

Voice of the Passenger

DFDS Jersey routes



Steve Garner
Head of Customer Experience
BU Channel & Jersey routes
29 January 2026



Voice of the Passenger | DFDS Jersey routes

Purpose: Highlight key insights from pre-travel customer satisfaction surveys for DFDS Jersey passengers.

Overview

- **Pet Travel:** Updates, onboard features, and customer feedback
- **Inclusive & Accessible Travel:** Initiatives and customer feedback
- **Family Segment:** Activities, engagement, and customer Feedback



Voice of the Passenger | Pet Travel

Voice of the Passenger | Pet Travel update

Pet lounge

- Dedicated, comfortable space for pets & their owners onboard our conventional ferry service.

Pet Cabins

- 4 x pet cabins available onboard our conventional service with scope to increase to meet demand

Complimentary pet travel packs

- Pet travel bag, reusable bowl, poo bag and important information leaflet issued at check-in

Increased pet capacity

- Pet capacity on the St Malo route has increased by 25% since November 2025.

Foot passenger pets

- Foot passenger pets are now welcomed on our St Malo route from 01 January 2026

Pet water stations at ports

- Fresh water stations available at our terminals prior to boarding

Pet First Aiders - (Launched before high season)

- Trained personnel at port and onboard who can assist in the event of an emergency with basic pet care



Voice of the Passenger | Pets

- “The pet lounge was great and comfortable as was the dog friendly cabin”
- “My journey was less stressful with this help as a solo traveller with a puppy crate and I highly recommend this provider DFDS to everyone wishing to travel or are considering welcoming a pet into their life by using DFDS to help. Bring them to the Channel Islands”
- “Boat was on time, and the pet cabin was great. The staff were really pleasant”
- “Very professional and helpful staff in port and on the boat. Nice pet lounge and nice little doggy bag for their journey. Well done, great improvement on Condor, thank you”
- “All went well friendly helpful staff, beautiful boat, the Pet Lounge where I kept my cat with me and other passengers could keep their pets is a brilliant idea, Well thought out”
- “Highly appreciate that when traveling with pet's swift exit off the ferry is arranged. Quality of the coffee on board is excellent”
- “Enjoyed our Pet friendly crossing with our dog Nelson and my wife and your staff were great; I do like the casual approach that we could go and explore the boat with our dog as he felt relaxed as he can be a bit nervous”
- “We have done second time with DFDS, and all service was amazing. Most surprising thing how well they treated owners of pets and pets which are travelling with them.”
- “Great for dog lovers to be able to take their dog onboard in one of the pet friendly cabins or the pet lounge which have really comfortable reclining seats.”
- “The ship was clean; the staff were friendly and there were no big delays. The crossing was smooth, and the pet friendly cabin was spacious and comfortable with a TV and en-suite with shower.”
- “I had my dog with me onboard and used the Pet lounge which is a really lovely area to be with a dog for that long journey.”
- “Staff were very friendly and facilities for us travelling with our pet were exceptional. Even though it was a long ferry journey, it was very comfortable.”



Voice of the Passenger | Inclusive & Accessible travel

Voice of the Passenger | Inclusive & Accessible Travel Update

- Ongoing commitment to inclusive, accessible travel across the DFDS network
- Teams working together to improve customer experiences and community partnerships.
- Updated standard operating procedure for inclusive and accessible travel, with clearer roles across booking, check-in, loading and onboard support
- Improved loading processes, including enhanced vehicle identification and additional accessibility checks
- Pre-travel customer care call-outs introduced to better understand individual needs
- Contact Centre guidance reviewed to support customers at booking
- Active participant of the DfT Inclusive Travel Charter to help shape an EU-wide Accessible Travel framework
- Internal accessibility benchmarking underway

Building Partnerships Through Community Engagement

We recently attended the Embrace Our Difference event and received positive feedback from charities, community groups and members of the public. Several organisations expressed interest in collaboration, particularly those supporting service users who rely on ferry travel.

This engagement supports our destinations as accessible places to visit and reinforces DFDS's role as a trusted partner in inclusive travel.



Passenger Assistance Guide

The Passenger Assistance Guide is now available online for Jersey routes. It outlines pre-travel notification requirements, what passengers can expect at each stage of their journey, and the assistance provided in line with EU Regulation 1177/2010.

Accessible formats include digital and Easy Read versions online, with Braille, Large Print and Easy Read available onboard and at ports, and sign language, audio and subtitled versions available online.

An Accessible Crossing with DFDS Guide

The new Accessibility Guide has been completed in partnership with Spectrum of Support a supplier which has worked with DFDS on other routes. It provides a clear, step-by-step overview of the passenger journey, from booking and check-in through to onboard facilities and disembarkation, using practical guidance, visual aids and sensory indicators. The guide represents a significant step in making ferry travel clearer, calmer and more predictable for passengers with additional needs.

Voice of the Passenger | Inclusive & Accessible Travel Customer Feedback

- "Our trip on DFDS this week was outstanding in every regard. I have mobility problems but the efficiency from check in to the at of comfort on board Levante Jet"
- "We had to change our booking because of bad weather and dealt with someone on the phone. He could not have been more helpful especially when we explained that I had limited mobility because of arthritis and booked us a disabled cabin as we are too elderly to manage a cabin with 2 bunks one of top of the other. The cabin 3082 (I think) could not have been bettered for us. The crossing was due to be very rough with winds gusting up to 49 mph but in fact apart from one very short time around 3 am was remarkably smooth. We did not leave the cabin until 06.30 next morning but it was very impressive, and we felt safe and able to move around at sea, particularly in the bathroom with all the grab rails."
- "Every aspect from the check-in through to the onboard care was brilliant. The staff were so helpful and friendly, which really helped the journey especially when travelling with small children and an elderly person with mobility issues. Well done DFDS."
- "It was great having free food in the lounge. The staff were very helpful and friendly, especially for my wife who currently has mobility challenges. You also managed to provide us with a calm seat for returning!"
- "The team was great , the help & care for my husband who has sight & mobility issues made our trip a pleasure. Boat & sailing was on time & no issues with the facilities."
- "We were a car with 2 passengers with mobility issues. Had flagged via email to DFDS and we it was noted straight away on our booking on arrival and staff were very good at getting our car onto ferry by the lift."
- "All your staff made us feel welcome and looked after my wife who has mobility problems . Thank you"
- "All on time and great assistance for my 92year old father with limited mobility"
- "Very good disabled/assistance with parking. Space around car for access to get mobility equipment out. Attentive staff in premium lounge. Helping me with moving around and carrying refreshments."
- "On time and on schedule which is great. The larger seats at the front make travelling with mobility impaired travellers more comfortable and easier."



Voice of the Passenger | Family Segment

Voice of the Passenger | Family Segment Update

Building a Great Family Experience Onboard – Pirates' Island

DFDS has developed **Pirate's Island** to create an engaging, memorable experience for families with children aged 4–10. Key initiatives include:

- Dedicated play areas onboard most vessels, designed to immerse children in a pirate-themed world
- Jack's Treasure Hunt, a free five-step interactive activity across all vessels, using QR codes to engage children and encourage exploration
- Activity packs issued at check-in, including games, colouring, and keepsakes to extend the onboard experience
- Mascot meet & greets during peak seasons to enhance family engagement
- Seasonal activities such as Easter egg competitions, Halloween games, and onboard face painting to maintain interest throughout the year
- Pirates' Island branding on signage, menus, and selfie boards in terminals (Portsmouth, Poole, St. Malo, Jersey) to reinforce the theme and provide photo opportunities
- Local community engagement, including nursery school visits at Jersey port with educational activities, meet & greets, and themed giveaways
- Complimentary Wi-Fi across vessels to support family convenience and connected experiences



Voice of the Passenger | The Family Segment

- “For a rough crossing, my son was sick in the cabin. The staff were absolutely brilliant and understanding and moved our cabin without any questions asked. The man on reception desk was so lovely towards me and my two children throughout the journey.”
- “Our crossings were very well organised; the ferry was clean and the staff excellent. We were travelling with children who appreciated the activity bags very much!”
- “Great crew, calm quiet, peaceful crossing, announcements clear, no annoying noisy announcements, food area for children's play area”
- “The staff very friendly especially on our way to Jersey the lady was really nice to the children”
- “Child friendly. We loved the free face painting on board as well as the Pirate Island activity bag. On the way back from France there was a large ‘merry’ crowd all waiting to get off the boat. As I was travelling with a friend and our 5-year-old boys, I was a bit nervous about getting him down the stairs to get off the boat without getting trampled on by all the people on the way out. One of the crew members on board let the people with small children get a bit of a head start by letting us wait on the stairs allowing us to get off the boat first before the crowds. Thank you!”
- “Staff were really good and helpful, especially when our kids were a little seasick.”
- “Easy to check in, fast loading and unloading, appreciated the kid's area to keep 3 yr old occupied.”
- “Travelling with a little baby could be a hassle itself and DFDS team made it easy for us. The kid's playroom is very nice idea, and we loved the selection of books there. Food and coffee was hot and tasty. When we were passing the rough crossing path, the team was very supportive and reassuring towards passengers.”
- “The boat was clean and staff were friendly; the kids' corner is a good idea too.”
- “The kids' area on the fast crossing was amazing with the soft play, wall activities and books.”



**ANY
QUESTIONS?**



