



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



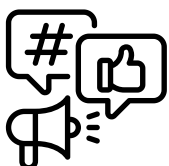
Example: Activity sheets, colouring tables, or festive music help make the wait feel shorter.

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

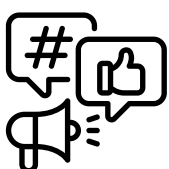
8. End the Experience Positively



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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