CLAIMS:

1. A crowd management system, comprising:

at least one local controller associated with an attraction area of an individual attraction within a theme park;

a transceiver of the at least one local controller, wherein the transceiver is configured to receive guest data via wireless signals from guest-associated devices within a detection range of the at least one local controller;

a plurality of interactive equipment elements associated with the individual attraction comprising active and inactive interactive equipment elements, wherein an active interactive equipment element of the plurality of interactive equipment elements is configured to:

sense,

via a sensor,

physical contact with the active interactive equipment element; read, via an RFID reader, an identification of a guest device in proximity to the active interactive equipment during the physical contact; and

generate a signal indicative of the interaction that associates the guest device with the physical interaction; and

a remote central controller in communication with the at least one local controller, wherein the remote central controller is configured to:

receive the guest data from the at least one local controller and the signal indicative of the physical contact from the active interactive equipment element, determine one or more crowd metrics of the individual attraction based on the received guest data and the signal from the active interactive equipment element, select one or more inactive interactive equipment elements of the plurality of interactive equipment elements based on the crowd metrics; and activate the selected inactive interactive equipment elements of the plurality of interactive equipment elements.

2. The crowd management system of claim 1, wherein the at least one local controller is located in an area proximate to the individual attraction, wherein the individual attraction is a ride.

3. The crowd management system of claim 1, wherein the remote central controller is configured to dynamically activate the selected inactive interactive equipment elements in response to the received guest data.

4. The crowd management system of claim 1, wherein the remote central controller is configured to use the one or more crowd metrics to determine a population of guests in the attraction

area is above a threshold.

5. The crowd management system of claim 1, wherein the remote central controller is configured to dim the active interactive equipment element after the physical interaction with the active interactive equipment element exceeds a threshold.

6. The crowd management system of claim 1, wherein the remote central controller is configured to estimate a location of an individual guest device within the theme park based on one or more radio frequency signals from the individual guest device.

7. The crowd management system of claim 1, wherein the remote central controller is configured to control an illumination intensity of the individual interactive equipment element.

8. The crowd management system of claim 1, wherein the remote central controller is configured to select additional inactive interactive equipment elements to activate based on part on the crowd metrics.

9. The crowd management system of claim 1, wherein the remote central controller is configured to deactivate a particular active interactive equipment elements in response to the particular active interactive equipment element being queued for maintenance.

10. The crowd management system of claim 1, wherein the guest-associated devices comprise wearable devices.

11. A crowd management system, comprising:

a plurality of local controllers associated with respective attractions within a theme park;

a first plurality of interactive equipment elements associated with a first attraction of the respective attractions, an individual interactive equipment element of the first plurality of interactive equipment elements being configured to:

sense, using a sensor, physical contact with the individual interactive equipment element; generate an output indicative of the physical contact; initiate a cool-down activity command of the individual interactive equipment element based on a length of the sensed physical contact with the individual interactive equipment element; and reduce the output of the individual interactive equipment element in response the cool-down activity command; and a central controller in communication with the plurality of local controllers, wherein the central controller is configured to: receive communications from the plurality of local controllers and the signal from the sensor; determine one or more crowd metrics of the respective attractions based on the received

communications and the signal from the sensor, wherein the crowd metrics comprise guest population information based on detection of wireless guest devices in proximity of the respective attractions; generate an activity command for an individual guest based on the one or more crowd metrics, wherein the activity command comprises a message or notification associated with a second plurality of interactive equipment elements; and transmit the activity command to a guest-associated device associated with the individual guest.

12. The crowd management system of claim 11, wherein the plurality of local controllers are co-located with the respective attractions.

13. The crowd management system of claim 11, wherein the central controller is configured to monitor completion of an activity performed on an interactive equipment element of the second plurality of interactive equipment elements indicated by the activity command.

14. The crowd management system of claim 13, wherein the central controller is configured to generate a notification to the guest-associated device that the individual guest can return to the first attraction when the activity command is complete.

15. The crowd management system of claim 11, wherein the central controller is configured to control activation of the second plurality of interactive equipment elements based on the one or more crowd metrics.

16. The crowd management system of claim 15, wherein the activity command comprises an indication of a location or identity of the second plurality of interactive equipment elements.

17. The crowd management system of claim 11, wherein completing the activity command causes a new feature of the individual attraction to be activated.

18. The crowd management system of claim 11, wherein the individual interactive equipment element stops lighting up or making noise in response the cool-down activity command.