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:
- News Vendors: 13.8%
- Specialty Retail: 24.4%
- Food and Beverage: 50.8%

Topics Evaluated:
- Attendant appearance and attitude
- Concession location appearance and staff
- Shopping experience
- Wait times

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:
- Appearance and Condition of Establishment: 93.4%
- Quality of Goods and Services: 86.4%
- Overall Shopping Experience: 83.7%

Courtesy of Attendants received the lowest satisfaction ratings.

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

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

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