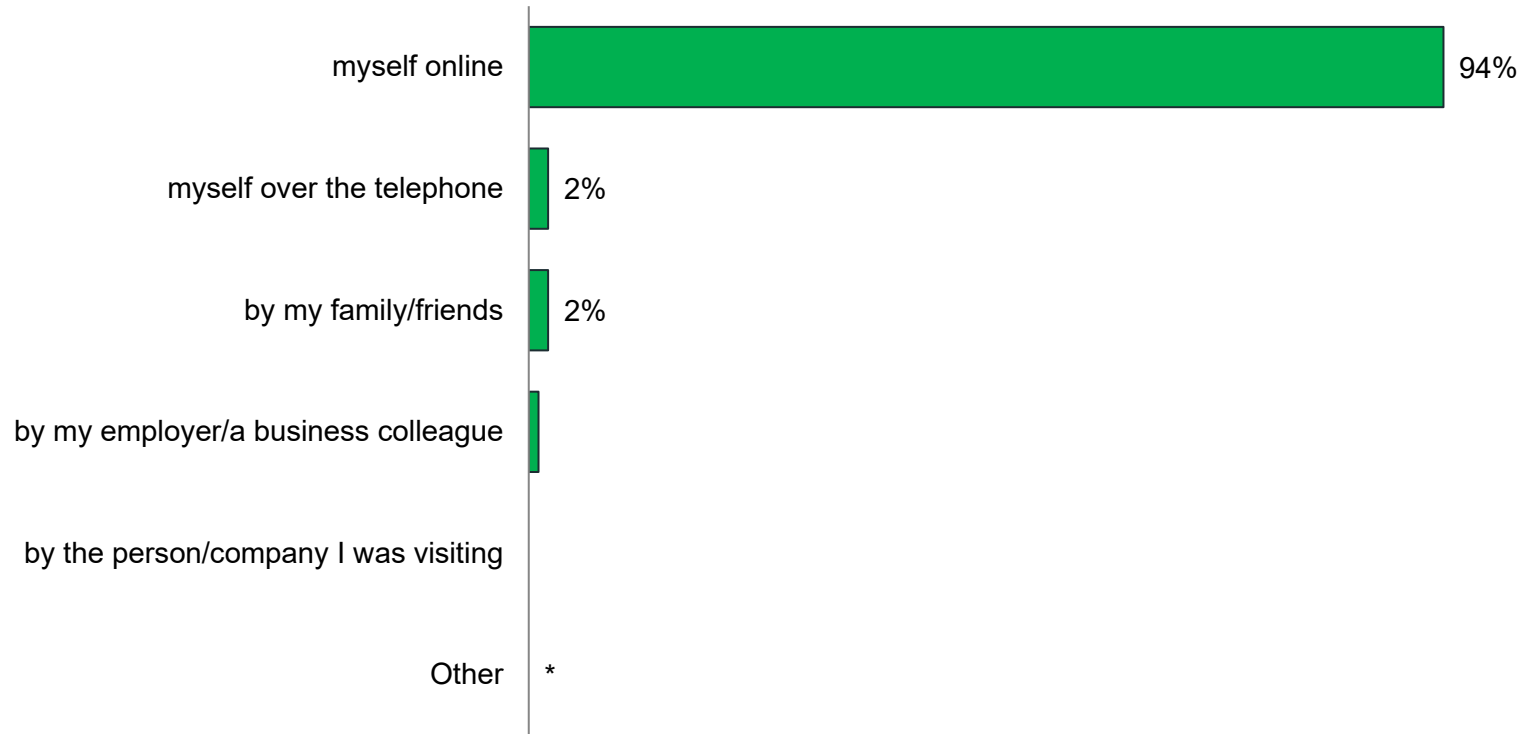


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SLEEPER

How booking was made

Quarter 3 2024/25 %

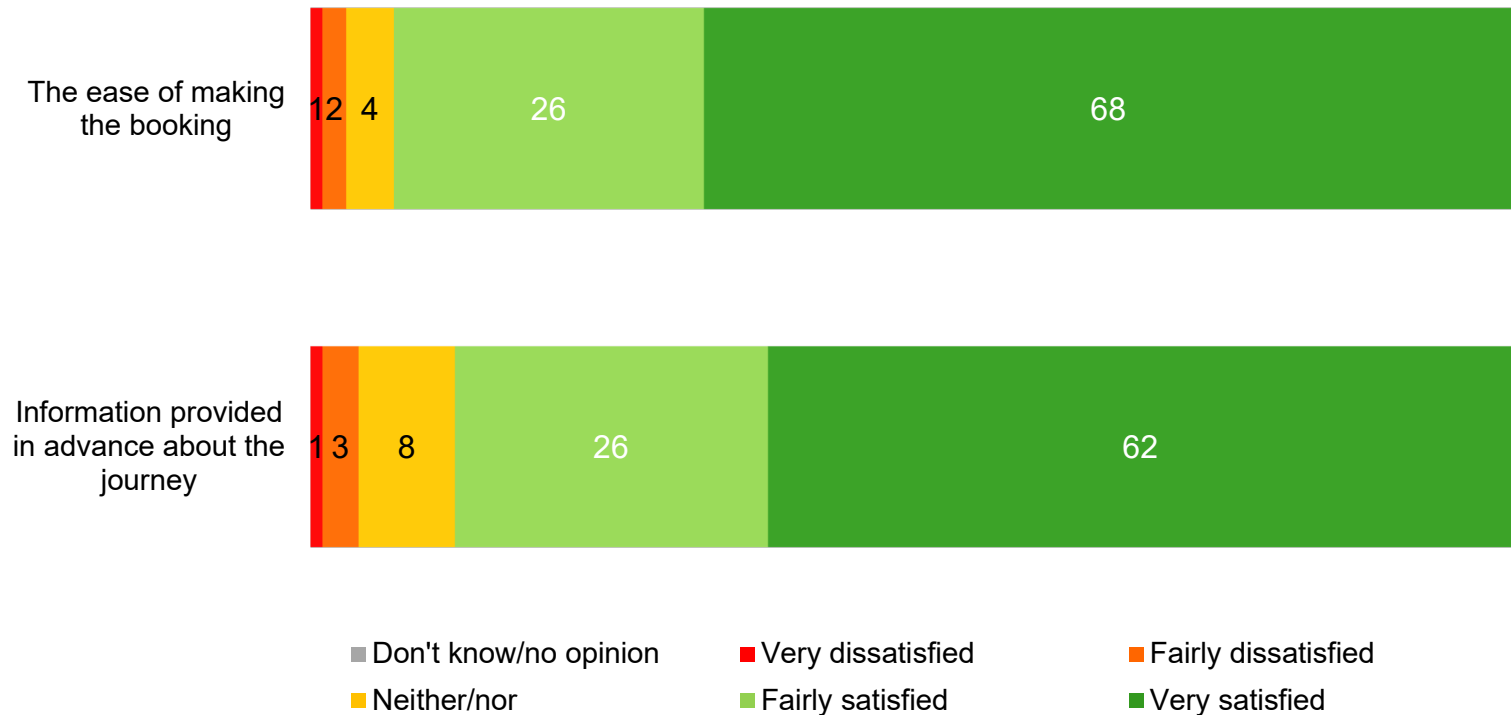
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: All (600) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (576)



Improvements to information provided about the journey – customer comments

Be honest about the seating, don't make it sound like the seat isn't just a regular first-class train seat, very sneaky.

Ensure it is clear what waiting facilities are available for each sleeper ticket type.

Explain that the lights are left on in the seated cabin.

Very little in my opinion.

Despite multiple reminder emails in the build up to our trip, the first we heard that a large portion of our journey was going to be replaced with a coach was a text message that lunchtime.

Need to inform travellers about getting through the barriers at the station and about how you will receive your room card.

*Provide better platform information
Also better arrival information. We arrived 45 minutes earlier than expected which I didn't set my alarm for.*

Send less of it. I don't need an email 2 weeks in advance - I know I am going to travel - I booked it!

Be upfront about the fact there is no lounge at Edinburgh Waverley at the moment - had we known, we would not have taken the sleeper service. As it was, we had to take our small children into a hotel bar to wait for the train - this was neither comfortable nor appropriate.

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



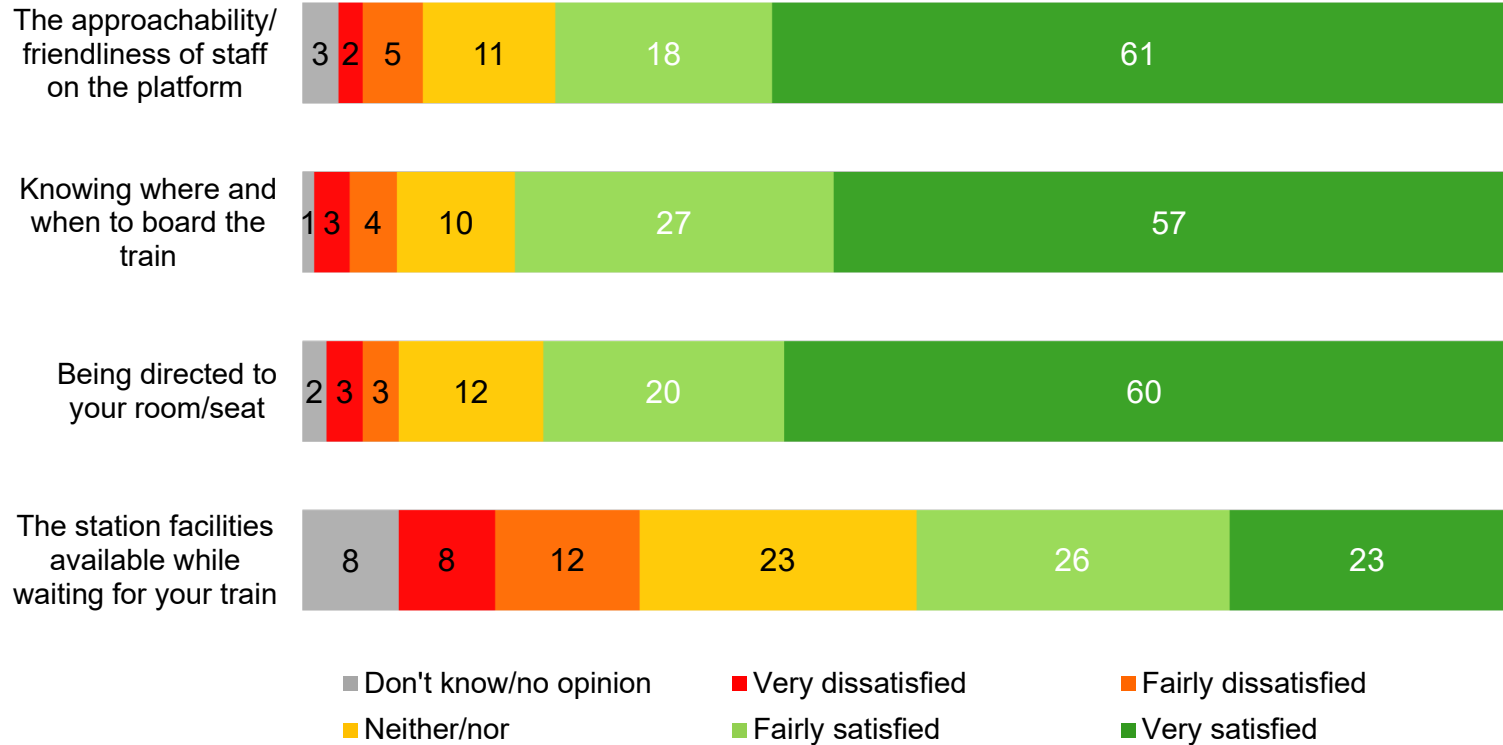
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (600)



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

Be clear about where to pick up room key, actually direct people to correct carriage, check if they know what they are doing, be even vaguely welcoming, Scottish crew are absolutely terrific, London are awful.

We were called to the train to board by the person on the ticket barriers, when we arrived at the platform, we were shouted at by a member of Caledonian sleeper staff for being too early (2 minutes before boarding started apparently) and were told to wait on the platform.

Some guidance onto the seated coach will be good. The shutter of the luggage section remained open throughout. No one is attending to them. I was worried my luggage fell out or got taken wrongly while sleeping.

I asked for tap water to fill up my bottle given we had 40 mins before departure. This was met with a response as if my request were bizarre and was told to buy water (330ml for £2.50).

They just looked at my ticket and then left me to it. Could have directed me and been welcoming.

There were no staff on the platform as I was boarding the train or getting off.

Take time to explain or show people to their seat/carriage. Take time to explain what is involved in the en-suite rooms with ordering or purchasing items from the club car.

Providing clear information re queuing for the sleeper. Many passengers were waiting on the platform by the unlit train before being rounded up by a very harassed member of staff.

There was a long 20-minute wait in a queue on a cold windy platform before the check in staff arrived. As a senior, standing on the hard cold platform proved painful for that length of time. Remember not all disabilities are visible.

I was only asked for my name which was ticked or crossed off on a list and whether I had travelled before with Caledonian express - a yes meant I didn't need explanations. However, we had several items of luggage and although our relatives helped with this it would have been good to be welcomed at our coach.

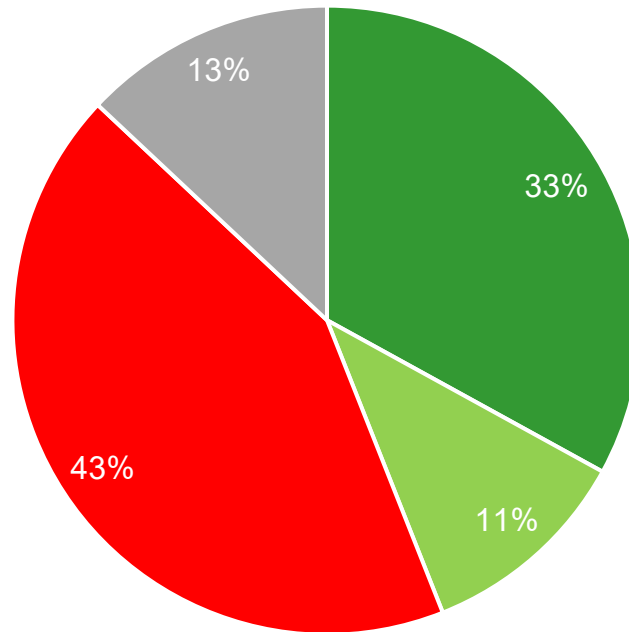
There were no staff on the platform to tell me either where to stand for coach C nor when I used the intercom where they able to open the waiting room for me, so I spent 20 minutes shivering in the cold. There was no other person boarding that evening and I was at the wrong end of the train so felt I had to run.

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



Use of customer lounge

Quarter 3 2024/25 %



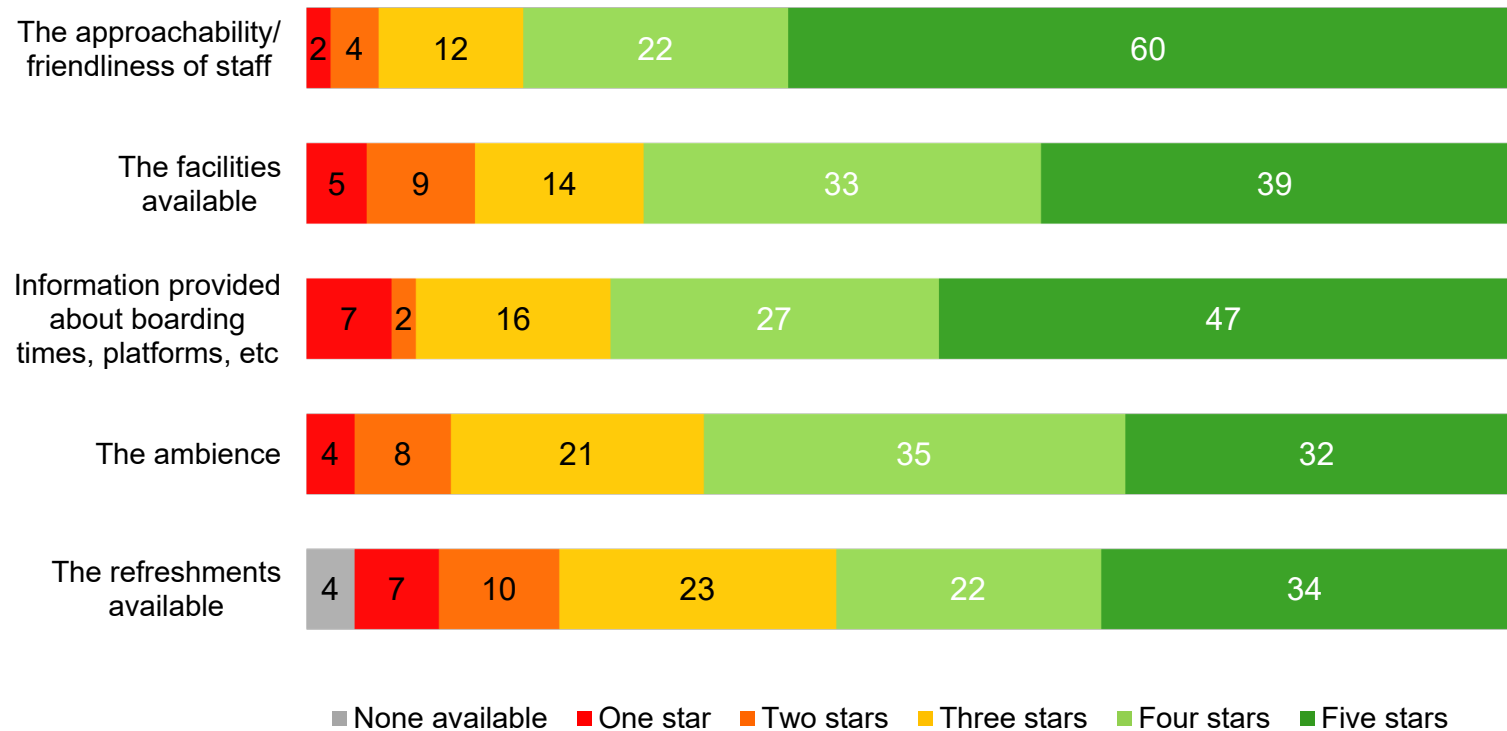
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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

Base: All travelling from Aberdeen, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth or Stirling (548)



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 (182)



Additional information required in the Customer Lounge – customer comments

I'd have liked to have been given my key card, and to have received accurate information about when the train was ready for boarding. We were told it was at 1025 - it wasn't, and we weren't even let through the ticket barriers for another 10 minutes.

I was given no information about platforms and already knew the departure time. Again, just more welcoming, the staff are indifferent.

Some communication would be good.

Boarding info was shouted over the tannoy by someone with a strong overseas accent, at the last minute. Unintelligible. Firstly, you should have display screens. Secondly, nine times out of ten it's the exact same routing every evening, so you could have a pleasant recorded announcement (Scottish voice?) at a reasonable level of volume and clarity.

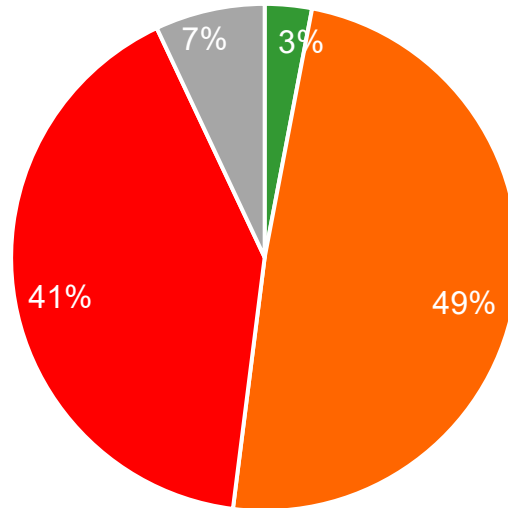
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 3 2024/25 %

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



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

Base: All travelling to Aberdeen, Crianlarich, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth, or Stirling (569)



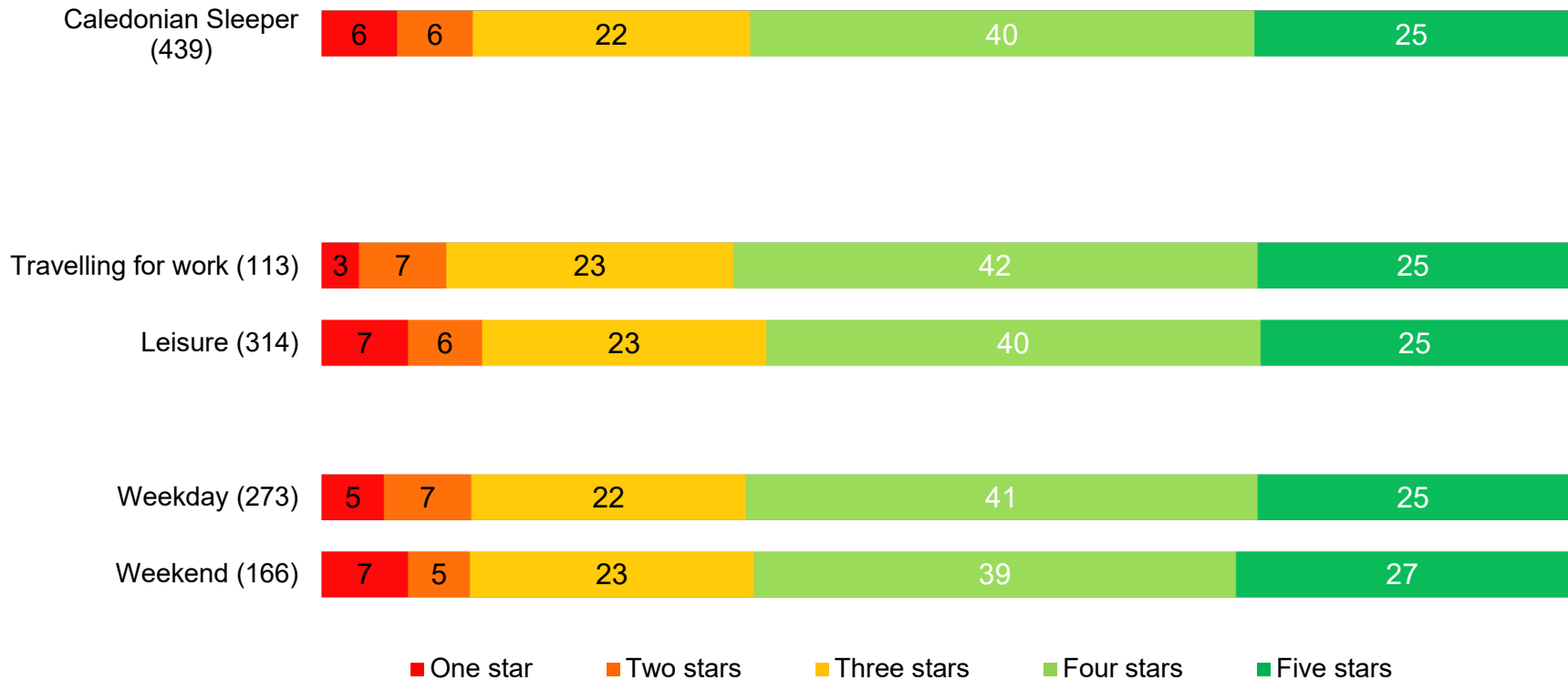
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

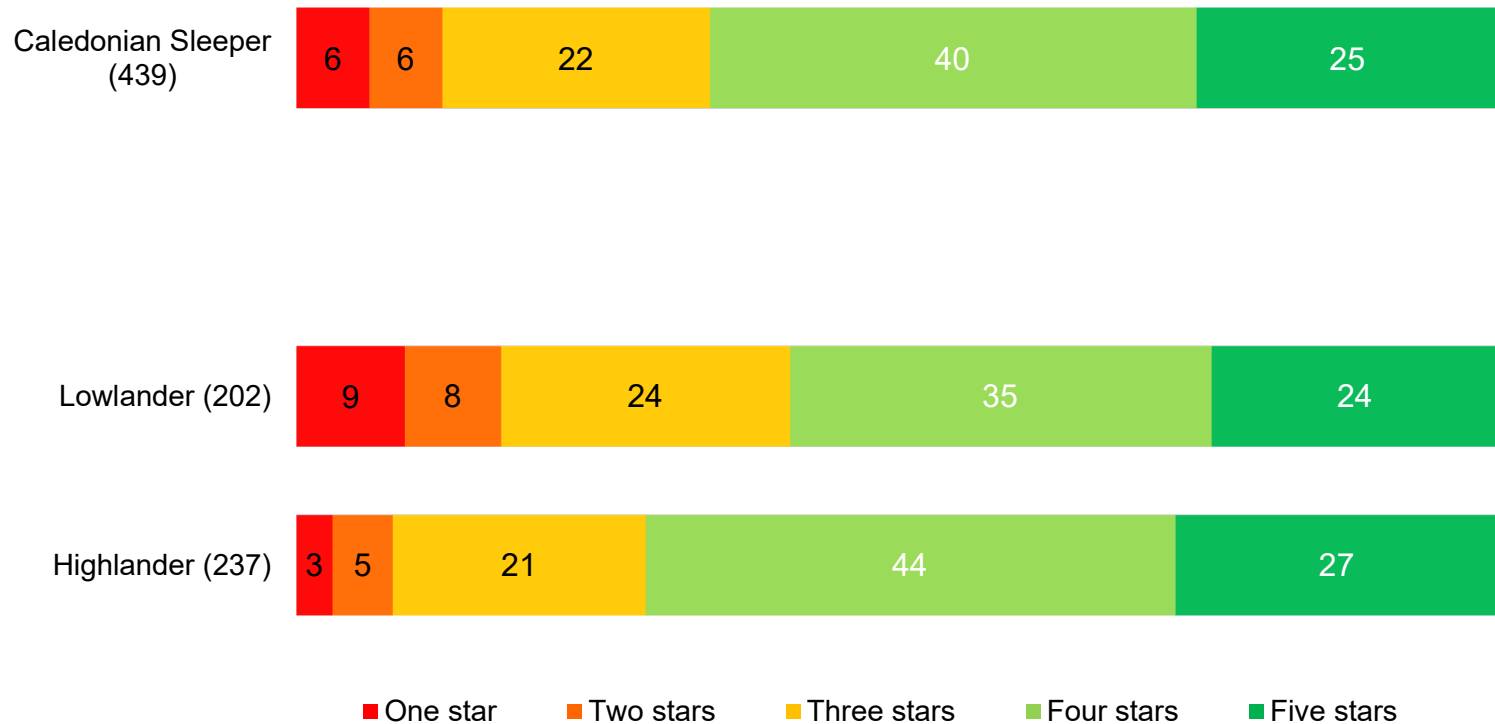
Overall rating of room by passenger group



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



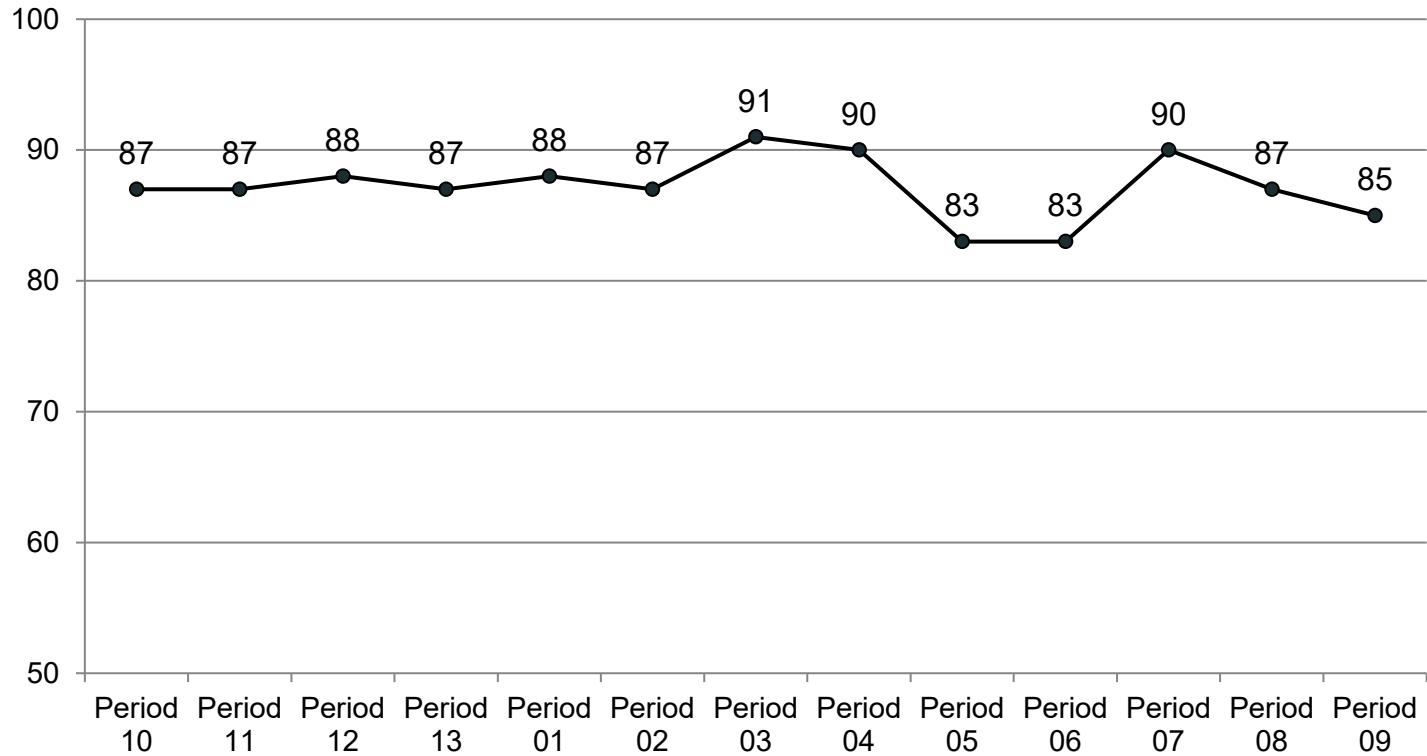
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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

Sound proofing. Everything was fine in the room, but the noise is just uncomfortable and unacceptable.

The ladder is in a really odd place. I have a bad knee and so had to move the pillows to the other end to give me more room to get in and out of bed. I wonder why the top bunk can't be folded away when not in use and I'd seen in the video that there should be a pull-out table, but I couldn't find it. Otherwise, I think the room and en-suite was really nice, clean and a really clever use of space.

Fix the heating so it's at a uniform chosen temperature, replace the mattresses, have signs saying that the door is not openable from outside when locked (doesn't feel safe otherwise), fix the charger point as it kept stopping charging (even when other electrics were on).

Very thin mattress, no sound insulation, toilets/shower not working in the room that had them, and the light on the button that controls the lights is so bright that it feels like you did not turn them off, although you in fact did. This train should just be called the Caledonian, because there is no sleeping in there!

The little pull-out table was missing in the room. Although the room was clean and comfortable bits of it were looking a bit tired, like the table missing and tape as a temp fix for something on the toilet seat. Not quite the premium experience being marketed.

The rooms are still very cramped - even the Club rooms. I had expected these to be a bit more spacious than the old sleeping cars. The fixed vertical ladder makes access to the lower berth more difficult than it needs to be.

The light had an irritatingly bright ring around it, even when off.

I suppose that making the room larger isn't an option. The view from the window is less than ideal. One thing that I would really like to see would be a map showing to location of where I had traveled during the night and where all the Caledonian stops are located.

Can't think of anything. We were very impressed by the ingenuity of the design and thoughtfulness providing plenty of sockets / usb ports etc. Nice touch with water / chocolate etc. Very impressed.

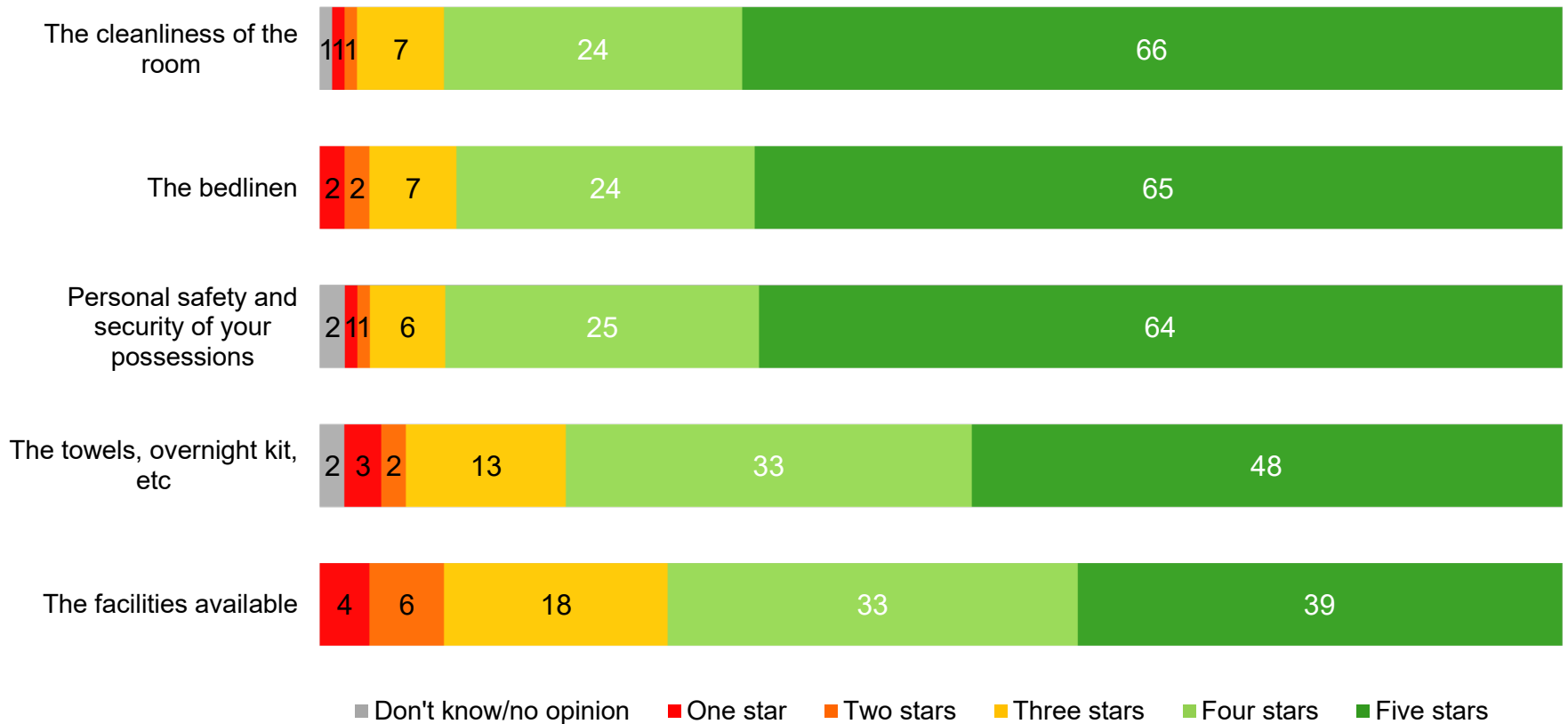
The room is very cramped. It's an impossible task for two people to get ready got bed in the space. The basin area is tiny, I needed a plug socket closer to me on the top bunk.

Fix the hearing / ventilation - both of our rooms were incredibly warm. The thermostats did not appear to work at all.

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?



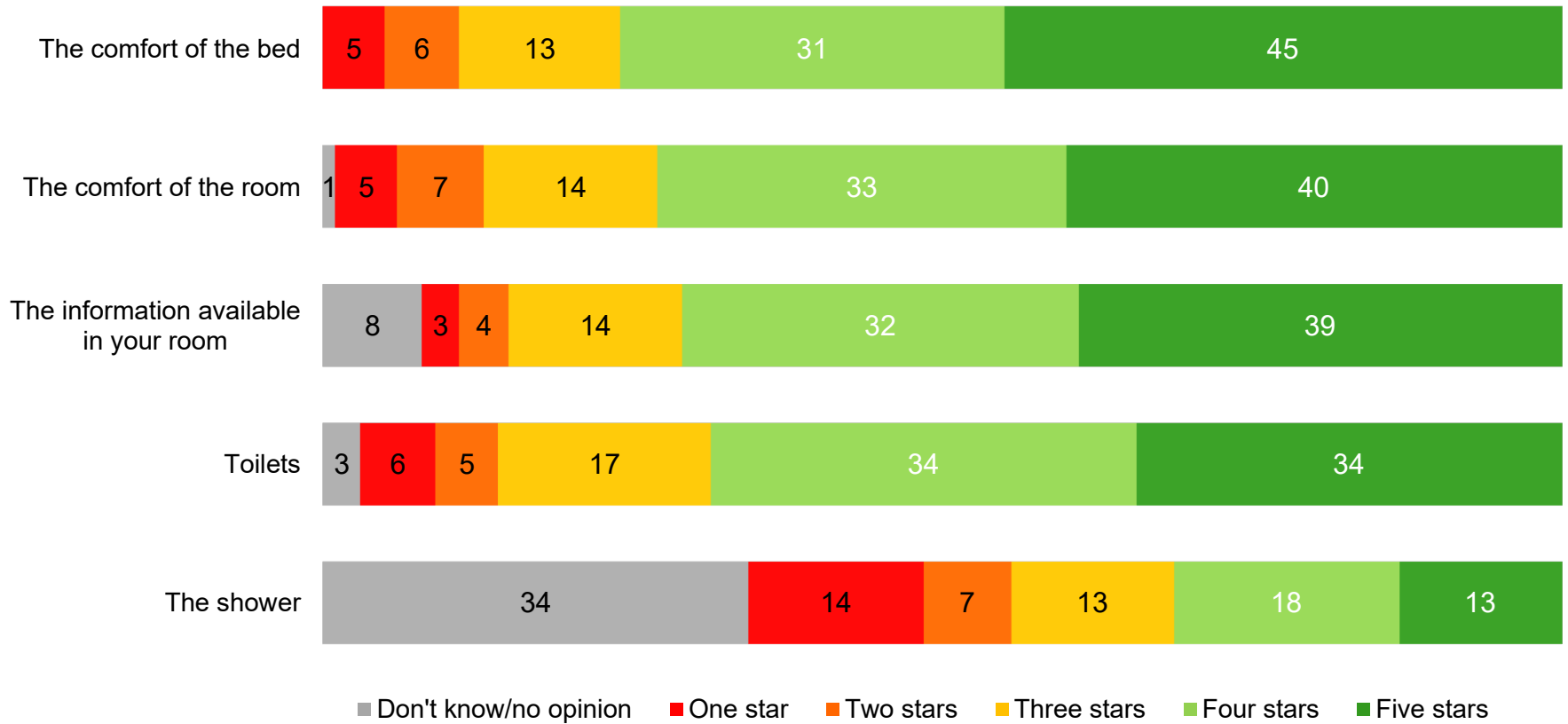
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (439)



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 (439), room with en-suite shower (260)



Rating of features of the room – customer comments

The online information said the room would have a pull-out table but on both this journey and my return, the table was broken. Some better hooks would be helpful to manage the limited space for luggage.

Some sort of "shelf" to put on top of the sink would have been brilliant. Not enough surface space for things but the sink isn't used very often.

The lights above each bed were quite bright white, even when turned off, which affected sleeping. I guess that there has to be some light for safety, but could this be a warmer, more subtle light?

I used to be given a sleeper complimentary toiletry bag as recently as a year ago but there was nothing like that this time- disappointing to receive no toiletries and just ear plugs that fell out and a loose eye mask. What about reverting to the old toothbrush and mini toothpaste sets? Far more useful!

I'd have liked to have some written information on where the train was stopping, when the train was joining up etc - for general interest.

We couldn't work out how to lock the door when we left the room. The notes on the key card said it would lock automatically but it didn't.

Overnight kit is not necessary, too much waste.

There is very little information provided in the room. For example, there was no menu for food available in the lounge. I would have appreciated sight of the lounge menu before deciding to go down to the lounge to have a meal there. Equally, I am aware that there are showers and lounge facilities on arrival in some stations. There was no information about facilities available at my destination.

A thicker mattress would provide a better sleep for adults.

Stop tucking the duvet so tight, have to spend minutes every journey getting the duvet out, which takes the sheet with it, then I have to put the sheet back on, it's irritating.

The toilet didn't flush, and we had to ask the crew over and over again to help (they had to restart it again and again) which was annoying.

Mattresses are getting past best now and ready for replacement other than that everything perfect.

Could not get hot water out of the shower but hot came out of basin tap. Perhaps shower instructions? On both my outward and return journeys the shower ran cold.

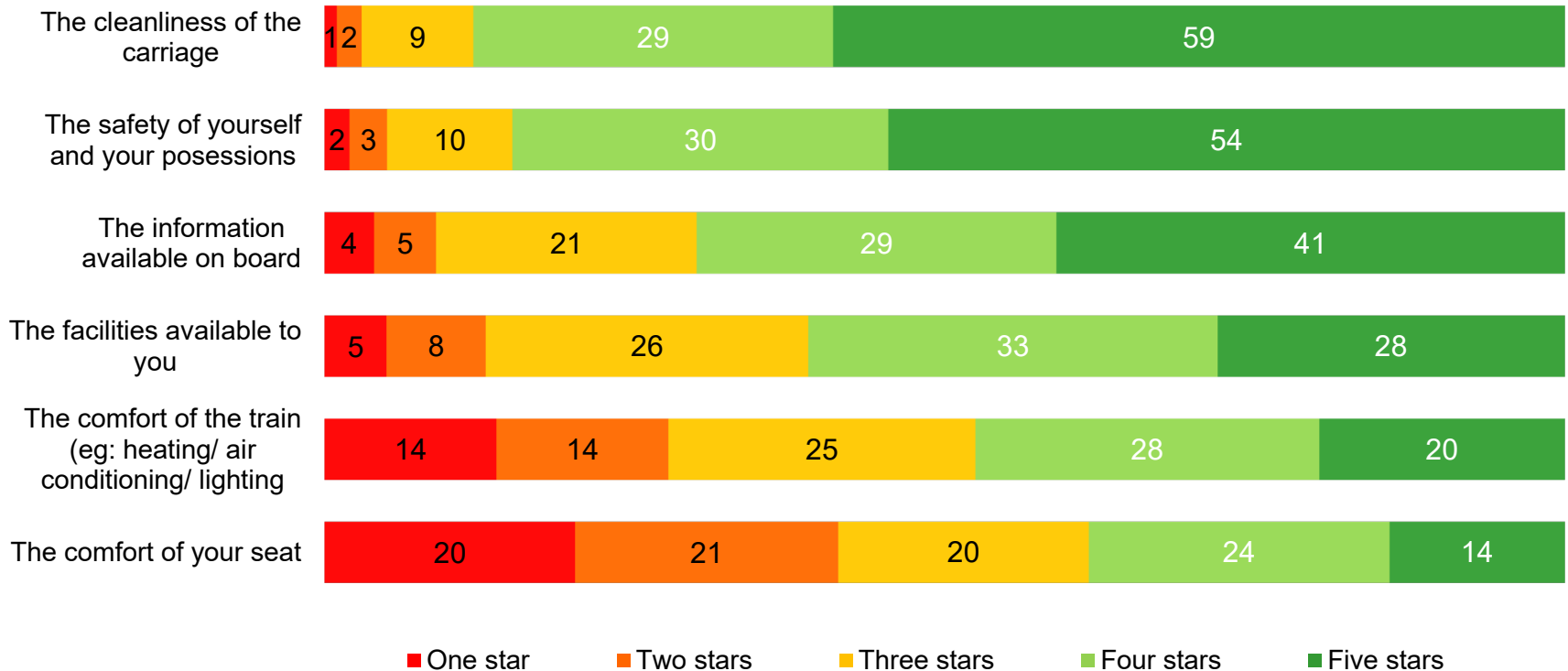
The shower was very difficult to work out how to use, and not easy to get the warm water, so had to have a cold shower.

The lock was broken to the shared toilet.

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?



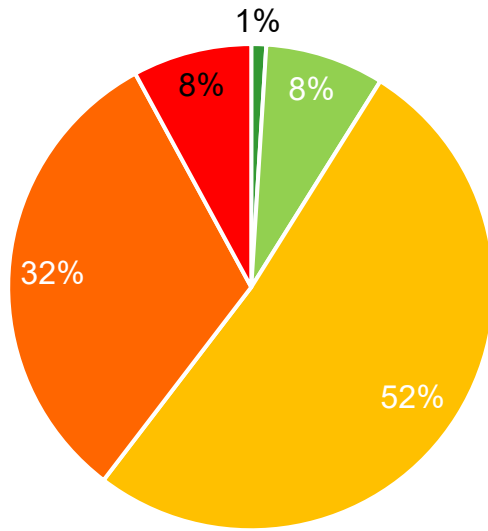
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
Base: All seated guests (161)

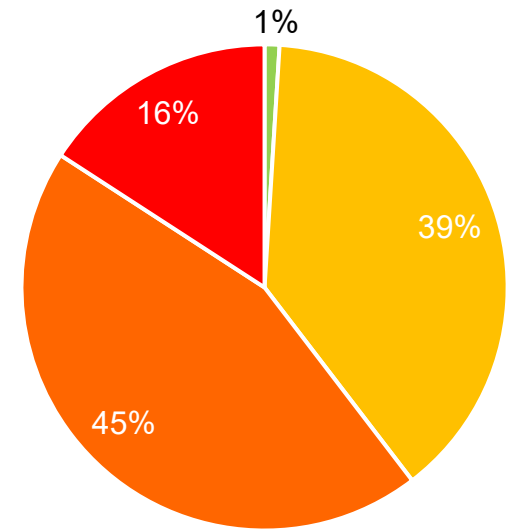


Quality of sleep



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 (439), seated guests (161)



Improving quality of sleep – customer comments

Sound proofing rooms - the individual in the room next door had their TV/audio book on the entire night preventing me from sleeping at all. Additionally, the mattress could be a bit thicker My temperature control was not working so room became very hot, I tried to call for hostess but not sure if the button didn't work or it was just a busy night.

Perhaps sleep would have been slightly better if the lights were dimmed more. It was still very bright in the seated coach and whilst I appreciate the safety aspect, low level lighting would have been appreciated.

Better temperature It would have been helpful if staff had come through and asked everyone to put blinds down, as they do on the planes, as the lights shone in at every station. Turn down the lights further.

The staff were absolutely excellent, outstanding customer service. There's nothing they could have done to improve my sleep; the chair simply didn't allow me to get into a comfortable position.

Regulate the air conditioning better. Dim the lights in the carriage. Replace the seats with comfortable ones.

Change mattresses and fix air con are the biggest two things. And not to announce arrival 75 mins before we were meant to arrive, shaving off about an hour of sleep! They told us we had to make our way off the train, which was alarming at 6am. This left me anxious and on edge as I didn't have anywhere else to go in London before things opened. So I sat in my room for 90 mins after being awoken, hoping I could stay until 7.30, when I should have been sleeping.

Sound proofing.

Nothing really. I think the seats would have to recline more to be able to sleep better.

Nothing that could be done really - the jolting of the train and noise of the water pumps are the things that keep me awake or wake me up.

If I could board the train earlier, it would allow more time to settle into the room.

Seats are uncomfortable. Not much leg room. Bright lights left on all night. Accept it was an unusual situation as train was broken but those 3 things would have happened regardless.

Turn the lights down completely even if they provide sleeping masks and lower the AC.

Dim lights, warmer coach, more seat support.

The timing is hard with the train leaving so late. We also had loud neighbours who didn't quiet down until two hours after our journey started. I'm not sure what you could do to help it.

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



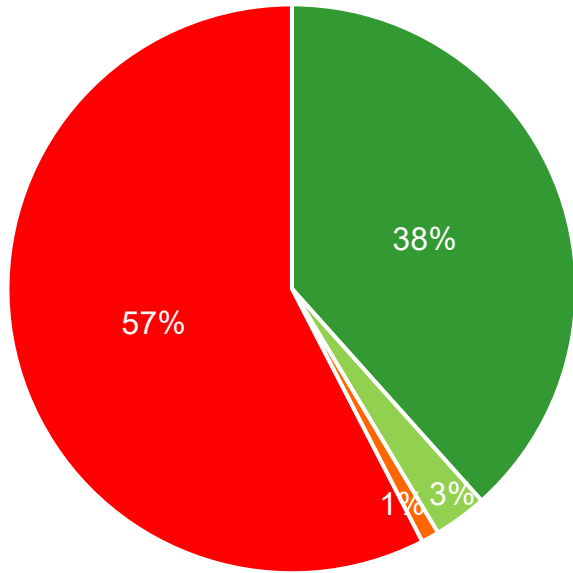
Caledonian Sleeper

Club car and catering



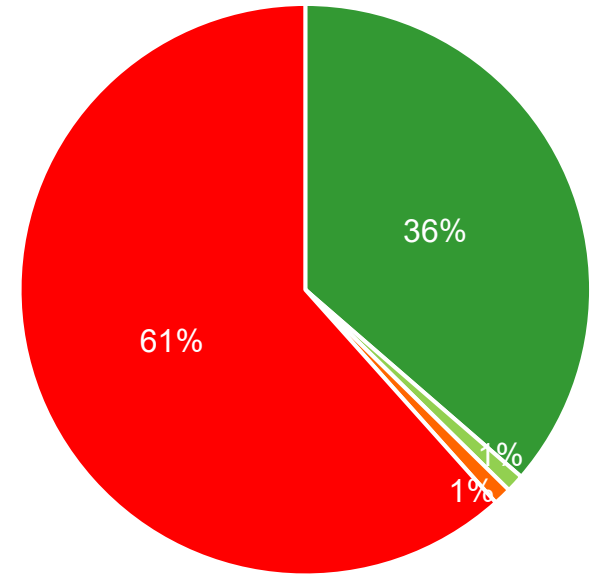
CALEDONIAN
SLEEPER

Visiting the Club Car



Evening Use

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

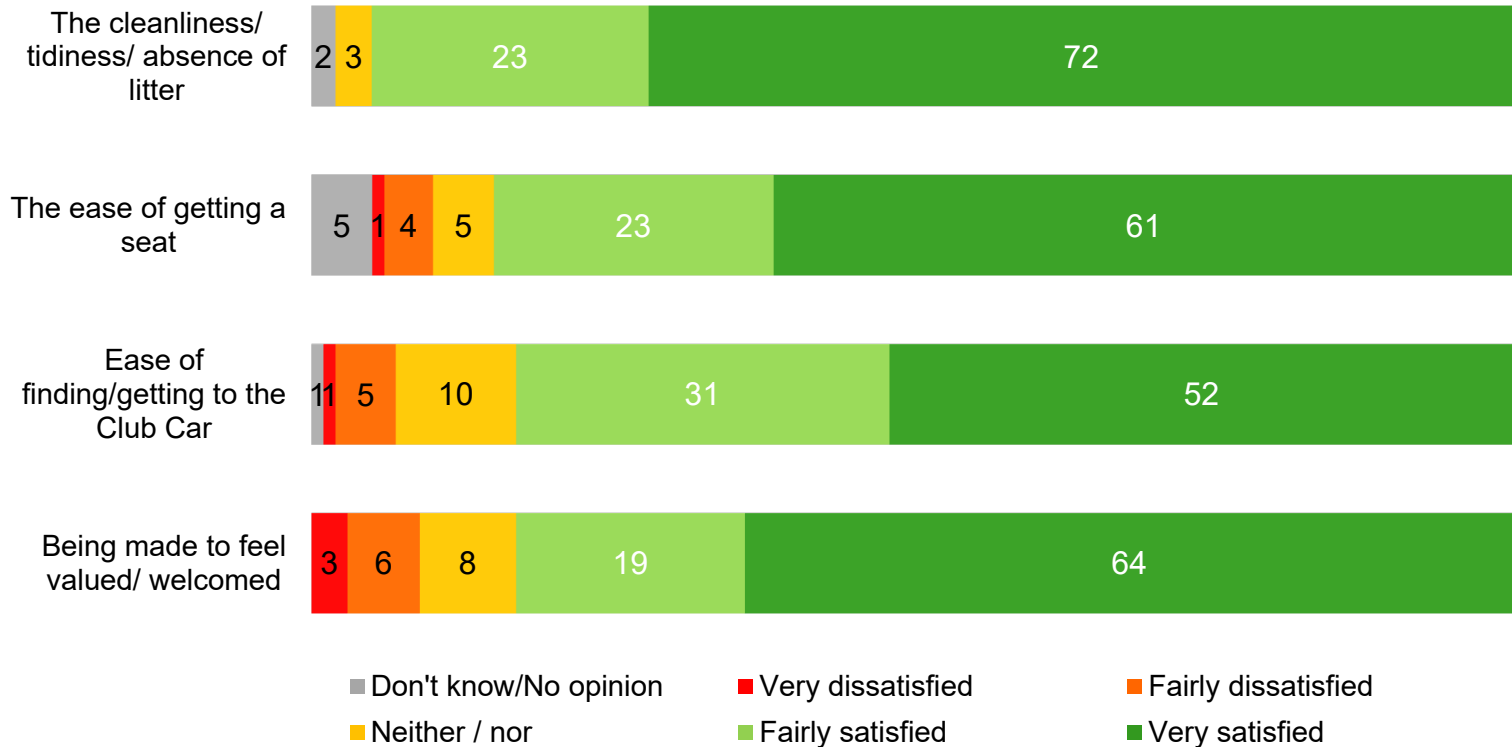


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (439)



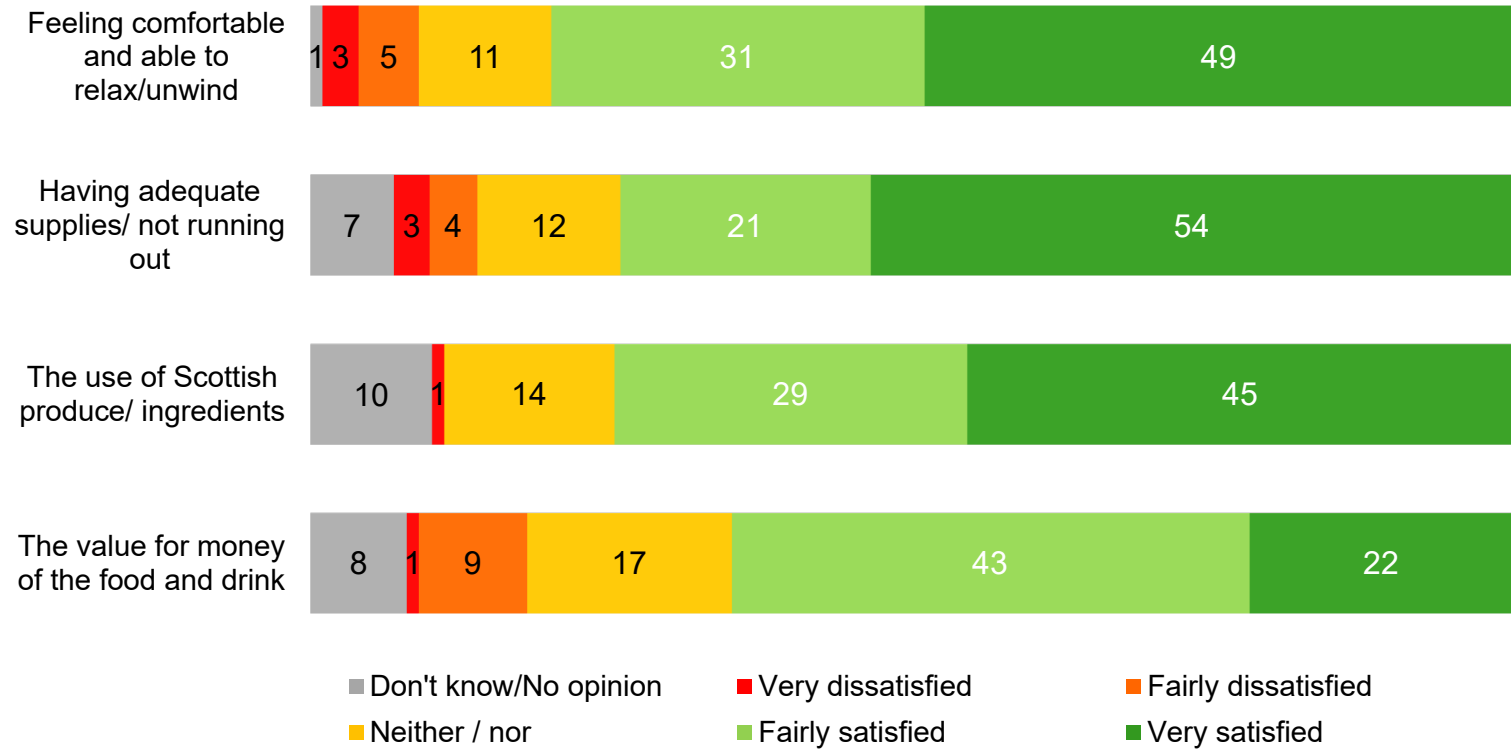
Satisfaction with features of the Lounge Car – top 4



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 (239)



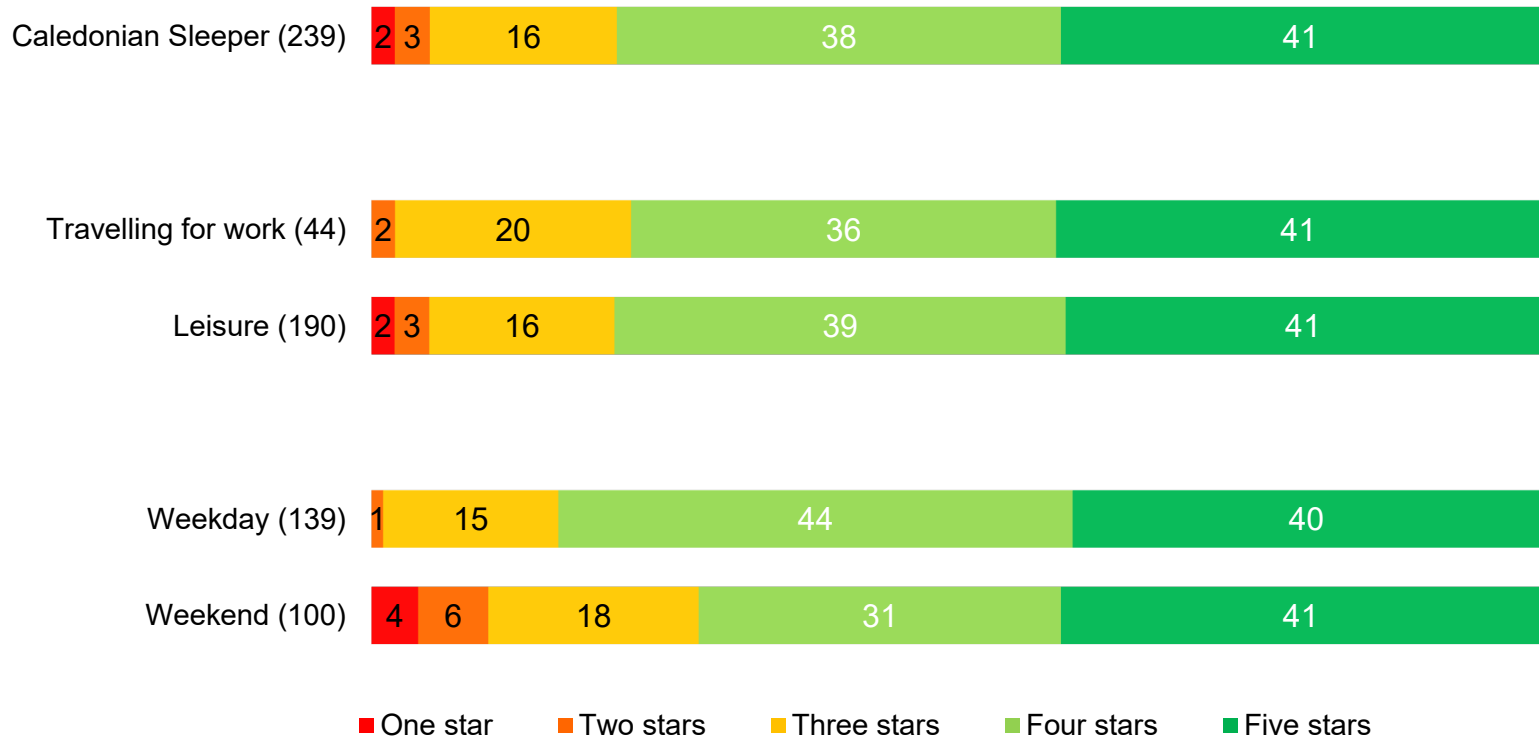
Satisfaction with features of the Club Car – bottom 4



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 (239)



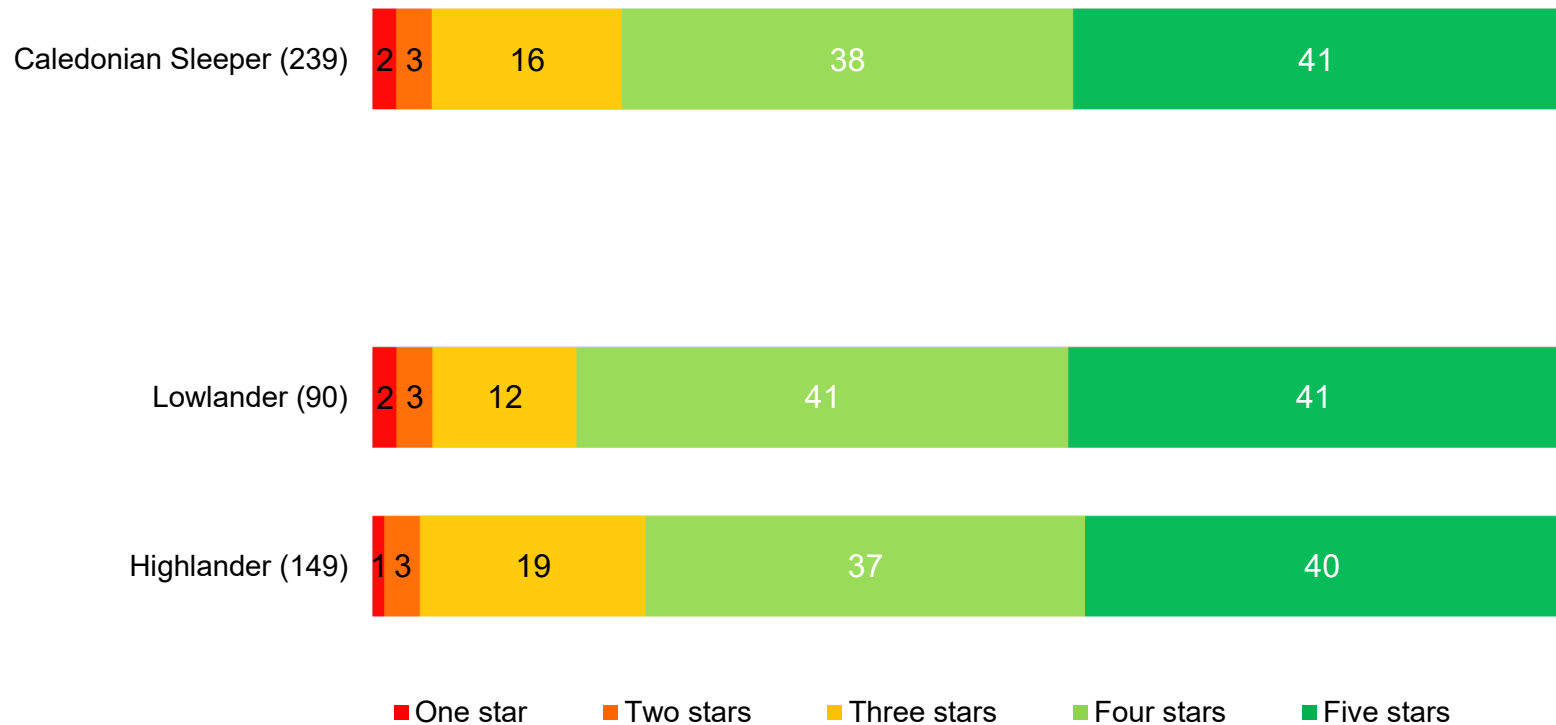
Overall rating of Club Car by passenger group



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



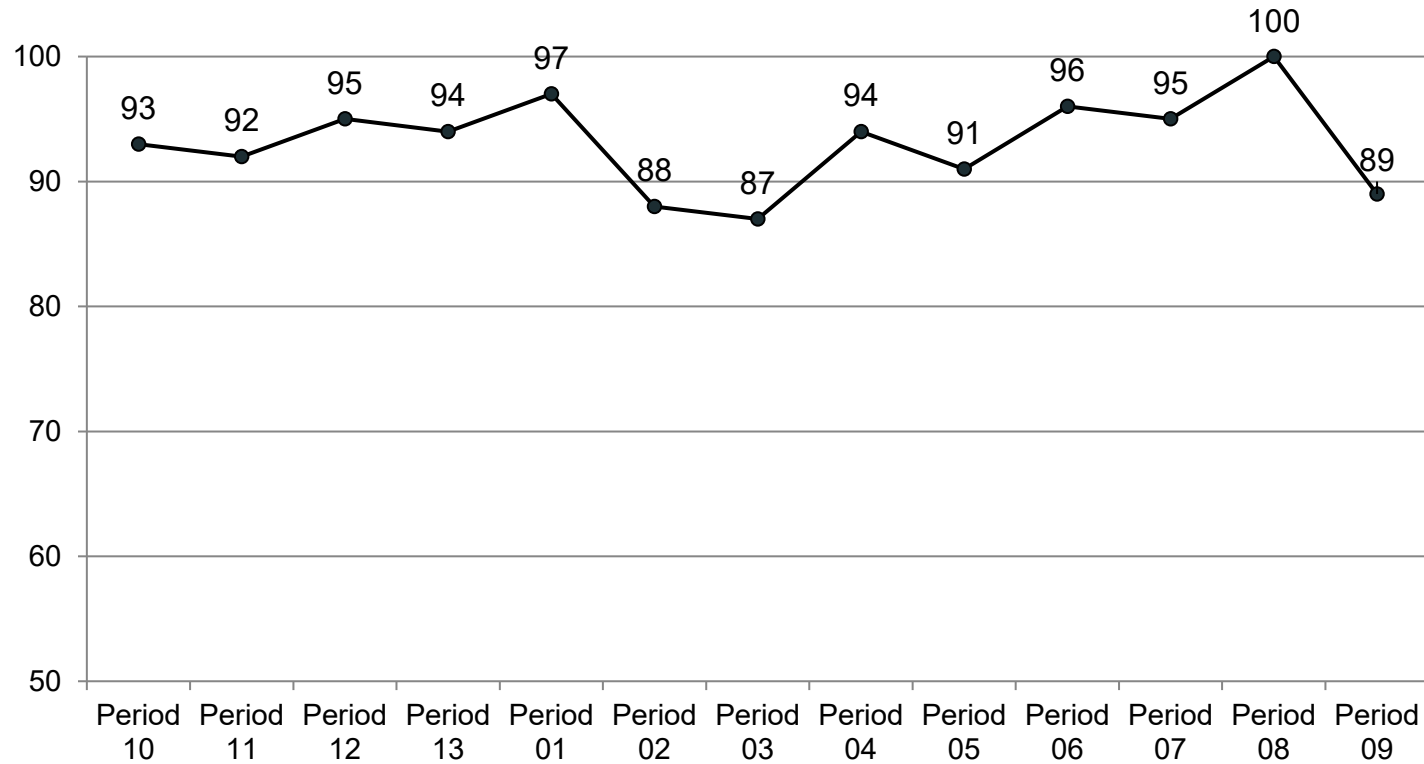
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



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

I don't think you can beat having a hot evening meal, glass of wine, then a whisky on a train in the south of England then waking up and having a cooked breakfast with views of the Scottish Highlands. Can't think of anything that could improve this!!!

Make it cosier (not like a McDonald's). Open up a proper bar and cook the food there.

Awful design, not enough space, seating uncomfortable (and I can't sit in it) upright seat backs designed to make you leave quicker! And be replaced by someone else not used to the uncomfortable seating. The whole thing needs replacing with something more comfortable!

I find there is such wasted space in the Club Car and the fact that literally every seat is so uncomfortable.

Better seating along the windows. Maybe a foot-rest to stop the seat making you lean forward.

Adequate seating to accommodate number of guests entitled to use the Club Car. But overall, I thought the staff were excellent on board and a credit to the company.

More comfortable seating. Move the air conditioning vents from the side of the table. More seats so there isn't a 'race' to find a seat. Slightly cheaper prices.

More vegan options.

Provide edible food and drink within a reasonable time frame of arriving at the Club Car with some system of ensuring that you are not totally ignored by those in close contact with you and who are supposed to be providing some kind of service. I should have added, there were no complaints at breakfast.

Absolutely nothing. It was fantastic and the staff are brilliant. They do you proud. Everyone we interacted with was polite and professional and wonderfully helpful and friendly at the same time. We had the same crew in both directions and couldn't have asked for more.

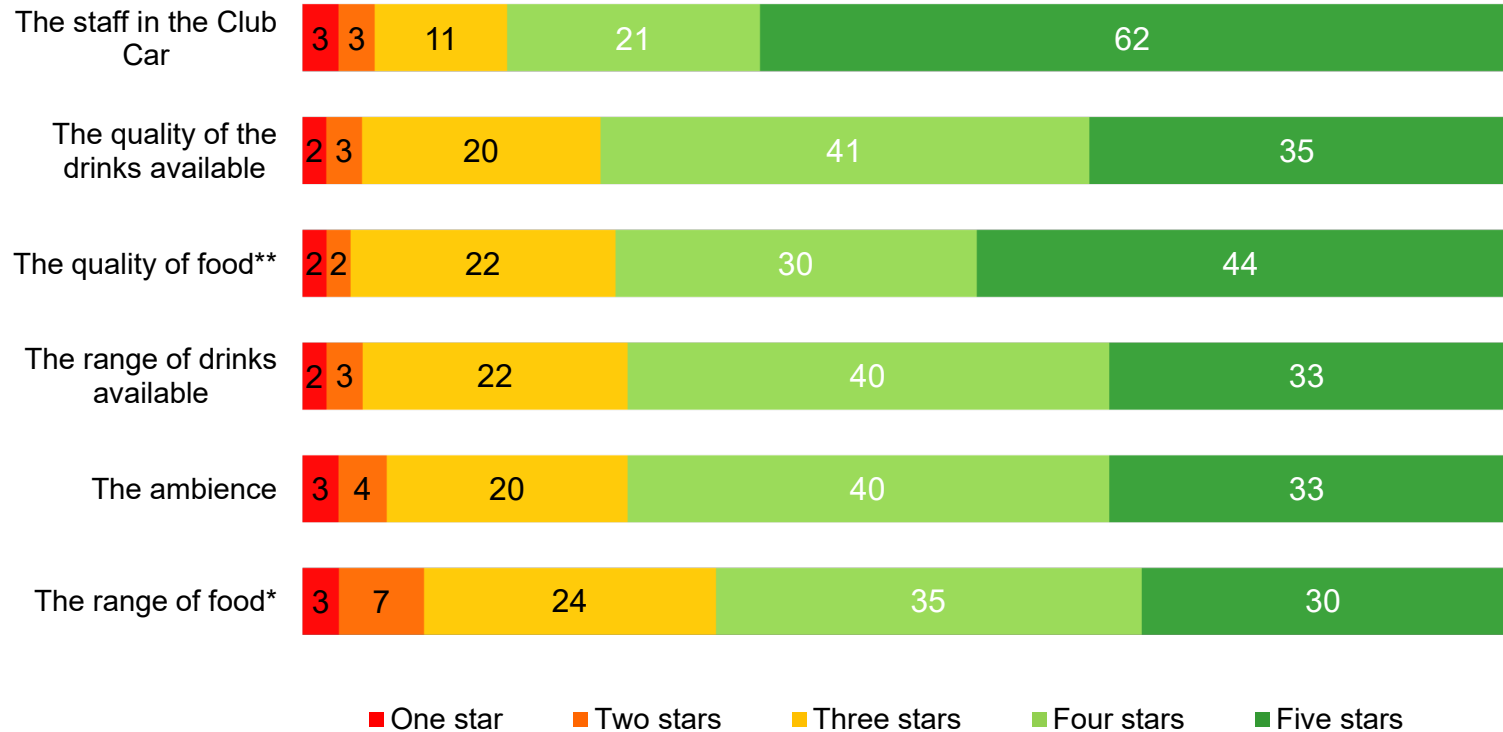
The little stools along one side were a bit uncomfortable for an older person. Also, there was no heating (the vents blew cool/cold air all evening and I wished I worn my coat.

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 (239), *those who looked at the menu (148), **those who ate a meal (107)



Rating of features of the Club Car – customer comments

The seating is uncomfortable - too upright for relaxing with a nightcap. The use of strip-lighting will always ruin ambience.

The atmosphere is very sterile and too 'modern'. The seats aren't very comfortable and it's very bright. There are not enough softness to the furnishings. I would not want to sit on one of the individual bar stools.

Under-staffed, had to wait a long time to have order taken and then a long time to be served. Felt the staff were short with the customers, almost an inconvenience.

I thought they were very rude...I am a flight attendant, and I know how hectic boarding can be, but its not the passengers' fault and that's the way I felt. Like I was welcome in there. Get your drink and get out

Greater selection of soft drinks including fresh juices would be great. How about some soothing pukka tea / Scottish blended teas? How about different coffees? How about non-dairy milk to go with hot drinks? How about a broader range of spirits? How about not charging £12 for a 50ml bottle of gin?

Urgently need more hot vegan and vegetarian options. I was starving and would have loved a hot meal but couldn't tolerate the spice of the only option - the root veg curry. Something Scottish inspired like a lentil bake with Arran cheese or even just a jacket potato or Veggie haggis as a main would have been great! I was sad about only being able to have a cheese and onion toastie

Rather basic choice. We weren't planning dinner on board, but if we were I was expecting to be able to have a decent 3 course meal with a choice of wines.

Add non-alcoholic beers (unless I missed them). And a better range of hot drinks.

More Scottish beers and at a reasonable price. £5 for a 330ml can of beer is excessive.

Better range of beers. Better range of hot food Everything very expensive for what you get.

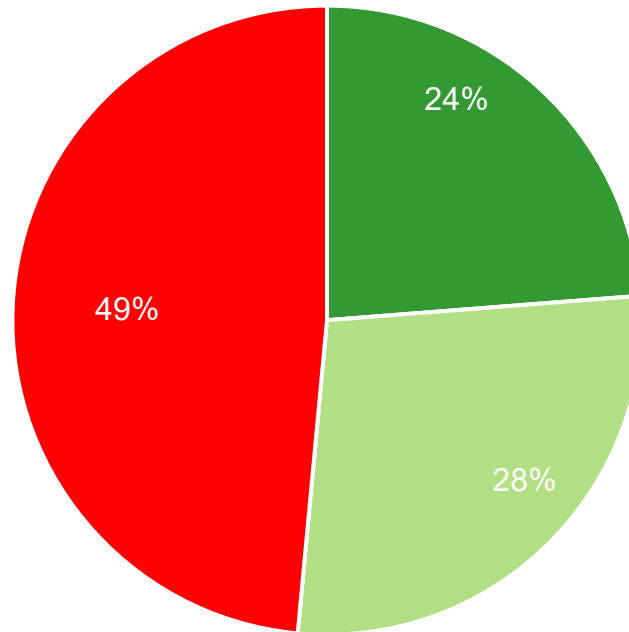
We wanted Nachos but were told they had run out. Another customer ordered them later and was served them ! Annoyed about that

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 3 2024/25 %

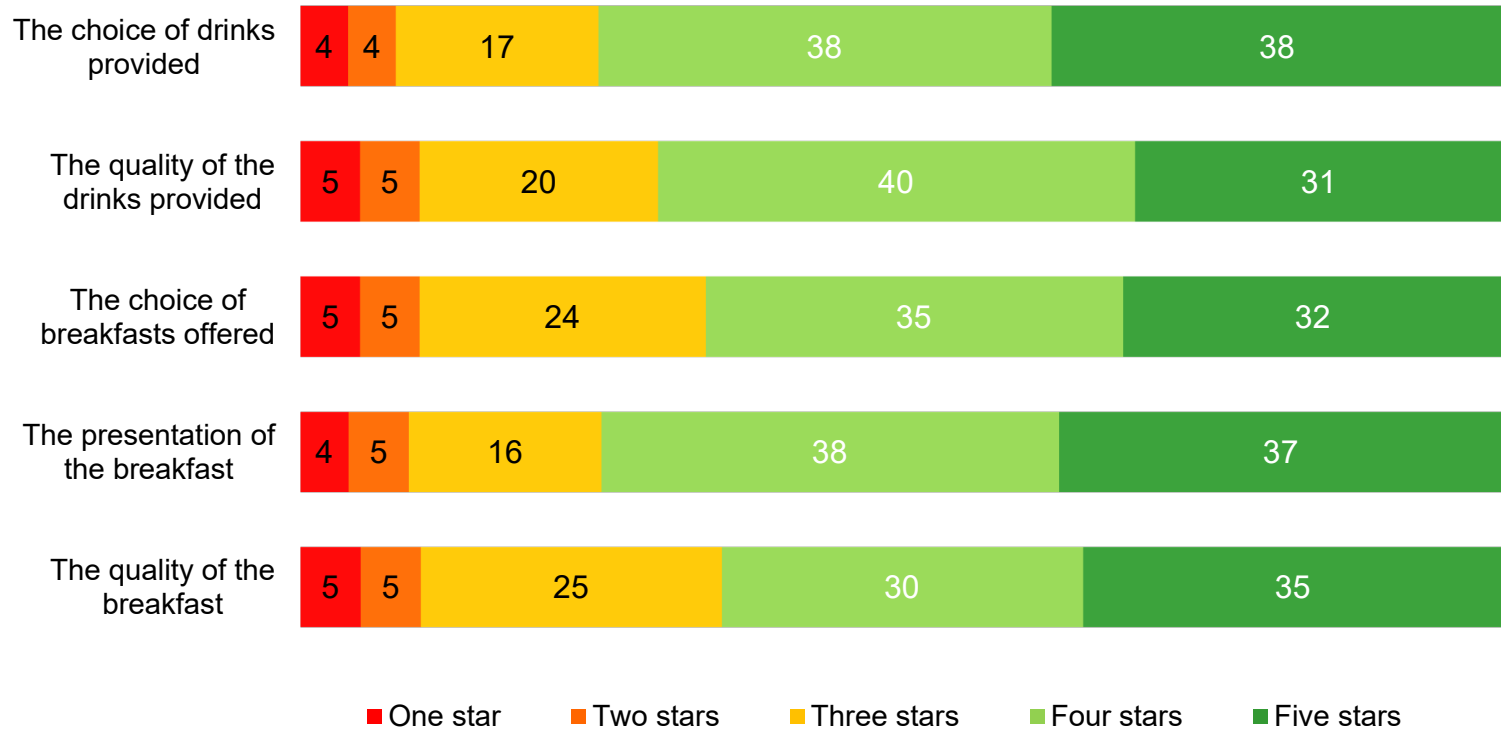


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (600)



Rating of features of breakfast



Q25b. How many stars would you give for..?
 Base: All eating a Caledonian Sleeper breakfast on the train (306)



Rating of features of the breakfast – customer comments

The food was exceptionally poor. Haggis is not an international food - for good reason!! There was limited choice if you were not raised on a Scottish diet, and what was served - we ate the bacon roll - just poor, limited bacon, no presentation, just no love. Like a kids bbq!

Well, it comes in a paper bag. It didn't used to. I remember trays and plates.

Massively over-packaged - too much waste.

Water was not available and juice in a glass rather than a carton.

Put the full vegan breakfast back on the menu, it was excellent, now there is a more limited choice

It's all massively over-packaged and not very encouraging. In future we would use the Inverness station hotel.

the vegan breakfast of pancakes was not a cooked breakfast. The juice was in a carton and was poor in taste.

The porridge was very plain and not particularly good.

Food was rather unappetising - but was tasty enough.

I don't see why the in-room menu is a reduced version of the club car menu - airlines and hotels manage to serve an extensive menu at your seat or room, why not the sleeper?

Very poor vegetarian selection and no vegan options. I asked for non-dairy milk but was provided with dairy milk. Porridge was not heated through enough. honey was a nice touch.

The only vegan breakfast option is not available to eat in the room. We were given it in our room on our outward journey but told we shouldn't have been offered this on the return journey. We ordered vegan meals with non-dairy milk but were still given non-vegan breakfast bars.

Orange juice is cheap and in mean quantity - should be a freshly bottled option. Coffee was awful coffee bag, why not bean to cup?

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?



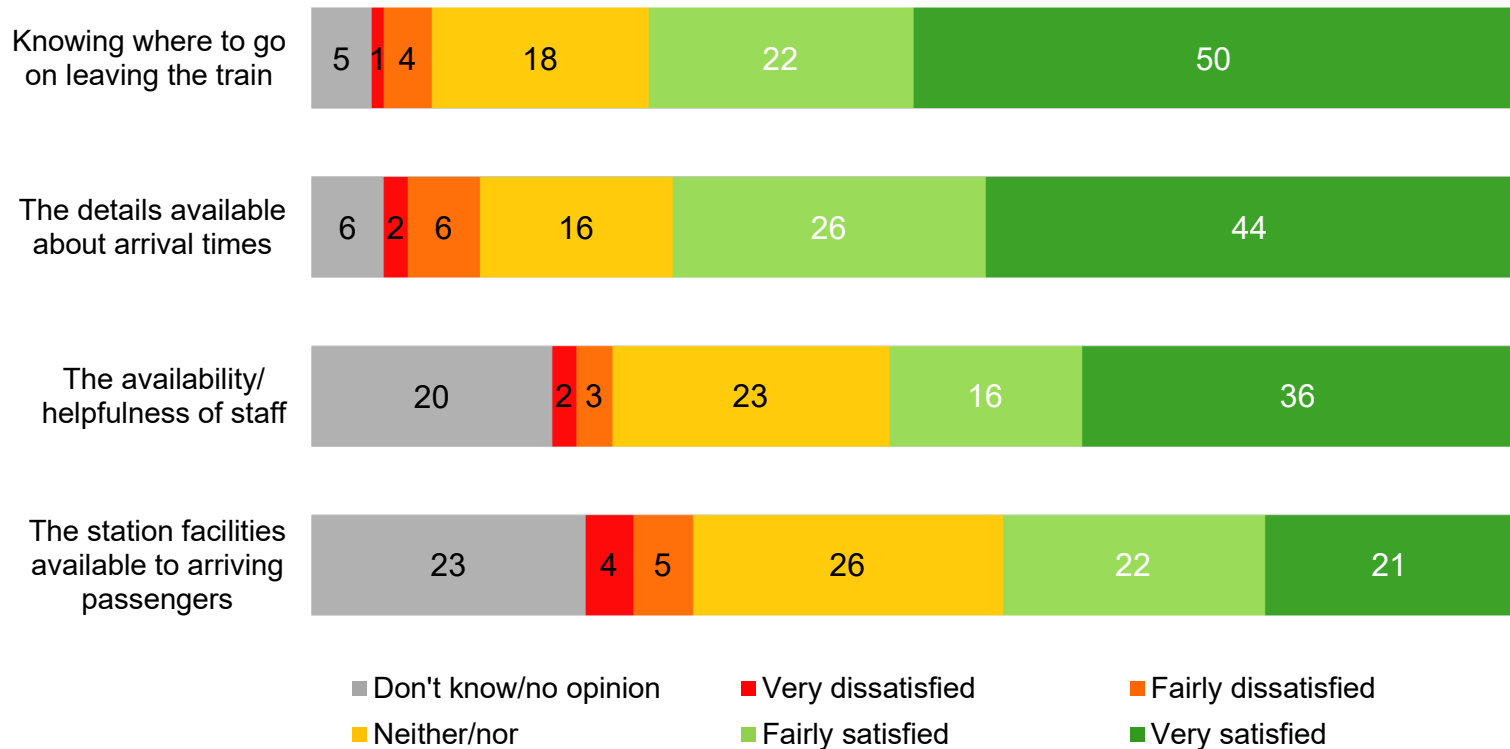
Caledonian Sleeper

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 (600)



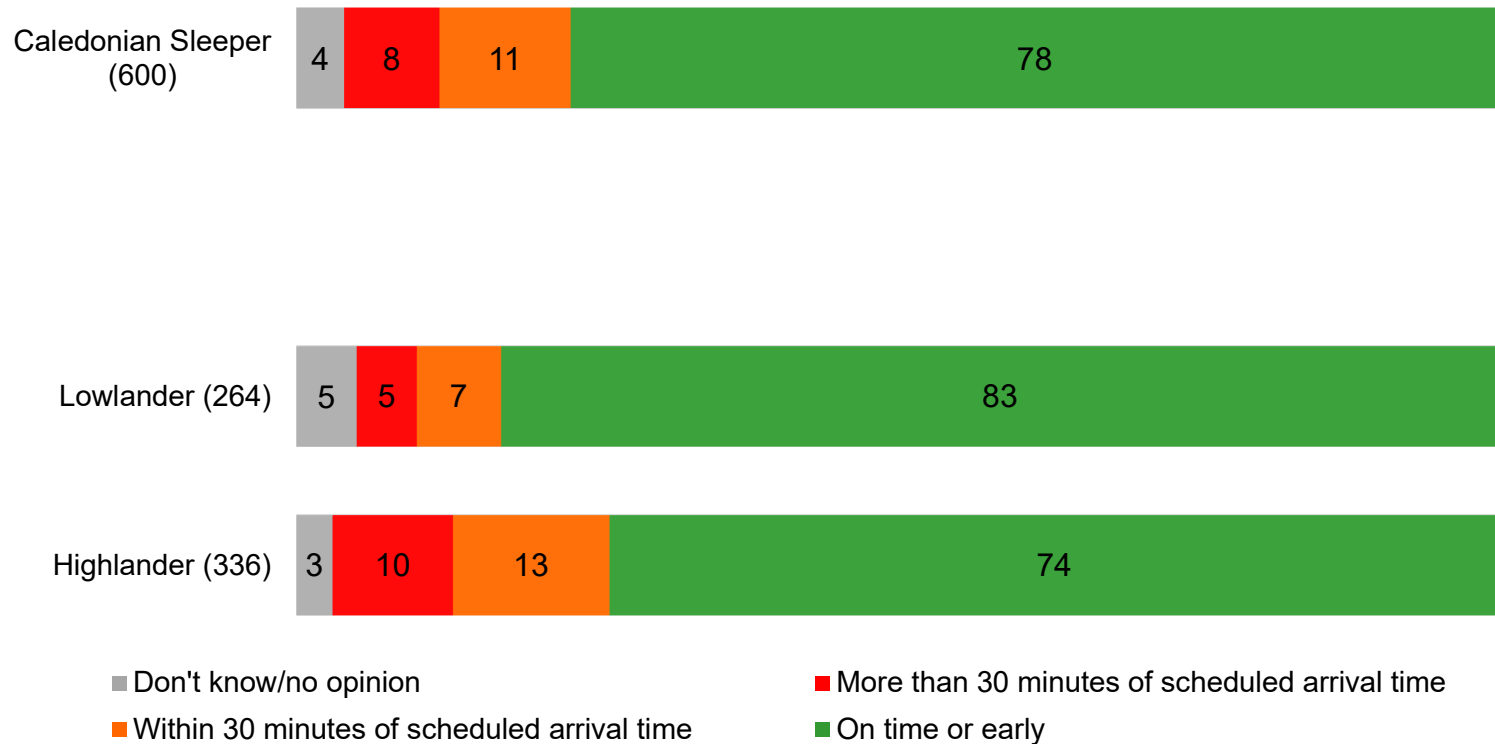
Caledonian Sleeper

Delay



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SLEEPER

Punctuality of service by route



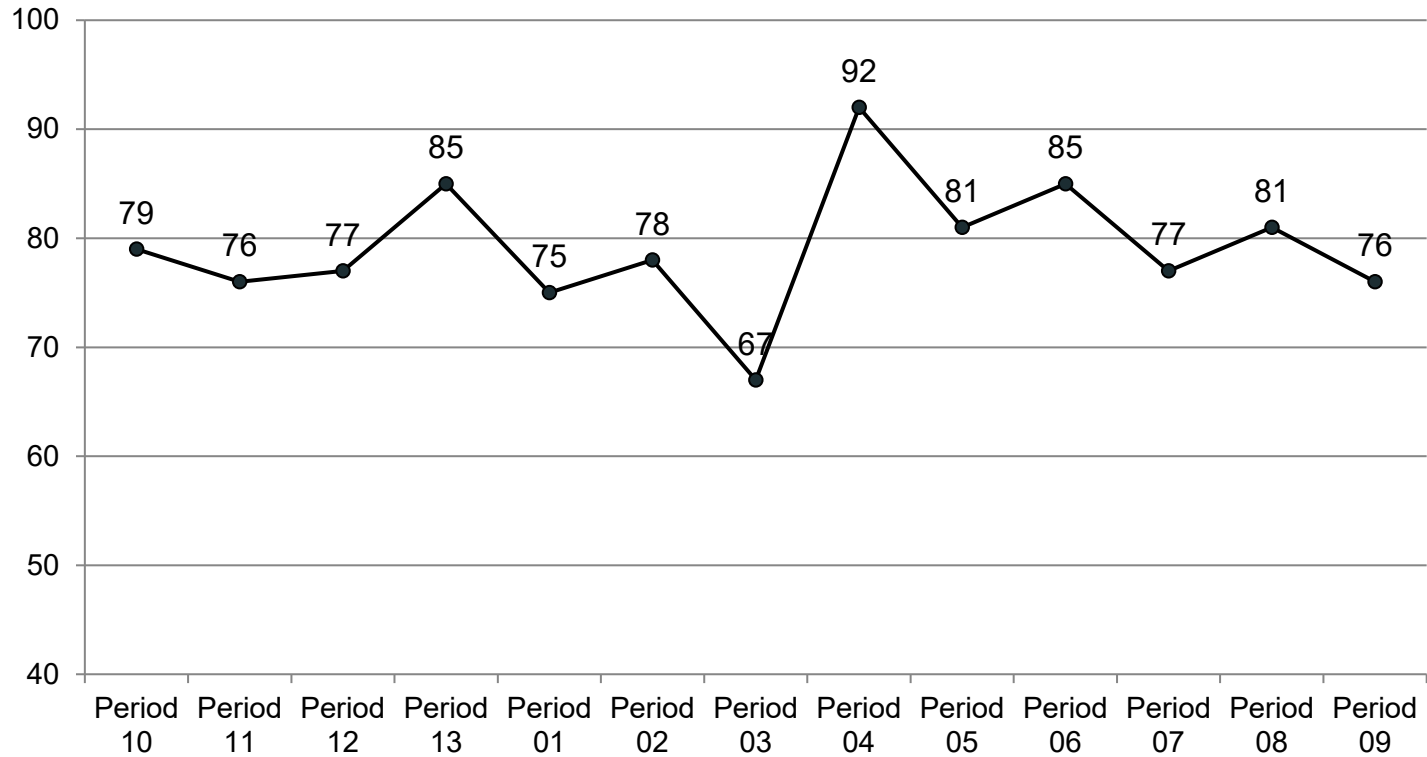
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



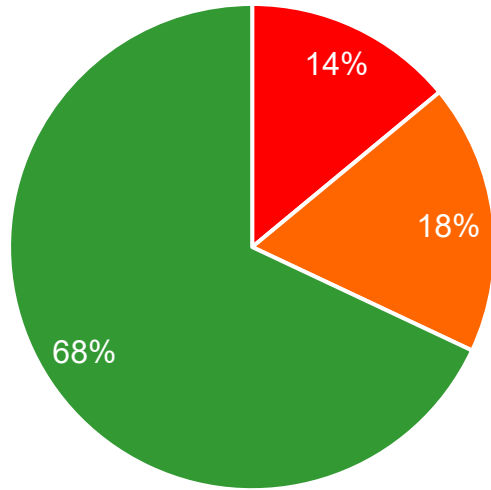
Q27a Did your train arrive on time?



Impact of delay

Quarter 3 2024/25 %

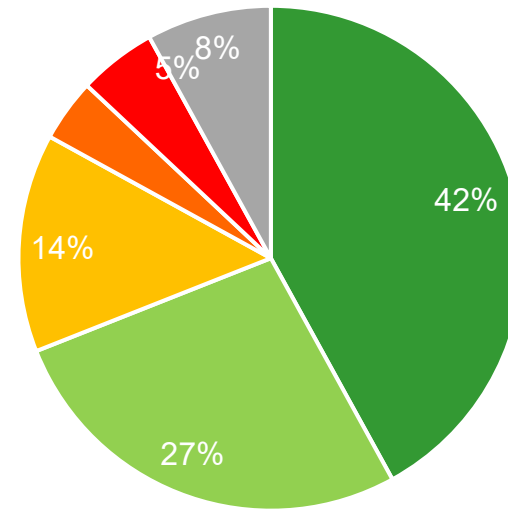
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (111)

- Very well
- Very poorly
- Fairly well
- Fairly poorly
- Neither/nor
- 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 (111)



Caledonian Sleeper

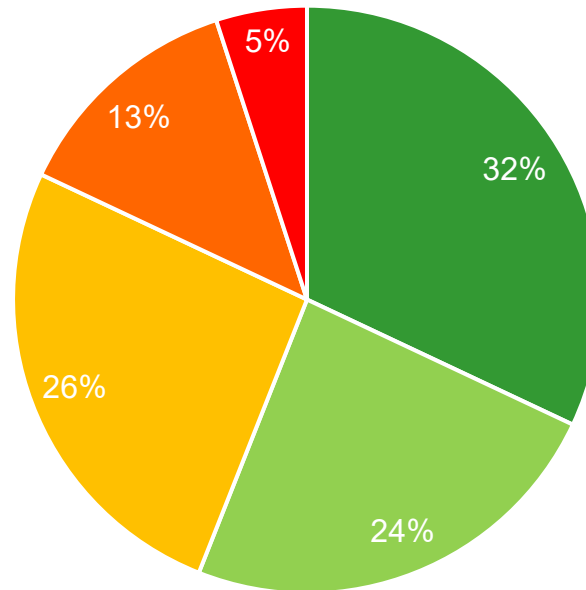
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 3 2024/25 %



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

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?
Base: All those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (38*) *Caution – low base



Providing a service suitable to needs – customer comments

I needed more space as I have knee replacement and could not stretch.

I always sleep with a CPaP machine at home and could not use this on the train. I don't have a portable one (as mentioned on your website) as this would have involved me spending £1k on a different machine. Combined with the lack of air in the room, this did affect the quality of sleep for both of us.

Have signs about safety of door locking mechanism. Don't wake people up hours before you're due in - unless they ask to be (give this as a choice, respect people need to sleep, especially with complex health issues), replace beds and fix air con.

[Better] information and choice for those who have a restricted diet. And allergen information must be accurate!

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>600 %</i>	<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>519 %</i>
Age		Journey Purpose		Disability or Illness	
16-34	11	Travelling for work/business	25	None	93
35-54	37	Company business	19	Vision	>1
55+	50	Personal Business	5	Hearing	1
Not stated	2	Regular travel between home and workplace	1	Mobility	4
Gender		Leisure	72	Hidden disability	3
Male	48	Visiting friends/ relatives	23	Speech or language impairment	-
Female	49	Holiday/ short break	44	Mental health	1
Not stated	3	Attending a sporting/ musical/ theatrical/ charity event	5	Other	1
Working status		Other	4		
Full time	54				
Part time	16				
Not working	2				
Retired	23				
Student	1				
Not stated	4				
Residence					
UK	85				
Non-UK	16				



Sample profile – journey details

<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>600 %</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	52	Caledonian Sleeper	38	Train	35
With a business colleagues(s)	1	Daytime train	36	Underground/ Tram/ Subway	26
With family (adults only)	32	Plane	15	Bus/ Coach	8
With family (adults/children)	9	Coach	1	Taxi	13
With friends	7	Own Car	1	Own car/ Dropped off	13
<u>Accommodation</u>		Hire car	2	Hire car	3
Seat	27	Other	5	On foot	18
Room	30	Don't know	2	Bicycle	1
En-suite room (with shower)	43	<u>Outward journey mode</u> (those making return journey)		Other	2
<u>Journey direction</u>		Caledonian Sleeper	54	<u>Travel from arrival station</u>	
Outward	61	Daytime train	33	Train	35
Return	39	Plane	10	Underground/ Tram/ Subway	20
One way	-	Coach	-	Bus/ Coach	10
		Own Car	-	Taxi	14
		Hire car	1	Own car/ Dropped off	11
		Other	2	Hire car	5
				On foot	21
				Bicycle	1
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>600 %</i>
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>	
Weekday	63	1 st class	43	£0-£49.99	7
Weekend	38	Standard	38	£50-£99.99	17
<u>Direction</u>		<u>Party size</u>		<u>Transaction value by quest</u>	
Northbound	54	Seated	28	£100-£149.99	5
Southbound	46	Single traveller	55	£150-£199.99	14
<u>Train Type</u>		<u>Party size</u>		<u>Transaction value by quest</u>	
Highlander	56	Two people	39	£200-£249.99	12
Lowlander	44	Three or more people	6	£250-£299.99	10
<u>Crew</u>				<u>Transaction value by quest</u>	
Aberdeen	8			£300 or more	36
Edinburgh	13			£0-£49.99	11
Fort William	6			£50-£99.99	20
Glasgow	11			£100-£149.99	9
Inverness	15			£150-£199.99	26
London	48			£200-£249.99	35



Sample profile – journey details

<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>600 %</i>	<i>Sample size</i>	<i>600 %</i>
<u>Return journeys between Scotland and London</u>		<u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)		<u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)	
12 or more	5	12 or more	(344)	More than 20 years ago	31
4-11	14	4-11	4	15-19 years ago	8
2-3	24	2-3	18	10-14 years ago	9
First journey in last 12 months	31	1 Journey	36	5-9 years ago	10
First ever journey	20	None	11	3-4 years ago	6
Have never made a journey between Scotland and the London area	5			In the last 1-2 years	36
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 second quarter of fieldwork for the year 2024/25, combining Rail Periods 7, 8 and 9.

Fieldwork for quarter 3 2023/24 took place between 18 September and 24 December 2024. This covered journeys made between 15 September and 7 December 2024.

600 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 3, 2024/25

Rail Periods 07, 08 and 09



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