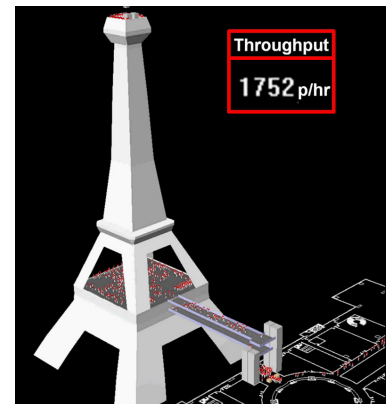


Non-tiered Ticketing



Tiered Ticketing

MACAU COTAI PARCEL 3 PRC

Buro Happold's SMART Space team were appointed by the Las Vegas Sands group to undertake a people movement study for the proposed development of an integrated resort, located near the southern portion of the Cotai Strip in Macau.

The development comprises a hotel containing approximately 3,000 guest rooms and suites and a podium accommodating restaurants, lounges, retail and entertainment activity areas.

The development also includes a tower with a bridge to the podium. The tower includes a restaurant, large observation platform above the restaurant and a smaller observation platform near the top.

The people movement study highlighted that using a timed and tiered ticketing strategy in hourly intervals significantly improved access to the observation desks in the tower.

Our analysis demonstrated how this strategy dramatically increased this throughput, reducing queuing and as a result improving visitor experience.

Operational management recommendations were also given to improve the visitor experience. These included splitting the lift lobby across two levels to provide flexibility in service and a more comfortable experience for visitors.

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Crowd flow modelling