

BlipTrack Amusement Park Solutions

Resourcing visibility for efficient processing and enhanced guest experience.

Ride lines are the number one pet peeve of park guests. The time spent waiting invariably comes at the top of the list of customer complaints. To efficiently manage queues it is essential to accurately measure and predict how many people are standing in line and for how long.

Wait times to manage expectations.

BlipTrack accurately measures and predicts wait times, while simultaneously providing data about how guests move and use the park. The solution also enables parks to communicate resort-wide estimated wait times, offering guests the opportunity to maximise their time by avoiding congested rides. This ability to plan gives them a more stress-free and pleasant experience. As an added benefit, more even distribution will reduce overall waiting times, further adding to improved guest experience.

Early warning allows for proactive actions.

As data is collected in real time, BlipTrack can provide early warning if lines become congested. This allows for proactive measures, such as opening additional lines or providing way-finding to rides with shorter wait times.

Visibility to improve operations and plan ahead.

Documenting movement patterns is crucial to higher efficiency when planning and optimising the position of rides, restaurants, restrooms and services. BlipTrack can cover the entire park, providing a cohesive picture of guest movement and dwell patterns from arrival to departure, with the ability to retrieve both live and historical information as needed.

It enhances an understanding of how disruptions or changes affect standard behaviour, how to optimise every area to operate optimally, and how to add value to existing facilities and new investments.

Decision support to scale capacity with demand.

Planning ahead and taking all necessary precautions is a critical piece of the puzzle. This not only helps prevent negative publicity caused by overcrowding but also helps avoid risky situations. By combining operations with known guest data, future expected growth, overall trends, events, holidays and more, the park can efficiently scale staffing with guest attendance at the right times.

How it works

Through advanced data-mining and deep-learning algorithms, collected from a variety of technologies and third-party data sources, BlipTrack delivers both live and empirical people counts, queue times, flow patterns and occupancy analytics. The detailed data is transformed into context-rich information, and presented in a web-based user interface with compelling visualisations.



BlipTrack enables amusement parks to learn from the past and help predict the future, to make informed operational and business decisions, maximise staffing resources, unlock new business opportunities, and deliver exceptional customer experience.

- + Measure and improve queue performance to ensure compliance with service-level agreements.
- + Communicate accurate wait time information to create realistic expectations.
- + Make informed strategic resourcing, facility, and expansion-planning decisions.
- + Create accurate capacity plans to continuously match resources with demand.