CLAIMS:

1. An integrated game play system, comprising:

one or more processors of the integrated game play system; and

memory storing instructions executable by the integrated game play system to cause the integrated game play system to:

receive sensor data from one or more sensors, wherein the sensor data is indicative of a guest identifier of a guest;

access guest data based on the guest identifier, wherein the guest data comprises:

activity of the guest in one or more games accessed via a game play platform,

device data of a mobile device associated with the guest and accessed via the mobile device,

third-party data relevant to the guest and accessed via one or more third-third party applications,

or any combination thereof; and

provide a control signal to control one or more features of an attraction based on the guest data.

2. The integrated game play system of claim 1, wherein the one or more features of the attraction comprise an animated figure, a lighting effect, a sound effect, or any combination thereof.

3. The integrated game play system of claim 1, wherein the one or more sensors comprise a camera, an electronic reader configured to read a radiofrequency identification (RFID) tag, or any combination thereof.

4. The integrated game play system of claim 1, wherein the instructions are executable by the integrated game play system to cause the integrated game play system to:

process the sensor data to determine a position of the guest relative to the one or more features, an orientation of the guest relative to the one or more features or both; and

access the guest data and provide the control signal in response to the position of the guest indicating that the guest is within a threshold distance of the one or more features, the

orientation of the guest indicating that the guest is oriented toward the one or more features, or both.

5. The integrated game play system of claim 1, wherein the guest data comprises the activity of the guest in the one or more games accessed via the game play platform, the device data of the mobile device associated with the guest and accessed via the mobile device, and the third-party data relevant to the guest and accessed via the one or more third-third party applications.

6. The integrated game play system of claim 1, wherein the guest data comprises the activity of the guest in the one or more games accessed via the game play platform.

7. The integrated game play system of claim 1, wherein the guest data comprises the device data of the mobile device associated with the guest and accessed via the mobile device.

8. The integrated game play system of claim 7, wherein the device data comprises images stored on the mobile device, videos stored on the mobile device, images accessible via the mobile device, videos accessible via the mobile devices, location data obtained via a global positioning system (GPS) of the mobile device, settings of the mobile device, or any combination thereof.

9. The integrated game play system of claim 1, wherein the guest data comprises the third-party data relevant to the guest and accessed via the one or more third-third party applications.

10. The integrated game play system of claim 9, wherein the one or more third-party applications comprise a social media application, a medical application, a banking application, or any combination thereof.

11. The integrated game play system of claim 1, wherein the guest data comprises tracked activity of the guest at an amusement park that comprises the attraction in combination with at least one of the activity of the guest in the one or more games accessed via the game play platform, the device data of the mobile device associated with the guest and accessed via the

mobile device, or the third-party data relevant to the guest and accessed via the one or more third-third party applications.

12. The integrated game play system of claim 1, comprising the game play platform, wherein the game play platform is configured to provide one or more notifications associated with the attraction for visualization by the guest.

13. An integrated game play system, comprising:

one or more processors of the integrated game play system; and

memory storing instructions executable by the integrated game play system to cause the integrated game play system to:

receive sensor data from one or more sensors, wherein the sensor data is indicative of a guest identifier of a guest;

access guest data based on the guest identifier, wherein the guest data comprises activity of the guest in one or more applications accessed via a platform; and

provide a control signal to control an attraction based on the guest data.

14. The integrated game play system of claim 13, wherein the instructions are executable by the integrated game play system to cause the integrated game play system to provide the control signal to control the attraction by controlling one or more features of the attraction including an animated figure, a lighting effect, a sound effect, or any combination thereof.

15. The integrated game play system of claim 13, wherein the platform is configured to enable the guest to access the one or more applications via a mobile device carried by the guest, and the mobile device is separate from the attraction.

16. The integrated game play system of claim 13, wherein the guest data comprises device data of a mobile device associated with the guest.

17. The integrated game play system of claim 13, wherein the instructions are executable by the integrated game play system to cause the integrated game play system to:

process the sensor data to determine a position of the guest relative to the attraction, an orientation of the guest relative to the attraction or both; and

access the guest data and provide the control signal in response to the position of the guest indicating that the guest is within a threshold distance of the attraction, the orientation of the guest indicating that the guest is oriented toward the attraction, or both.

18. The integrated game play system of claim 13, wherein the instructions are executable by the one or more processors to cause the integrated game play system to:

receive additional sensor data from the one or more sensors, wherein the additional sensor data is indicative of an additional guest identifier of an additional guest;

access additional guest data based on the additional guest identifier, wherein the additional guest data comprises activity of the additional guest in the one or more applications accessed via the platform;

identify a common preference of the guest and the additional guest based on the guest data and the additional guest data; and

provide the control signal to control the attraction based on the common preference.

19. A method, comprising:

receiving sensor data from one or more sensors, wherein the sensor data is indicative of a guest identifier of a guest;

accessing guest data based on the guest identifier, wherein the guest data comprises:

activity of the guest in one or more games accessed via a game play platform,

device data of a mobile device associated with the guest and accessed via the mobile device,

third-party data relevant to the guest and accessed via one or more third-third party applications,

or any combination thereof; and

providing a control signal to control one or more features of an attraction based on the guest data.

20. The method of claim 19, wherein the one or more features comprise an animated figure, a lighting effect, a sound effect, a display, or any combination thereof.

21. An integrated game play system, comprising:

a game play platform configured to provide access to a plurality of games;

an amusement park comprising an attraction comprising one or more attraction features; and

a controller configured to:

determine presence of a guest at the attraction;

determine a guest identifier of the guest;

access guest data based on the guest identifier of the guest, wherein the guest data comprises game activity of the guest in the plurality of games;

determine a modification to the one or more attraction features based on the guest data; and

send a control signal to implement the modification of the one or more attraction features.

22. The integrated game play system of claim 21, wherein the controller is configured to:

track park activity of the guest at the amusement park; and

store the tracked park activity as the guest data.

23. The integrated game play system of claim 21, wherein the guest data comprises device data of a mobile device associated with the guest, and to access the guest data, the controller is configured to:

request data from the game play platform and the mobile device associated with the guest.

24. The integrated game play system of claim 21, wherein the guest data comprises third-party data relevant to the guest, and to access the guest data, the controller is configured to:

request data from the game play platform and a third-party application, the third-party application comprising a social media application, a medical application, a banking application, a global positioning system application, or a combination thereof.

25. The integrated game play system of claim 21, wherein the controller is configured to:

determine presence of an additional guest with the guest at the attraction; and

determine respective preferences of the guest and the additional guest based on the guest data;

wherein the modification to the one or more attraction features correlates to the respective preferences associated with the guest and the additional guest.

26. The integrated game play system of claim 21, wherein granularity of the guest data correlates to a limit set on sharing data from the game play platform, the amusement park, or a combination thereof.

27. The integrated game play system of claim 21, wherein the one or more attraction features comprise an animated figure, a lighting effect, a sound effect, a display, or a combination thereof.

28. The integrated game play system of claim 21, wherein, to determine the presence of the guest, the controller is configured to determine that the guest is within a threshold distance from the one or more attraction features based on sensor data from one or more sensors proximate to the one or more attraction features.

29. The integrated game play system of claim 28, wherein the one or more sensors comprise:

an electronic reader configured to read a radio frequency identification device (RFID) tag,

a camera,

a weight sensor, or

any combination thereof.

30. The integrated game play system of claim 21, wherein the game play platform is configured to provide one or more notifications associated with the amusement park.

31. The integrated game play system of claim 21, wherein the controller is configured to:

determine an additional modification to a layout of game play icons for the game play platform based on the guest data, wherein the guest data comprises park activity of the guest at the amusement park; and

send an additional control signal to implement the additional modification to the layout of the game play icons for the game play platform.

32. The integrated game play system of claim 21, wherein the game play platform is configured to enable the guest to access the plurality of games via a mobile device carried by the guest, and the mobile device is separate from the attraction.

33. The integrated game play system of claim 21, wherein the guest data comprises device data of a mobile device associated with the guest and third-party data relevant to the guest, and to access the guest data, the controller is configured to:

request data from the game play platform, the mobile device associated with the guest, and a third-party application, the third-party application comprising a social media application, a medical application, a banking application, a global positioning system application, or a combination thereof.

34. A method, comprising:

receiving an indication that a guest is online on a game play platform;

identifying the guest to be associated with a user identification;

determining guest data based on the user identification, wherein the guest data corresponds to guest park activity at an amusement park associated with the game play platform; and

modifying an order of a plurality of game play icons on a display interface of the game play platform based on the guest data, wherein each game play icon of the plurality of game play icons corresponds to a respective game application.

35. The method of claim 34, comprising:

receiving additional guest data from third-party applications, a mobile device associated with the guest, or a combination thereof; and

updating the guest data based on the additional guest data prior to modifying the order of the plurality of game play icons.

36. The method of claim 35, comprising:

tagging the updated guest data with the user identification; and

storing the updated guest data as the guest data.

37. The method of claim 35, comprising:

confirming the guest data with the guest at the game play platform prior to updating the guest data.

38. The method of claim 34, wherein the guest data indicates respective times that the guest spent in each zone of the amusement park, and modifying the order of the plurality of

game play icons comprises providing the plurality of game play icons such that a first game play icon in the order corresponds to a theme of a first zone of the amusement park in which the guest spent a greatest amount of time.

39. A method, comprising:

receiving sensor data from one or more sensors indicating a presence of a guest proximate to one or more attraction features of an amusement park attraction;

identifying the guest to be associated with a user identification;

accessing guest data from one or more third-party applications based on the user identification;

determining preferences of the guest based on the guest data;

and

modifying the one or more attraction features of the amusement park attraction based on the preferences of the guest during the presence of the guest proximate to the one or more attraction features of the amusement park attraction.

40. The method of claim 39, wherein the modifying comprises at least changing an animated figure, a lighting effect, a sound effect, a display, or a combination thereof, of the amusement park attraction.