



Miami International Airport Vendor Secret Shops

The Metropolitan Center research team conducted secret shops at Miami International Airport (MIA), which evaluate the customer experience including level of service, staff knowledge, establishment cleanliness.

From November 2007 through July 2010

1,686

Secret shops were conducted. **That's 51 per month**

Types of locations:



Topics Evaluated:



To simulate real travelers' experience

51%

English shops

49%

Spanish shops

were conducted before and after security checkpoints at different times throughout the day

Findings

Satisfaction levels with the overall shopping experience increased from year one to year three

High satisfaction ratings overall for:



Courtesy of Attendants

received the lowest satisfaction ratings.



By year three, ratings increased by 17.5%, ending in 89.3% satisfaction