

Bookings

Usage

Refunds

All

Railcard Holder

01/03/2024

31/03/2024

8,100

%PoP +2.4%

Bookings

261

%PoP +2.4%

Avg. Daily Bookings

194.8K

%PoP +15.0%

Revenue (GBP)

10.5K

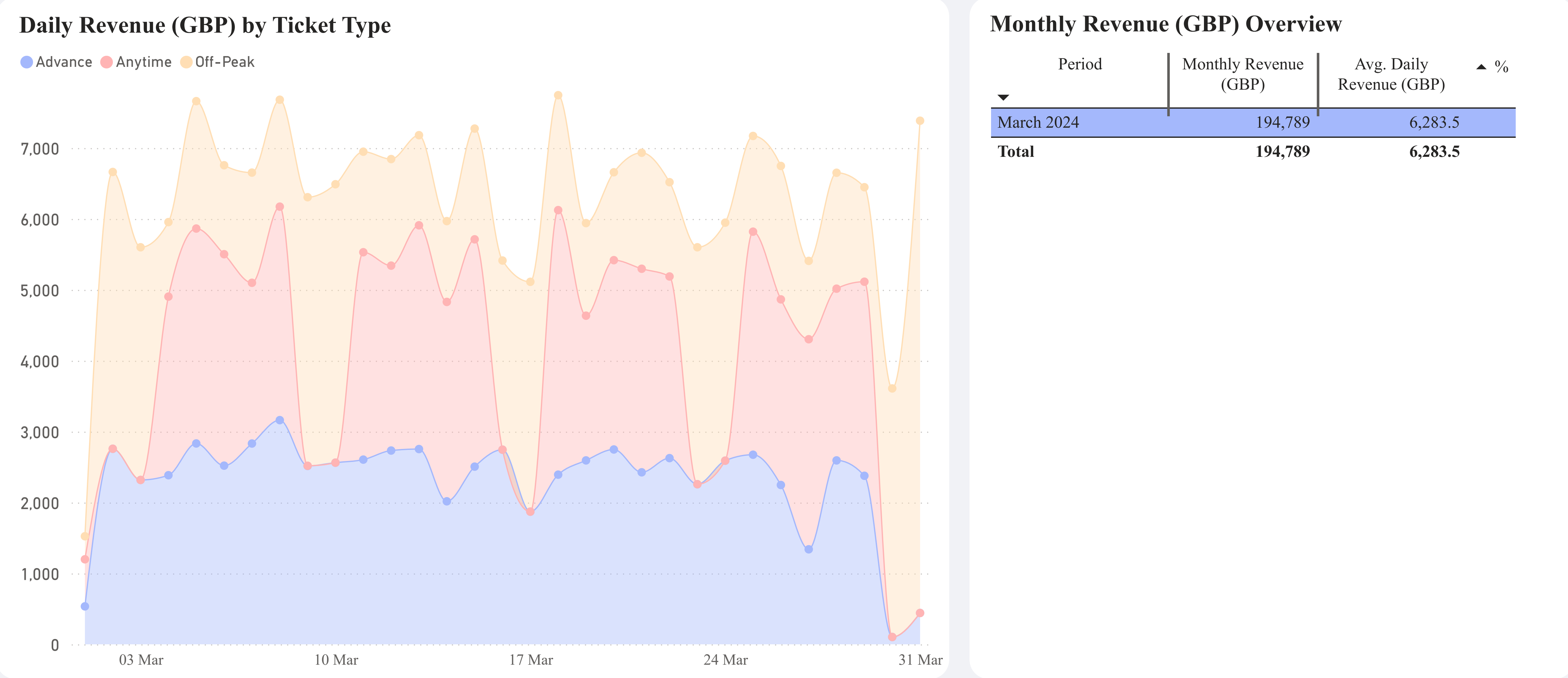
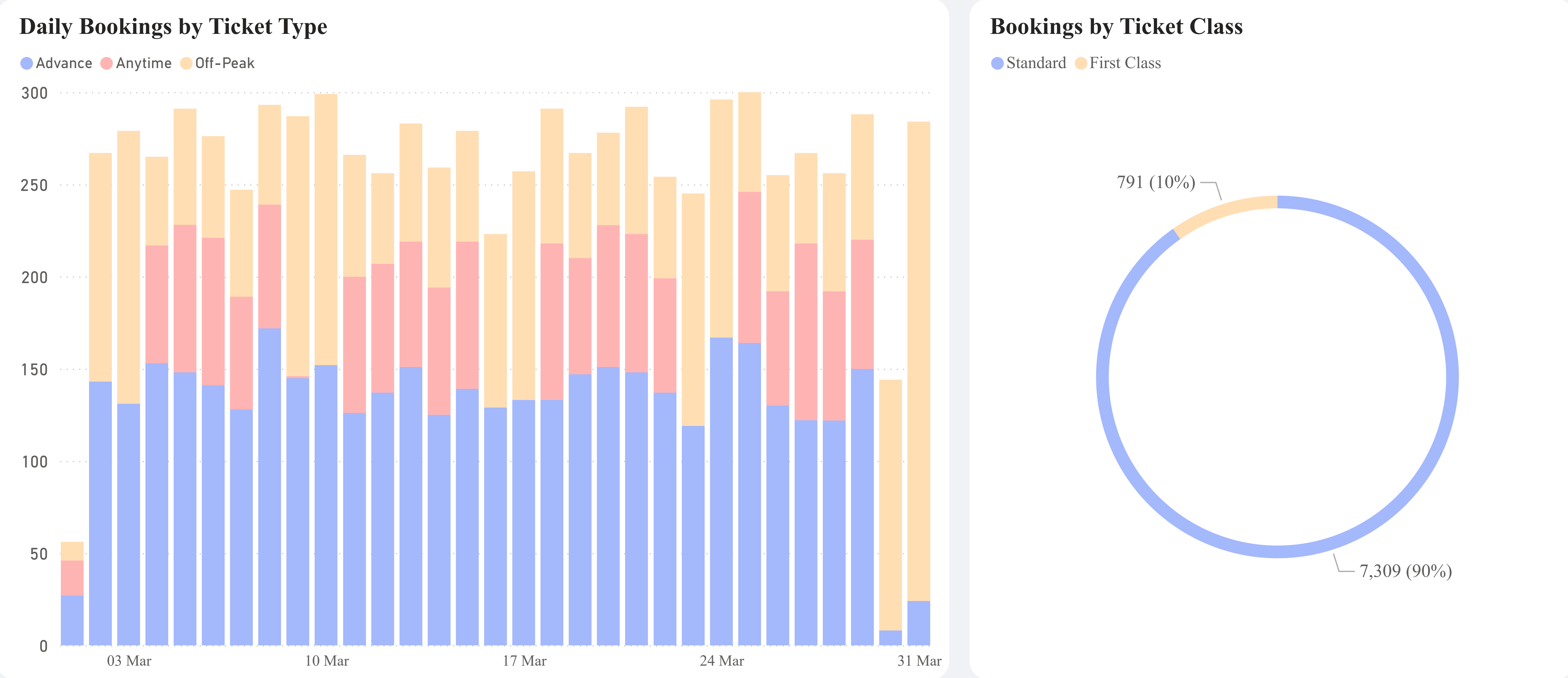
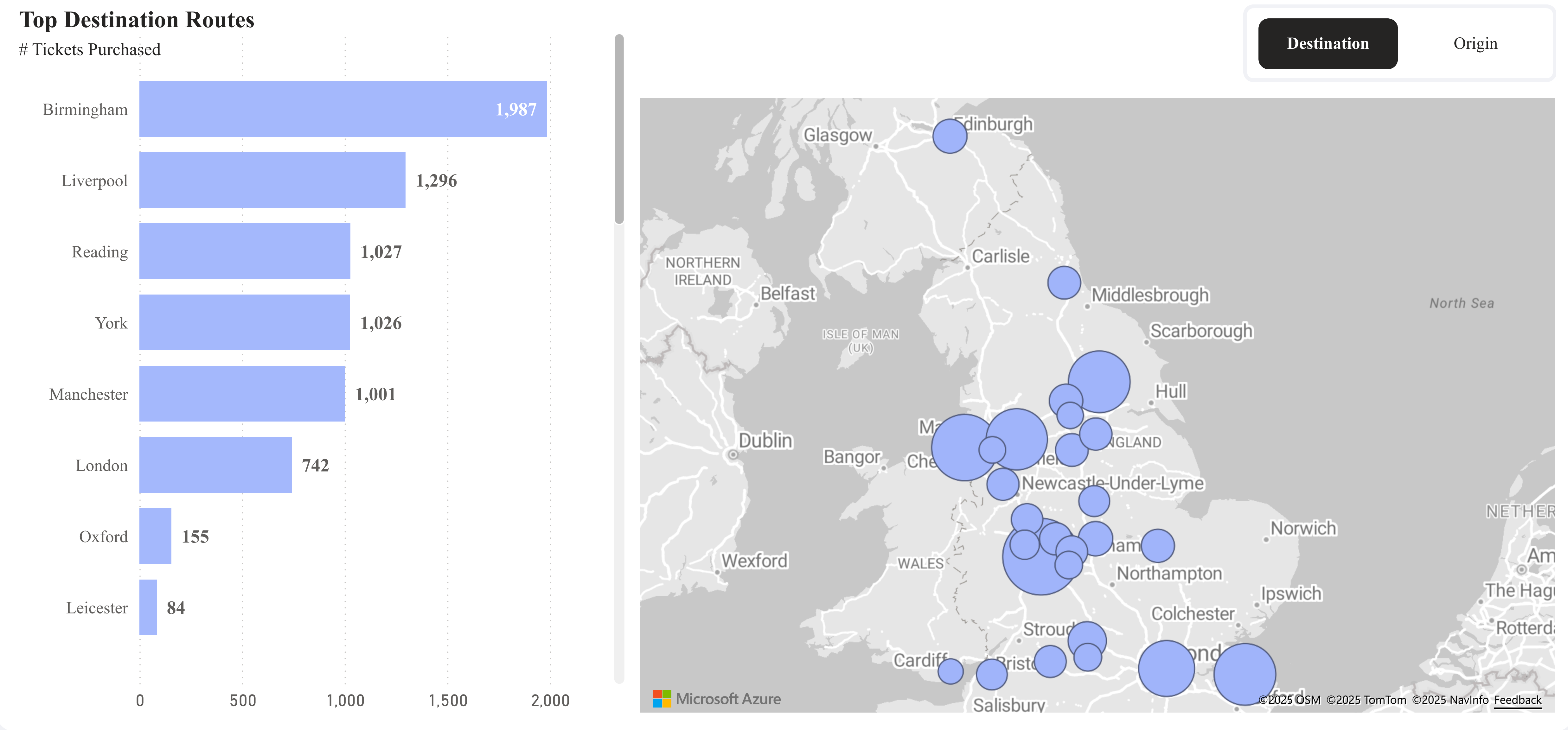
%PoP +24.0%

Lost Revenue (GBP)

85.9%

▲pts PoP -1.2pts

% On Time Journeys



Daily Bookings Heatmap by Route, Ticket Type and Day of the Month

from Ticket Purchase Date

period March 2024

Route	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total																														
<div><input type="checkbox"/> BIR-COV</div>	2												1		1							1		1			2		2		1				1		12																									
<div><input type="checkbox"/> BIR-EDI</div>						1							1			1									1									1		5																										
<div><input type="checkbox"/> BIR-LIV</div>	2		1				2		5					3					1		1		2					2		8					2		1				4		42																			
<div><input type="checkbox"/> BIR-LON</div>	2	6	10	9	8	7	7	9	7	13	9	8	6	5	3	5	11	9	8	8	11	6	9	7	8	9	10	8	9	7	5	239																														
<div><input type="checkbox"/> BIR-MAN</div>	1		1		3		1		2		1		2		4		3		2		7		2		3		1		5				4		3		2		3		2		2		1		1		1		2		2		1		64					
<div><input type="checkbox"/> BIR-NUN</div>	2		1		1		2		2		1		2		1		2		3		2		1		2					1		1		4		3		3					3		2		1		3		1		1				1		2		48	
<div><input type="checkbox"/> BIR-REA</div>						1					3		1		1		1					1										1						1				11																				
<div><input type="checkbox"/> BIR-STA</div>	3		1		1		1		4		1		1		1		2					1		2		2		3		2					1		4		2					3		2					1		2		1				4		45	
<div><input type="checkbox"/> BIR-TAM</div>	1	1	1	4	3	2	7		1		1					3		4		1					1		2		3		2		1		2		2		4		2					3					2		2		55							
<div><input type="checkbox"/> BIR-WOL</div>	1						1						1						1						1			1						1						6																						
<div><input type="checkbox"/> BIR-YOR</div>	1						2						1			1		1		1		1		1		1					2			1					1		15																					
<div><input type="checkbox"/> BRI-CAR</div>											1																									1					2																					
<div><input type="checkbox"/> EDI-LON</div>	1				1									3						1			3					1		1					1		1					1		1		15																
<div><input type="checkbox"/> LIV-BIR</div>	1										1										1										1										1					5																
<div><input type="checkbox"/> LIV-CRE</div>	1	1	2				2		2		4		3		1		1					3		1		3		3		3		1					1		2		1		1		1		2		2		52											
<div><input type="checkbox"/> LIV-LEE</div>	2		2					1					1		2		3					1					2		1		1		1					1		1					1		23															
<div><input type="checkbox"/> LIV-LON</div>	3	14	10	8	9	12	10	15	7	10	12	9	15	8	15	10	7	18	3	8	11	8	14	8	11	7	2	10	7	5	7	293																														
<div><input type="checkbox"/> LIV-MAN</div>	9	26	36	26	25	22	15	26	32	26	18	21	30	30	30	23	22	21	21	22	31	20	26	27	22	22	23	27	31	14	27	751																														
Total	56	267	279	265	291	276	247	293	287	299	266	256	283	259	279	223	257	291	267	278	292	254	245	296	300	255	267	256	288	144	284	8,100																														

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Bookings

Usage

Refunds

All

Railcard Holder

01/03/2024

31/03/2024

53.7%

▲pts PoP  
▲▼ -2.4pts

% Bookings on Weekdays

46.3%

▲pts PoP  
▲▼ +2.4pts

% Bookings on Weekends

1

▲day PoP  
▲▼ -4 day(s)

Average Advance Purchase (days)

24.0

% PoP  
▲▼ +12.3pts

Average Price Ticket (GBP)

58.0%

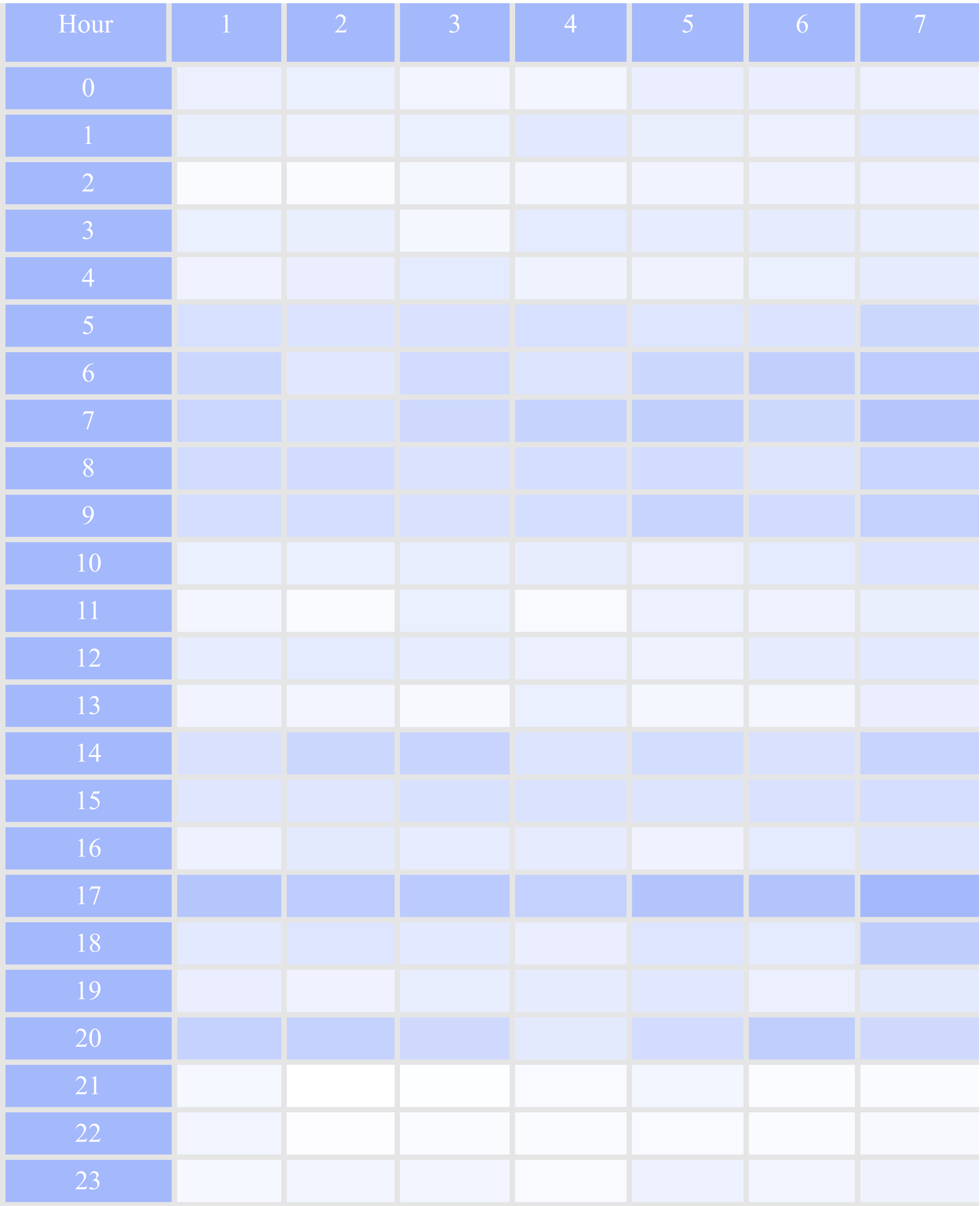
▲pts PoP  
▲▼ -1.6pts

% Online Purchase

Bookings Heatmap by Hour and Weekday of Purchase

Week starting Mondays (1), finishing Sundays (7)

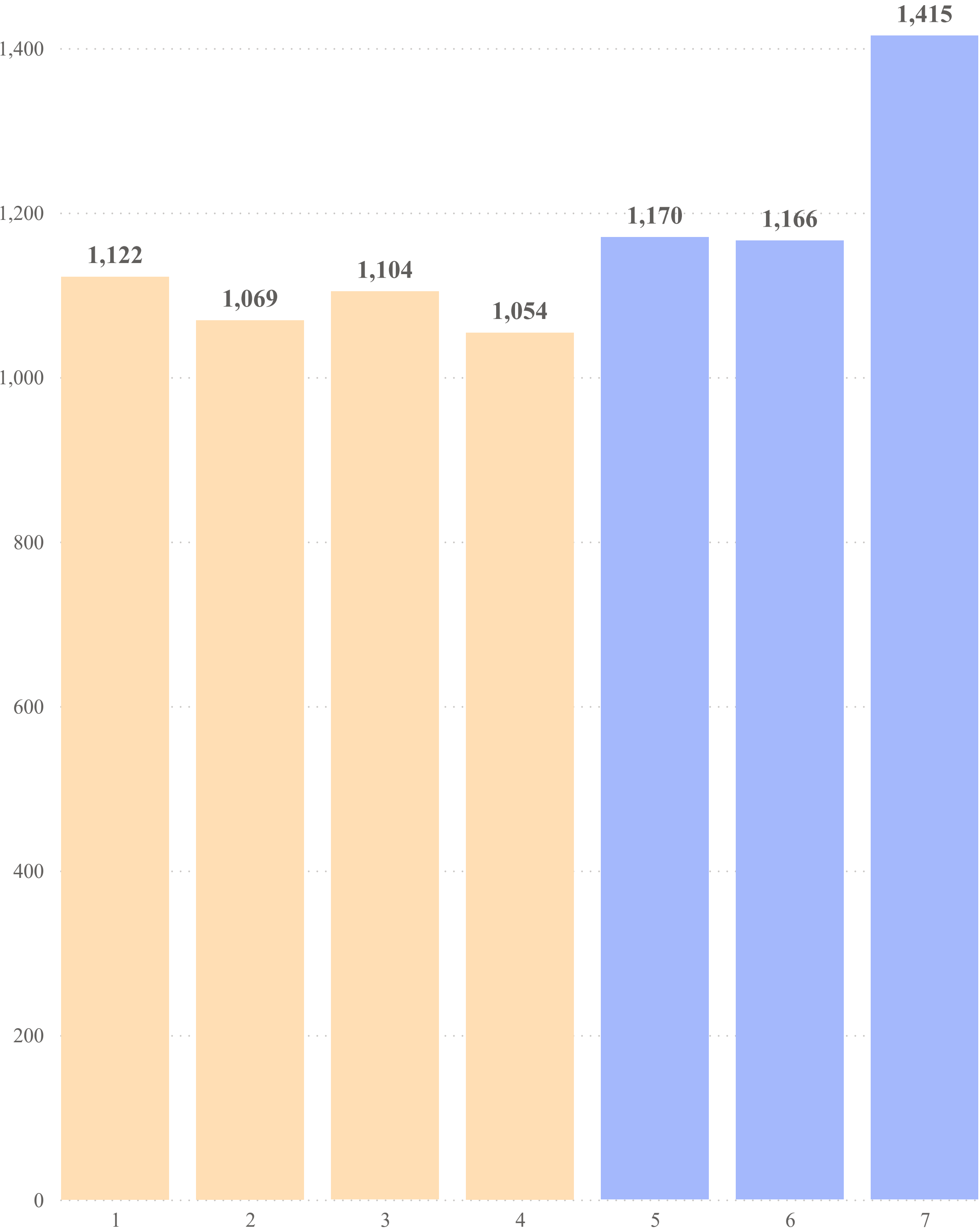
Fewer Bookings More Bookings



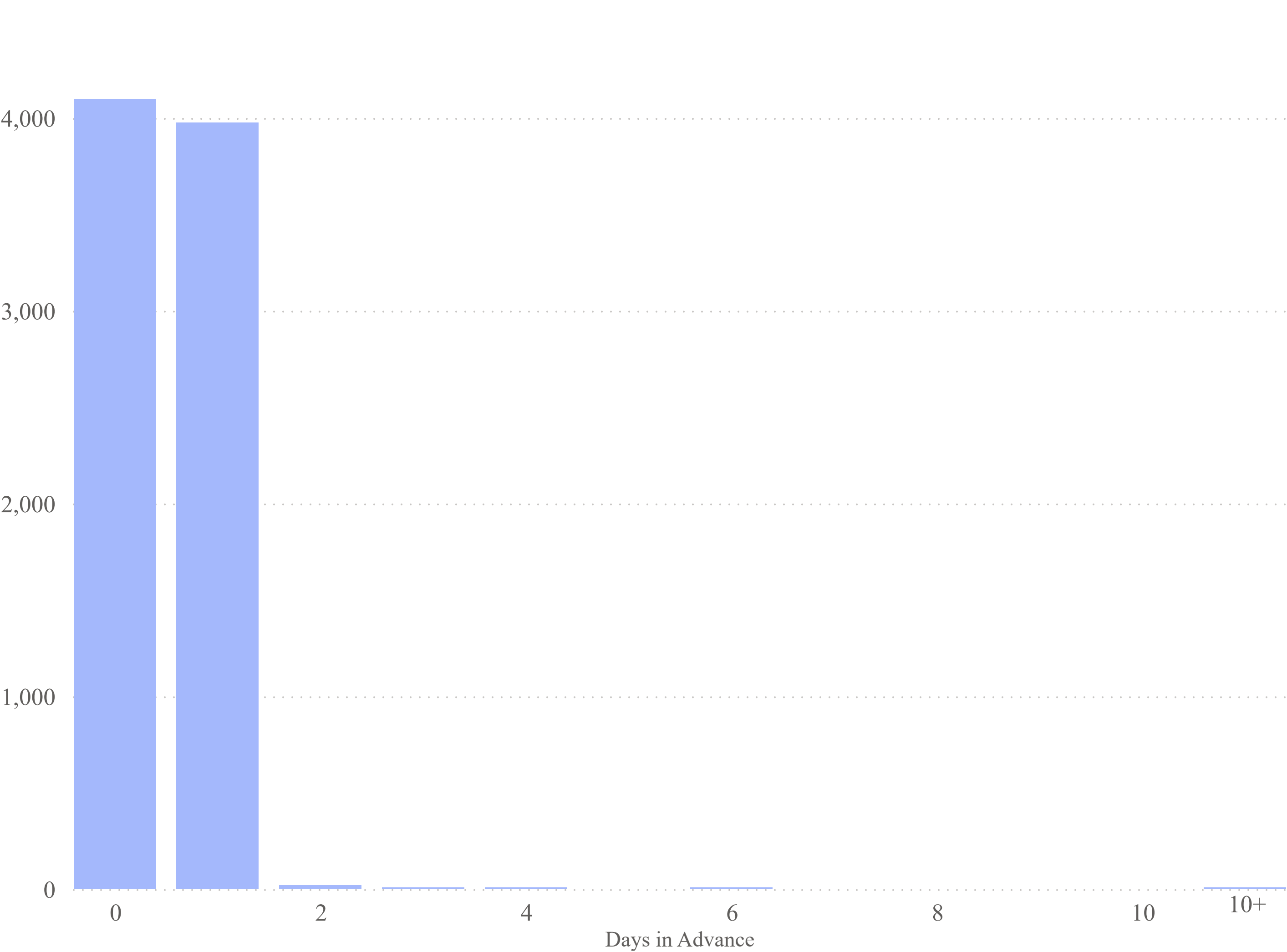
Bookings Distribution by Week Period

Week starting Mondays (1), finishing Sundays (7)

Weekday Weekend

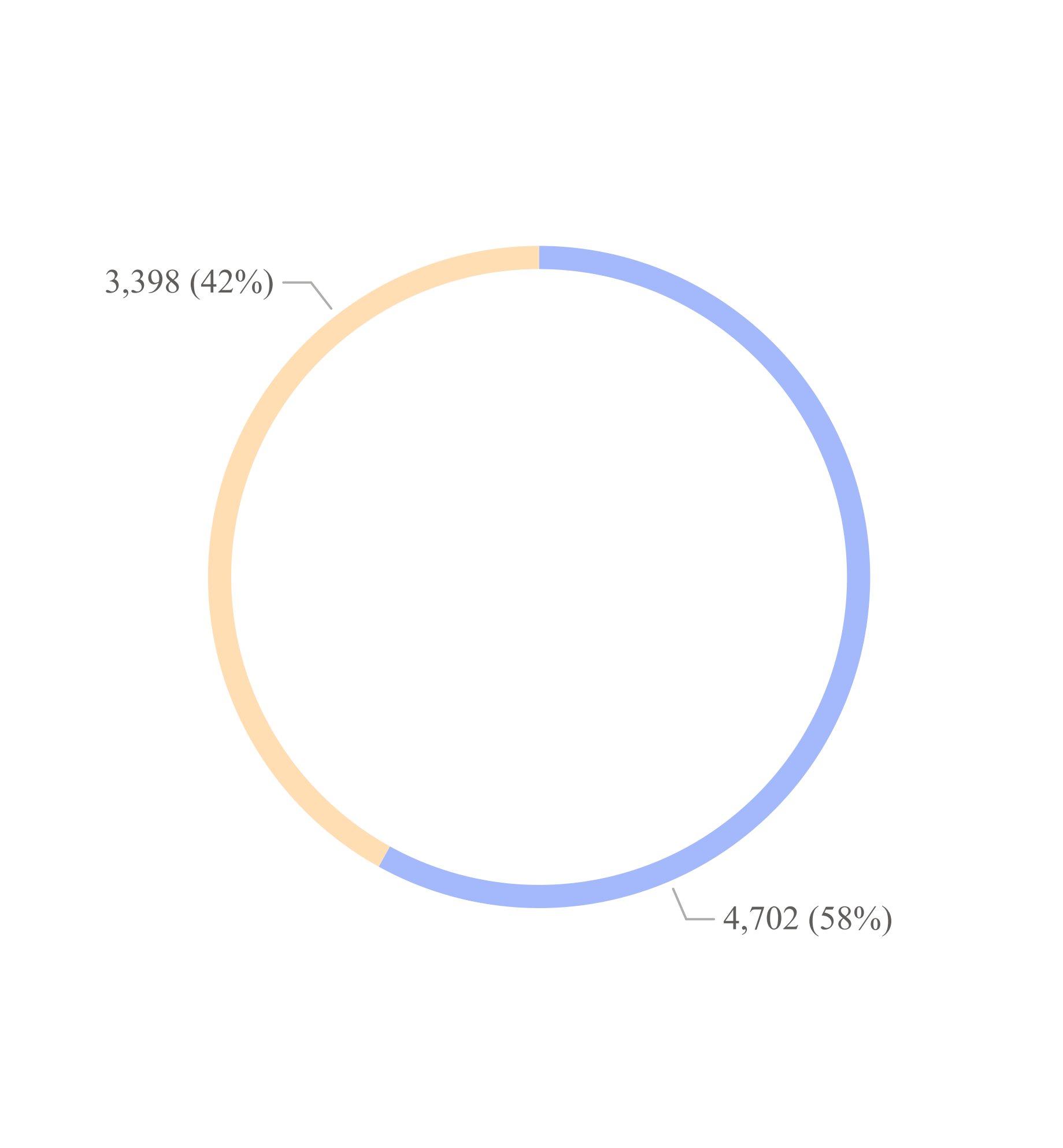


Advance Purchase (days) Distribution



Bookings by Purchase Type

Online Station





Bookings

Usage

Refunds

All

Railcard Holder

01/03/2024

31/03/2024

14.1%

▲pts PoP  
● +1.2pts

% Refundable Tickets

26.9%

▲pts PoP  
● +1.6pts

% Refunded Tickets (out of Refundable)

5.4%

▲pts PoP  
● +0.4pts

% Refunded Revenue

7.9%

▲pts PoP  
● +0.6pts

% Delayed Journeys

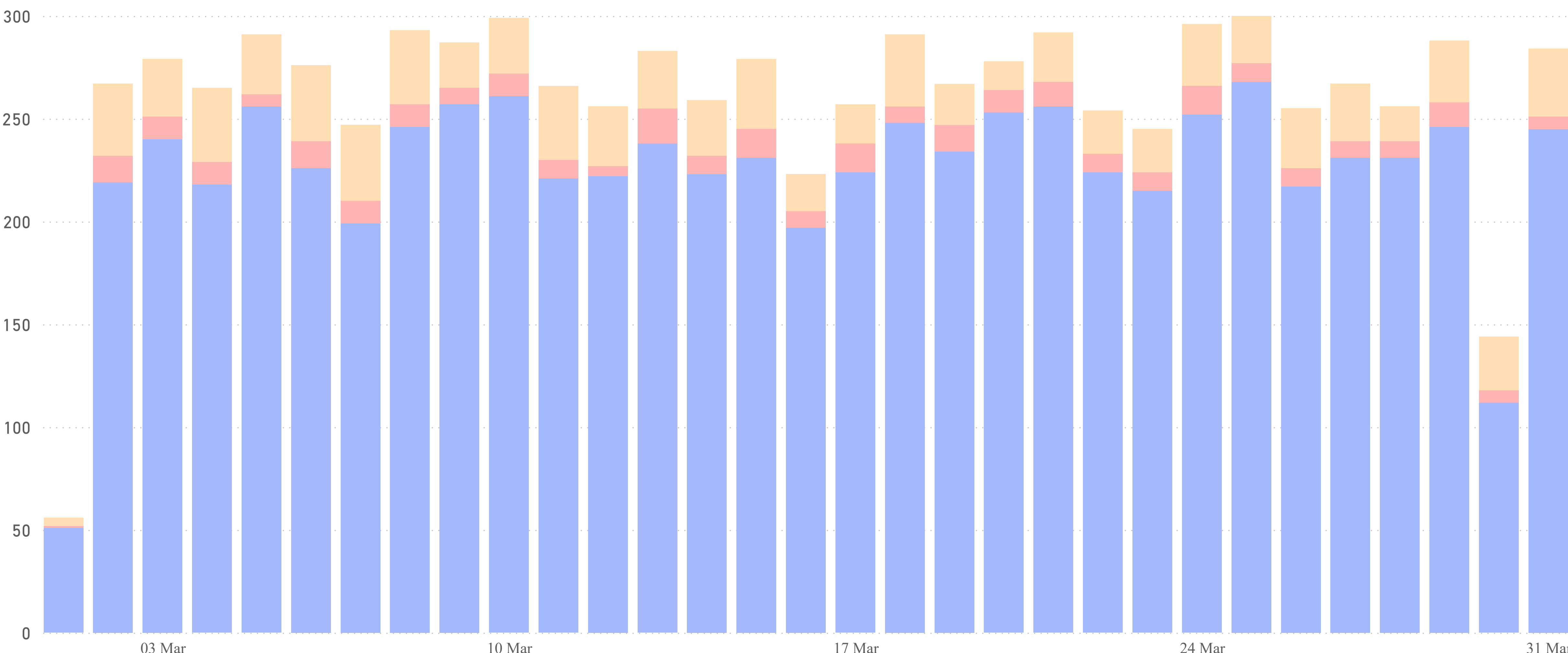
6.1%

▲pts PoP  
● +0.6pts

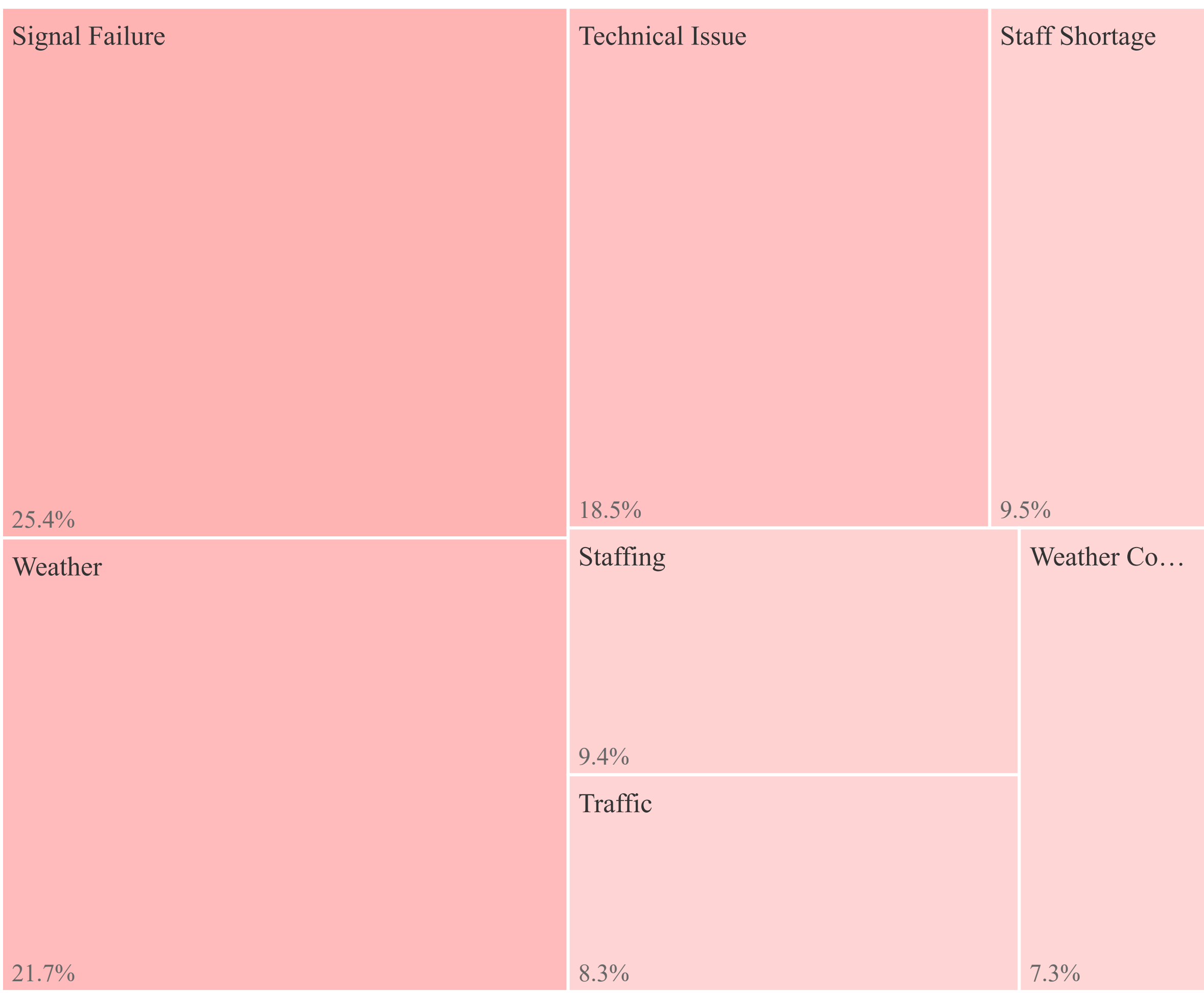
% Cancelled Journeys

Purchased Tickets Trend by Refund Status

Not Refundable Refunded Unclaimed Refund

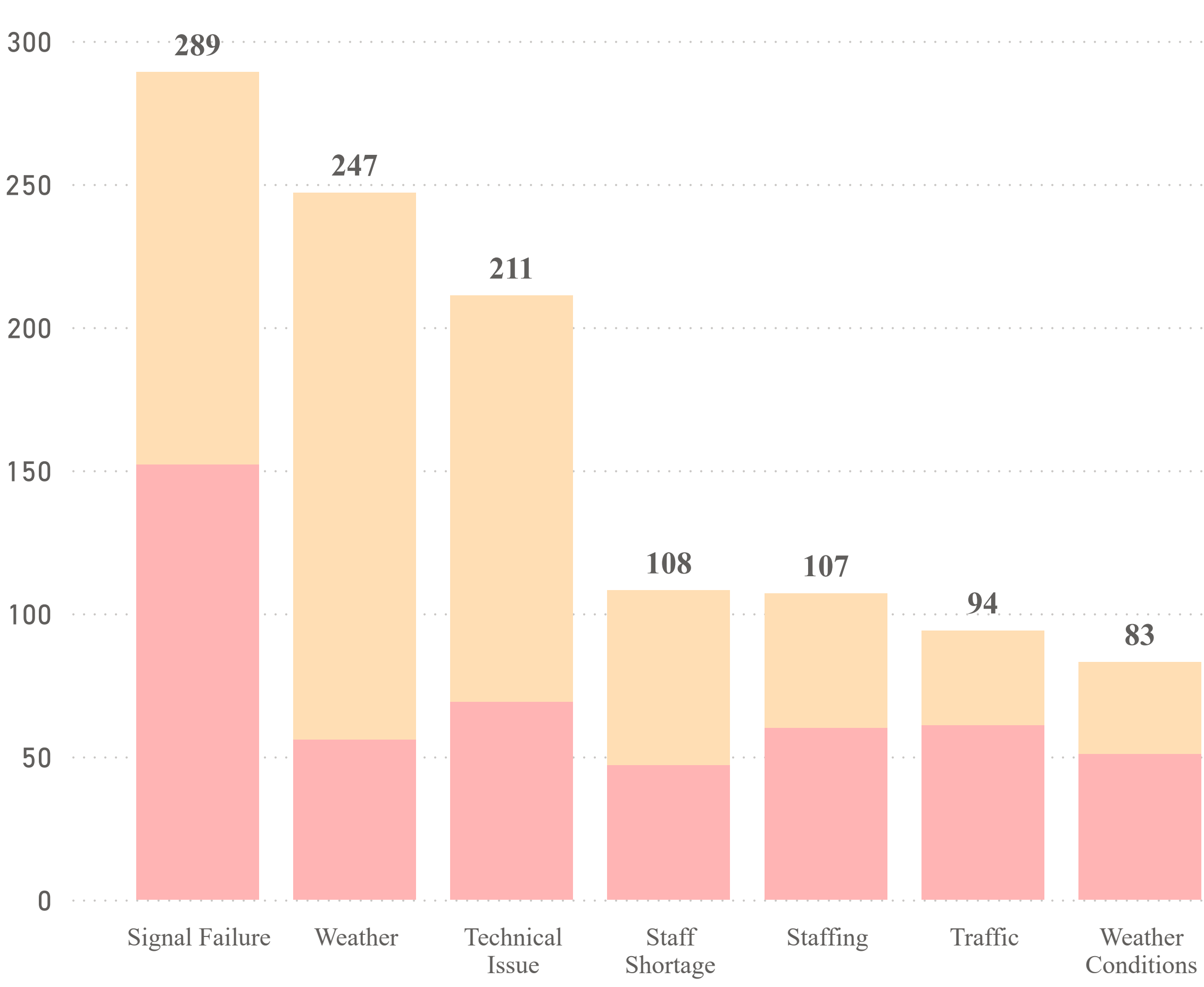


Top Reasons for Eligible Refund (%)



Reasons for Eligible Refund Distribution by Journey Status

Cancelled Delayed

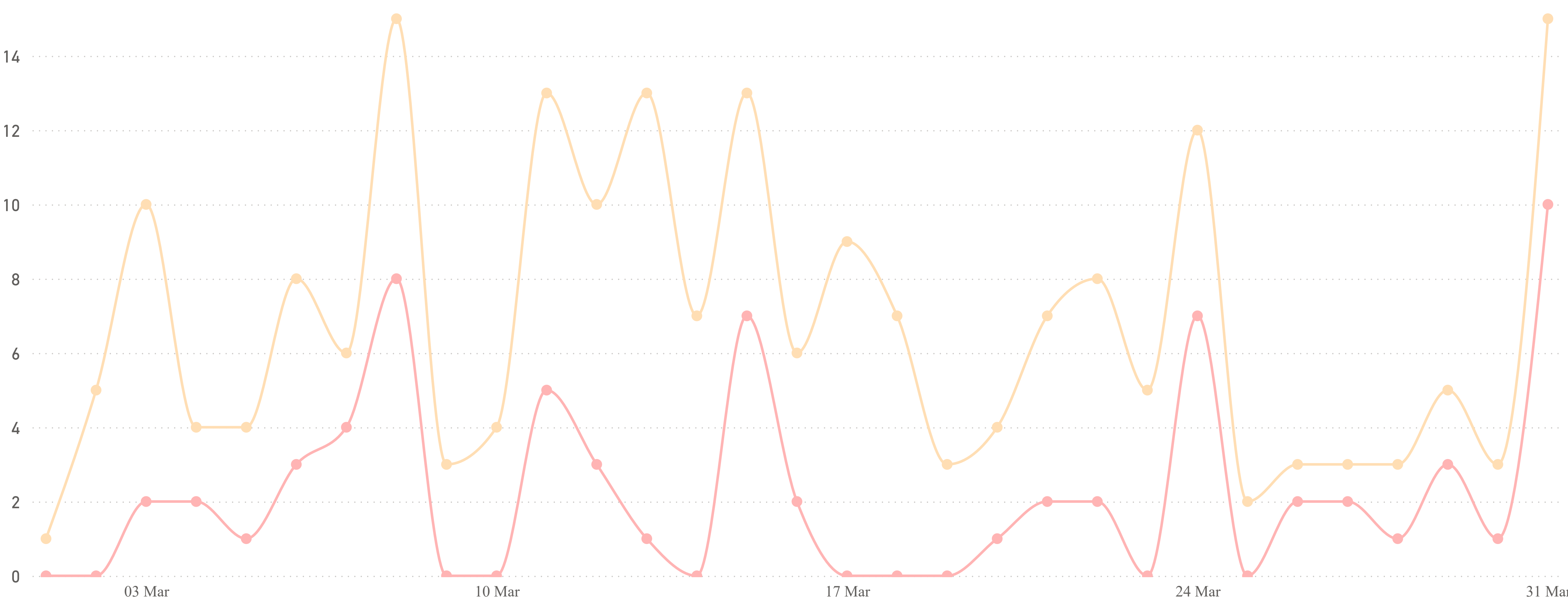


Reasons for Eligible Refund Trend by Journey Status

Cancelled Delayed

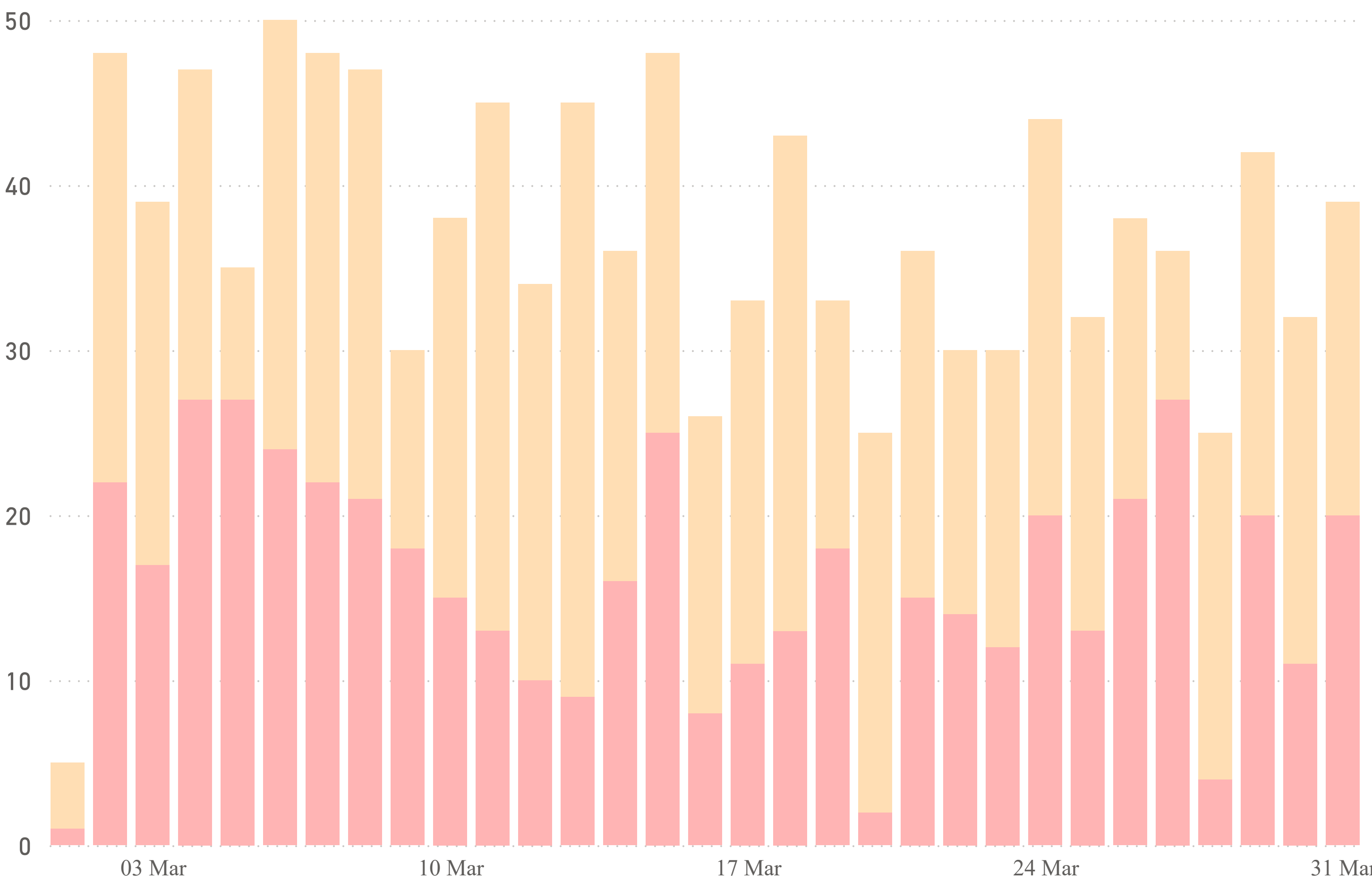
Technical Issue

Refund Reason



Off-Schedule Journeys Trend by Status

Cancelled Delayed



Off-Schedule Journeys Overview

Status	Refundable Tickets	Requested Refunds	%	Refundable Revenue (GBP)	Refundable Revenue (GBP)
Cancelled	496	159	32.1%	10,221	3,400
Delayed	643	147	22.9%	35,563	7,000
Total	1,139	306	26.9%	45,784	10,400

Refunded Revenue (GBP) Trend by Journey Status

Cancelled Delayed

