



Theme Park and Attraction Management Training: Ride Safety, Queues and Guest Experience

11 – 15 January 2027

London - Central London four-star



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Introduction:

Theme park and attraction management covering ride safety, queues and guest experience is a 5-day course for park operations, ride safety and guest experience leads that ends with an Attraction Operations and Guest Experience Plan. Parks lose income and reputation when ride throughput trails demand, queues outlast guest patience, inspection records lapse and seasonal staff start without service standards. Nominees already supervise rides, guest services, shows or park retail and work through case studies built on ride logs, wait times and guest feedback. CoreConcept Training Center delivers this theme park and attraction management course.

Course Objectives:

- Analyse an attraction's admission model, per-capita spend and attendance seasonality to set an operating baseline for the park
- Calculate theoretical and operational hourly ride capacity and redesign queue lines, virtual queues and priority access to cut perceived wait
- Run a ride safety management system with daily pre-opening checks, periodic inspections and owner-operator duties for operation and maintenance
- Design guest journeys, service standards, show schedules and food and retail throughput that lift satisfaction and secondary spend
- Prepare ride evacuation, crowd density and park closure procedures, preventive maintenance plans and a competence-based seasonal workforce plan
- Assemble an Attraction Operations and Guest Experience Plan with a KPI scorecard covering ride uptime, wait time and spend per guest

Target Audience:

- Park and attraction operations managers responsible for daily opening, ride availability and visitor flow
 - Ride and attraction safety managers who own inspection regimes, incident records and operator competence
 - Guest experience and guest relations managers accountable for service standards, complaints and satisfaction scores
 - Entertainment and show managers who schedule live shows, parades and character appearances
 - Commercial and revenue managers in charge of ticketing, annual passes, food outlets and retail shops
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Course Outline:

Day 1: Attraction Business Models and Park Operating Baseline

- Attraction Typology Across Theme Parks, Water Parks and Entertainment Centres
- Pay-One-Price Versus Pay-As-You-Go Admission Model Comparison
- Per-Capita Spend Analysis Across Admission, Food and Merchandise
- Attendance Seasonality Curve and Design Day Calculation
- Park Operations Baseline Audit Using Attendance and Ride Logs

Day 2: Ride Capacity, Queue Design and Ride Safety Frameworks

- Theoretical Versus Operational Hourly Ride Capacity Calculation
- Queue Line Layout With Switchbacks, Shade and Themed Holding Areas
- Virtual Queue and Priority Pass Allocation Rules
- Owner-Operator Ride Standards for Operation, Maintenance and Inspection
- Ride Safety Management System With Hazard Log and Accountabilities

Day 3: Guest Experience, Entertainment and In-Park Commercial Operations

- Guest Journey Map From Car Park to Exit Gate
- Service Standards Manual for Ride Hosts and Guest Relations
- Show and Character Entertainment Schedule Built Around Crowd Peaks
- Dynamic Pricing Calendar for Day Tickets and Annual Passes
- In-Park Food Outlet and Retail Shop Throughput Planning

Day 4: Inspection Regimes, Park Emergencies, Maintenance and Seasonal Workforce

- Daily Pre-Opening Ride Checks and Periodic Inspection Schedule
- Ride Evacuation Procedure and Stranded Rider Rescue Drills
- Crowd Density Monitoring and Park Closure Trigger Points
- Preventive Maintenance Plan and Ride Asset Lifecycle Register
- Seasonal Workforce Plan With Ride Operator Competence Sign-Off

Day 5: Case Study and the Attraction Operations and Guest Experience Plan

- Case Attraction Review of Wait Times and Guest Complaints
 - Capacity and Queue Improvement Plan for Peak Days
 - Attraction KPI Scorecard With Uptime, Wait Time and Spend
 - Inspection and Emergency Readiness Review Against Case Findings
 - Attraction Operations and Guest Experience Plan Completion
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Skills You Will Gain:

- Ride Capacity Analysis
- Queue Line Design
- Ride Inspection Oversight
- Guest Journey Mapping
- Show Scheduling
- Attraction Revenue Management
- Park Emergency Planning
- Seasonal Workforce Planning

Why Attend This Course:

- Deliver an Attraction Operations and Guest Experience Plan to the park general manager and the operations committee for approval
- Decide how many riders each attraction can load per hour, which queues need virtual or priority access and when to close a ride
- Avoid ride downtime, lapsed inspection records, guest injuries and peak-day complaint spikes by acting on daily checks and scorecard data
- Share queue layouts, inspection checklists, evacuation drills and service standards with ride hosts, maintenance crews and seasonal staff

Conclusion:

Back at work, the participant hands the park general manager and the operations committee an Attraction Operations and Guest Experience Plan that sets ride capacity targets, queue rules, inspection and evacuation duties, service standards, show timings, pricing calendars and seasonal staffing. Management uses it to approve the next season's operating hours, maintenance windows, staffing levels and ticket prices, while ride and guest teams track the KPI scorecard daily. After the first peak period, the park should review uptime, wait times, incidents and spend per guest against the plan.

Frequently Asked Questions FAQ:

What should participants know before the theme park and attraction management course?

Participants should already supervise rides, guest services, shows, maintenance or park commercial units and know how their site records attendance, ride downtime and guest feedback. Bringing recent wait time, inspection or complaint data helps them apply the case work to their own attraction.

How does theme park and attraction management differ from a tour guiding or event marketing course?

It covers how managers run a gated attraction every day: ride capacity, queues, ride safety, maintenance, guest service, shows, pricing and seasonal staff. Tour guiding courses train interpretation and group leading, and event marketing courses focus on campaigns and sponsorship for one-off events.

Why does ride capacity matter in theme park and attraction management?

Ride capacity sets how many guests an attraction can serve each hour, so it decides queue length, guest satisfaction and the attendance a park can accept. Comparing theoretical and operational capacity shows where loading practice, downtime or staffing is losing throughput.

What do participants take back from the theme park and attraction management course?

Participants take back an Attraction Operations and Guest Experience Plan with capacity targets, queue improvements, an inspection and evacuation readiness review, service standards, a pricing calendar, a seasonal staffing plan and a KPI scorecard they can adapt to their own park or attraction.
