

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



Secret shops were conducted. That's 51 per month

Types of locations:

News Vendors 1**3.8**%

Specialty Retail 24.4% Food and Beverage **50.8**%

Topics Evaluated:











To simulate real travelers' experience





English shops

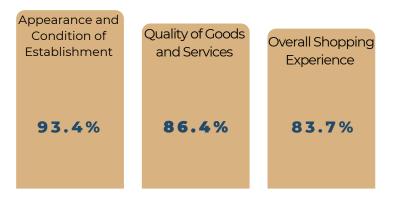
Spanish shops

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

Findings

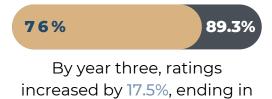
Satisfaction levels with the overall shopping experience increased from year one to year three

High satisfaction ratings overall for:



Courtesy of Attendants

received the lowest satisfaction ratings.



89.3% satisfaction



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Source: Miami International Airport Vendor Secret Shops, Three Year Analysis Report (November 2007-July 2010). FIU Jorge M. Perez Metropolitan Center