CLAIMS

1. A system for providing seating guidance for an attraction ride vehicle of an amusement park attraction, comprising:

a computing device associated with a display;

one or more processors of the computing device; and

one or more memory devices of the computing device storing information about the attraction ride vehicle and storing instructions corresponding to a seating application, wherein the seating application, when executed by the one or more processors, causes the computing device to:

provide an interface to receive seating input data from an operator for a guest or a group of guests;

process the seating input data in combination with the information about the attraction ride vehicle based on seating logic to provide seat location information in the attraction ride vehicle for the guests or the group of guests

output the seat location information via the display;

receive data indicative of unoccupied seats in the attraction ride vehicle; and

generate a metric for the operator based on the data indicative of unoccupied seats in the attraction ride vehicle.

2. The system of claim 1, wherein the information about the attraction ride vehicle stored by the one or more memory devices comprises a ride state model having the seat location information for the attraction ride vehicle.

3. The system of claim 2, wherein the seat location information for the attraction ride vehicle comprises at least a seat layout of the attraction ride vehicle, availability and location of any wheelchair-accessible seats, whether seats within the seat layout may be taken offline via the interface, or whether the attraction ride vehicle allows service animals.

4. The system of claim 3, wherein the seating application, when executed by the one or more processors, is configured to adjust the ride state model in response to receiving operator input data indicative of changes in the seat location information.

5. The system of claim 1, wherein the computing device is a portable computing device and the display is a touchscreen display of the portable computing device, wherein the interface is a graphical user interface (GUI) that presents a view of a seat map of occupied and unoccupied seats of the attraction ride vehicle.

6. The system of claim 5, wherein the GUI is configured to receive the seating input data via the touchscreen display and to output the seat location information for loading the guest or the group of guests as the guest or group of guests move through a ride loading area associated with the attraction ride vehicle.

7. The system of claim 1 comprising sensing equipment configured to track ride occupancy of the attraction ride vehicle to provide the data indicative of unoccupied seats in the attraction ride vehicle, wherein the seating application is configured to use the data to provide updated seat location information in response to identifying mismatches between the seat location information previously provided and tracked ride occupancy.

8. The system of claim 1, wherein the seating application comprises analytic logic that tracks the metric.

9. The system of claim 8, wherein the seating application comprises gamification logic that integrates the tracked metric into a gaming environment that generates scores for the operator relating to loading efficiency.

10. The system of claim 9, wherein the gamification logic integrates scores from other ride operators into the gaming environment to encourage higher loading efficiency.

11. The system of claim 10, comprising a queue and seating computer system communicatively coupled to the computing device and a plurality of additional computing devices configured to run the seating application, wherein the queue and seating computer system comprises one or more memory devices and one or more processing devices configured to maintain a leaderboard that tracks scores of the operator and the other ride operators, teams of operators, or both, for the amusement park attraction.

12. An amusement park venue, comprising:

an arrangement of seats to accommodate a guest or a group of guests;

a computing device associated with the amusement park venue and having one or more processors and one or more memory devices, wherein the one or more memory devices store information about the amusement park venue and store instructions corresponding to a seating application, wherein the seating application, when executed by the one or more processors, causes the computing device to:

provide an interface to receive seating input data from an operator for the guest or the group of guests;

process the seating input data in combination with the information about the amusement park venue based on seating logic to generate guidance data;

output guidance, based on the guidance data, that provides direction for the guest or the group of guests to particular seats of the amusement park venue via a display communicatively coupled to the one or more processors;

receive data indicative of unoccupied seats in the amusement park venue after the guests have occupied the particular seats of the amusement park venue; and

generate a metric for the operator based on the data indicative of unoccupied seats in the amusement park venue; and a sensing system configured to acquire the data indicative of unoccupied seats in the amusement park venue.

13. The venue of claim 12, comprising an entrance configured to control guest access to the amusement park venue via a queue management system, wherein the queue management system comprises devices configured to monitor a virtual queue, a physical queue, or both, of guests waiting to enter the amusement park venue, and to coordinate guest access into the amusement park venue based on the guidance output by the computing device.

14. The venue of claim 13, wherein the queue management system comprises a queue and seating computer system communicatively coupled to the computing device, wherein the queue and seating computer system comprises one or more networked computers configured to establish and maintain the virtual queue.

15. The venue of claim 14, comprising a queue monitoring device communicatively coupled to the queue and seating computer system and configured to monitor a physical queue associated with the amusement park venue, and to provide feedback relating to guests in the physical queue to the queue and seating computer system.

16. The venue of claim 15, wherein the queue and seating computer system is configured to push updates for the seating application to the computing device based at least in part on the feedback generated by the queue monitoring device.

17. A tangible, non-transitory, machine-readable medium, comprising machine-readable instructions executable by a processor to:

present at least a portion of a seating application on a graphical user interface (GUI) via a display of a computing device, the computing device having access to a queue and seating computer system, the queue and seating computer system comprising features that allow for control over virtual queueing and seating for one or more amusement park attractions, and wherein the at least a portion of the seating application has a seating guidance user interface (UI) associated therewith to receive seating inputs from an operator to select one or more seats of the one or more amusement park attractions;

perform a seating guidance process via the GUI and the seating guidance UI using analytics data associated with seating efficiency for the one or more amusement park attractions, the analytics data defining indicators or metrics, wherein the machine-readable instructions are configured to cause a portion of the GUI rendered on the display to include a plurality of interaction elements that affect a manner in which the seating guidance process is performed according to seating logic associated with the seating application;

receive data indicative of unoccupied seats in the one or more amusement park attractions per cycle of the one or more amusement park attractions; and

generate a metric for the operator based on the data indicative of unoccupied seats in the one or more amusement park attractions.

18. The tangible, non-transitory, machine-readable medium of claim 17, wherein the metric for the operator is higher based on a group of guests being assigned to a single row or consecutive rows

of an attraction ride vehicle or lower based on the group of guests being assigned to nonconsecutive rows of the attraction ride vehicle.

19. The system of claim 1, wherein the data is camera data.

20. The system of claim 1, wherein the seating application causes the computing device to receive wait time information of the amusement park attraction, and wherein the metric is further based on the wait time information such that the metric does not penalize the operator for the data indicative of unoccupied seats during periods when an attraction wait time is zero.