



Below are some tips and things to consider when determining the ideal capacity for your new timed-entry program.

Past Attendance

First and foremost consider historical attendance trends as a good baseline for your timed entry program. Find several good examples of slow, average, and peak days and pay attention to what percentage of each day’s attendance enters by the hour (you will need this information to set your timed entry capacity). Even if you have not used timed entry before you can use transaction timestamps and ticket validation timestamps to approximate how many guests are entering by hour throughout the day.

Social Distancing - 6 feet apart

Knowing your total square footage for visitor-use and the ideal number of visitors that can fit within this space is also key. You probably know your maximum capacity for normal operating conditions; but will this number be the same for re-opening? Likely not. Given the recommended 6ft guideline of space between visitors, you should plan for at least 36 square feet per person. A simple way to calculate your new operating capacity is to take your adjusted visitor square footage and divide it by 36.

Creating a Buffer For No-Shows and Visitors Who Stay Longer

A well-thought-out timed entry program will include considerations for non-shows and visitors who remain in the ticketed space longer than you expect (some visitors will leave early, too). Every organization is different so you might consider testing capacities that are slightly above or slightly below the calculated value you initially planned. And, of course, be ready to adjust on the fly.

Members Only Events

Do something special for your members to thank them for supporting you. Reserve certain time slots for Members Only. This can be a benefit that you offer as a thank you to your patrons for supporting you through this difficult time.

Doing The Math

- A:** Identify the total square footage within your ticketed space that will be available to visitors when re-opening (Input A)
- B:** Apply the recommended space per visitor (36 square feet)
- C:** The calculated maximum number of visitors in your ticketed space at one time

Example:

A	100,000 ²	Visitor Square Footage
B	36 ²	Square feet required per visitor (6’x6’ box)
C	2,778	Calculated instantaneous maximum capacity (occupancy) for re-opening



D: Now that you have calculated your new instantaneous capacity for re-opening, you can spread this number throughout the day using your historical attendance trends as a baseline and adjust from there.

Example:

Hour of Operation	Percentage of the day's visitors arriving by hour	Expected Arrivals (Number of tickets you should make available per hour for timed entry)
10am-11am	20%	556
11am-Noon	25%	694
Noon-1pm	30%	833
1pm-2pm	10%	278
2pm-3pm	8%	222
3pm-4pm	5%	139
4pm-5pm	2%	56

Important Notes

1. Dwell time (also known as the average length of stay) is highly variable and often calculated as an average for the year. COVID may have a significant impact on dwell time as will real/perceived crowding. Start by using your best approximation guided by historical data and forward-looking assumptions.
2. The reference tables indicate the total number of visitors you should plan for throughout the day. You may wish to segment the totals by constituent type (general admission, members, groups, etc.) to ensure everyone has access.
3. Staffing requirements are not factored into this version. You will need to determine how many staff you need (which is a function of how fast transactions happen at the ticketing desk, how fast your staff can scan a ticket, and how many visitors are in an average transaction)
4. As a safeguarding mechanism, we highly recommend planning for flexibility in dwell time by not attempting to revenue maximize. First, begin with a conservative allotment of tickets and continually increase the allotment over time.
5. Visitor Square Footage in the ticketed space is a critical number for this calculation to be effective. Be mindful of the difference between the true building code maximum capacity number and the ideal operating maximum capacity number as these two are often quite different. For example, if your indoor museum is rated for 5000 guests but you know the experience begins to appreciably decline at a high rate once there are 4000 visitors in the building, you might want to adjust down the number of square feet used to calculate timed ticketing allotments (e.g. in this 5000 to 4000 example, perhaps you reduce the operating square footage number by 20%). Also, remember to reduce square footage by any public areas you may be closing entirely or reducing access.
6. Visitor arrival patterns fluctuate by day of the week, week within the month, and season (the recommended numbers from the tables above are likely not to be universally applicable to all operating days). Weather also can significantly impact total attendance and arrival patterns throughout the day. Therefore, you might consider creating several versions of this worksheet: one for weekdays and one for weekends is a great place to start.