



Evaluation Systems for Personnel, Inc.

**NEW ORLEANS AIRPORT BOARD
MYSTERY SHOPPING UPDATE**

November 19, 2015

SCOPE

- **Mystery Shopping**
- **Employee Rewards Program**
- **Price-Comparisons**

MYSTERY SHOPPING

Monthly comprehensive reports on each store in the following categories:

NEWS & GIFT

News Stand

Retail

FOOD & BEVERAGE

Bar

Fast Food

Full Service

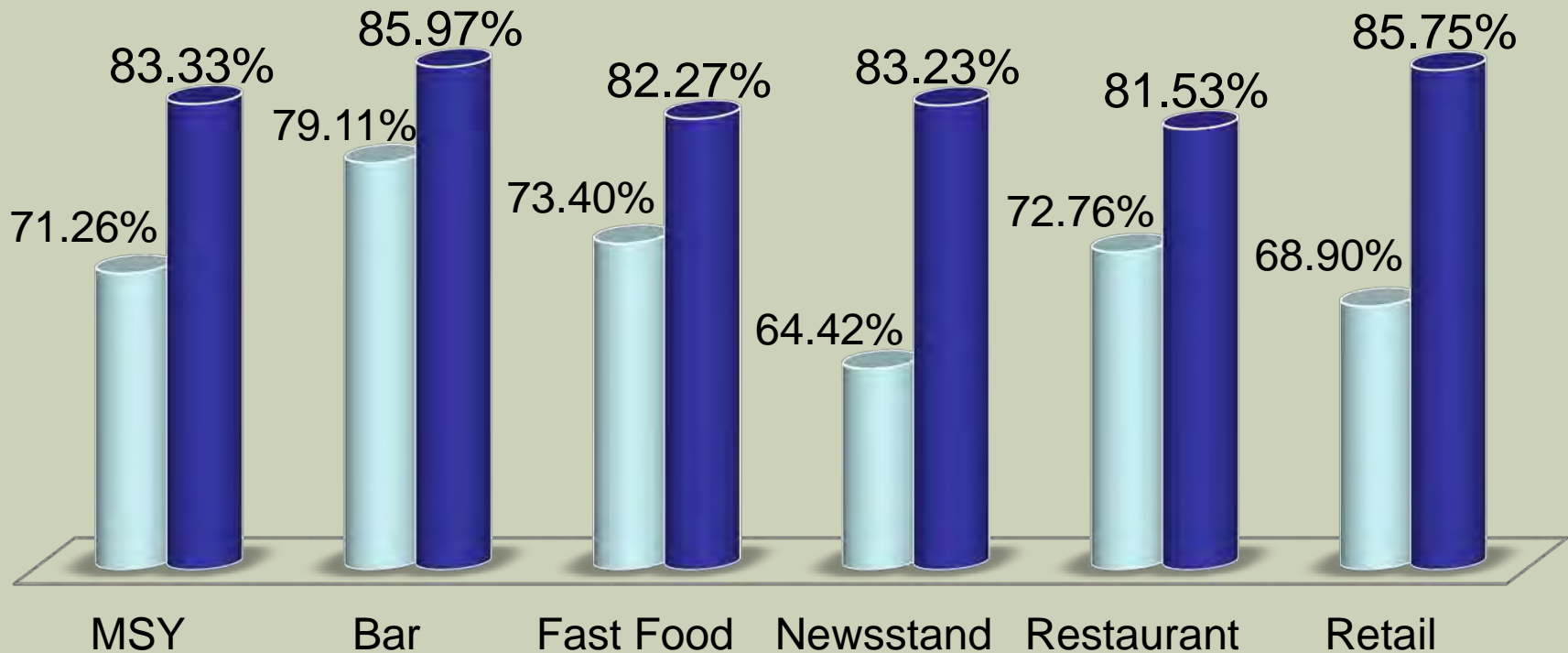
Customized reports were generated over the last 2 ½ years.



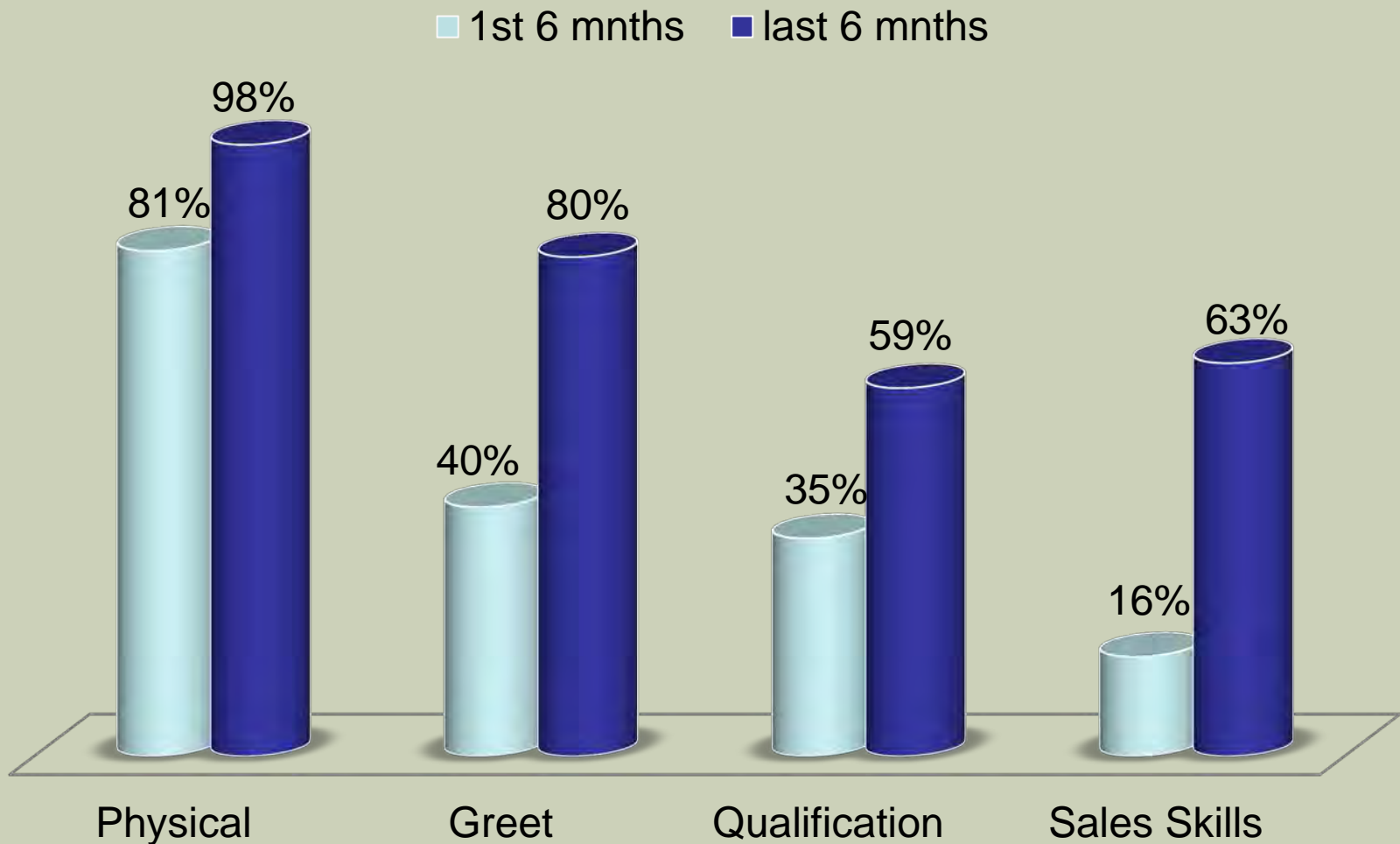
MSY Performance

1st 6 months Versus Last 6 months

2013 2015



Breakdown of Results



REWARDS PROGRAM

- **Began May 2013**
- **Winners awarded cash prizes and certificates quarterly**
- **Gala Awards at the end of each year**



PRICE COMPARISONS

- **In 2009, USA Today reported that only two airports were within 10% of street pricing**
- **Street pricing or street + is now industry standard**
- **Requirement of all MSY concession contracts**
- **Compliance requires constant monitoring by staff**
- **Confirmed by Secret Shopper**
- **Non-compliant prices are addressed with concessionaire management**

Correlation Between Mystery Shopper Scores and Revenue

Average Performance Improvement

17%

Sale Increase over same Period

18%