

VIRTUAL QUEUING SYSTEM AND METHOD

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] The present application claims the benefit of U.S. Provisional Application No. 62/039,609, entitled “Virtual Queuing System and Method” and filed August 20, 2014, the disclosure of which is incorporated herein by reference for all purposes.

BACKGROUND

[0002] The present disclosure relates generally to the field of amusement parks. More specifically, embodiments of the present disclosure relate to methods and equipment utilized to manage amusement park experiences, including queuing for attractions.

[0003] Since the early twentieth century, amusement parks have substantially grown in popularity. In order to address this increasing demand, amusement parks have been expanding by adding attractions and space. The addition of attractions (e.g., rides, restaurants, shops, and shows) generally provides an amusement park with additional capacity to handle a larger number of guests. However, the additional attractions also typically provide potential guests with an incentive to visit the amusement park. Thus, while a particular amusement park may add additional capacity, the additional capacity does not always result in an increased ability for guests to participate in park entertainment (e.g., shopping, viewing shows, riding rides) or reduced wait times for attractions. This is because there is often a corresponding increase in attendance. Further, due to operating efficiencies, it is often desirable to limit the availability of attractions during low attendance times. Thus, queuing for attractions, which may limit participation in park activities, is a perennial issue for amusement parks.

[0004] While guests have demanded bigger, better, and more elaborate attractions, they also require and expect a positive overall experience. Providing a positive overall experience for amusement park guests entails addressing certain issues related to queuing for attractions. Indeed, it is now recognized that park guests can be deterred from

returning to a particular amusement park due to negative experiences with queue waiting times. Further, guests may be prevented from accessing amusement park businesses (e.g., shops) due to time spent waiting in queues. Indeed, in the past, guests have been forced to wait hours in line to experience some of the more popular attractions at an amusement park. Additionally, it is now recognized that park capacity does not always equal guest utilization of that capacity due to individual guest preferences for certain attractions over others. Accordingly, it is now recognized that it is desirable to improve amusement park queuing systems and methods.

SUMMARY

[0005] Certain embodiments commensurate in scope with the originally claimed subject matter are summarized below. These embodiments are not intended to limit the scope of the disclosure, but rather these embodiments are intended only to provide a brief summary of certain disclosed embodiments. Indeed, the present disclosure may encompass a variety of forms that may be similar to or different from the embodiments set forth below.

[0006] In accordance with one embodiment, a virtual queue system is provided. The virtual queue system includes at least one virtual queuing station associated with an individual attraction within a theme park. The virtual queue system also includes a transceiver of the at least one virtual queuing station, wherein the transceiver is configured to receive a wireless signal from a guest-associated device, wherein the wireless signal comprises identification information for a guest associated with a guest device. The virtual queue system also includes a virtual queue control system in communication with the at least one virtual queuing station and the active wearable, wherein the virtual queue control system is configured to receive a communication comprising the identification information from the at least one virtual queuing station and wherein receiving the communication causes the virtual queue control system to add the wearer to a virtual queue for the individual attraction and to send a confirmation message to one or both of the at least one virtual queuing station or to the guest device that the guest has been added to the virtual queue.

[0007] In accordance with another embodiment, a virtual queue system is provided. The virtual queue system includes a plurality of virtual queuing stations associated with respective attractions within a theme park; and a virtual queue control system configured to maintain respective virtual queues for the respective attractions and in communication with the plurality of virtual queuing stations, wherein the virtual queue control system is configured to receive communications from the plurality of virtual queuing stations and add guests to the respective virtual queues based on the communications.

[0008] In accordance with another embodiment, a method is provided. The method includes the steps of providing a wireless signal using communication circuitry of an active wearable to a virtual queuing station associated with an individual attraction within a theme park, wherein the wireless signal comprises identification information for a guest associated with a guest device; receiving a confirmation message via the communications circuitry confirming being added to a virtual queue of the individual attraction; and receiving a status message via the communications circuitry related to a position in the virtual queue.

DRAWINGS

[0009] These and other features, aspects, and advantages of the present disclosure will become better understood when the following detailed description is read with reference to the accompanying drawings in which like characters represent like parts throughout the drawings, wherein:

[0010] FIG. 1 is a flow diagram of a method using a virtual queue system in accordance with present techniques;

[0011] FIG. 2 is a schematic view of a theme park including a virtual queue system in accordance with present techniques;

[0012] FIG. 3 is a block diagram of an active wearable in accordance with present techniques; and

[0013] FIG. 4 is a block diagram of a virtual queue system in accordance with present techniques.

DETAILED DESCRIPTION

[0014] Presently disclosed embodiments facilitate virtual queuing within a theme park. A virtual queue control system as provided herein manages queuing for various attractions with the theme park to minimize or eliminate guest time spent waiting in a physical queue. In certain embodiments, a given attraction has a single virtual queue that is dynamically managed by the control system to add or remove guests, update positions in the queue, and send messages to the guests related to their queue positions. The system receives various inputs from the attractions and/or guests that are used to dynamically manage the various queues. In certain embodiments, queuing is mediated via guest devices such as active wearables (e.g., bracelets, wearable tags, necklaces or badges, etc.) that are carried by or associated with the guests and that interact with various kiosks or check-in points to permit guest to enter attraction queues. In this manner, park guests may enjoy the park without carrying paper tickets, identification, or other credentials. For example, guests at a water park may not wish to manage paper tickets that can get wet. Further, because guests wearing bathing suits have limited ability to carry identification items or handheld devices, active wearables that are compatible with water activities (e.g., waterproof) may be a more convenient way to manage queue information than a mobile device.

[0015] FIG. 1 is a flow diagram of a method 10 of virtual queue management in accordance with present embodiments. The method 10 includes receiving or providing park credentials (block 12), entering or facilitating entry to an amusement park or park feature (block 14), determining or providing one or more attraction wait times (block 16), entering or establishing a position within a virtual queue (block 18), monitoring or waiting in the virtual queue (block 20), initiating or participating in an attraction experience (block 22), and providing or obtaining user data (block 24). Details of the aspects of the method 10 will be discussed in further detail below with respect to related system features.

[0016] FIG. 2 is a schematic representation of a system 100 for facilitating queuing in accordance with present embodiments. The system 100 includes a computer system 102, monitoring sensors 104, a wireless communication system 106, system displays 108, active wearables 110 (e.g., a bracelet including accessible data and communication features) and other components that coordinate in accordance with present embodiments, as will be described in detail below. Certain aspects of the system 100 will be referenced with respect to the part they play in the method 10 illustrated by FIG. 1. Specifically, it should be noted that present embodiments facilitate virtual queuing such that amusement park guests 120 can obtain a position within a virtual queue and subsequently enter a physical queue or standby loading group 122 of limited length. Present embodiments may function to limit time spent by guests 120 in physically waiting 122 and encourage participation in other areas of an amusement park, such as dining, shopping, and other entertainment venues (e.g., rides, shows).

[0017] As generally represented by block 12 of method 10, when guests 120 arrive at a ticketing location 124 (e.g., hotel front desk, kiosk, guest service counter, park gate), the guests 120 may be provided with entry credentials (e.g., tickets or active wearables 110) among other items, such as a park map, virtual queuing instructions, and amenities instructions. Informational media (e.g., audio, video) and instructional signage may be present at all such ticketing locations 124. In some instances, guests 120 may have obtained entry credentials prior to arrival and may skip acquiring such credentials at the ticketing location 124.

[0018] As generally represented in block 14 of method 10, guests may enter and be provided entry into the park or a park area via an entryway 126. Specifically, as illustrated in FIG. 1, the entryway 126 may exclude a physical turnstile or similar physical traversal counting or control features that can provide an impediment to traversal of the entryway 126 when the entryway 126 is intended to be open. That is, the entryway 126 may be turnstile-less during operation. If guests 120 already have their entry credentials or an identification code or number transferred into an active wearable (“AW”) 110, the guests 120 may be provided essentially direct access to the park or park area. For example, guests 120 with properly activated AWs 110 may be allowed to walk

through the entryway 126 without stopping. The credentials associated with the AW 110 being held or worn by the guests 120 will be detected and provided to a gate monitoring facility 128 that may be monitored by a park employee (e.g., a security service company). For example, this may include providing a photograph of the guest 120 (e.g., a photograph of the guest's face) passing through the entryway 126. Thus, the photograph may be used for entry privilege confirmation. In other embodiments, other features may be used, such as fingerprints or other identifying aspects (e.g., facial recognition). While certain embodiments of the disclosure are illustrated in conjunction with an AW 110, it should be understood that the disclosed techniques may be implemented with guest-associated devices that are configured to wirelessly communicate guest information, such as pocket-carried devices, handheld devices, or mobile devices. In particular embodiments, the guest-associated devices are waterproof.

[0019] Also, as generally represented by block 14 of method 10, if guests 120 do not have their AW 110 with them or if their AW 110 is not properly activated, they may insert ticket media 132 into a scanner 134, which facilitates transfer of information to the gate monitoring facility 128, which may include any of a number of gate monitoring systems, and informs a park employee that the guest 120 is authorized to enter the park or park area. If authorization is granted in this manner, an AW 110 may be distributed to them and a photograph of the guest's face automatically taken. For example, a photograph may be automatically taken by a camera 136 positioned proximate the entryway 126. The same camera 136 may be used for monitoring purposes as well. In other embodiments, the picture of guests 120 acquiring their AW 110 may occur in a different location. Further, in some embodiments, the guests 120 may acquire their AW 110 after progressing through the entryway 126 (as in the illustrated embodiment of FIG. 2) or prior to progressing through the entryway 126.

[0020] As generally represented by block 16 of method 10, wait times may be ascertained by guests by viewing displays provided at numerous locations throughout the park or park area. At the entrance of certain or all attractions, displays 108 provide the wait time for the specific attraction. For example, the water slide 142 includes a display 144 that specifically provides a wait time for that attraction. The information for each

display may be provided based on information obtained by tracking AWs 110 or otherwise monitoring park areas (e.g., ride exits and entrances) with monitoring sensors 104. Further, at the exit of certain or all attractions, a display may be provided to indicate the wait times for all attractions (e.g., all attractions in the park or park area). For example, the exit area of the water slide 142 includes a display 146 that may provide wait times for all of the surrounding attractions (e.g., rides 148). The display 146 may even provide wait times for non-ride attractions, such as a wait time for a restaurant 150. The display 146 may be limited to display of wait times for attractions within a particular park area 152 (e.g., a park “village”). Also, within each park area 152, one or more wait time boards 154 (e.g., centrally located displays 108) may indicate wait times for all park attractions or attractions within the park area 152. Further still, before guests 120 place their portable devices (e.g., mobile phones) into lockers 160, mobile applications may be used via the mobile devices to ascertain wait times.

[0021] Block 18 generally represents entering or establishing a position within a virtual queue. In one embodiment, the guest 120 enters the queue by walking to the attraction entry and walking through an entry portal. For example, the guest 120 may walk to the water slide 142 and walk through its entry portal 166. Once the guest 120 walks through the portal 166, the guest’s AW 110 will notify him/her (via a tone, vibration, illuminator) of being added to the virtual queue. This may be achieved by detecting the AW 110 with the monitoring sensor 104 at the entry portal 166 and via aspects of the AW 110, which will be discussed further below. In another embodiment, the guest 120 may enter the virtual queue by walking to a queue entry post 168, which may indicate the name of the attraction and current wait time, and engaging the post 168 with the AW 110. This may include tapping the AW 110 against or positioning it near the post 168. The posts 168 may be located at the exit or entry of each attraction and at a central location within each park area 152 or village. In one embodiment, an individual post 168 may be associated with only one attraction such that engaging with the post 168 automatically enters the guest 120 in the virtual queue of the associated attraction, e.g., the virtual queue is entered without any guest selection between different attractions at the post 168, and tapping or engaging the post is the selection step for selecting the associated attraction.

[0022] Once the guest engages the queue entry post 168, the guest's AW 110 will notify the guest (e.g., via a tone, vibration, illuminator) of being added to the virtual queue. For example, the AW 110 may receive a signal to cause the displayed information on the AW 110 to change. Further, the post 168 may additionally or alternatively provide a notification of successful addition to the queue. The notification may be generated and/or communicated by a central virtual queue control system to the AW 110. In another embodiment, the notification is generated and/or communicated by the queue entry post 168. In yet another embodiment, the guest 120 may enter the virtual queue by walking to a queue kiosk 172 (e.g., a single device that displays the names and wait times for all virtual queuing attractions in the park or park area). Queue kiosks 172 may be located at the entry or exit of each attraction and in a central location within each park area 152. The guest 120 selects the queue he/she wishes to enter and engages (e.g., taps) the kiosk with his/her AW 110. Once the guest 120 engages the queue kiosk 172, the guest's AW 110 will notify the guest 120 (e.g., via a tone, vibration, illuminator) of being added to the virtual queue. For example, the AW 110 may receive a signal to cause the displayed information on the AW 110 to change. Further, the kiosk 172 may additionally or alternatively provide a notification of successful addition to the queue.

[0023] In another embodiment, the guest 120 must physically go the area of a particular attraction and engage with the designated queue entry post 168 for that attraction to enter the queue. That is, virtual queue entry is mediated only via the designated queue entry post (or posts) 168 that are physically co-located with the attraction. In this manner, the guest is encouraged to see an individual ride 148 and determine if the ride is of interest before entering the ride virtual queue. The central queue controller receives the communication from the post 168 or kiosk 172 and adds the guest to the appropriate virtual queue. The addition may be based on a time stamp or a counter. For example, for attractions that have multiple tap-in posts 168, the guests may be added based on the individual time stamp of the tap-in event and on a first-in basis.

[0024] In each of the embodiments discussed above, the guest's AW 110 may display the estimated return time. For example, a display on the AW 110 may provide a time (e.g., 5:02 PM) by which the guest should return to enter a loading group 122. This time may

dynamically change depending on the operational factors (e.g., current ride capacity, other guests leaving the queue, guests with express (e.g., credentials to automatically jump to the front of a physical and/or virtual queue) or very important person (VIP) credentials entering the queue, inclement weather, and/or downtimes). In some embodiments, once the guest 120 has entered a virtual queue (or some limited number of virtual queues), the guest 120 can no longer enter any other virtual queue unless he/she leaves the current virtual queue, either by entering the ride or by entering a different virtual queue. For example, in one embodiment, engaging the post 168 of a ride or attraction overrides any previously existing places in a virtual queue. In this manner, the guest 120 may traverse the park and, upon noting a ride that is of greater interest or that has a shorter wait time, may simply swipe the AW 110 to enter into a new virtual queue and be automatically removed from a previous virtual queue with one action, which permits the guest 120 to minimize engagement with queue devices and enjoy the park experience.

[0025] . Further, if more than one virtual queue can be entered, the difference between wait times for the available virtual queues may be set to be a sufficient time for both to be entered taking into consideration variables such as travel time between. The system may also artificially space multiple virtual queues to optimize the patrons' day and transit time. In one embodiment, if there is no penalty for failure to arrive at a queued attraction, aside from not being able to enter additional queues, the system may permit close-together times but may also account for a certain predicted percentage of no-shows. In another embodiment, the virtual queuing system may only be in effect if the wait time for the current attraction is greater than 10 minutes. In another embodiment, the guest 120 may be permitted to enter two virtual queues at the same time, but may only enter a single virtual queue at a time that is associated with a ride designated as a low capacity ride. For example, certain park rides may have relatively low capacity and, therefore, may develop longer virtual queues than higher capacity rides, which are capable of moving a greater number of guests through the ride in a given period of time. To control the virtual queue length of lower capacity rides, the virtual queue system as provided herein may, in certain embodiments, prevent the guest 120 from entering two

low capacity ride virtual queues simultaneously. For example, when the guest 120 is already entered in a low capacity queue, engaging with the designated post 168 of a second low capacity ride may trigger a warning message displayed on a display of the post 168, e.g., “GUESTS IN LINE FOR DINOSAUR ADVENTURE MAY NOT ENTER THE LINE FOR VOLCANO RUSH. WOULD YOU LIKE TO EXIT THE LINE FOR DINOSAUR ADVENTURE TO JOIN THE LINE FOR VOLCANO RUSH?” The post 168 may then receive a guest selection of YES or NO. If the guest 120 selects no, the engagement with the post 168 of the second low capacity ride is ended. If the guest 120 selects YES, the guest 120 is added to the virtual queue of the second low capacity ride and automatically removed from the virtual queue of the first low capacity ride.

[0026] As generally represented by block 20 of method 10, present embodiments facilitate monitoring or waiting in the virtual queue. Guests 120 may wait in the virtual queue by experiencing instantaneous capacity attractions (e.g., a wave pool, swimming pool, splash pad, lazy river, a ride with no wait time), visiting food, beverage, or merchandising locations, or simply relaxing (e.g., resting in a lounge chair). If an attraction wait time of a virtual queue changes, this information may be provided via the communication system 106 to the AW 110, which will notify the wearing guest 120 and display the updated wait time. If a guest 120 wishes to leave a current virtual queue for another virtual queue, he/she can do so by just joining a new virtual queue as set forth in the description of the various embodiments above. If a guest leaves the park (or, in some cases, a park area) while waiting in a virtual queue, he/she is automatically removed from any virtual queues he/she is currently in. Present embodiments may establish no geographical limits within the park while waiting in a virtual queue and guests 120 may be free to go to any location and perform any task within the park.

[0027] As generally represented by block 22 of method 10, present embodiments encourage initiating and participating in attraction experiences. In some embodiments, the virtual queuing system 100 will notify the guest 120 prior to the guest's ride time. To determine the amount of prior notification time, the system 100 will utilize multiple factors to optimize capacity: current wait time at the attraction, current distance of the

guest 120 away from the attraction, the guest's current activity, and the guest's history for arrival speeds from previous virtual queues. Once the guest is notified, the guest 120 travels to the attraction entrance and walks to the load platform, which accommodates the limited standby group 122. These factors or variables are monitored by the computer system 102 (e.g., a network of computers 302), which includes at least one processor 304 and at least one memory 306, via communication with the monitoring sensors 104. To ensure that the attraction throughput is not starved, a small standby group 122 (less than 10 minutes) may be formed prior to the load platform at each attraction. Once a guest reaches the load platform and enters the ride, he/she is removed from the current virtual queue. After experiencing the attraction, guests 120 can join another virtual queue as described above (e.g., a post, kiosk, or the like located in the exit path of the attraction).

[0028] As generally represented by block 24 of method 10, present embodiments also facilitate communication and management of additional data related to park management. For example, the AW 110 may also perform functions other than facilitating queue access. Specifically, the AW 110 may operate as an identification device used for cashless purchases and for validation to access controlled areas. In some embodiments, guest photographs are automatically taken while on each attraction, as triggered by the AW 110. Such photographs can be purchased by the guest 120 via an Internet portal (e.g., website, app, kiosk). Further, information may be automatically logged by the virtual queuing system 100 for data analysis. This information may include: experienced attractions (including count and order of visit), wait time for each attraction, time it takes for the guest to return to the attraction once notified, entry time into the park, exit time out of the park, amount of money spent via cashless system.

[0029] FIG. 3 is a schematic representation of an AW 110 in accordance with present embodiments. In the illustrated embodiment, the AW 110 includes a housing 400 in the form of a bracelet. However, in other embodiments, it may include a necklace, a headband, a ring, or other conveniently wearable item. A device 402 may be imbedded in the housing 400. The device 402 may include several separate or unified components that perform certain functions. In the illustrated embodiment, the device 402 includes a memory/identifier 404, a power module 406, a display 408, an indicator 410, a

transmitter 412, and a receiver 414. In some embodiments, these features may be limited. For example, the display 408 and the transmitter 412 may be excluded. In some embodiments, the memory/identifier 404 may include a simple identifier (e.g., an RFID tag), which the system 100 associates with a guest 120. In operation, the device 402 may operate to at least receive information from the system 100 to provide the user with information (e.g., a return time for a ride). Further, an indicator (e.g., a light, a vibration mechanism, or an audio feature) may provide feedback to the guest 120. Specifically, the device 402 may communicate with the system 100 via the communication system 106. In some embodiments, this may include communication from the device 402 to the system 100. However, in other embodiments, detecting the device 402 throughout the park area using the monitoring sensors 104 and analyzing such data with the system 100 may provide information related to the device 402 (e.g., wait times experienced by the user 120 associated with the device 402). In some embodiments, the AW 110 may be essentially passive and indications (e.g., confirmation sounds) may be provided by the system 100 (e.g., a speaker announcing a nickname of the wearer being entered into a particular virtual queue).

[0030] FIG. 4 is a block diagram of a virtual queue system 500 that may be implemented to manage queues in a theme park. The system 500 includes a virtual queue control system 502 in communication with one or more virtual queuing stations 530. The virtual queuing stations 530 may be implemented as portals or posts (e.g., portal 166 or post 168, see FIG. 2), kiosks, or the like. Each park ride or attraction may be associated with one or more dedicated virtual queuing stations 530 that receive queue inputs from guests. That is, in certain embodiments, each virtual queuing station 530 may facilitate entry into the virtual queue of only one attraction. One or both of the virtual queue control system 502 and an individual virtual queuing station 530 may include communications circuitry (e.g., communications circuitry 504 or 506), such as antennas, radio transceiver circuits, and signal processing hardware and/or software (e.g., hardware or software filters, A/D converters, multiplexers amplifiers), or a combination thereof, and that may be configured to communicate over wired or wireless communication paths via IR wireless communication, satellite communication, broadcast radio, Microwave radio, Bluetooth,

Zigbee, Wifi, UHF, NFC, etc. Such communication may also include intermediate communications devices, such as radio towers. In one embodiment, the communication between the virtual queuing station 530 and the virtual queue control system 502 is wired.

[0031] In addition, one or both of the virtual queue control system 502 and an individual virtual queuing station 530 may include a memory device (e.g., memory device 508 or 510) for storing instructions executable by a processor (e.g., processor 512 or 514) to perform the methods and control actions described herein. For example, the processor 512 may execute instructions for dynamic virtual queue management based on inputs from the virtual queuing stations 530 as well as data on guest entry into a ride and guest exit from a park. Additional inputs to dynamic queue management may include guest location within the park. For example, a reminder to return to the attraction may be based at least in part on the guest's location relative to the attraction, as determined via wireless signal or global positioning system (GPS) information from the guest active wearable or by a guest's last tap-in location with the virtual queuing station or other tap-in device. The system 500 may store guest locations during a park visit to create an accessible log of guest locations within the park for use in predicting guest current and future locations. If the guest is estimated to be located within a first distance or within a first zone relative to the attraction, the return reminder or message is sent within to return within a first time (e.g., "20 MINUTES UNTIL VOLCANO RUSH"), which accounts for a shorter travel time to the attraction. If the guest is instead in a farther second zone or a farther estimated second distance, the return reminder or message accounts for the longer travel time by providing an earlier return time (e.g., "5 MINUTES UNTIL VOLCANO RUSH"), to account for longer walking times to the attraction. In this manner, guests at similar positions in the virtual queue but at different locations within the park are estimated to return to the attraction within the same approximate time window.

[0032] The processor may include one or more processing devices, and the memory may include one or more tangible, non-transitory, machine-readable media. By way of example, such machine-readable media can include RAM, ROM, EPROM, EEPROM, or optical disk storage, magnetic disk storage or other magnetic storage devices, or any

other medium which can be used to carry or store desired program code in the form of machine-executable instructions or data structures and which can be accessed by the processor or by other processor-based devices (e.g., mobile devices). For example, the virtual queue control system 502 or an individual virtual queuing station 530 may include may be accessed by an operator interface 520, e.g., a computer-based workstation or a mobile device, and/or may include an input/output interface 510 and a display (e.g., display 532).

[0033] The virtual queuing station 530 receives signals (e.g., wireless signals, such a RF signals) from a guest AW 540. The AW 540 may, in one embodiment, tap in to the virtual queuing station (e.g., via a hand wave or via positioning the AW 540 within the reading zone of the virtual queuing station 530) where it send the signal via NFC and receives signal back and updates via NFC. Additionally, components of the system (e.g., the virtual queuing station 540 and/or the AW 540) may be actively listening for a wireless broadcast and may update the display upon receipt of the appropriate broadcast. Another option is a system where the virtual queuing station 530 are dumb/passive and the AW 540 reads the totem location and transmits the request through a wireless network bypassing the need to have the virtual queuing station 530 or ride entry/exit stations read the AW 540. These signals may, in turn, be communicated to the virtual queue control system 502 to add the guest associated with the AW 540 to the virtual queue. While the virtual queuing station 530 facilitates guest entry into a virtual queue, the virtual queue system 500 may also include ride entry stations 550. An individual ride entry station 550 may be implemented as an automatic gate or reader such that the AW 540 as it passes through the ride entry station 550 is automatically read and the guest associated with the AW 540 is indicated as entering the ride and, therefore, is automatically removed from the virtual queue. An individual ride entry station 550 may include communications circuitry 550, a processor 554, and a memory device 556 as provided herein. It should be understood that certain features of the virtual queue control system 502 may additionally or alternatively be implemented locally at the virtual queuing station 530 or the ride entry station 550.

[0034] The virtual queue system 500 may, in certain embodiments, manage a total guest experience to ensure that an individual guest may experience a minimum number of rides or experiences per day. For example, based on the virtual queue load for various attractions, the virtual queue system 500 may permit entry into a predetermined number of queues at the beginning of the day. Alternatively, the virtual queue system 500 may dynamically present ride options to each guest at a central kiosk (e.g., queue kiosk 172, see FIG. 2). That is, while in certain embodiments, the virtual queue control system is implemented without any central queue kiosk that permits selection and virtual queue entry to multiple queues of different attractions at a single device and within a single interaction, in other embodiments one or more central kiosks may mediate entry into multiple virtual queues at once.

[0035] While only certain features of the present embodiments have been illustrated and described herein, many modifications and changes will occur to those skilled in the art. It is, therefore, to be understood that the appended claims are intended to cover all such modifications and changes as fall within the true spirit of the present disclosure. Further, it should be understood that certain elements of the disclosed embodiments may be combined or exchanged with one another.

CLAIMS

1. A virtual queue system, comprising:

at least one queue entry post associated with an attraction designated as a low capacity attraction within a theme park, wherein the at least one queue entry post comprises a transceiver configured to receive a wireless signal from a guest- device, wherein the guest device is configured to transmit the wireless signal to the queue entry post when the guest device is in contact with or positioned near the queue entry post, and wherein the wireless signal comprises identification information for a guest associated with the guest device;

a virtual queue control system in communication with the at least one queue entry post and the guest device, wherein the virtual queue control system is configured to:

receive a communication comprising the identification information from the at least one queue entry post;

determine that the attraction is designated as a low capacity attraction;

determine, based on the identification information, that the guest is not already queued for an additional attraction designated as a low capacity attraction;

add the guest to a virtual queue for the attraction designated as a low capacity attraction only when the guest is not already queued for the additional attraction designated as a low capacity attraction; and

send a confirmation signal to at least the guest device in response to adding the guest to the virtual queue, wherein the signal causes an indicator of the guest device to activate in response to receiving the confirmation signal from the virtual queue control system.

2. The virtual queue system of claim 1, wherein the at least one queue entry post is located at an entry or exit of the attraction designated as a low capacity attraction.

3. The virtual queue system of claim 1, wherein the attraction designated as a low capacity attraction does not have a physical queue.

4. The virtual queue system of claim 1, wherein the attraction designated as a low capacity attraction has standby physical queue.
5. The virtual queue system of claim 1, wherein the communication comprises a time stamp or a counter and wherein the guest is added to the virtual queue based at least in part on the time stamp or the counter.
6. The virtual queue system of claim 1, wherein the guest is added to a numbered position of the virtual queue.
7. The virtual queue system of claim 1, comprising a ride entry station associated with the attraction designated as a low capacity attraction and configured to receive a ride entry signal from the guest device when the guest enters the attraction designated as a low capacity attraction.
8. The virtual queue system of claim 7, wherein the ride entry station is configured to communicate the ride entry signal to the virtual queue control system.
9. The virtual queue system of claim 7, wherein the guest is removed from the virtual queue based on the received ride entry signal.
10. The virtual queue system of claim 1, comprising a ride entry station associated with the attraction designated as a low capacity attraction, wherein the ride entry station is configured to permit entry to the attraction designated as a low capacity attraction of a guest in a second position in the virtual queue when a guest in a first position is not present.
11. The virtual queue system of claim 1, comprising a display of the at least one queue entry post, wherein the display is configured to display the confirmation message.
12. The virtual queue system of claim 1, wherein the virtual queue control system is configured to provide one or more queue status messages to the guest device based on a change in a position in the virtual queue.

13. The virtual queue system of claim 1, wherein the virtual queue control system is configured to provide a message to the guest device to return to the attraction designated as a low capacity attraction based on a position on the virtual queue.

14. The virtual queue system of claim 1, wherein the virtual queue control system is configured to provide a message to the guest to return to the attraction designated as a low capacity attraction based on a position on the virtual queue and a location of the guest device within the theme park.

15. The virtual queue system of claim 1, wherein the virtual queue control system is configured to estimate a location of the guest device within the theme park based on one or more radio frequency signals from the active wearable or based on GPS information.

16. The virtual queue system of claim 1, wherein the virtual queue control system is configured to log interactions of the guest device with the at least one queue entry post and additional queue entry posts within the theme park.

17. A virtual queue system, comprising:

a plurality of queue entry posts associated with respective attraction designated as a low capacity attractions within a theme park, wherein each queue entry post of the plurality of queue entry posts comprises a transceiver configured to receive a wireless signal from a guest device, wherein the guest device is configured to transmit the wireless signal to a queue entry post of the plurality of queue entry posts when guest device is in contact with or positioned near the queue entry post of the plurality of queue entry posts, and wherein the wireless signal comprises identification information for a guest associated with the guest device;

a virtual queue control system configured to maintain respective virtual queues for the respective attraction designated as a low capacity attractions and be in communication with the plurality of queue entry posts, wherein the virtual queue control system is configured to receive communications from the plurality of queue entry posts, add guests to the respective virtual queues, and send a confirmation signal to the guest device based on the received

communications, and wherein the virtual queue control system is configured to prevent guests from queueing for multiple attractions designated as low capacity attractions by not adding guests to a first virtual queue for a first attraction designated as a low capacity attraction upon determining that the guests are already in a second virtual queue for a second attraction designated as a low capacity attraction; and

wherein the guest device comprises an indicator configured to activate in response to receiving the confirmation signal from the virtual queue control system.

18. The virtual queue system of claim 17, wherein the communications from an individual queue entry post of the plurality of queue entry posts are used to add guests to only one virtual queue.

19. The virtual queue system of claim 17, wherein the communications are based on signals from active wearables of the guests.

20. The virtual queue system of claim 17, wherein the virtual queue control system is configured to allow an individual guest to be placed in another virtual queue that is not associated with an attraction designated as a low capacity attraction while the individual guest is already in the second virtual queue.

21. A method, comprising:

providing a wireless signal using communication circuitry of an active wearable to a queue entry post associated with an attraction designated as a low capacity attraction within a theme park when the guest device is in contact with or positioned near the queue entry post, wherein the wireless signal comprises identification information for a guest associated with a guest device;

transmitting a communication from the queue entry post to a virtual queue control system, wherein the communication comprises the identification information;

transmitting a confirmation signal, via the queue entry post, upon determining that the guest is not already in another queue associated with another attraction designated as a low capacity attraction;

receiving the confirmation signal via the guest device confirming being added to a virtual queue of the attraction designated as a low capacity attraction, wherein the guest device activates an indicator to notify the guest that the guest has been added to the virtual queue; and

receiving a status message via the guest device related to a position of the guest in the virtual queue wherein the guest device comprises a display to show the message.

22. The method of claim 21, wherein the status message comprises a reminder to return to the attraction designated as a low capacity attraction.

23. The method of claim 21, wherein the guest device is an active wearable worn by the guest.