

**Action to Improve ASQ Value for Money (VFM) Scores – Georginnah Navarrete, Director of Concessions, LAWA CDG**

Georginnah Navarrete provided an update on efforts to improve ASQ Value for Money (VFM) scores for food and retail. She shared that the perception of value is not just price, but variety and the quality of the product, service and convenience.

VFM scores are trending in the right direction and are one of the most improved scores out of 31 attributes measured by ASQ. However, VFM scores continue to be the lowest ASQ scores overall. There was also a strong spike in Quarter 2 2018 which should be explored.

To focus on VFM scores, a VFM Committee was formed in December 2018 comprised of Partners Council members. The Committee has launched the “Eat. Shop. Save. @ LAX” campaign to increase awareness of value deals include discounts and a variety of offerings such as smaller portions at lower prices. The campaign is promoted via social media, buttons worn by employees, as well as on Flight Information Displays and screens in TSA screening areas.

Kelvin Miller, General Manager, Hudson Group, reported that they are offering a value meal that includes a sandwich and chips for \$9.99, as well as a 20% discount for employees (rather than the usual 10%). They are selling 1,200 to 1,500 units a week.

Rose Curry, General Manager, Delaware North, shared that they are offering a kids meal with deals at \$8.99 and under.

Christian Petersen, Marketing Manager, URW, reported that they will promote the campaign with raffles and other promotions through a new employee texting project. Employees can text “Shop LAX” to 64600 to receive texts about special offers.

**Action Items:**

Explore ability to correlate VFM scores and cleanliness scores and VFM and wait times for food/retail service – Anne Shea, Guest Experience Team

Add question related to knowledge of the Eat, Shop and Save campaign to URW and LAWA mystery shops – Anne Shea, Guest Experience Team and Blayke Esparza, URW.

Create education and sustainability messaging to increase awareness of the reason behind pricing and highlight social and environmental benefits (good jobs, food recycling program, contribution to non-aeronautical revenue which contributes toward airport upgrades) – LAWA Public Relations

Conduct a survey to measure if the above sustainability message impacts guests’ feelings about VFM —Anne Shea, Guest Experience Team

Increase visibility on Eat. Shop. Save. Campaign. Explore incorporating into Shop & Dine app —Barbara Yamamoto, Guest Experience Team

**The Points Guy Top Busiest Airports Ratings Ratings – Barbara Yamamoto, Director of Guest Experience and Innovation**

The Points Guy is a travel and lifestyle media platform that extends beyond its original mission to share how to maximize value of travel points. It covers news on airlines, hotels, airplanes, destinations and airports to a lesser extent.

In its fourth year of ranking airports, the Points Guy expanded the number of airports from 30 to 50 of the busiest U.S. airports. LAX was ranked #16 of 50 overall, moving up 11 spots from #27 of 30 in 2018. LAX was #5 of 50 in the amenity category. The ratings are based on:

- Amenities (lounges, restaurants, quality of life, sustainability)
- Commute (drive time, public transit, parking fees, ride-hailing price)
- On-Time (delays, cancels, TSA wait times, connection times)

Categories are weighted by:

- Reader feedback
- Staff experiences (the staff travels extensively)
- What airports control (weighting for amenities was increased this year as airports have direct control of these items)

### Administrative

Minutes, handouts, etc. are posted after each meeting on InsideLAWA on the Guest Experience Page <https://www.lawa.org/en/lawa-employee-portal/information/chief-executive-officer/deborahs-message/guest-experience-initiative>

Please share with your teams and other interested parties.

Next meeting:  
September 17, 2019  
9 a.m. to 10 a.m.  
LA Next Conference Room

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#### Roles/Responsibilities of Guest Experience LAWA Council

- Be the “keeper” of guest experience initiatives in your area of responsibility
- Generate new ideas to further the guest experience in and outside of your area of responsibility
- Share ideas and concepts with LAWA Council and inspire others to adopt/create
- Serve as a sounding board for new concepts, initiatives and programs (i.e. training and mystery shopping)
- Collaborate with Guest Experience Team and others
- Attend meetings
- CHAMPION THE GUEST EXPERIENCE!