# Reopening Strategies and Transitioning to a Capacity Managed Attraction

**GTS Statement** 



**Discuss** 



Get Help





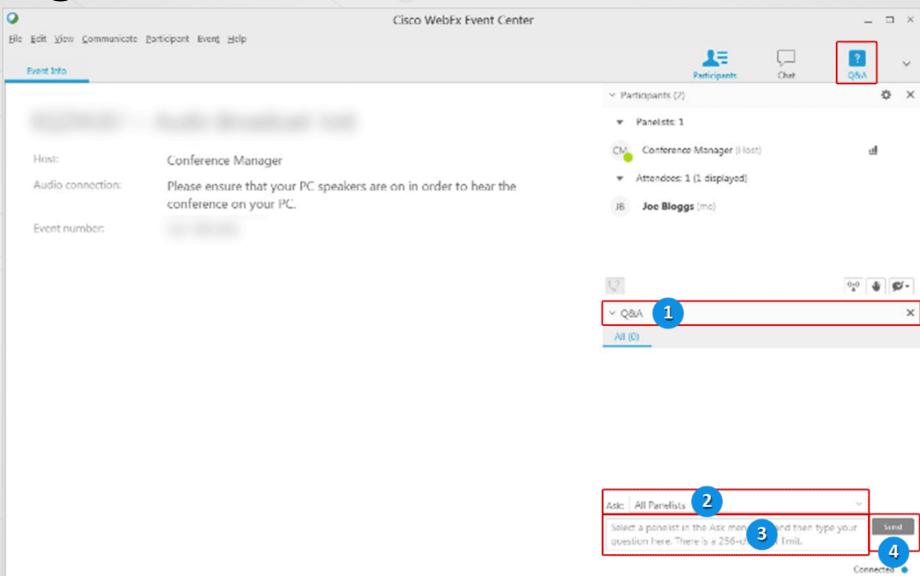
# Reopening Strategies and Transitioning to a Capacity Managed Attraction

Wednesday, April 15, 2020



# WEBINAR AGENDA

# **Asking Questions**



# Bulk Order Returns Function Available in Galaxy 7.3.20

Read



Watch



Discuss



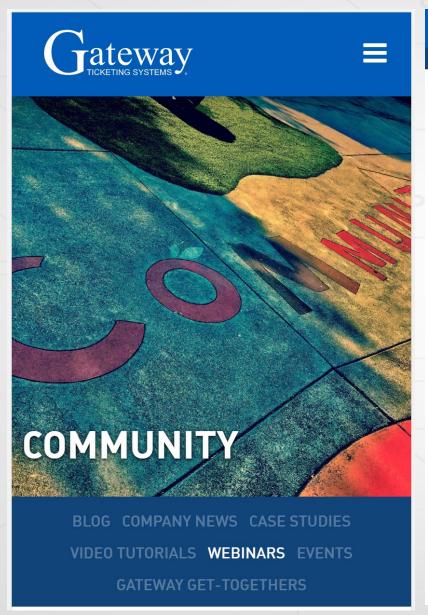


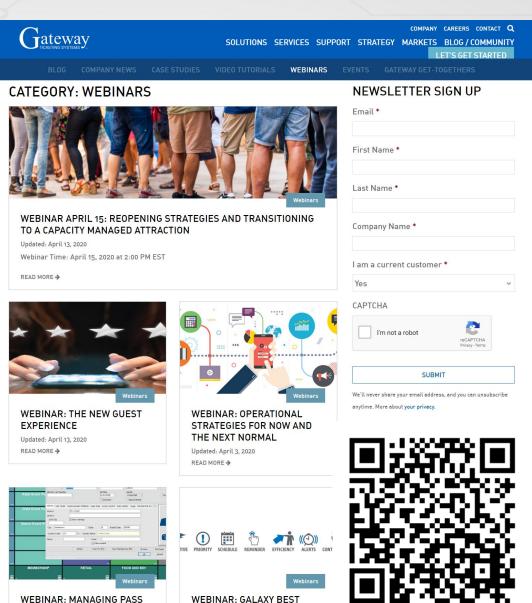
# Webinar Agenda

- 60 Minutes in length
- Community discussion and presentation of best practices
- Some Galaxy training
- Question and answers from the community

# www.gatewayticketing.com/community

UPDATES, MEMBERSHIP



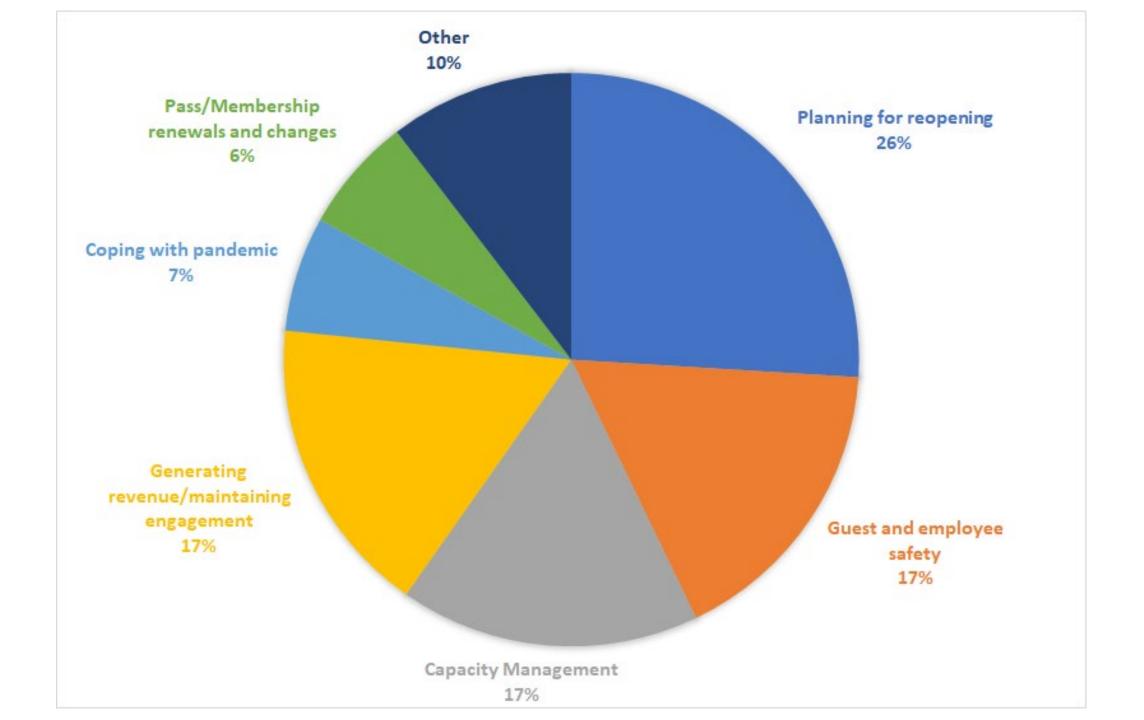


PRACTICES DURING A TIME OF

# Webinar Wednesdays - 11 AM PST/2 PM EST

- Galaxy Best Practices in a Time of Crisis (3/18)
- Managing Pass Updates, Renewals and Bulk Orders (3/25)
- Operational Strategies for Now and the Next Normal (4/1)
- The New Guest Journey (4/8)
- Reopening Strategies and Transitioning to a Capacity Managed Attraction (4/15)
- Optimizing the Capacity Managed Guest Experience Inside Your Attraction (4/22)
- TBD (4/28)





# Moderator

Randy Josselyn

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Wildlife and Conservation Principal





# Moderator

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# **INDUSTRY UPDATE**

# Industry Update



Chinese tourist sites packed as country comes out of lockdown, but experts say risk still high

# **Industry Update**

- Flexibility
- "Soft Re-opening"
- Safety

# Industry Update – Taiwan

### **劍湖山世界**

與大家一起守記

為推動台灣好樂園防

當目休

期間將持續防疫清潔及人員 確保旅遊安全品質 竭誠歡迎大家於營業日落

### 休園日期

4/7 (二) 、4/8 (三) 、4/14 (二) 4/21 (二) 、4/22 (三) 、4/28 (二





- 1. 各項設施皆定時清潔消毒,請安心遊玩。
- 2. 園區備有乾洗手及潔手露,勤洗手隨時保持清潔。
- 3. 入園前,請配合測量體溫,如體溫超過37.5度者,禁止入園。
- 4. 請配合社交距離原則,室外空間請保持1公尺間隔,室內保持1.5公尺間隔,依CDC建議若未能保持社交距離請戴口罩。
- 5. 彩虹劇場-蒙古國極限特技秀移至戶外演出。

### **Janfunsun Fancy World**

- Closing one day a week (Tuesdays) for focused cleaning and training
- Routine cleaning regularly
- Hand sanitization available inpark
- Checking temperature prior to park entry, denying entry at 37.5°C/99.5°F
- Encouraging 1m/3.28ft distancing outdoors and 1.5m/4.92ft distancing indoors
- Indoor show moved outdoors

幸福愛一起 防護要徹底

# Industry Update - China



Comment News Market Museums & Heritage Art's Most Popular Van Gogh blog Podcast

NEWS → CORONAVIRUS

### China, South Korea and Japan start to reopen museums after strict coronavirus lockdown

Shanghai's Power Station of Art and Shanghai Museum welcomed visitors today after China's tough measures helped curb the spread of the disease

LISA MOVIUS 13th March 2020 12:41 BST





Shanghai's Power Station of Art reopened to the public today. Visitors must have their temperature checked and keep 1.5-metro distance

D Power Station of Art



Visitors to Shanghai museums must have their temperatures checked and may stay no more than two hours © Power Station of Art, Shanghai

According to its announcement, the Shanghai Museum similarly requires advance bookings via WeChat, restricted to one ticket per person and 2000 visitors per day, or 300 at a time. Visitors' temperatures are checked, and they may stay no more than two hours.

MMCA plans similar precautions for its reopening, "to pre-booked visitors starting 23 March, but the exact plan will be decided based on the atmosphere next week," says MMCA's public relations representative Tiffany Yun. Government guidelines including regular disinfectant of handles and toilets, and "hand sanitiser is provided." The reopening "will require a time reservation system to maintain the distance in accordance with the two-meter social distance maintenance policy. The maximum number of people per hour will be set for each floor area and the maximum daily reservation will be [set] for each of the four museum venues" with visit length curtailed to one to two hours. "As a prolonged shutdown would create a bad atmosphere for the economy and society, I think it would be better for the nation's cultural and artistic museums and institutions, with thorough disinfection and management, to open their facilities first."

South Korea was one of the first countries besides China, where the novel coronavirus originated, to experience a widespread outbreak of the disease, which is now starting to overwhelm Europe and North America. With Covid-19 there now contained, after 7,979 cases and 67 fatalities to date, the government there will tentatively allow cultural venues and schools to

### **Shanghai Museum**

- Capacity managing attraction, daily limit of 2,000 and inattraction limit of 300
- Visitor dwell limit of 2 hours
- Checking temperatures

# National Museum of Modern and Contemporary Art

- Per floor capacity limits
- Capacity managing/timing entry to attraction
- Implementing visitor dwell limits

# Industry Update – South Korea

**EVERLANDRESORT** 

## **신종 코로나 바이러스** 관련 이용 안내



코로나 바이러스 감염 예방과 확산 방지를 위해 아래와 같이 고객 여러분들의 협조를 당부 드립니다.

### 1. 입장 전

에버랜드는 사회적 거리두기에 적극 동참하는 차원에서 매표 및 정문 게이트 입장 시 일정 간격을 두고 줄을 서도록 안내하고 있습니다.

또한 고객과 직원들의 안전을 위해 입장 전 발열 체크 및 마스크 착용 확인을 실시하고 있습니다.

37.5도 이상이거나 <u>마스크를 착용하지 않으신</u> 고객은 셔틀버스 탑승 및 입장이 제한됩니다.





### 2. 파크 이용시

상대적으로 좁은 실내 놀이시설과 퍼레이드의 운영을 잠정 중단하고, 여유롭게 산책하실 수 있도록 튤립과 봄꽃 가득한 포시즌스 가든, 하늘매화길 등 야외 여러 장소를 조성했습니다.

또한 어트랙션별 특징과 대기시간을 고려하여 운영 매뉴얼을 변경, 탑승 시 좌석 간 거리 두기 실시를 하고 있습니다.

이로인해App등에 표기된 어트랙션 대기시간이 실제 입장객 수 대비 평소보다 증가할 수 있습니다.

불편하시더라도 손님 여러분의 협조 부탁 드립니다.

에버랜드는 모든 시설과 어트랙션에 대해 매시간 소독과 방역을 실시하고 정문을 포함한 주요 매장에 손소독제를 비치해 언제든 사용하실 수 있게 하였습니다.





또한 감염 예방을 위해 모든 임직원들이 마스크 착용,체온 측정,손씻기를 의무화하고 있으며 고객 여러분들이 안심하고 이용하실 수 있도록 최선의 노력을 다하고 있습니다.

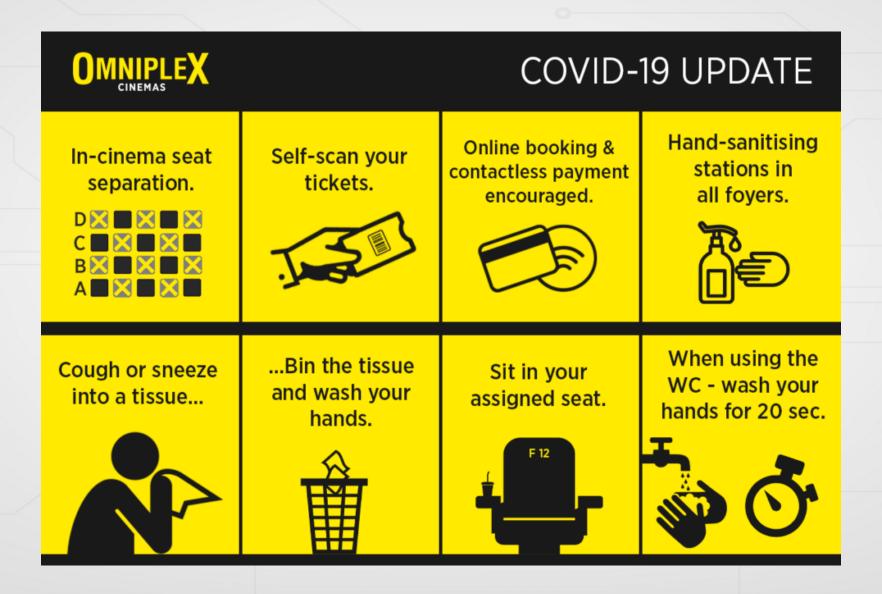




### **Everland Resort**

- Employees wearing masks
- Establishing social spacing in all queues (entrance and attraction)
- Hourly disinfection of all facilities/attractions
- Hand sanitization available in-park
- Checking temperature prior to park entry, denying entry at 37.5°C/99.5°F or if guests are without masks
- Encouraging 1m/3.28ft distancing outdoors and 1.5m/4.92ft distancing indoors
- Limiting use of indoor facilities, created new outdoor facilities
- Communicating employee procedures to guests

# **Industry Update**





Navigation Menu = + Q

### Sustaining the mission: Zoos and aquariums in the age of COVID-19



Inpark - 4/9/2020

### THE ROAD TO RE-OPENING

Both Monterey Bay Aquarium and San Diego Zoo Global are looking to federal, state, and local guidance as to when and how to reopen. Dixon believes the reopening may follow the orders for closures, but in reverse order – from groups of 10 to 50 to 100 to 500 and so on.

For Rosenberg, the immediate future looks much like our current way of life, with limited admissions, restricted hours, and social distancing. In the long term, while operations may change, he sees the visitor experience returning to normal. "People like to be together in large groups," he says. "And attractions help bring us together to create memories."



### Visitor attractions move to Animal Crossing during coronavirus lockdown

14th April 2020



Leave a comment



As cultural institutions remain closed because of COVID-19, many attractions



# **Monterey Bay Aquarium**

Explore the wonders of the ocean in a gif-ferent way, as we tumble through the beauty and science of the sea. Our mission is to inspire conservation of the ocean.

ASK ME ANYTHING ARCHIVE

Hey fronds! We're so excited to announce that we will be hosting the wonderful <u>Emily Graslie from Chicago's Field Museum</u> on our Animal Crossing island this afternoon at 2PM PT/4PM CT on Twitch!

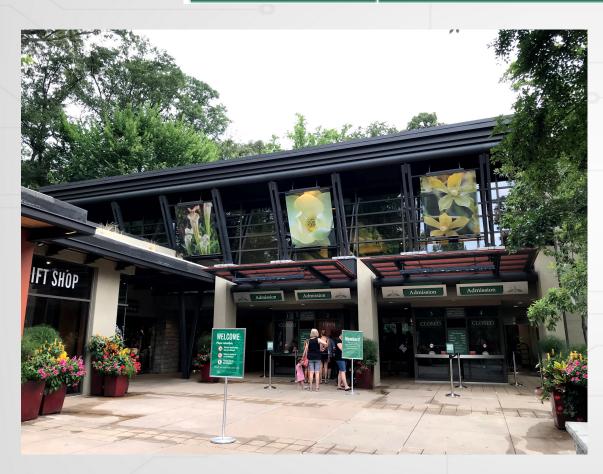


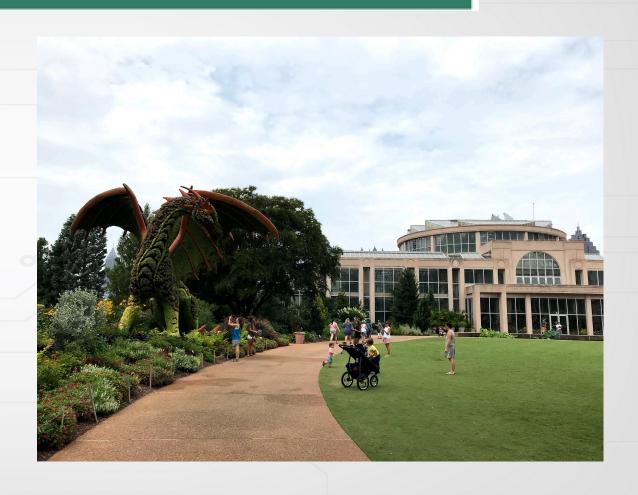
There will be a lot of nerding out over fossils and fishes—it should be fun! Sea you then!

#monterey bay aquarium #animal crossing #field museum #emily graslie #nerd time fun hour



# ATLANTA BOTANICAL GARDEN







# ATLANTA BOTANICAL GARDEN







# ATLANTA BOTANICAL GARDEN





# DiscoveryScience

FOUNDATION

- Managing Capacity for Free Visit days
- Guest / Group journey in the museum
- "Pods"



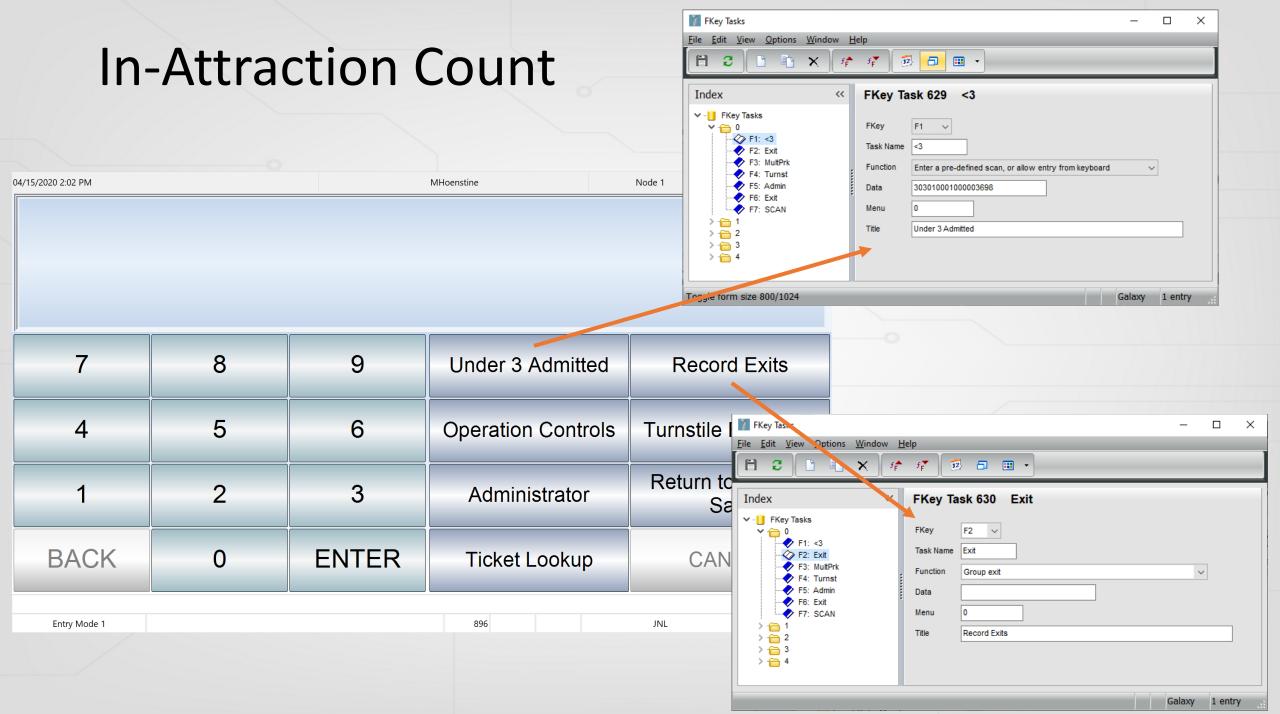
# GATHERING ARRIVAL AND CAPACITY METRICS

# **Gathering Metrics**

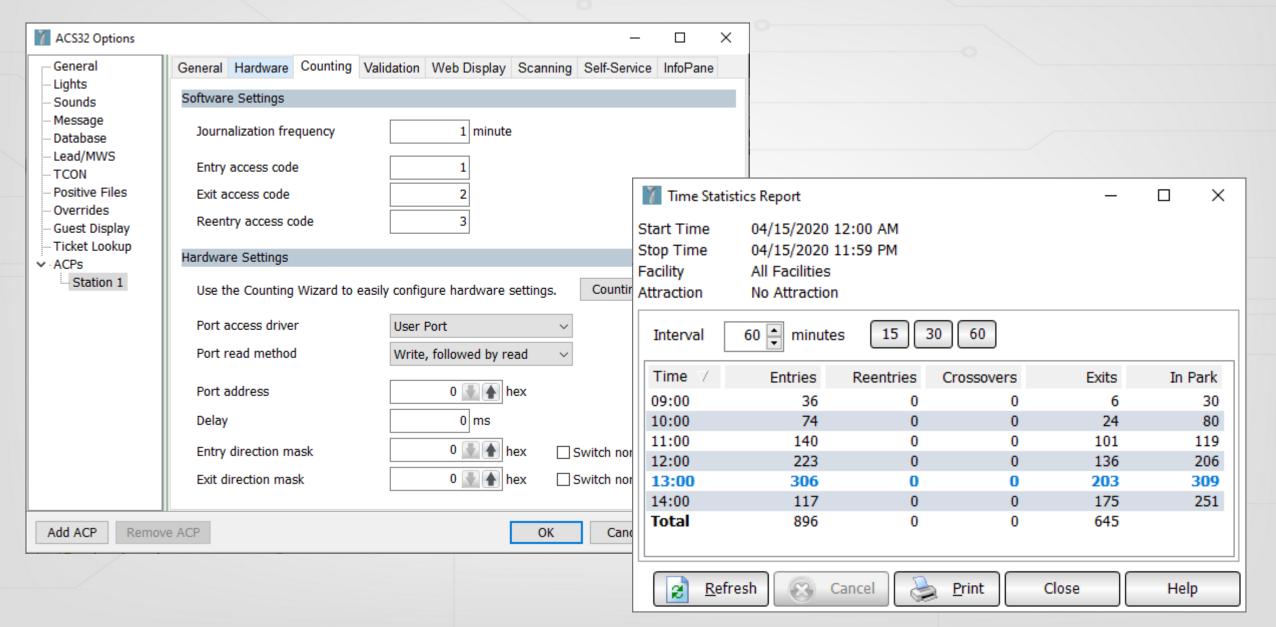
- How do you capture your capacity metrics?
- Exit scanning
- Length of stay in Galaxy exit scanning at ACS / ACS Hardware example
- Pathway / Guest Experience Journey
- Custom itinerary based on Entry Time

# **In-Attraction Count**

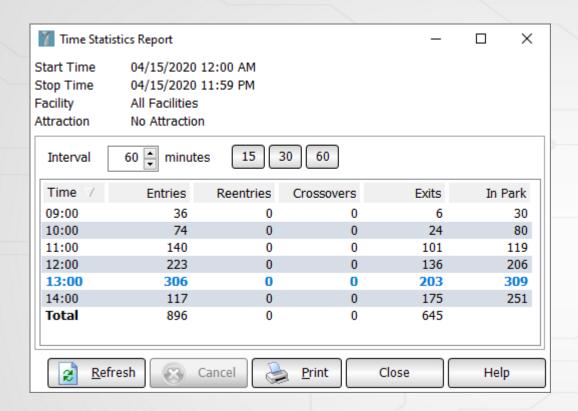
- Simple mathematic equation
  - Entries Exits = In-Attraction
- Methods to count entries:
  - Scan tickets
  - Manually count non-scanned via turnstile button (e.g. children under 3)
- Methods to count exits:
  - Turnbar rotation
  - Manually count
  - People counters



# **In-Attraction Count**



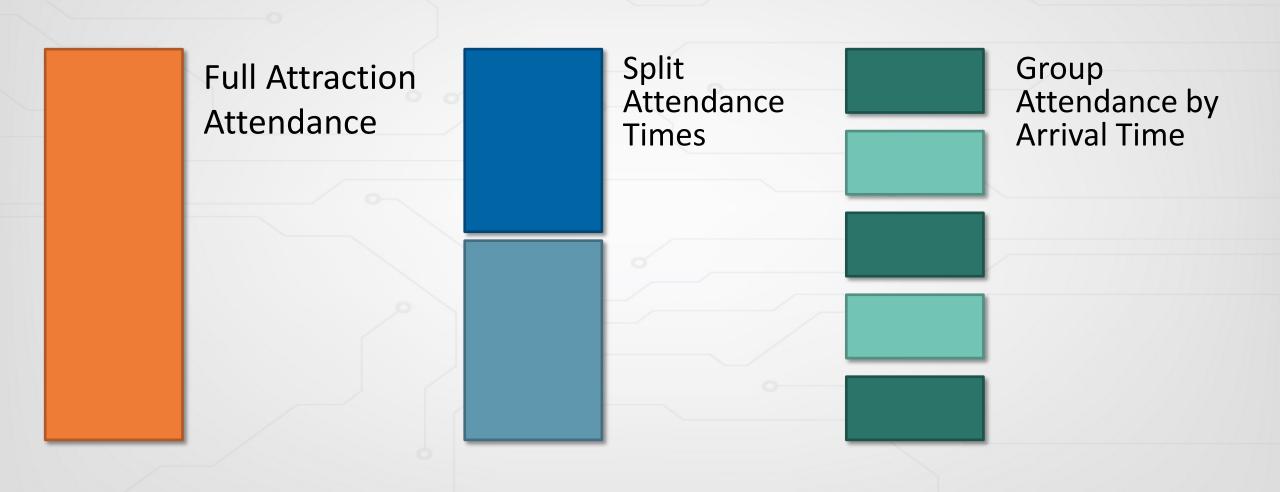
#### **In-Attraction Count**



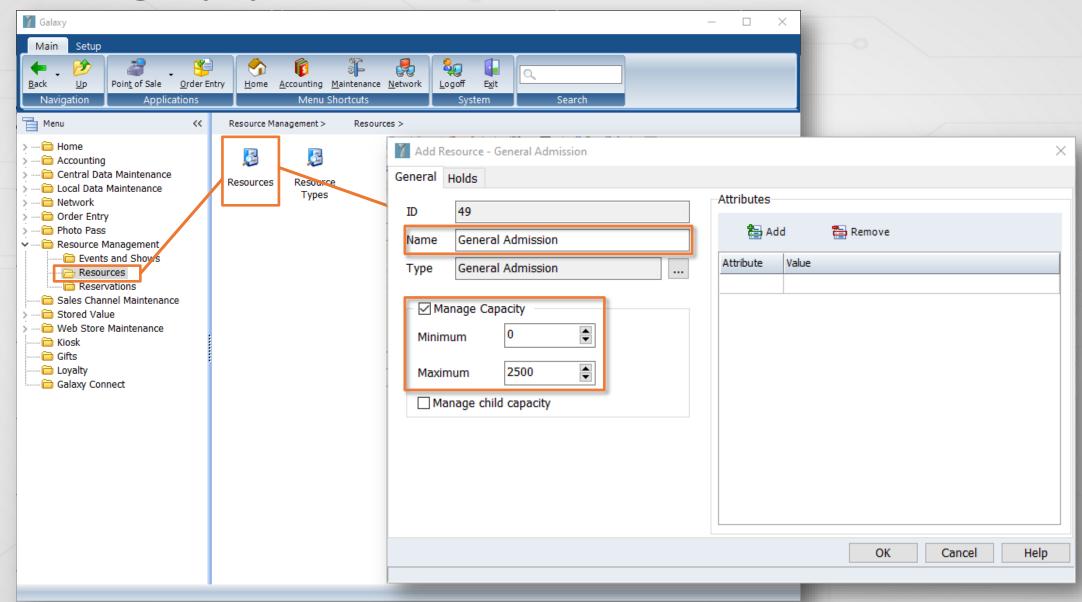
- Average length of stay/dwell
  - Add up each hour's In-Park = 995
  - Find number of unique entries = 896
  - Divided 995 by 896 = 1.11 or 1 hour 7 minutes
- Maximum In-Attraction
  - 13:00 309

# SHIFTING TO A CAPACITY MANAGED ATTRACTION

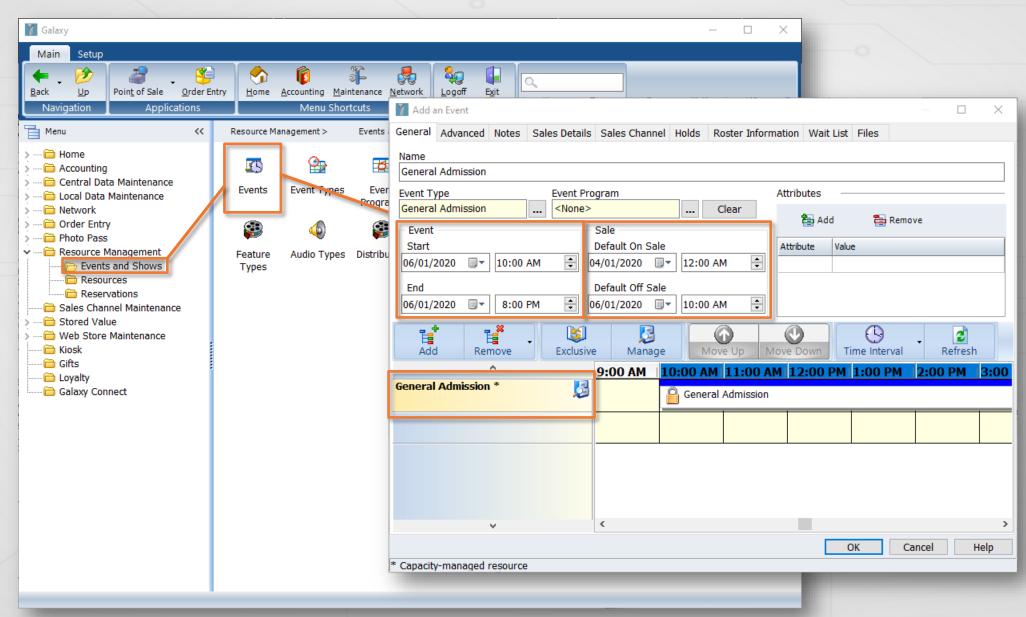
## Determining your capacity



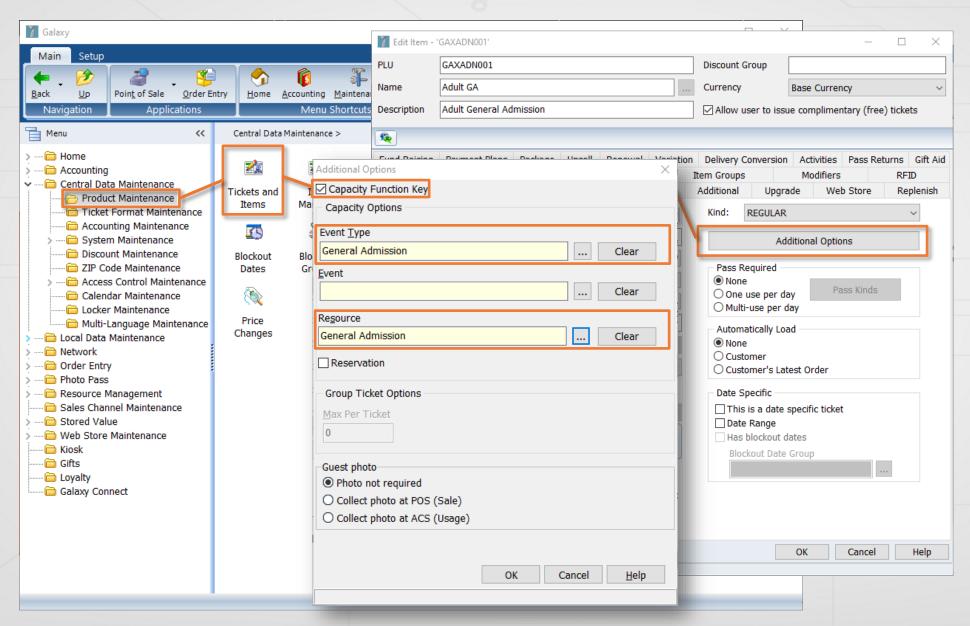
#### Setting up your attraction as a resource



#### Create an event for General Admission

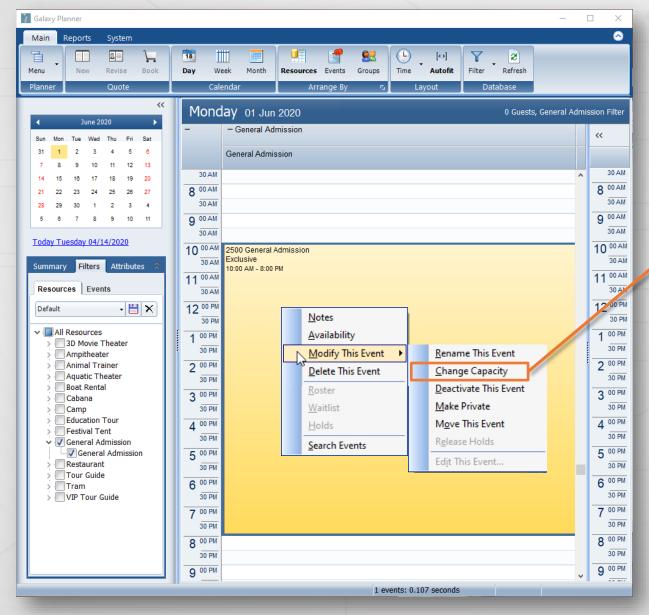


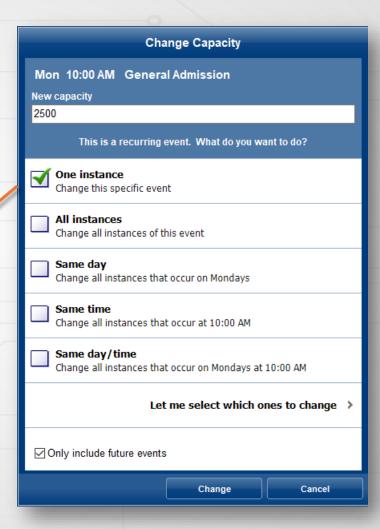
#### Link tickets to General Admission event



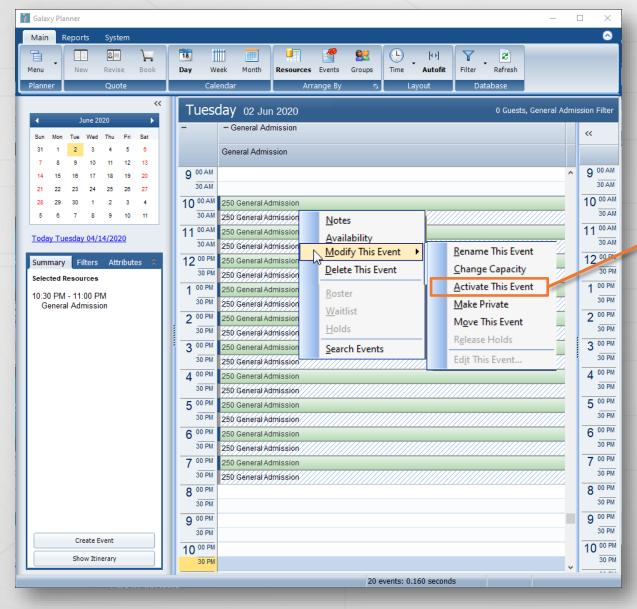
# DEMO OF SELLING ONLINE WITH EVENT SELECTION

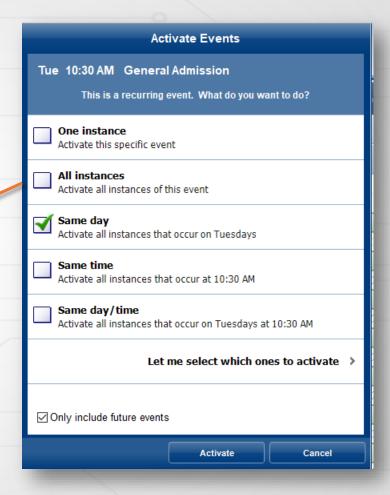
## Making capacity adjustments





## Making capacity adjustments





## DEMO UPDATING CAPACITY AND ACTIVATING EVENTS IN PLANNER

#### Account for all attendance types

- Partner Attendance
- Walk Up Sales
- Groups
- Passholders
- Existing General Admission Sales

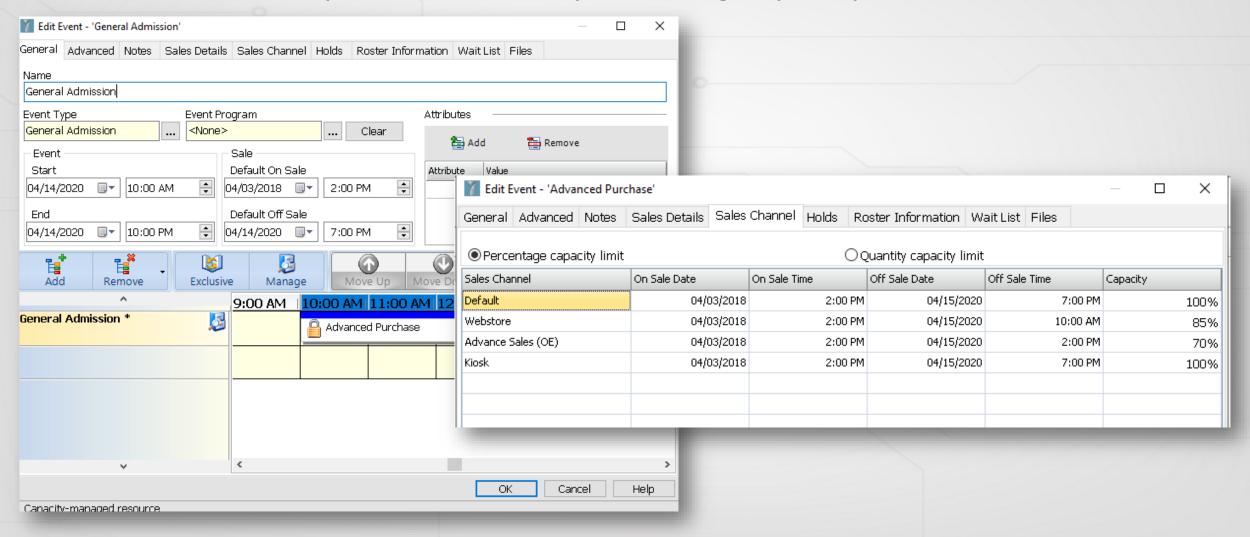
#### **Control Capacity - Holds**

Create a new product to sell from a capacity set aside for a specific

purpose Add Hold × Edit Event - 'General Admission' 747717 Hold Group ID: Advanced Notes Sales Details Sales Channel Holds Roster Information Wait List Files Event Type Name General Admission Name ABC Travel Event Type Event Program Attributes Description Hold for valued travel partner General Admission <None> Clear Current quantities for this Hold Hold Quantity Add 📇 Remove Event Sale Allow release of this Hold Available Pending Start Default On Sale Attribute Value 10:00 AM 04/14/2020 04/03/2018 2:00 PM Sold Released Default Off Sale End Items/Item groups to hold 04/14/2020 ■▼ | 10:00 PM 04/14/2020 7:00 PM Item / Group 🔺 PLU Description Adult Admission ITEM 3GZ00101T Add Exclusive Manage Move Up Move Down Time Interval Remove 9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 2:00 PM | 3:00 General Admission \* Advanced Purchase Add Edit Remove OK. Cancel Help Cancel Help Canacity-managed resource

#### Control Capacity - Sales Channel Allocation

Limit total to specific channels preserving capacity for others



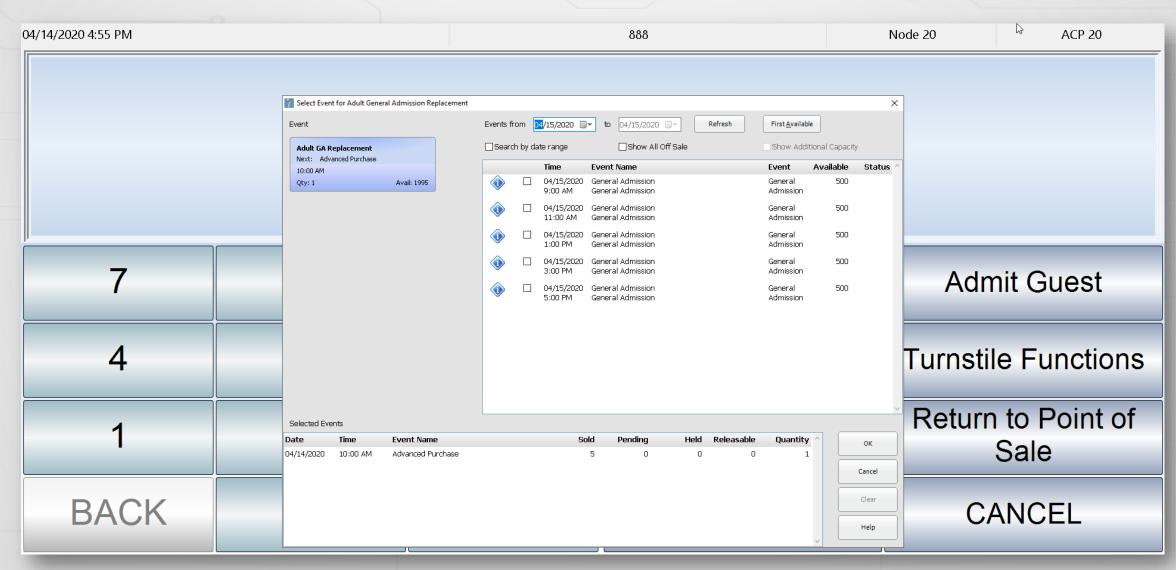
## General Admission – Block out/Upgrade

 Add blockout dates to an access calendar preventing anytime access, direct guest to a sale station for upgrade to a capacity controlled

ticket. Edit Calendar - Rule 00001 Rule 00001 Description Edit Access Calendar Tools ■ This calendar only applies to the following **188**0 All Facilities Operation Description All Attractions 1 YEAR DOS All Operations All Operations Absolute Rules - Month Absolute Rules - List Relative Rules - List Scope This is a Master calendar O Valid Dates Description Applies To All Master details must be valid and at least one non-master Block Out detail must also be valid for a calendar to be considered valid Rule 00001 From Days Date Daily From Time 12:00 AM Absolute Date 04/15/2020 🗐 🔻 ✓ Sun Daily Thru Time 11:59 PM ✓Mon Absolute Time Relative to: Absolute Date and Time ✓ Tue ✓Wed Thru Date ✓ Thu Absolute Date 05/15/2020 🗐 🔻 ✓Fri Time Absolute Time ✓ Sat 11:59 PM

## General Admission – Replacement Tickets

Replace General Admission ticket with a timed admission upon scan.



## **DEMO OF REPLACEMENT SCANNING**

#### PASS AND MEMBER RESERVATIONS

#### Pass and Member Reservation

- Online Membership Portal
- Online Reservations

## QUESTIONS / COMMUNITY FORUM

#### REGISTER FOR OUR NEXT WEBINAR

**Optimizing the Capacity Manages Guest Experience Inside Your Attraction** 



Or visit: bit.ly/WebinarWed422



If you would like to receive information about our future Webinar Wednesdays, please send your full name and organization from your preferred email address to:

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