



## Managing Queues and Crowds for Santa Events

Queues are often unavoidable at Santa events, but with a little planning they can still feel magical. These tips will help you keep things flowing smoothly while making the wait part of the experience.

### 1. Clearly Define the Queue Area



**Example:** Barriers, ropes, or floor markings help guests understand where to wait and prevent crowding around Santa.

#### To Do:

- Mark a clear start and end point for the queue
- Keep walkways and exits unobstructed
- Allow space for pushchairs and wheelchairs

### 2. Set Expectations Early



**Example:** A friendly sign or helper letting guests know approximate waiting times helps reduce frustration.

#### To Do:

- Display simple signage with key information
- Brief staff to communicate wait times politely
- Update guests if delays occur

### 3. Use Helpers to Manage Flow



**Example:** An Elf or staff member guiding families forward keeps things calm and organised.

#### To Do:

- Assign one person to manage the queue
- Brief helpers on pacing and guest interaction
- Encourage a friendly, festive tone

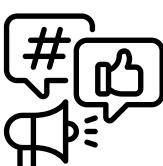
### 4. Keep Children Engaged While Waiting



**Example:** Activity sheets, colouring tables, or festive music help make the wait feel shorter.

#### To Do:

- Provide simple activities where possible
- Play gentle Christmas music nearby
- Avoid activities that create extra mess or noise



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### 5. Plan for Peak Times



**Example:** Late mornings and early afternoons are often busiest. Extra helpers during these times make a big difference.

#### To Do:

- Identify likely busy periods
- Schedule additional staff or volunteers
- Allow a little flexibility in timings

### 6. Create a Calm, Safe Environment



**Example:** A relaxed pace and clear supervision help avoid pushing or overcrowding.

#### To Do:

- Monitor crowd density regularly
- Step in early if queues become congested
- Keep emergency access routes clear

### 7. Offer Clear Entry and Exit Routes



**Example:** Separate entry and exit points prevent bottlenecks and keep the experience flowing smoothly.

#### To Do:

- Plan a one-way flow where possible
- Signpost exits clearly
- Brief staff on guiding guests out politely

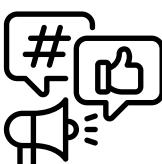
### 8. End the Experience Positively



**Example:** A helper wishing families a Merry Christmas as they leave keeps the experience warm and memorable, even after a wait.

#### To Do:

- Position a helper near the exit
- Encourage smiles and festive goodbyes
- Keep the tone friendly until the very end



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