(54) Title: GUEST INFORMATION TRACKING SYSTEM AND METHOD

(57) Abstract: A system and method of tracking a guest within a confined area of a facility are disclosed. Personal identification information of a guest is received into at least one of a set of stations distributed throughout the confined area to register the guest. Demographic information regarding the registered guest is received. The movement of the guest is monitored over time, and the guest movement information is stored. Reports are created on the demographic and movements of the guest. In order to facilitate the tracking of the spending of the guest, monetary deposit information for the guest or guest's group is received, and transaction information is received from at least one cashless station. Transaction reports are created.
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GUEST INFORMATION TRACKING SYSTEM AND METHOD

RELATED APPLICATION


BACKGROUND OF THE INVENTION

Field of the Invention

[0004] The present invention relates in general to a guest information tracking system and method. It more particularly relates to a data analysis and cashless spending system and method, which may be used in confined areas of facilities such as amusement parks, theme parks, large retail stores, ships, casinos and others.

Background Art

[0005] There is no admission that any of the background art disclosed in this section legally constitutes prior art.

[0006] Large confined areas of facilities, such as amusement parks, theme parks, large retail stores, casinos, ships, and others, invite people to enter their facility for acquiring various goods and/or services. When the goods and/or services are distributed throughout a large confined area, the guests or patrons typically wander either purposefully or randomly throughout the facility while determining which goods and/or services are to be procured.

[0007] It would be desirable to help facilitate the use of the facility while the guests are present within the confined area of the facility. One example of a way to help facilitate the use of the facility is to help the guest to purchase goods and services in a convenient manner.

[0008] In certain environments, such as amusement parks, theme parks or other such facilities, there ordinarily are a variety of attractions, as well as park amenities, such as restaurants, gift shops and other facilities where guests can make purchases during a given interval at time such as during the time when the person or persons are visiting the facility. Frequently, groups of people, such as families,
attend facilities such as amusement parks or the like, and each member of the group will have a certain amount of cash or otherwise budget a certain amount of money to buy various services and products during the stay in the facility.

[0009] Thus, people are required to carry cash with them, during the day's events for many of the amenities. Also, some of the people in the group may be younger children who may either stray from their parents or attend other attractions or amenities throughout the facility and are thus separated from their parents or other members of his or her group during those periods of time. During such time of separation, the children may or may not have cash to make purchases.

[0010] Moreover, it is often times desirable for the group to limit their expenditures during the day for budgetary purposes. This is not always convenient or possible when the group divides up and separates during the day. Cash carried by the individuals can be lost, especially where the attractions include fast moving rides, thereby making it more difficult to make purchases in the confined environment of the facility.

Brief Description of the Drawings

[0011] The following is a brief description of the drawings:

[0012] FIG. 1 is a diagrammatic view of a person locating system, which is constructed according to an embodiment of the invention;

[0013] FIG. 2 is a diagrammatic view of the data analysis system as utilized by the system of FIG. 1 according to an embodiment of the invention;

[0014] FIG. 3 is a flow chart diagram of a data analysis method according to a disclosed embodiment of the present invention;

[0015] FIG. 4 is a diagrammatic view of a disclosed method of using a cashless spending system, utilizing the system of FIG. 1;

[0016] FIG. 5 is a flow chart diagram illustrating a software system and method in accordance with a disclosed embodiment of the present invention; and
FIGS. 6-10 are screen shot diagrams of the system of FIG. 1.

Description of Certain Embodiments in the Invention

A system and method of communication for a confined area of a facility are disclosed. Personal identification information of a guest is received into at least one of a set of stations distributed throughout the confined area to register the guest. Demographic information regarding the registered guest is received. The movement of the guest is monitored over time, and the guest movement information is stored. Reports are created on the demographic and movements of the guest.

According to a disclosed embodiment of the invention, a data analysis system and method enables the monitoring, storing and retrieving of information regarding the patrons use of a confined facility. The information includes demographic information including age, gender and the like, patterns of movement of patrons through the confined facility, as well as other information.

According to other disclosed embodiments of the invention, such a system and method also monitors, stores and retrieves information relating to cashless spending history at various locations or stations throughout the confined area to determine spending habits of patrons according to a disclosed embodiment of the invention. Other disclosed embodiments of the invention relate to such a system and method, which also monitors, stores and retrieves information relating to queue management for various attractions throughout the confined area to determine patterns of patron behavior while utilizing the confined facility.

According to another disclosed embodiment, a ledger or other report, can be generated by the management of the facility to determine information relating to habits of patrons while using the facility. In this regard, information stored concerning the patrons may be sorted such as by demographics information concerning the age group of patrons using the facility. For example, in connection with an amusement or theme park, it may be desirable to know which age groups spend the most money at any given location, such as a given restaurant. It may also be desirable to know which age groups use which rides in the amusement or theme
park. This is accomplished by sorting information relating to the habits of the patron while using the facility as to the demographic information of the patron.

[0022] Such information may well be used for targeted advertisements for attracting former patrons as well as new patrons to the facility. Also, the information can be gathered for certain intervals of time such as a day, a week, a month or an entire year. This enables the park management to know how to adjust the timing of attractions to other facilities at certain times during the day.

[0023] It is frequently desirable on the part of the management of the facility to know the habits of the patrons so that the attractions, displays, and other facilities within the confined area can be arranged advantageously. In this regard, when knowing the typical habits and patterns of behavior of the patrons, various displays and attractions can be arranged and distributed throughout the confined facility to increase sales and use of the facilities accordingly.

[0024] As an example, in an amusement or theme park environment, there can be certain times during the day when large numbers of the patrons converge on certain facilities, such as restaurants, in the park. It may be useful to know when these times occur, so that the scheduling of other attractions, such as rides, can be adjusted to coordinate the facilities more appropriately. Thus, the patrons are better able to utilize the attractions within the park facilities.

[0025] In order to help facilitate and report the use of the facility, a method and system are disclosed for the communication for confined areas of a facility. Personal identification information of a group member into at least one of a set of stations distributed throughout the confined area. Monetary deposit information for the member group is received, and transaction information is received from at least one cashless station. Transaction reports are created.

[0026] In accordance with a disclosed embodiment of the invention, there is provided a cashless spending system and method, which relates to registering an amount of money to be spent during a given interval of time such as during one day, providing an identification tag or tags for one or more persons in a group, and
permitting the use of the identification tags with readers to record the amount of purchases during the interval of time allotted so that payment can be made at the end of the allotted time.

[0027] According to another aspect of a disclosed embodiment of the invention relates to the use of a registration station where guests in an amusement park or other facility can establish a cashless spending account for one or more persons in a group, a group of personal identification tags provided to individual members of the group, and a group of readers distributed throughout the geographical areas such as the park grounds at the facilities where purchases may be made.

Person Locating System

[0028] Many patrons who visit large confined commercial facilities of a facility such as zoos, waterparks, theme parks, amusement parks, large retail stores, casinos, ships and others have at some point, experienced the feeling of temporarily losing another member of their group or family. It may be easy under some circumstances for an individual to become lost in a crowd, where the person only a short distance such as twenty feet away from the rest of the group and yet the group may not be able to find him or her.

[0029] As shown in FIG. 1, an interactive person locating system 100 employs location stations such as station 108 distributed throughout the confined area to facilitate communication between and among member of the groups of patrons such as patron 101. A registration station 110 enables patrons to register their group so that members of the registered group can communicate privately with one another.

[0030] Group members or guests who interact with the system, at any location station, have the ability to visually discover the location of their group members on an electronic version of the facility or park map.

[0031] The members or guests are thus empowered to become a part of the solution in finding one another; to give them the ability to at least know where the
rest of the party is when they cannot be found, or when they become separated by choice or by accident; to eliminate the feeling of panic that sweeps over a parent when they realize that a member of their group, such as their child, is not by their side or at the designated meeting place.

[0032] It helps for group members such as parents to know promptly that their children are still in the park, waiting in line for a ride or just running late.

[0033] Each member of a group obtains a waterproof transmitter in the form of a locator or personal identification (i.d.) tag 102 that is worn on the wrist or other part of the body or on the person's clothing. This locator continually communicates, via radio signal, with the child locating system 10 to update his or her location throughout the day. One example of such a tag is dislocated in the foregoing mentioned non-provisional patent application Serial No. 09/992,872.

[0034] The location station 108 is a strategically placed interactive viewable workstation kiosk. These stations allow unaided guest access to the system with the locator 102. This gives the guest the ability to locate and view any locators in their group, to post messages on a private message board or to contact security. It also allows users to interact with any other system feature of module.

[0035] The registration station 110 is an interactive viewable workstation used by the park. The registration station 110 software module activates the locating software by enabling quick and easy registration of groups and individuals into the system 100 so that the system distinguishes between groups and between individuals within groups.

[0036] The confined area such as a park is divided into zones. These zones are the areas inside the property where guests need to be located. A zone can be as large or as small as needed. They can also be adjusted, expanded or minimized as necessary.

[0037] Guests are tracked as they pass along a path 103 through these zones via antennas such as an antenna 105 that are strategically placed throughout the property. These antennas, in return, send the tracking information to cell controllers
such as cell controller 106, which conveys the information back to the central processing server or host computer 107 utilizing a wireless network. One example of such a system for the real-time location of people in a fixed environment is disclosed in the foregoing mentioned non-provisional patent application Serial No. 09/992,668.

**Data Analysis System**

[0038] The data analysis system and method of the disclosed embodiments of the invention include a software module and provide a powerful benefit of the person locating system 100. It enables the collection, organization and storage of critical data relative to guest traffic and spending patterns. Once installed, the person locating system 100 can provide detailed information on guests’ activities. The system stores the time and location when a guest locator or personal identification (i.d.) tag such as a tag 102 passes through the zones created throughout the property of the confined area.

[0039] The system can be configured to accumulate specific demographic data that describes each guest by assigning information such as age, gender, point of origin, or other specific interest, to each unique guest i.d. tag.

[0040] The disclosed methods of the presently preferred embodiments of the invention for accumulating this data can be tailored based on the specific needs and requirements of each confined facility by using the registration station 110, or by taking short surveys on the location stations such as the location station 108.

[0041] The data analysis system software module is seamlessly integrated with all other modules of the system 100. However, it is to be understood that the data analysis system and method may be partially integrated, or used in a stand alone mode of operation.

[0042] Some benefits that are realized with the implementation of the data analysis system and method include, but are not limited to, the insight to where guests travel throughout their visit to the facility. Knowledge where the majority or
large numbers of guests are located at a given point in the day such as at parade routes, line queues and others is useful to the management of the facility for a variety of purposes, such as the physical arrangement of the attractions and amenities throughout the facility, determining and coordinating the timing of the attractions and events, as well as other purposes.

[0043] Also, the traffic patterns can be determined through particular zones of the facility (attractions, gift shops, plaza areas). Analysis of guest spending habits when used in conjunction with the cashless spending module can be obtained. Detailed attraction analysis with the line management module can be achieved.

[0044] The results of the analysis helps the facility make more informed decisions regarding the addition of guest amenities such as services, as well as attractions and placement of retail shops and restaurants.

[0045] Considering now the data analysis system and method in greater detail, the guest or group may be required to be registered as a user via registration station 110 (FIG. 1) of the person locating system 100 (FIG. 1) in order for the park or other facility to store the data analysis function. As shown in FIG. 2, the system stores a record or file of guest movements over time as indicated at 201, on a management database 203 of the host computer 107 (FIG. 1).

[0046] The system stores a record or file of the reservations in the, queue management as indicated at 205 in the data base 203. The system also stores a record or file of transactions completed using the cashless system as indicated at 208 in the data base 203.

[0047] The park or other facility can then search the data base 203 and configure the system settings to generate management data reports such as a report 210. The reports combine location, reservation, and member demographic data into reports for use by the park in operating the park or other facility.

[0048] Referring now to FIG. 3, the data analysis method according to the disclosed embodiment of the invention will now be described. As indicated at box 301, the method is started, and then a decision is made as to whether or not the
guest desires to use the person locating system 100 (FIG. 1) as indicated at box 303. As indicated at box 305, assuming that the person desires to utilize the system, the guest may receive a voucher from the park operator. As indicated at box 307, a decision is made as to whether or not the guest has then registered in the system 100. If not, as indicated at box 309, the park operator collects the voucher and enters the information in the system as indicated at box 312 to establish the guest and his or her group as being registered in the system. In so doing, each guest or member in the group is provided with a locator or identification tag. Also, the operator collects as much demographic information as possible concerning the members of the group and enters it into the system data base 203 via the registration station 110 (FIG. 1).

[0049] The park administrator can configure the system settings as indicated at box 314. Also, the park administrator can also configure the management data system settings as indicated at box 316. Additionally, the park administrator can also generate the management data reports, such as the report 210 (FIG. 2), combining the location patterns of guests, attractions, spending, reservation, and member demographic data. As indicated at box 321, the park administrator can then analyze the management data system reports to facilitate the operation of the park.

[0050] Once the guest has properly registered with the system, then as indicated at box 323, a determination is made whether or not the guest desires to leave the park or the facility in question. If the guest does so desire, then as indicated at box 325, the operator collects and turns in the locator or identification tag and closes out the group. This is done by entering the information in the registration station to store it in the management data system data base 203 to then stop the process as indicated at box 327.

[0051] On the other hand, if the guest desires to continue utilizing the facilities, then as indicated at box 329, the guest or group member is able to move throughout the facility to utilize its services and purchase goods. The system records the movements of the guest in the management data system data base 203 as indicated at box 332.
[0052] The guest may make, check, and modify ride reservations in the location station 108 as indicated at 334, and as indicated at box 336, the reservations are recorded in the line management system data base which is stored in the management data system data base 203.

[0053] As the guest or group member visits attractions or amenities as indicated at box 338, the attractions are recorded as they are visited and stored in the management system data base as stored on the management data system data base 203 as indicated at box 341. Also, as the guest utilizes the cashless system spending in the facility as indicated at box 343, each transaction is recorded to the cashless system data base as indicated at box 345, which is stored on the management data system data base 203.

Cashless Spending System

[0054] A cashless spending system and method includes a software module to provide facility guests and group members with a method to eliminate or greatly reduce the need for cash anywhere in the facility. This module turns each i.d. tag such as the tag 102 into an "electronic wallet" that is associated with a unique "virtual account" within the system. The elimination of the necessity for cash transactions provides guests or group members with the freedom to utilize the services of the facility and make purchases at amenities such as restaurants, games and shops as well as transactions throughout the facility without the potential loss of wallets, pocketbooks, and cash.

[0055] The cashless spending system may be completely integrated with the person locating system 100, or can be partially integrated or operate in a stand alone manner. Guests can create their "virtual" account at a registration station such as registration station 110. These "virtual" accounts are debited with the use of selected I.D. tags or locators in the specified group, or individually. Guests and group members have the ability to check their account balance at any location station such as the location station 108. If necessary, the guest and group members can add more credit to their "virtual" account at the registration station.
[0056] Some features and benefits of the cashless spending system and method according to certain embodiments of the invention include the identification tag becoming an "electronic wallet" for park guests. For example, parents can provide their children “set” spending limits, and eliminate the need for carrying cash. The cashless module can be fully or partially integrated with current point of sale systems. Spending becomes more convenient for facility guests. For some applications, the cashless spending system may be seamlessly integrated into the locating system 100.

[0057] Referring now to FIG. 4, for some applications, the guest or group member may be required to be registered as a user via registration station 110 of the locating system 100 (FIG. 1) in order to use the cashless spending function. Guests or group members may acquire the cashless spending option at the registration station 110 when registering for the locating system 110.

[0058] Guests or group members then request that a certain dollar amount of funds be placed in the cashless account. Guests or group members may set spending limits per person in their group at time of activation at the registration station 110.

[0059] During the course of the day or other designated interval of time, guests or group members such as a group member 101 may then purchase at any cashless enabled sites such as a cashless station 1201 in the confined area of the facility by scanning their i.d. tag 102 at the prescribed reader 1203 at the point of purchase, or otherwise enter his or her personal identification information to access his or her cashless spending account. This purchase amount is sent to the data base, stored in the host computer 107 (FIG. 1) to make a determination of the approval or denial of the transaction based on the balance of funds indicated in the cashless system database.

[0060] Referring now to FIG. 5, there is shown a software controlled system and method of the disclosed embodiment of the present invention for the cashless feature as disclosed herein. At the start of the process at box 1301, a determination is made at box 1303 as to whether or not the guest would like to have the cashless
system. If the guest requires such a system, then as indicated at box 1305, a cashless voucher is given to the guest or group member by the facility operator.

[0061] At box 1307, it is determined whether or not the guest or group member has registered for the person locating system 100. If not, then at box 1309 the guest or group member registers for the system 100 (FIG. 1). If the guest has already registered, then as indicated at box 1312, the operator collects the cashless voucher and places funds in cashless account of the guest or group member. Also, the operator causes the activation of the cashless account as indicated at box 1314, and sets or changes the group members' spending limits at box 1316. All of this information is then recorded in the cashless system data base 1318 which is stored in the host computer 107 on the system 100 (FIG. 1).

[0062] As indicated at box 1321, the park administrator can configure the cashless system settings for the cashless system data base 1318. Similarly, the facility administrator, as indicated at box 1323, can import point of sale data for the cashless system data base 1318, and can cause the generation of a cashless system report combining both the location and Point of sale data at box 1325 for the cashless system data base 1318. Also, as indicated at box 1327, the facility administrator can analyze the cashless system reports. Additionally, the facility administrator can cause the deactivation of the account as indicated at 1329.

[0063] As indicated at box 1332, the guest or group member can add additional cash to the locator or i. d. tag. As indicated at box 1334, the guest or group member can set or change group member spending limits. As indicated at box 1336, a guest or group member makes a decision as to whether or not to make a cashless purchase. If a cashless purchase is not desired, as indicated at box 1338, it is determined whether or not a balance of the refund is requested. If it is, then at box 1341, the refund of the account balance is processed and conveyed to the cashless system data base 1318. If the balance of the refund is not requested, then the process stops as indicated at box 1343.

[0064] As indicated at box 1345, should the guest or group member desire to make a cashless purchase, a conventional point of sale transaction is processed and
the operator notifies the guest or group member of the amount of the purchase. As indicated at box 1347, the operator can enter the transaction amount and scan the locator or i.d. tag, such as the tag 102. The cashless system determines whether or not the account is activated at box 1349. If it is not so activated, then the guest or group member is notified that there is a problem, and the facility administrator can deactivate the account, if necessary. If the account is active, then as indicated at box 1353, it is determined whether the cashless account balance of the guest or member is sufficient or not. If it is not sufficient, then the guest or group member is notified of a problem. If it is sufficient, then as indicated at box 1355, the cashless account is debited, and bonus points are calculated. As indicated at box 1357, it is determined by the system 100 whether or not there is an interface to the point of sale system. If there is, then as indicated at box 1359, the operator closes the conventional point of sale transaction with the cashless system and the cash register key. If there is not such an interface, then the system prints a debit voucher with security features as indicated at box 1362. Furthermore, the guest or group member then takes the debit voucher from the printer (not shown) and presents it to a cashier as indicated at box 1364. The operator, as indicated at box 1366, closes the conventional point of sale transaction with the debit voucher as cash. Thereafter, the cashless purchase is completed as indicated at box 1336.

[0065] Referring now to FIGS. 6-10, the various displays before the cashless system. As shown in FIG. 4, a registration station screen 1401 includes a current group member list 1403 and a group name indication 1405. A list 1407 of the members of the named group are provided. The member names may be highlighted such as at 1409 for the member “Bob.” When highlighted, current member settings at 1412 provide information regarding the highlighted number. Such information includes an age indicia 1414, gender indicia 1416, and a cashless indication box 1418. The box 1418 includes a cashless status indication 1421 such as a message “No Funds in Group Account.”

[0066] Additionally, there is a member’s restrictions list 1423 for designating any restrictions on purchases for group members. For example, an indication 1426 is that this particular member cannot buy candy.
[0067] The screen 1401 can be printed as a report from a registration station 110.

[0068] Referring now to FIG. 7, there is shown a screen 1502 for a group cashless account information. The screen 1502 includes a group name indication 1504, a personal identification number (PIN) indication 1506, and whether or not such information is required at indication 1508.

[0069] The screen 1502 includes a guest list indication 1511, a spending limit list indication 1513 which also includes whether or not there is unlimited spending such as at the “unlimited” indication 1515. Additionally, there is a spent list indication 1516.

[0070] At the active member box 1517, the name of a group member is displayed as the member to whom all transactions will be credited. A total deposit indication is displayed at 1519 to indicate the amount of the funds initially deposited by the group. A total spent indication is illustrated at 1522, and a total cash back indication is shown at 1523. A current balance indication is displayed at 1524.

[0071] A view transactions button 1526, when selected, enables the user to obtain more detailed information regarding each transaction.

[0072] A refund transaction button 1528, when selected, enables the user to refund a transaction. A deposit button 1531, when selected by the user, enables a deposit to be made to the account for the group.

[0073] When the cashback button 1533 is selected, the Group can determine the amount of the cash back to the Group. A close account button 1535 may be selected to terminate the account and render it inactive or closed.

[0074] A “Set All to Unlimited” button 1537 may be selected to cause all of the members of the group to be designated as “Unlimited.” When the “Set All Limit To Button 1539 is selected, each one of the members of the group will be designated as requiring a limit to be entered.
[0075] A "Set No Bankers" button 1542, when selected, prevents any of the members as being designated as a "Banker," as indicated in the active member box 1517. Alternatively, when a button Set All To Banker button 1544 is selected to cause each one of the members of the group to be designated as a "Banker," the determination of who is financially responsible for the payment of the transactions for the group may be facilitated.

[0076] Referring now to FIG. 8, there is shown a member spending limit screen 1601, which includes a banker list indication 1603 to indicate which one or more of the group members is designated as the financially responsible person for the group. There is also included a member list indication 1605, an amount spent indication 1608 and a spending limit indication 1610.

[0077] A change limit button 1613, when selected, enables the user to revise the monetary amount of the spending limit for one or more of the group members.

[0078] Referring now to FIG. 9, a drop down number pad 1703 appears on the member spending limit screen 1601 when the change limit button 1613 is selected. The number pad 1703 includes a set of tin number buttons such as a button 1705. The pad 1703 also includes a display 1707 of the spending limit amount. There is also included a clear button 1709, a delete button 1713, an enter button 1715 and a cancel button 1717. In this manner, the user can enter new spending limits for one or more of the group members.

[0079] As shown in FIG. 10, a group cashless transaction history screen 1801 includes a display of a guest indication 1803 to designate the name of the guests or group. The action indication 1805 designates whether or nor the account is open. An amount indication 1807 displays the amount of a transaction, and a balance indication 1809 displays the balance for the account history as of that particular transaction.

[0080] A date/time indication 1813 is for a specific transaction being requested by the user. A date/time list indication 1815 lists all of the transactions for this particular group transaction history. The screen 1801 also displays the group
members individually making the transactions at the indication 1817. At an action indication 1819, the type of action taking place at each transaction is displayed. These transactions can be a “purchase,” a “cashback,” and others. An amount list indication 1823 shows the amount of each one of the transactions in the transaction history. A balance list indication list 1825 provides the outstanding balance at the time of each individual transaction.

[0081] In order to make an inquiry as to an individual transaction, the date/time for a particular transaction may be highlighted such as at the highlighted indication 1827 so that it will appear in the date/time box 1813 to provide the information concerning the transaction at the indications 1803, 1805, 1807 and 1809. Additionally, a store indicating 1831 provides the information as to where the transaction occurred. Also, the station where the transaction was registered is indicated at 1836.

[0082] A deposited/pending indication 1838 indicates the total amount deposited. An amount spent indication 1841 provides an indication of the total amount spent for the group, and a cashback indication 1843 indicates how much money would be refunded to the group if the account should close at the time of the inquiry. A current balance indication is shown at 1845.

[0083] While particular embodiments of the present invention have been disclosed, it is to be understood that various different modifications and combinations are possible and are contemplated within the true spirit and scope of the disclosed embodiments and the appended claims. There is no intention, therefore, of limitations to the exact disclosure herein presented.
WHAT IS CLAIMED IS:

1. A method of tracking a guest within a confined area of a facility, comprising:
   receiving personal identification information of a guest into at least one of a set of stations distributed throughout the confined area;
   receiving demographic information regarding the registered guest;
   monitoring movement of the guest over time within the confined area;
   storing guest movement information; and
   creating reports on the demographics and movements of the guest.

2. A method according to claim 1, further including storing information relating to the cashless spending history of the guest at various stations throughout the confined area.

3. A method according to claim 2, further including determining spending habits of the guest in response to the stored cashless spending history.

4. A system method according to claim 1, further including sorting information relating to habits of the guest while using the facility as to the demographic information of the guest.

5. A method according to claim 4, further including storing attraction reservations entered by the guest.

6. A method according to claim 5, further including creating reports on the cashless spending habits of the guest and on the attraction reservations made by the guest.

7. A system of tracking a guest within a confined area of a facility, comprising:
   means for receiving personal identification information of a guest into at least one of a set of stations distributed throughout the confined area;
means for receiving demographic information regarding the registered
guest;

means for monitoring movement of the guest over time within the confined
area;

means for storing guest movement information; and

means for creating reports on the demographics and movements of the
guest.

8. A system according to claim 7, further including means for storing information
relating to the cashless spending history of the guest at various stations
throughout the confined area.

9. A system according to claim 8, further including means for determining
spending habits of the guest in response to the stored cashless spending
history.

10. A system according to claim 7, further including means for sorting information
relating to habits of the guest while using the facility as to the demographic
information of the guest.

11. A system according to claim 10, further including means for storing attraction
reservations entered by the guest.

12. A system according to claim 11, further including means for creating reports
on the cashless spending habits of the guest and on the attraction
reservations made by the guest.

13. A software system of tracking a guest within a confined area of a facility,
comprising:

   module for receiving personal identification information of a guest into at
least one of a set of stations distributed throughout the confined area;
module for receiving demographic information regarding the registered guest;

module for monitoring movement of the guest over time within the confined area;

module for storing guest movement information; and

module for creating reports on the demographics and movements of the guest.

14. A software system according to claim 13, further including module for storing information relating to the cashless spending history of the guest at various stations throughout the confined area.

15. A software system according to claim 14, further including module for determining spending habits of the guest in response to the stored cashless spending history.

16. A software system according to claim 13, further including module for sorting information relating to habits of the guest while using the facility as to the demographic information of the guest.

17. A software system according to claim 16, further including module for storing attraction reservations entered by the guest.

18. A software system according to claim 17, further including module for creating reports on the cashless spending habits of the guest and on the attraction reservations made by the guest.

19. A method of tracking a guest within a confined area of a facility, comprising:

   receiving personal identification information of a group member into at least one of a set of stations distributed throughout the confined area;

   receiving monetary deposit information for the member group;
receiving transaction information from at least one cashless station; and
creating transaction reports.

20. A method according to claim 19, further including receiving spending limit information for each group member.

21. A method according to claim 20, further including receiving spending limit change information.

22. A method according to claim 19, further including determining the total amount of cash spent and displaying said total amount.

23. A method according to claim 19, further including determining the amount of the cash to be returned to the group member.

24. A method according to claim 19, further including receiving account information at the cashless station via a personal identification locator.

25. A system of tracking a guest within a confined area of a facility, comprising:
   means for receiving personal identification information of a group member into at least one of a set of stations distributed throughout the confined area;
   means for receiving monetary deposit information for the member group;
   means for receiving transaction information from at least one cashless station; and
   means for creating transaction reports.

26. A system according to claim 25, further including means for receiving spending limit information for each group member.

27. A system according to claim 26, further including means for receiving spending limit change information.
28. A system according to claim 25, further including means for determining the total amount of cash spent and means for displaying said total amount.

29. A system according to claim 25, further including means for determining the amount of the cash to be returned to the group member.

30. A system according to claim 25, further including means for receiving account information at the cashless station via a personal identification locator.

31. A software system of tracking a guest within a confined area of a facility, comprising:

   module for receiving personal identification information of a group member into at least one of a set of stations distributed throughout the confined area;

   module for receiving monetary deposit information for the member group;

   module for receiving transaction information from at least one cashless station; and

   module for creating transaction reports.

32. A software system according to claim 31, further including module for receiving spending limit information for each group member.

33. A software system according to claim 32, further including module for spending limit change information.

34. A software system according to claim 31, further including module for determining the total amount of cash spent and module for displaying said total amount.

35. A software system according to claim 31, further including module for determining the amount of the cash to be returned to the group member.
36. A software system according to claim 31, further including module for receiving account information at the cashless station via a personal identification locator.

37. A method of tracking a guest within a confined area of a facility, comprising:

   receiving personal identification information of a guest into at least one of a set of stations distributed throughout the confined area;

   receiving demographic information regarding the registered guest;

   monitoring movement of the guest over time within the confined area;

   storing guest movement information;

   creating reports on the demographics and movements of the guest;

   receiving monetary deposit information for the guest;

   receiving transaction information from at least one cashless station; and

   creating transaction reports.

38. A system of tracking a guest within a confined area of a facility, comprising:

   means for receiving personal identification information of a guest into at least one of a set of stations distributed throughout the confined area;

   means for receiving demographic information regarding the registered guest;

   means for monitoring movement of the guest over time within the confined area;

   means for storing guest movement information; and

   means for creating reports on the demographics and movements of the guest;
means for receiving monetary deposit information from the member group;

means for receiving transaction information from at least one cashless station; and

means for creating transaction reports.

39. A software system of tracking a guest within a confined area of a facility, comprising:

module for receiving personal identification information of a guest into at least one of a set of stations distributed throughout the confined area;

module for receiving demographic information regarding the registered guest;

module for monitoring movement of the guest over time within the confined area;

module for storing guest movement information;

module for creating reports on the demographics and movements of the guest;

module for receiving monetary deposit information for the member group;

module for receiving transaction information from at least one cashless station; and

module for creating transaction reports.
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- **Fig. 10**: Diagram of the transaction details and cashless system group cash transaction history.

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**SUBSTITUTE SHEET (RULE 26)**