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The time for partial and limited solutions is over

100% wants this when they plan and visit a theme park:

91% of Japanese and Malaysian theme park and resort visitors want to bypass queues by using a cell phone app **to purchase a fast-track pass with specific timeslots**

CHINESE GUEST EXPERIENCES

The below shows the percentage of respondents who rated the experience important or very important.

91% ABILITY TO BUY ANYTHING IN THE RESORT USING A CASHLESS DEVICE	86% CHOOSE A LIMITED NUMBER OF SPECIFIC DEALS RELEVANT TO THE VISITOR
91% PRE-BOOK ENTIRE TRIP	85% BE TOLD THE BEST TIMES TO GO TO RESTAURANTS WHEN IT'S NOT BUSY
87% BOOK A TABLE IN A RESTAURANT AHEAD OF WHEN REQUIRED	84% ORDER AND PAY FOR MERCHANDISE IN A QUEUE FOR DELIVERY IMMEDIATELY, OR LATER TO THEIR HOTEL
86% PURCHASE GIFTS FOR FRIENDS / FAMILY FOR THE NEXT VISIT	84% PRE-BOOK A VIP EXPERIENCE
	84% BUY MERCHANDISE AND CHARGE / DELIVER TO HOTEL ROOM
	84% PRE-BOOK DINING OPTIONS FOR THE ENTIRE VISIT, INCLUDING WHERE TO EAT AND AT WHAT TIME

China, Japan and Malaysia may be in the lead of Digital living but the rest of the world is also learning it fast. (89% in US and UK want to Pre-Book entire trip)

88% want to pre-book their fast-track ride passes specific timeslots

(Omnico Theme Park Barometer, 201)

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Comparison Queue Line Management Systems	Regular standby line	Virtual Queuing	The Experience Ticket.com Reservation	Ride Tickets, no backend system to control behaviour
Guest Planning (Itinerary)	No	No	Yes	No
Advance Planning and Booking	No	No	Yes	No
Spreading out/Load balancing of guest capacity	No	No	Yes	No
Tool to manage guest behaviour	No	No	Yes	No
Increase rides per capita per day	No	No	Yes	No
Book as you go	No	Yes	Yes	Yes
Increased in Park Spent	No	Yes	Yes	Yes
Free service or Paid for	No	Both options	Both Options	Paid for
How many guests can be served	All	Max 10%	All	Max 10%

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Operation management benefits: Pulls up the capacity utilization curve and flattens it by booking rides evenly across all available times

Put in your own number in the yellow cells and make your own calculations.

Guest calculator in relation to number of rides per day per guest									Guest calculator in relation to number of guest cap	
	Total guest cap per hour	Total ride cap per hour	Hours of opera-tion	Total ride cap per day	# rides guest per day	# rides guest per day	# rides guest per day:	# rides guest day:	Total guest per day	Total guest per day
	25000	62000	10	620000	5	6	7	1	25%	50%
Total guests day					124000	103333	88571	620000	62500	125000
New total incl. non riders %: 10					137778	114815	98413	688889	62500	125000
New total incl. non riders %: 20					155000	129167	110714	775000	62500	125000
Assumptions: All guests prebook and plan the visit, in advance or at the latest at arrival. They get an itinerary with the rides/activities they have booked. The guests can decide everything, except in what order to ride. Thereby the system can calculate the optimal route for all guests and ensuring all rides run at full capacity during all operating hours. If a total queue free set up not is practical, adjust to 50/50 or any other combination.										

Result : Guests biggest pain point is removed- queues- and ride capacity is increased with 20%. What perhaps is as important, is, that the way Th