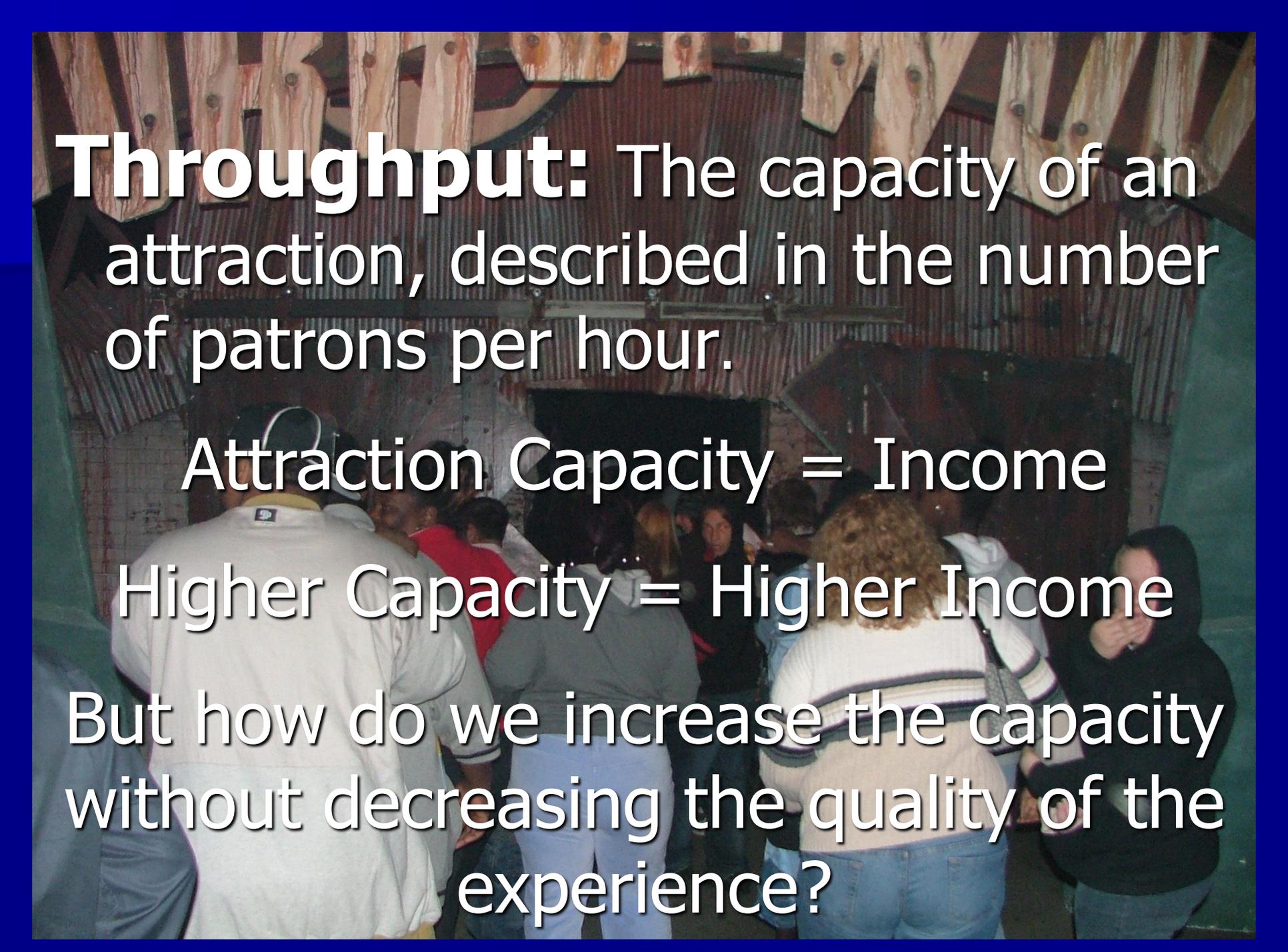




# ***Increase Your Capacity And Increase Your Profits***

By Leonard Pickel,  
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Design and Consulting

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A photograph of a crowded indoor attraction, possibly a roller coaster or a similar ride. The scene is dimly lit, with people standing in a line, waiting. The background shows a structure with corrugated metal and wooden beams. The text is overlaid on the image in a large, white, sans-serif font.

**Throughput:** The capacity of an attraction, described in the number of patrons per hour.

Attraction Capacity = Income

Higher Capacity = Higher Income

But how do we increase the capacity without decreasing the quality of the experience?

# Benefits Of Increased Capacity

- Shorter Lines
- More Tickets Sold
- Repeat Tours
- Happier Customers



# Design Criteria

- Effective Attraction
- Maximum Capacity
- Highest Quality Level



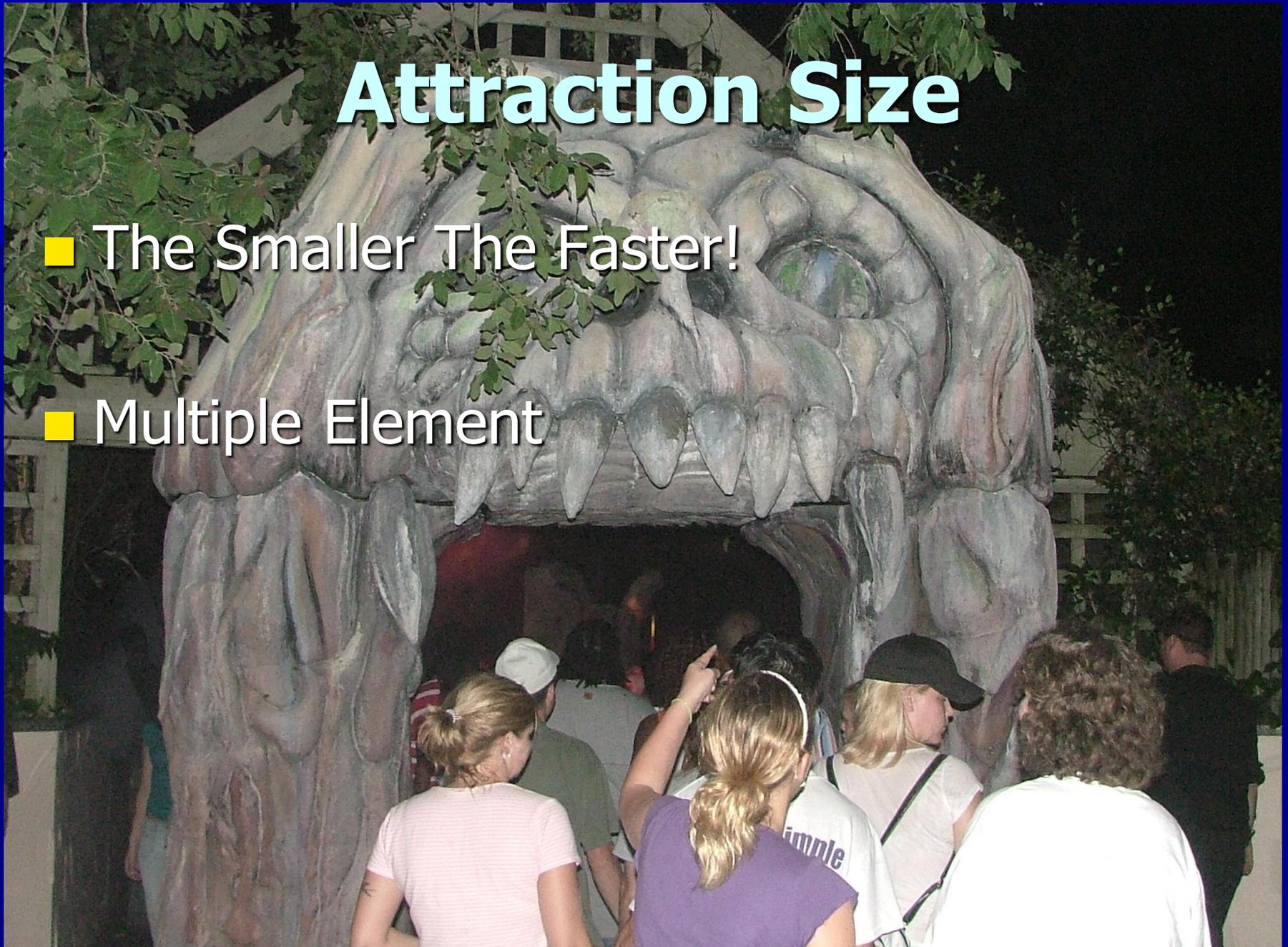
# Attraction Style

- Guided Tour
- Pulsed Groups
- Constant Line



# Attraction Size

- The Smaller The Faster!
- Multiple Element



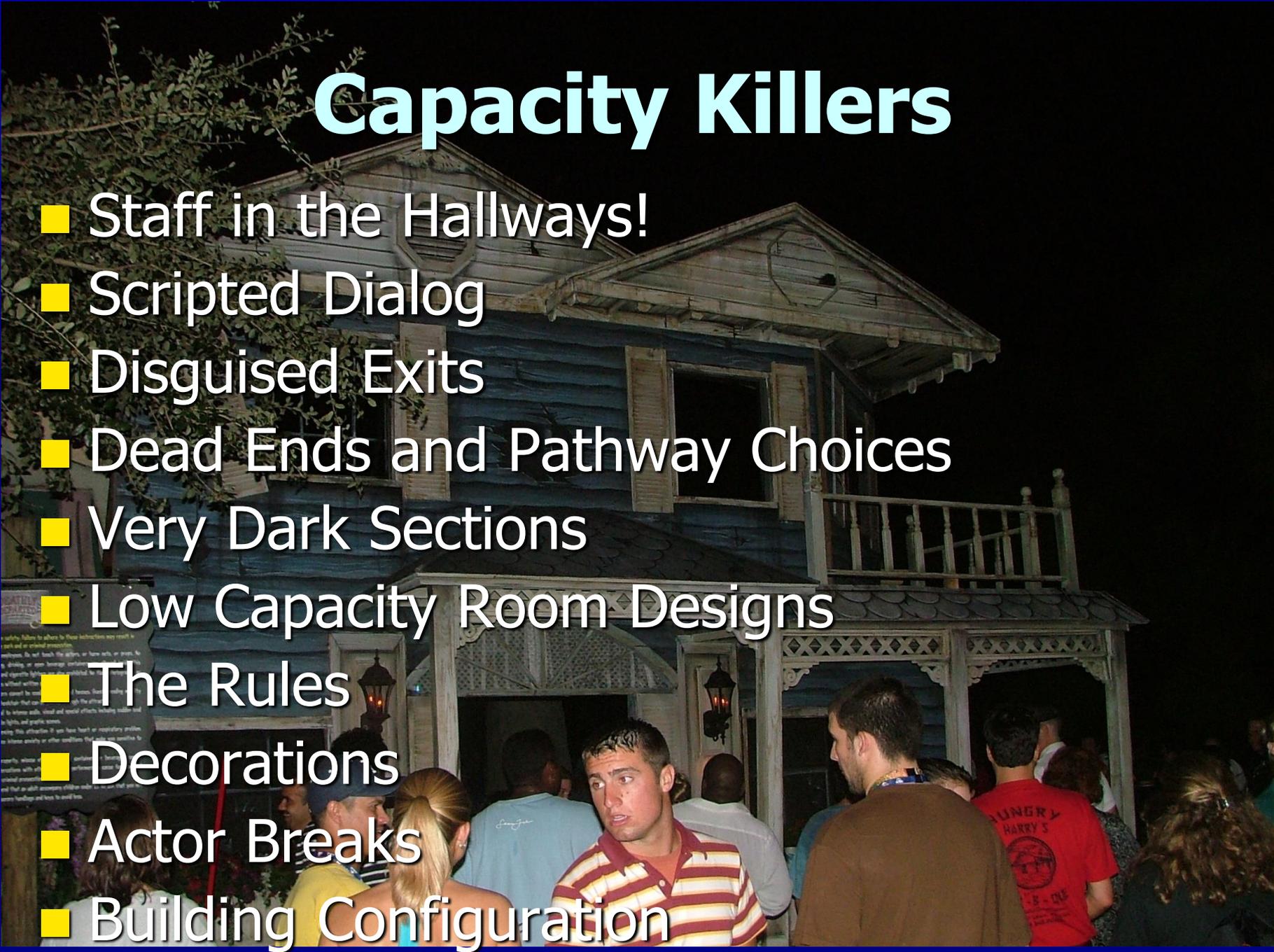
# Scare Design

- Hide the Actor
- High Startle, Low Theatrics
- Multiple Scare Points
- Scare Forward
- No Menacing Scares
- Designate Scares
- Actor Return





# Capacity Killers

- Staff in the Hallways!
  - Scripted Dialog
  - Disguised Exits
  - Dead Ends and Pathway Choices
  - Very Dark Sections
  - Low Capacity Room Designs
  - The Rules
  - Decorations
  - Actor Breaks
  - Building Configuration
- 

# Operational Control

- Hold a Short Line
- Multiple Ticket Takers
- Actor Training



# The Future of Throughput

- Not For Everyone
- Timed Ticketing
- Use The Queue Line



# Thanks for Listening!

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