

A black bear and its cub are the central focus of the image. The adult bear is in the background, looking towards the camera. The cub is in the foreground, also looking towards the camera. They are surrounded by lush green foliage and moss-covered tree trunks, suggesting a forest environment.

The Wrangell Visitor Industry

By the Numbers 2018

For the Wrangell Convention and
Visitors Bureau

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Rain Coast Data 

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Visitor Overview

Wrangell is an attractive visitor destination located at the tip of Wrangell Island across from the mouth of the Stikine River with ready access to wildlife, culture and history. Wrangell’s charm includes a “working waterfront” rather than a set of tourist-focused retail shops. The areas surrounding Wrangell provide many opportunities for nature-based tours and wildlife viewing. The most popular visitor destination is Anan Creek, known for its world-class bear viewing. Anan—located 30 miles southeast of Wrangell—is a popular place to watch the grizzly and black bears that congregate between early July and late August to take advantage of Southeast’s largest pink salmon spawning event. Other popular visitor activities in Wrangell include visits to the Stikine River Wilderness Area, the LeConte Glacier, Chief Shakes Island, and Petroglyph Beach State Historic Park, which has the highest concentration of rock engravings in Southeast Alaska. Sports fishing is another popular visitor activity.

In the summer of 2017, an estimated 18,870 tourists came to Wrangell. This represents a 43% increase (5,650 more tourists) over 2014, and 64% more than 2010 tourism levels. These tourists spent an estimated \$4.6 million in Wrangell last summer.

Photo of Wrangell by Robert E. Johnson



Employment

Tourism is an economic driver in the community. It is the second largest private sector industry (after maritime), but growth has been flat. In 2017, visitor industry employment made up 12% of all private sector employment in Wrangell, accounting for 100 annual average jobs with associated workforce earnings of

\$2.4 million.¹ The visitor industry accounted for 5% of total Wrangell workforce earnings in 2017.

This sector is smaller in Wrangell than the region as a whole; the visitor industry represents 17% of all jobs and 11% of all employment earnings for Southeast Alaska, versus 8% and 5% respectively for Wrangell. Since 2014, visitor industry employment has grown by 12% across the region as a whole, while visitor industry employment in Wrangell has actually decreased by 1%.

Change in the Visitors Industry

Since reaching a low point in 2012, Wrangell's summer tourism (May through September) numbers significantly increased in the past five years, mirroring regional trends. Despite this, visitor industry jobs in Wrangell decreased.

The primary reason for this disparity appears to be Wrangell's previous reliance on the ferry system for bringing independent visitors to the community. Ferry tourism decreased by 35% in Wrangell between 2014 and 2017 due to budget cuts to the Alaska Marine Highway System, reduced and unattractive schedules for tourists, and a lack of reliability due to last-minute cancellations of bookings by ferry system.³ While cruise visitation nearly doubled during the same period, cruise tourists spend fewer dollars per visitor in the community, as they stay for a much shorter time and do not require overnight accommodations.⁴

Another reason for lack of tourism industry growth is a cap on the number of people allowed to visit Anan each year. Anan represents the crown jewel of Wrangell's draw as a tourist destination. Without being able to build this visitor attraction, it is difficult to grow the visitor sector as a whole. Related to this is the fact that cruise visitors have been securing more Anan slots in recent years, meaning that independent visitors who spend more time and dollars locally to go bear viewing while in Wrangell are being displaced by those who spend less time and fewer dollars in the community overall.

The result of these elements has been a declining visitor services labor market. However, total workforce earnings for tourism are up. Between 2014 and 2017, wages in the visitor industry increased by seven percent.

¹ Since annual average employment measures monthly jobs on an annual basis, a visitor industry job that lasts three months counts as one-quarter of an annual average job, so total people employed by the visitor industry last year is a much higher number.

³ Regionally, the decrease in AMHS tourist ridership was also -35%.

⁴ Total arriving ferry passengers have decreased by 70% since 1999.

Wrangell's Visitor Industry by the Numbers

	Year 2010	Year 2014	Year 2017	% Change
Total Air, Cruise, Ferry, Yacht Passenger Arrivals	2010	2014	2017	Change 2014-2017
Air Passengers ⁵	10,587	11,896	13,088	10%
Summer Only Air Passengers (May-August)	4,833	5,380	6,163	15%
Large Cruise Ship Passenger Arrivals ⁶	3,869	5,171	11,442	121%
Small Ship Passenger Arrivals (capacity, not actuals) ⁷	2,910	2,925	2,198	-25%
Alaska Marine Highway System ⁸	7,325	6,803	4,841	-29%
Summer Only Passengers	3,954	3,674	2,359	-36%
Total Yacht Visitors ⁹	960	1,052	1,334	27%
Total Passenger Arrivals in Wrangell (via Air, Cruise, Ferry & Yacht)	25,651	27,847	32,903	18%
Summer Tourists to Wrangell	2010	2014	2017	Change 2014-2017
Total Summer Tourists¹⁰	11,507	13,256	18,908	43%
Cruise (22,357 passengers expected 2019)	6,779	8,096	13,604	68%
Yacht Visitors	960	1,052	1,334	27%
Air (estimate)	1,768	2,008	2,606	30%
Ferry (estimate)	2,000	2,100	1,364	-35%
Total Summer Tourist Spending (estimate)	\$3,146,849	\$3,286,171	\$4,597,453	40%
Summer Yacht Traffic	2010	2014	2017	Change 2014-2017
Total Yacht Arrivals	310	377	489	30%
Average Days Yachts visited	2	2	2	0%
Total Yacht Visitors	840	1,052	1,334	27%
Total Yachter Spending (estimate)	\$273,840	\$342,952	\$434,884	27%
Summer Visitor Activities	2010	2014	2017	2014-2017
Anan Creek Bear Viewing (Wrangell origin only, season only) ¹¹	1,389	1,708	1,547	-9%
Anan Bear Viewing Direct Fees ¹²	\$385,200	\$479,799	\$434,572	-9%

⁵US Bureau of Transportation Statistics RITA arriving passengers.

⁶ McDowell Group & Cruise Line Agencies of Alaska.

⁷ Small cruise ship schedules with research regarding total capacity.

⁸ Alaska Marine Highway System Annual Traffic Volume Reports and direct data request.

⁹ Information provided by City and Borough of Wrangell. Count of passengers was added in 2015. 2014 and 2010 passenger counts are estimates based on the size of vessel and number of arriving passengers 2015-2017.

¹⁰ "Summer tourists" are calculated in a variety of ways. All yacht and cruise passengers are considered "tourists." Air and ferry passengers are calculated by subtracting October to April average passenger arrivals from monthly summer passenger arrivals. From this number total seafood processing workers in Wrangell per summer is subtracted.

¹¹ Data provided by United States Forest Service (USFS). Data was extracted for Wrangell providers only and only from July 5 to August 25 when permits are required

¹² Data provided by providers in 2017. The average fee for their Anan tours was multiplied by the total number of clients obtaining permits.

Hotel Room Nights	2010	2014	2017	Change 2014-2017
Total Hotel Room Sales All Year ¹³	7,748	6,787	7,833	15%
May-Sept Only Room Rental Nights	4,877	4,574	3,995	-13%
Government Only Hotel Room Rental Nights	2,017	1,190	1,675	41%
<i>Wrangell's Visitor Industry by the Numbers Continued</i>	Year 2010	Year 2014	Year 2017	% Change
Jobs and Earnings¹⁴	2010	2014	2017	Change 2014-17
Visitor Industry Employment (excludes self-employed)	88	80	77	-4%
Average Visitor Industry Wage (includes self-employed)	<i>n/a</i>	\$22,227	\$24,066	8%
Total Visitor Industry Employment 2016 (includes self-employed)	<i>n/a</i>	101	100	-1%
Total Visitor Industry Workforce Earnings (includes self-employed)	<i>n/a</i>	\$2,244,990	\$2,406,618	7%
Peak Visitor Industry Employment (includes self-employed)	<i>n/a</i>	137 (July)	124 (July)	-9%
Total Visitor Industry Businesses (includes self-employed)	<i>n/a</i>	37	37	0%



View from the Stikine Inn in Wrangell

¹³ All hotel room information was derived from bed tax records provided by the City and Borough of Wrangell.

¹⁴ Department of Labor (ADOL) 2016 and US Census Nonemployer (self-employment) Statistics. Note that Wrangell was previously a city in the Wrangell-Petersburg Census Area. The nonemployer data was not updated until after 2010, so the 2010 self-employment data does not only contain Wrangell and thus cannot be used.

Summer Visitation and Spending Analysis

In 2017, nearly 19,000 summer tourists visited Wrangell and spent an estimated \$4.6 million in the local economy. This includes expenditures on accommodations, food, excursions, and shopping. Across all visitor arrival modes, visitor spending was calculated at \$243 per person per visit in 2017.

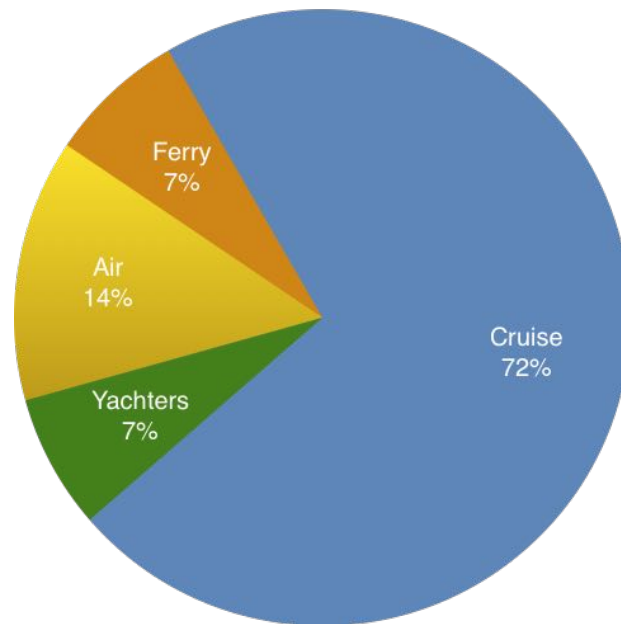
Cruise visitors represent nearly three-quarters (73%) of all tourists, but represent less than half (44%) of all estimated summer visitor spending. Independent tourists (those staying overnight in Wrangell) are estimated to have spent \$2.6 million during the summer of 2017.

For the first time, tourists arriving via air outnumbered tourists arriving via the ferry system. Yacht passenger arrivals were nearly equal to tourists arriving by ferry.

Summer Tourists by Mode of Arrival and Expenditures in Wrangell 2017

	2017	Total Estimated Summer Visitor Spending 2017	Total Estimated Spending Per Passenger
Total Tourists	18,908	\$4,597,452	\$243
Cruise Passengers	13,604	\$2,017,147	\$148
Yachters	1,334	\$434,884	\$326
Visitors by Air	2,606	\$1,560,043	\$599
Ferry	1,364	\$585,379	\$429

Summer Tourists by Mode of Arrival in Wrangell 2017



Summer Tourists to Wrangell 2010-2017¹⁵

Summer Visitors to Wrangell	2010	2014	2017	% Change 2010-2017	% Change 2014-2017
Total Visitors	11,907	13,256	18,734	64%	43%
Cruise	6,779	8,096	13,604	101%	68%
Yachters	960	1,052	1,334	39%	27%
Air	1,768	2,008	2,606	47%	30%
Ferry	2,000	2,100	1,364	-32%	-35%

Total visitor arrivals in Wrangell were up by 43% between 2014 and 2017. Cruise passenger numbers increased the most, growing by 68%. Summer visitors by air increased by 30%, while 27% more yachters arrived in the community. However, one segment was down significantly – the total number of tourists traveling by ferry decreased by 35%.

¹⁵ Air: US Bureau of Transportation Statistics RITA arriving passengers. Cruise Passengers: McDowell Group & Cruise Line Agencies of Alaska. Small cruise ship schedules with research regarding total capacity. Alaska Marine Highway System Annual Traffic Volume Reports and direct data request. Yacht counts provided by City and Borough of Wrangell. "Summer tourists" are calculated in a variety of ways. All yacht and cruise passengers are considered "tourists." Air and ferry passengers are calculated by subtracting October to April average passenger arrivals from monthly summer passenger arrivals. From this number total seafood processing workers in Wrangell per summer is subtracted.

Summer Tourist Expenditures by Category

Of the \$4.6 million in summer spending by visitors, an estimated \$2.1 million (46% of all spending) was spent on excursions. Excursions include jet boat tours, kayaking or canoe rentals and tours, whale watching, bus tours, sports fishing, photography tours, walking tours, flightseeing, museum and Shakes Island visitation, etc.

Visitors spent \$1.5 million an estimated on food and beverages, including restaurants, bars, cafes, and grocery store spending. They spent more than a half million dollars on accommodations, including nights at hotels, inns, bed and breakfasts, cabins, and RV and tent campgrounds.¹⁶ Just over a half million dollars was spent by visitors on retail and localized transportation. Local transportation includes use of taxis and car rental, and does not include transportation to and from Wrangell, or excursions.

Total Summer Tourist Spending¹⁷

Summer Spending by Visitors by Category	2017
Total estimated summer tourist spending	\$4,597,453
Excursions	\$2,113,395
Food, Alcohol, Coffee	\$1,463,496
Retail Spending and Transportation	\$549,016
Hotel	\$471,546

Rain Coast Data developed an estimate of summer visitor spending by category using local sales tax records for retail spending, bars, and restaurants; transient tax database actuals for hotel rooms; Anan ticket fee actuals; Nolan Center receipts; estimates for other trips using operator survey data; and other executive interviews, research, and data analyses.

¹⁶ Hotels include the following: Ava's B & B, Armstrong Rents, Dockside Wrangell, Grand View B & B, Dockside B&B , John Taylor, Little Bitty Getaway, LLC, Rooney's Roost B & B, Stikine Inn-SE Properties LLC, That Place, The Squawking Raven, Torgramsen , Lisa The Fishwife, Wrangell Extended Stay, Wrangell Hostel, Zimovia B & B

¹⁷ Total visitor spending per category was calculated in two ways. First it was developed using estimates of how many days each type of visitor stayed, depending on mode, and how much spending per person occurred per visit per spending category. Those figures were then cross-referenced with City and Borough of Wrangell sales tax receipts for businesses serving visitors. Total sales tax receipts for winter months were subtracted from summer months to determine "visitor spending" for the following businesses: Cabin Café, Gold Rush Tours, Marine Bar, Totem Bar, Stikine Drug, Stikine Inn, Marine Artist, Wolf and Raven Apparel, Gold Course, Breakaway Adventure, Alaska charter, Drop Zone, Muddy Waters, Alaska Catamaran, Alaska Waters, Angermans, Brocks Bookstore, Marlins Fish, Coastal Island Charter, Bliss Design, Alaska Vistas, Groundswell, Zaks, Taste of Asia, Rent a Car, The Pit Stop, Rayme's Bar, Night n Gale, Silver Lining Boutique, All in Charters. Summer hotel spending was determined by bed tax records for May to September. Rooms paid for with a government rate were subtracted, save for six percent that participated in local excursions. Total campground and RV payments were estimated.

Wrangell Summer Tourist Expenditures by Category

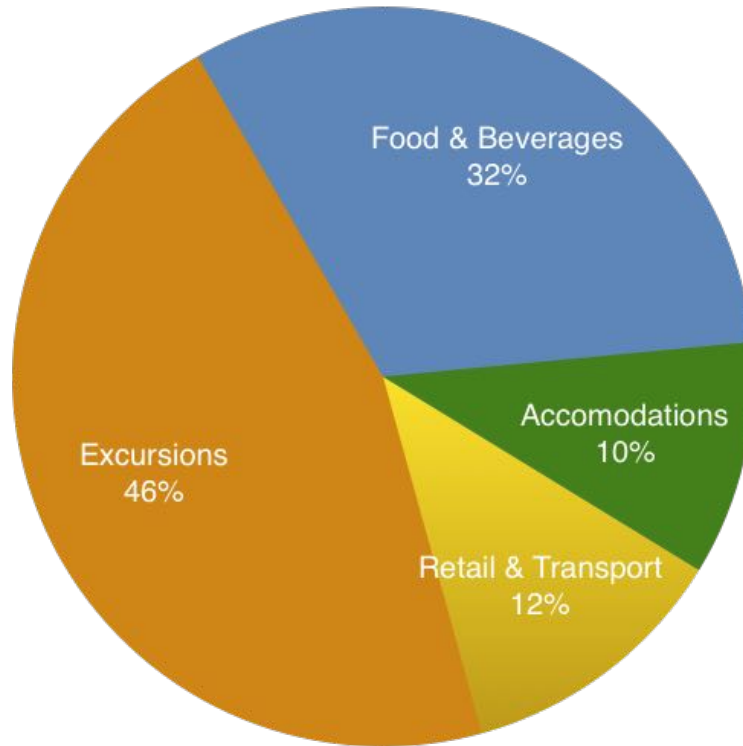


Photo: J. Kulisek Shutterstock ID: 581132692 Ferry heading into Wrangell

Anan, Stikine, LeConte Tours Analysis

Anan Wildlife Observatory

The most important visitor attraction in Wrangell is Anan. Anan Creek is an historic Tlingit native fishing site located on the mainland on the south end of Wrangell Island. The area has the largest pink salmon run in Southeast Alaska, attracting large numbers of black and brown bears during July and August. The Anan Wildlife Observatory is managed by the Wrangell District of the Tongass National Forest and is only accessible by boat or plane. There is a half-mile trail leading to the observation deck, strategically allowing visitors to view bears while they fish for salmon in cascading waterfalls. During peak season, which is July 5 through August 25, visitors need to obtain a permit from the US Forest Service. There is a high demand for the daily passes, and often, permits need to be obtained at least 6 months in advance. Admission to the site is carefully managed by the Forest Service, and the number of visitors is limited to 60 per day. There are four ways to obtain passes: 1) Make reservations through an authorized guide; 2) Purchase a permit at: www.recreation.gov available beginning February 1 of each year.; 3) Reserve the Anan Bay Recreation Cabin, which includes the option to purchase four daily viewing permits; 4) The Wrangell District Office has four additional permits that are available each day during the season by a weekly lottery.¹⁸

Passes are not required outside of the peak season.

In 2017, ten Wrangell based companies provided tours to Anan. These businesses include the following:

- Alaska Charters and Adventures
- Alaska Peak and Seas
- Alaska Vistas
- Alaska Waters
- Aqua Sports
- Breakaway Adventures
- Southeast Alaska Fly Fishing
- Stickeen Wilderness Adventures
- Summit Charters
- Sunrise Aviation

¹⁸ Information for this paragraph was derived from City and Borough of Wrangell and USFS websites.

According to the US Forest Service, these Wrangell-based operators provided 1,547 guided Anan bear viewing tours during the Anan permit season, from July 5 to August 25, in 2017. This represents a 15% decrease over 2015.

Anan Creek Bear Viewing: Wrangell Origin, Guided Tours During Season¹⁹

Year	Allocation	Allocation Used	% Allocation Used	Private Clients	Total Clients
2004	1,178	1,002	85%	140	1,142
2005	1,178	915	78%	246	1,161
2006	1,218	927	76%	280	1,207
2007	1,218	770	63%	471	1,241
2008	1,218	957	79%	528	1,485
2009	1,218	846	69%	377	1,223
2010	1,218	764	63%	625	1,389
2011	1,293	897	69%	594	1,491
2012	1,293	1,051	81%	585	1,636
2013	1,293	1,112	86%	744	1,856
2014	1,293	962	74%	746	1,708
2015	1,293	1,159	90%	661	1,820
2016	1,283	1,042	81%	537	1,579
2017	1,283	1,040	81%	507	1,547
Change 2015-2017	-1%	-10%	-9%	-23%	-15%

Anan Visitation Decline Factors

The primary reason for the 15% reduction in clients, according to Anan providers and US Forest Service officials, was a technical change in how the commercial operators' reservation system was managed after the 2015 season.²⁰ The result was that total allocation use dropped from 90% under the old system to 81% under the new system. Migration of the commercial reservation system to Recreation.gov was scheduled to occur in 2018, but this still may not solve some of the obstacles to achieving maximum allocation.²¹

In 2014 there was also a decrease that was related to a weather event that shortened the bear viewing period.²²

¹⁹ Data provided by Forest Service Wrangell Ranger District Dee Galla.

²⁰ For a more detailed explanation, read "Anan Commercial Reservation System Improvements Desired" section on page 26.

²¹ Note – all the interviews took place prior to visitor season in the Spring of 2018.

²² Based on interview with Dee Galla in 2014.

Non-Wrangell-Based Visitors

In addition to the Wrangell-based providers, Anan Creek was also visited by an additional 887 people in the 2017 Anan season. Most of these were guided visits that originated from communities outside Wrangell, but a small number of tourists also visited Anan Creek independently, without a guide. In contrast to the decrease in Wrangell's share of Anan visitors, tours to Anan originating from outside Wrangell (often via Ketchikan) increased by 12% (nearly 100 visitors) between 2015 and 2017.

Non-Permitted (but allowed) Visitors

Federal permits are not required outside of the July 5–August 25 peak season, so in addition to the Anan Creek guided land-based visits that occurred during the Forest Service defined permit season, Wrangell guides brought an additional estimated 793 visitors to the Anan area.²³ These visits fall into two categories—those arriving before or after the prescribed Anan season, and those having an exclusively water-based tour. A week before or after the permit season can be an important time for revenue generation, but the reliability of viewing bears can fluctuate from year to year due to the timing of spawning salmon and river levels. The potential lack of spawning salmon in Anan Creek in early July means that bear activity is at a minimum and would not be sufficient to drive those interested in bear viewing to visit Wrangell before July and after August.

In addition to Anan Creek visits, tourists participated in guided tours of the Stikine River and the LeConte Glacier. Other visitor excursions included sport fishing, flightseeing, kayaking, whale watching, travel by water taxi to cabins and trails or other destinations, and other miscellaneous guided tours. Together, visitors spent an estimated \$2.1 million on all tours in 2017.

Stikine River, LeConte Glacier Tour Analysis

There are two additional water-based tours that are very popular in Wrangell including the Stikine River and the LeConte Glacier.

Stikine River: Wrangell is known for being the gateway to the Stikine River, a name that translates to “the great river” in Tlingit. The Stikine extends 400 miles from headwaters in British Columbia to its mouth near Wrangell and encompasses 27,200 acres of delta flats. Local operators provide jet boat tours, which are the most popular way to access the Stikine River. There is a wealth of history and unique geological elements,

²³ This information was provided by the tour operators. It should be considered their estimate.

as well as spectacular scenery and wildlife opportunities. For the more advanced adventurer, canoes, kayaks, and rafts are available locally.

LeConte Glacier: The LeConte Glacier is North America’s southern-most tidewater glacier and is part of a massive glacial system that stretches 120 miles. It resides in a 12-mile-long fjord at the head of LeConte Bay, approximately 20 miles from the mouth of the Stikine River. It is an active, advancing glacier with frequent calving. Shakes Glacier on the Stikine River is part of the same glacial icefield. Tours are generally via jet boat and take about four hours.

The average tour costs in 2017 included the following:²⁴

- **Anan Bear Viewing: \$281 (Range: \$250-\$315)**
- **LeConte Glacier: \$222 (Range: \$185-\$275)**
- **Stikine River: \$204 (Range: \$150-\$250)**

According to interviews with providers, in 2017 ten Wrangell tourism companies offered activities from jet boat tours to kayak rentals to bear viewing trips. Based on interview data, more than 5,000 total Anan, Stikine and LeConte tours were sold in 2017, generating an estimated \$1.3 million in ticket fees.²⁵

Anan, Stikine, LeConte Tours Analysis²⁶

Summer Visitors to Anan, Stikine, LeConte (guided by Wrangell tour operators)	2006 Study	2017 Study
Anan Visitors (during season)	1,447	1,547
Additional Anan Visitors	n/a	793
Anan Tour Cost	\$304,448	\$657,335
Stikine Visitors	3,796	2,696
Stikine Tour Cost	\$731,998	\$549,984
LeConte Visitors	542	548
LeConte Tour Cost	\$118,211	\$121,656
Total Tours Sold	5,785*	5,584
Total Tour Cost	\$1,154,657	\$1,328,975

*Total figure excludes non-season Anan visitors for 2006.

²⁴ Cost data came directly from providers.

²⁵ Rain Coast Data contacted operators to determine actual data for Stikine, LeConte, and other tours to combine with the Anan data.

²⁶ Of the ten operators, nine provided data for this analysis; the final providers numbers were estimated. Providers gave Rain Coast Data average per person fees and total visitors served in each category. Total costs were determined by multiplying these figures. In 2009 a similar study was conducted using 2006 as the base year: Nature-Based Tourism in Southeast Alaska. Darcy Dugan Ginny Fay Hannah Griego Steve Colt. ISER Paper, March 2009. 2006 data comes from that analysis.

Anan Observatory Bear Viewing Independent Visitor Expenditures

Based on interviews with primary service providers in the Wrangell visitor industry, independent (non-cruise) visitors to Wrangell spend an estimated \$37 to \$59 per day on food, depending on mode of travel (yachters are estimated to spend less than those traveling by air). Coffee and alcohol expenditures are estimated at \$18 per day per visitor. Shopping opportunities in Wrangell are limited, and tourism operators estimated visitors spend \$15-\$21 per day on gifts and clothing items. Generally, visitors have double occupancy in rooms, and the average per person per night accommodation spending is estimated at \$54. Independent visitors who come to Wrangell for bear viewing usually partake in at least one additional tour during their stay, and the average stay is generally agreed upon to be two and a half to three days.²⁷

Based on this analysis, independent visitors who come to Wrangell for bear viewing generate an estimated \$1.58 million in total spending, which is equivalent to \$1,032 per person during their entire stay in Wrangell.

Total Spending: **Independent** Anan Visitors (Wrangell Origin)

Per Person Per Day Anan Traveler Costs	2017
Food Expenditures	\$37-\$59
Coffee/Alcohol	\$18
Hotel Accommodation	\$54*
Retail Spending	\$15-21
Anan Average Cost	\$281
Excursions/Tours/Entertainment per day (other days)	\$70-\$150
Average Days	2.5
Total Independent Anan Visitors (est.)	1,526
Total Spending	\$1,576,379
Per Person Trip Expenditures	\$1,032

*The average cost of a hotel room in Wrangell is \$126.46. The average hotel spending in this chart is lower for several reasons: 1) tourists typically have two persons per room in hotel rooms; and 2) yachters and campers do not use hotel rooms for accommodation.

²⁷ This entire analysis was then cross-referenced with total summer sales revenue taxed in each of these categories (food, bars, coffee shops, hotel nights, retail, excursions) and total visitor spending.

Total Anan Bear Viewing Economic Impact

Combining the total spending by independent visitors to Anan, as well as cruise visitors who partake in Anan bear viewing, the total estimated economic impact of Anan bear viewing in Wrangell was \$1.9 million in the summer of 2017.

This means more than a third (36%) of all summer tourism-related spending in Wrangell was made by travelers who visited Anan on a guided trip.

Total Spending: All Anan Visitors (Wrangell Origin)

Per Person Per Day Anan Traveler Costs, all expenses	2017
Independent Anan Visitors (est.)	1,526
Spending	\$1.58 million
Cruise Ship Anan Visitors (est.)	814
Spending	\$290,731
Total Anan Visitors	2,340
Total Spending	\$1,867,109

According to the survey findings, 31% of all visits to Anan Observatory were made by cruise ship passengers, as opposed to 69% made by independent travelers.²⁸ At the same time, 84% of the total economic impact of Anan visitors in Wrangell was due to independent travelers, while cruise passengers contributed 16% of the larger economic value realized by the attraction.

One interesting finding from this analysis is that the number of cruise ship visitors going to Anan has been increasing over time. Since the number of permits allotted for Anan are fixed and have not been increasing, this means that the overall economic impact of Anan for the larger community is actually decreasing. An independent visitor who comes to Wrangell to visit Anan generates \$1,032 in average local spending, while a cruise ship tourist visiting Anan spends an average of \$357 in the community.

Visitors to Anan often also take another tour while in Wrangell. This analysis assumes that a portion of Anan travelers also partook in additional Wrangell tours, so these impacts are inclusive of other tours, and not exclusive.

²⁸ Survey of providers.

Total Stikine, LeConte Tour Economic Impact

The analysis below examines the economic impacts of the Stikine and LeConte Tours. However, because visitors may participate in more than one tour when visiting Wrangell, these economic impacts are not mutually exclusive. A visitor who takes an Anan tour along with a Stikine and a LeConte tour spends their dollars in the community only one time, so the Anan, Stikine, and LeConte tour economic impacts **cannot** be combined with each other.

- Excluding spending on other local tours, visitors who took a Stikine tour in 2017 spent \$1.05 million. Including additional tour spending, this figure increases to \$1.3 million.
- Excluding spending on other local tours, visitors who took a LeConte tour in 2017 spent approximately a third of a million dollars in the community – \$336,748. Including additional tour spending brings this total up to \$480,848.

Stikine and LeConte Visitor Tour Analysis²⁹

Summer Visitors to Stikine, LeConte (guided by Wrangell tour operators)	2017
Stikine Visitors	2,696
Stikine Tour Cost	\$549,984
Total Cruise Passengers (62%)	1,794
Total Tour Cost by Cruise	\$344,260
Total Independent Visitors	902
Total Tour Cost by Independent Visitors	\$205,724
Additional Local Spending by Stikine Visitors (excluding other tours)	\$ 503,458
Total Estimated Spending by Stikine Visitors	\$1,053,442
LeConte Visitors	548
LeConte Tour Cost	\$121,656
Total Cruise Passengers (12%)	24
Total Tour Cost by Cruise	\$6,531
Total Independent Visitors	524
Total Tour Cost by Independent Visitors	\$115,125
Additional Local Spending by LeConte Visitors (excluding other tours)	\$215,092
Total Estimated Spending by LeConte Visitors	\$336,748

²⁹ Of the ten operators, nine provided data for this analysis; the final providers numbers were estimated. Providers gave Rain Coast Data average per person fees and total visitors served in each category. Total costs were determined by multiplying these figures.

Cruise Passengers³⁰

As the national economy grows stronger and Alaska's popularity increases, Southeast Alaska has become more attractive to cruise ship visitors. Cruise passenger arrivals hit a new regional record in 2017, for the first time since 2008, and the number of cruise passengers coming to the region is expected to rise as larger, higher capacity vessels visit the region.

This trend is quite evident in Wrangell, the 8th most popular tourist destination in the region. The number of cruise passengers arriving in Wrangell will see a nearly 10 fold increase – from a low point in 2012 of 2,315 cruise passengers to a projected 22,357 passengers in 2019.³¹

In 2017, approximately 13,640 cruise ship tourists visited Wrangell on small to mid-sized cruise ships.³² Nine small cruise ships with capacity of less than 150-passengers made port calls. Six medium-sized cruise ships visited Wrangell in 2017. Three of these ships have the capacity for 450-700 passengers and made multiple visits to the community, including the Regatta, Seabourn Sojourn, and Seven Seas Mariner. Three smaller mid-sized cruise ships with a capacity of between 150 and 400 passengers, including Bremen, Europa, and World of ResidenSea, each visited one time.



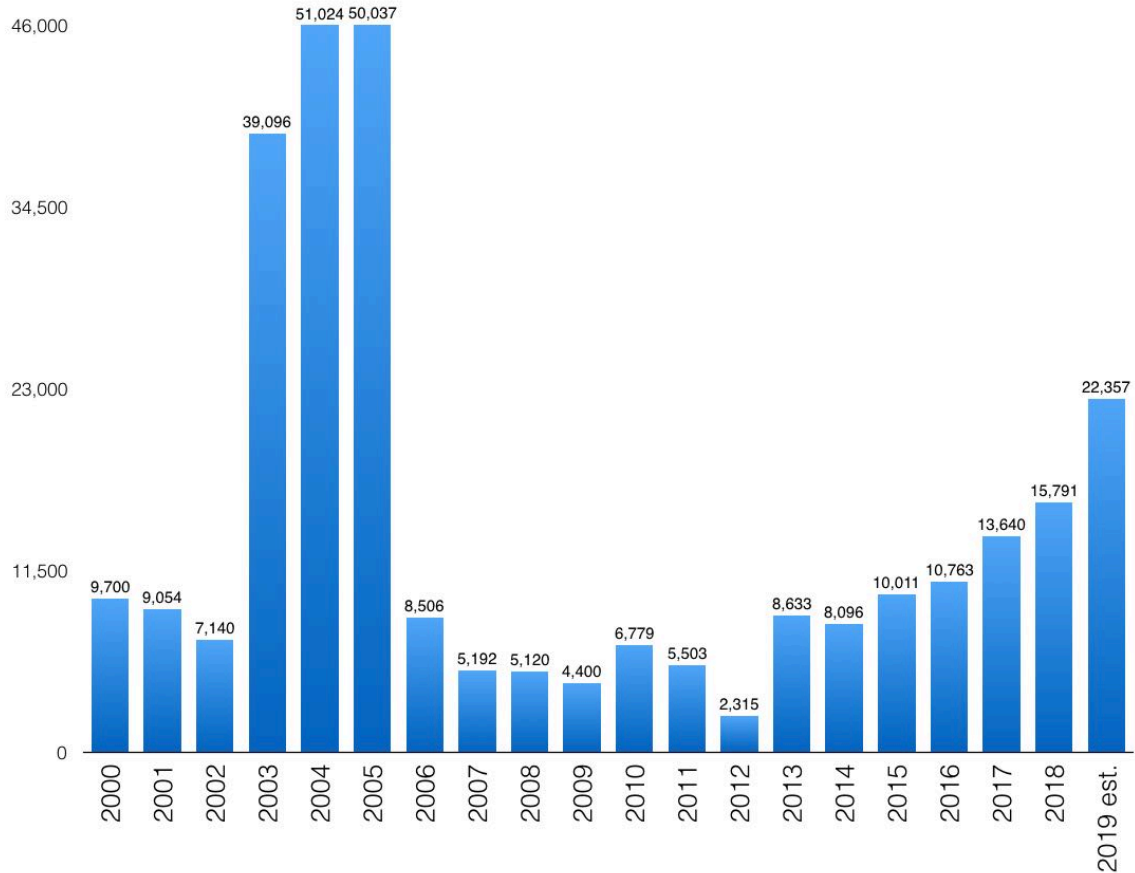
Regatta docked in Wrangell by R. Friedman

³⁰ Midsized cruise passenger actuals were provided by McDowell Group & Cruise Line Agencies of Alaska. 2018 and 2019 are estimates based on capacity. All other cruise passenger data are estimated totals based on small cruise ship schedules and research regarding total capacity.

³¹ A 2019 draft schedule for the small cruise ships has not yet been released, so this estimate uses 2018 figures for these passengers.

³² This figure combines actual numbers from midsized cruise ship arrivals and capacity numbers from smaller cruise ships.

Total Cruise Passengers in Wrangell 2000-2019



In 2018, based on capacity levels of visiting ships, more than 15,000 passengers are scheduled to visit Wrangell, and in 2019 that figure is expected to jump by 50% to more than 22,000 passengers. The schedules for midsized 2018 and 2019 ships include the following port calls:

Mid-Sized Cruise Ship Preliminary 2018 and 2019 Schedule³³

2018 Ships	Preliminary Port Calls	Passenger Capacity	2019 Ships	Preliminary Port Calls	Passenger Capacity
Regatta	5	684	Regatta	5	684
Seven Seas Mariner	4	700	Seven Seas Mariner	1	700
Seabourn Sojourn	10	450	Seabourn Sojourn	11	450
Star Legend	10	208	Star Legend	11	208
			Azamara Quest	2	686
			Crystal Symphony	1	922
			Maasdam	3	1,258
			Silver Muse	3	596
Total	29	12,800		37	19,214

³³ McDowell Group & Cruise Line Agencies of Alaska.

Small Cruise Ships

Small ships are an important part of the Wrangell visitor economy. The following nine small ships from three cruise lines visited Wrangell in 2017:

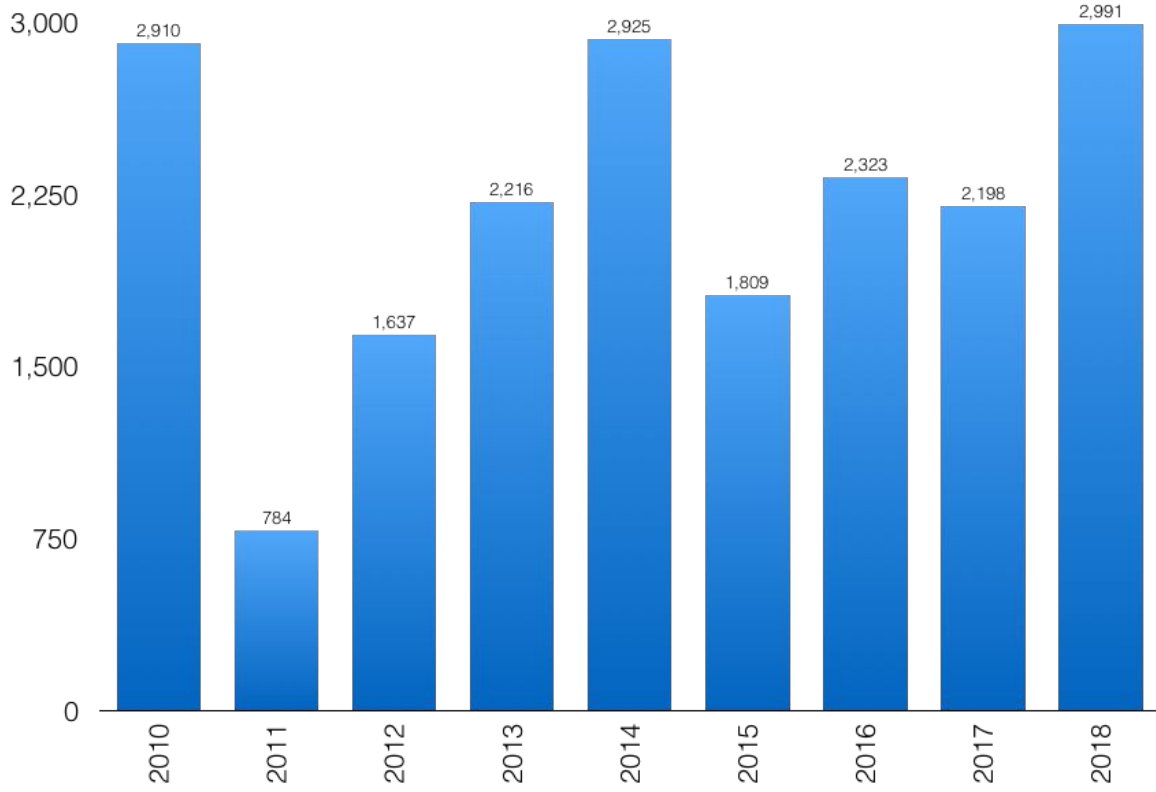
- **Alaska Dream Cruises:** Alaskan Dream and Baranof Dream
- **Un-Cruise Adventures:** Wilderness Explorer, Wilderness Adventurer, Wilderness Discoverer, Safari Quest, Safari Endeavor, and Safari Explorer
- **American Cruise Lines:** American Spirit

Small Cruise Ship Preliminary 2018 Schedule

2018 Ships	Preliminary Port Calls	Passenger Capacity
Alaskan Dream	15	40
American Constellation	2	170
Baranof Dream	7	49
Chichagof Dream	2	74
Silver Explorer	1	132
Wilderness Adventurer	1	60
Wilderness Discoverer	8	76
Wilderness Explorer	10	76
Total	46	2,991

Wrangell's small cruise ship sector experienced a disruption in 2010 when Cruise West ceased operations at the end of the summer season. Cruise West accounted for the vast majority of small ship passenger volume in Alaska. While the number of small cruise ship passengers increased between 2011 and 2014, the number of passengers dropped in 2015 when the 88-guest SS Legacy stopped making visits to the Wrangell port. In the last several years Wrangell has been able to rebuild the small cruise visitor market. In the last four years, additional vessels have come to Wrangell, bringing small cruise numbers back to near peak levels. Wrangell competes with shore excursions in other Southeast Alaska communities to attract operators.

Small Cruise Capacity



Yacht Visitors

In Wrangell, the size of yachts and length of stay, along with total passengers, are recorded for each yacht visit by City and Borough of Wrangell staff. In 2017, a total of 1,334 people came to Wrangell aboard yachts and stayed an average of two days each. The “average yacht” is 45.3 feet. Total yacht visits were up by 30% in 2017 over 2014. The average number of people per yacht is approximately three, but decreased slightly from 3.1 in 2016 to 2.7 people per vessel in 2017.

Wrangell Yacht Traffic (excluding Meyers Chuck)

Year	Total yacht visits	Average yacht length	Average People per Vessel	Average Days Stayed	Total Days Stayed	Total Visitors
2009	323	45.5		2	557	
2010	310	46.4		2	665	
2011	411	46.0		2	700	
2012	327	46.2		2	639	
2013	324	50.2		2	700	
2014	377	49.0	2.8	2	858	1,052
2015	460	48.5	2.9	2	1,052	1,326
2016	410	47.5	3.1	2	868	1,178
2017	489	45.3	2.7	2	1,015	1,334
Change 2014-2017	30%	-8%	-4%	0%	18%	27%
Avg. 2014-2017	434	47.6	2.9	2	948	1,223

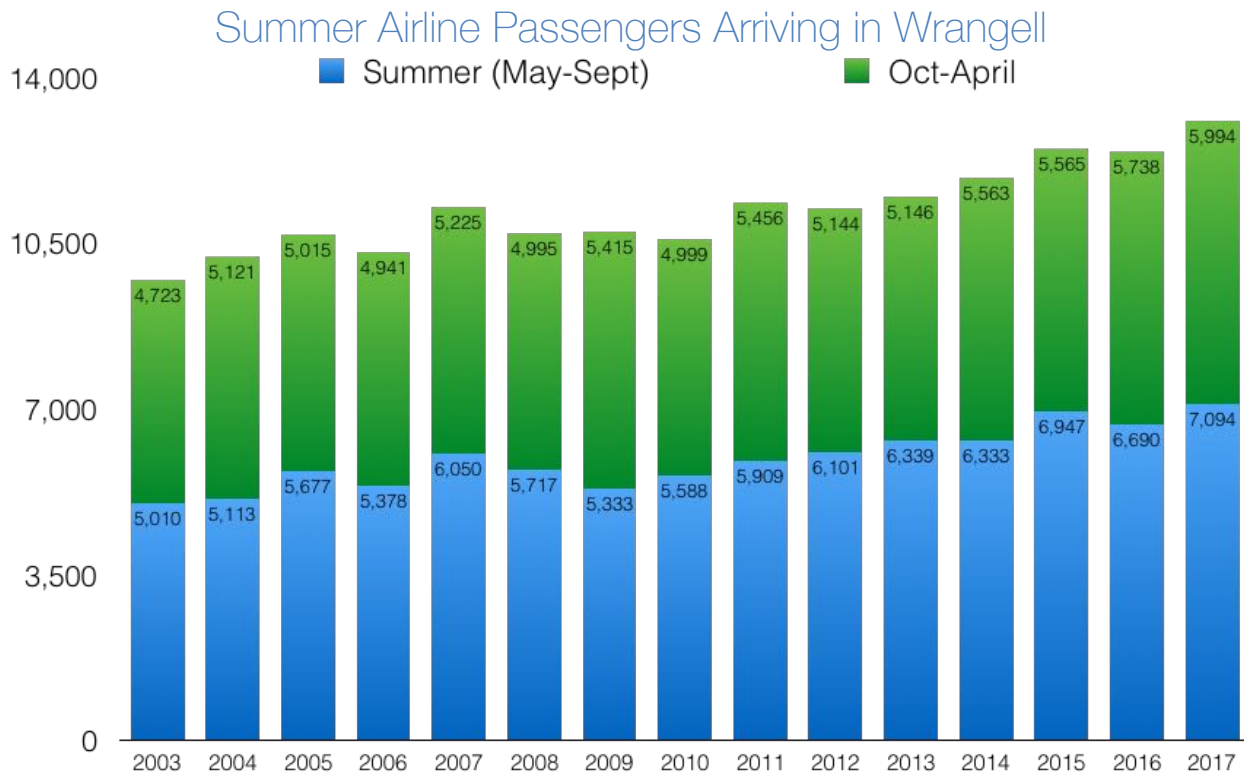
While it is difficult to assess exactly how much yachters spend in Wrangell without a more focused study or survey, using spending estimates per day on excursions like bear viewing, charter sports fishing, food, supplies, and purchases, it is estimated that those arriving by yacht spent \$434,884 in Wrangell last summer (excluding dock fees).³⁴ Yachters accounted for seven percent of all tourists to the community in 2017, and nine percent of all tourist spending, spending an estimated \$326 per person per visit.

	2017	Total Estimated Summer Visitor Spending 2017
Total Wrangell Tourists	18,734	\$4,597,452
Yachters	1,334	\$434,884
% Yachters	7%	9%

³⁴ Assumptions per person per day for yachters include \$65 for food and beverages, \$70 for excursions, \$15 on retail spending, and \$10 for local transportation.

Air Passengers³⁵

In 2017, there were 13,088 air passengers arriving in Wrangell; of these, just over half, (7,094) arrived during the summer (May through September). This represents a 5% increase in total passengers from 2016, and a 24% increase since 2010.



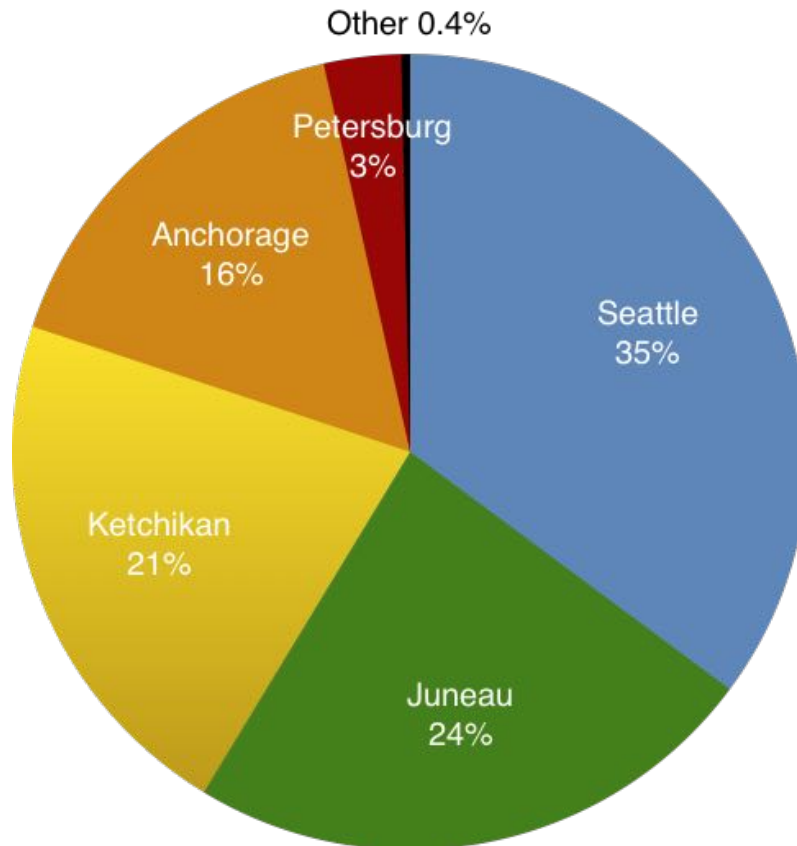
To estimate how many of these summer travelers were in fact tourists (rather than locals traveling home or people traveling to work in Wrangell), average off-season monthly travel numbers were subtracted from high-season monthly travel numbers, and the number of seafood processor workers was subtracted from this figure. Using this methodology, it is estimated that just over one-third—2,606—of summer air travelers visited for the purpose of recreation.

Year	Total Passengers	Total Summer Passengers	Total Estimated Tourists (Avg. winter month travel minus seafood processor workers)
2017	13,088	7,094	2,606

³⁵ Bureau of Transportation Statistics T-100 Market data.

Looking at a full year of passenger data, the greatest percentage of passengers arrived in Wrangell via Seattle (35%), while nearly a quarter (24%) arrived via Juneau, and 21% of arrivals came by way of Ketchikan. Approximately 1,500 passengers –16% – arrived via Anchorage. Other Wrangell passengers came on flights from Petersburg and Sitka. (Data includes all scheduled flights).

Passengers Disembarkments by Connecting City 2017



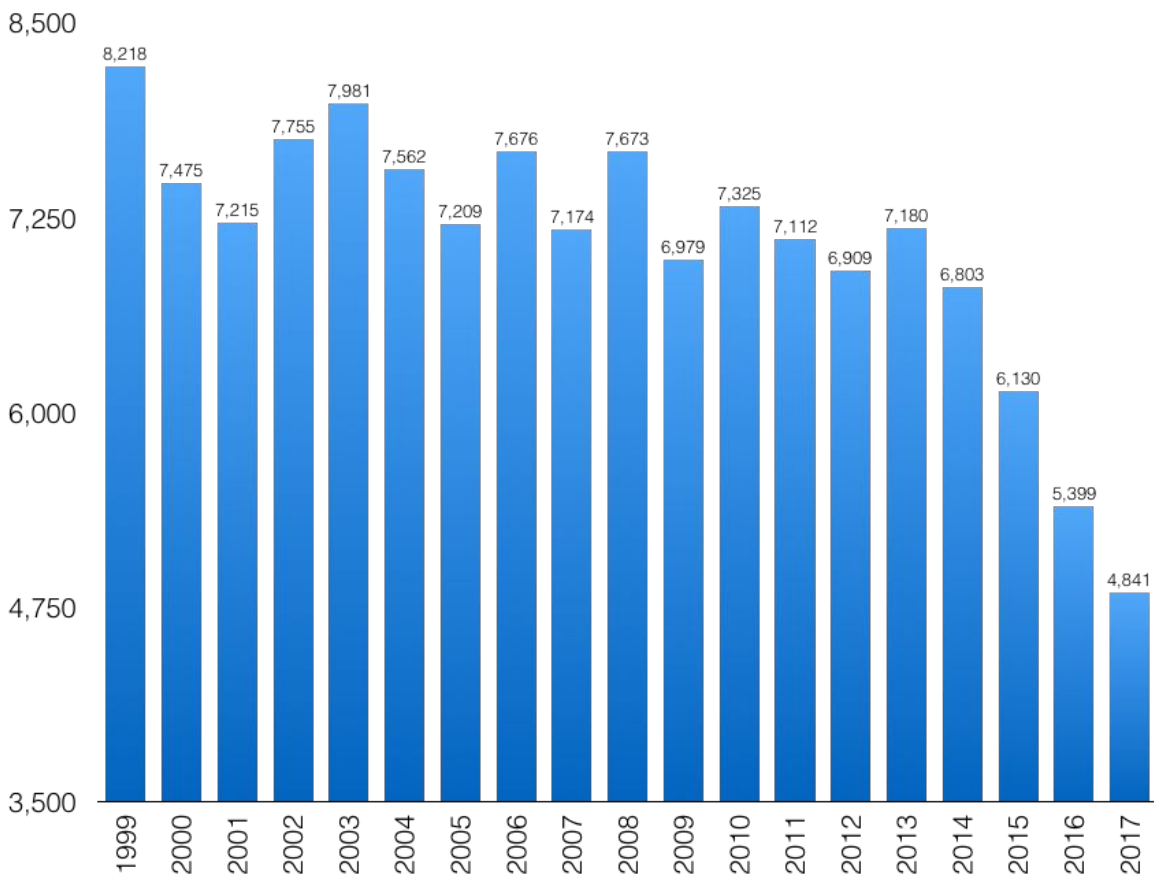
Total Passenger Arrivals by Connecting City 2014 and 2017

Passenger Connecting City	Passengers 2014	Passengers 2017	Change 2014-2017
Seattle, WA	4,361	4,603	6%
Juneau, AK	2,745	3,076	12%
Ketchikan, AK	2,446	2,805	15%
Anchorage, AK	1,957	2,147	10%
Petersburg, AK	376	410	9%
Sitka, AK	20	27	35%
Other, AK	27	20	-26%
Total	11,932	13,088	10%

Ferry Passengers³⁶

In 2017, a total of 4,841 Alaska Marine Highway (AMHS) ferry passengers arrived in Wrangell; of these, 57%, or 2,794, arrived during the summer (May through September). Ferry passenger numbers decreased by 10% between 2016 and 2017. Since 2011, the number of passengers disembarking in Wrangell has decreased every year except for one, with significant annual decreases since 2015. Total arriving passengers have decreased by 70% since 1999.

Ferry Passengers Arriving in Wrangell



In recent years the Alaska Marine Highway System has been hit hard by state budget cuts, significantly reducing state funding levels. Service and port calls have been cut significantly, and Wrangell has been disproportionately impacted.³⁷ The unreliability of the ferry scheduling and the increase in costs to travel have impacted ferry users, but even more significantly impacted those

³⁶ Alaska Marine Highway System Annual Traffic Volume Reports for 2010 and 2014. Direct data request for 2016 and 2017 data.

³⁷ To read more about these impacts see provider interviews page 23.

who have built their businesses around serving ferry passengers. A reputation for the unreliability of the ferry system means that potential customers are less likely to want to use the ferry for travel, further impacting total ridership numbers.

Arriving summer ferry passenger numbers were down 24% in 2017 over 2014 numbers. During the same period, those likely to be tourists fell by 35%. To estimate how many summer travelers were in fact tourists, the average number of off-season monthly travel numbers were subtracted from high season monthly travel numbers. Using this methodology, it is estimated that nearly half – 1,364 – of summer ferry travelers visited for the purpose of recreation.

Total Passenger Arrival Change by Year

Passenger Origin	Total Arriving Ferry Passengers	Summer Only Passengers (May-Sept)	Summer Tourist Passengers (Estimated)
2017	4,841	2,794	1,364
2016	5,399	2,970	1,365
2014	6,803	3,674	2,094
2010	7,325	3,954	1,969
Change 2014-2017	-29%	-24%	-35%

Tourists arriving by ferry are estimated to have spent \$585,379 in Wrangell last summer. Ferry tourists accounted for seven percent of all tourists to the community in 2017, and twelve percent of all tourist spending, spending an estimated \$429 per person per visit. Average ferry passenger spending is estimated at higher level than for other transportation modes as ferry tourists are more likely to stay for a longer period in the community.

	2017	Total Estimated Summer Visitor Spending 2017
Total Wrangell Tourists	18,734	\$4,597,452
Ferry Tourists	1,364	\$585,379
% Yachters	7%	12%

Provider Interviews

Nine providers took the time to provide additional comments to Rain Coast Data for this analysis. A summary of those comments is below:

Number one Concern: Reduced Marine Highway Service

In recent years, the Alaska Marine Highway System has been hit hard by state budget cuts, significantly reducing state funding levels. The State of Alaska has tried to reconcile annual and ongoing multibillion-dollar budget deficits, due to low oil prices, and as a result, ferries have been taken out of operation, service and port calls have been cut, and staff have been laid off. Wrangell has experienced these declines firsthand. Each of the visitor industry providers interviewed pointed out how the decline in ferry service has impacted their business.

Provider interview #1

“Since they drastically reduced service four years ago, it has cut my direct sales by 25%. Ferry service needs to improve. It is our lifeline. That’s how people get here.”

Provider interview #2

“The number one concern in Wrangell’s visitor industry is the marine highway. We hugely feel the impact of lack of service. In our industry, waiting to release schedules is problematic. The bulk of our people have booked by the time the ferry schedule comes out. Independent travelers are planning so far in advance, and there is a lack of confidence due to schedule changes. Travelers to Southeast Alaska are now being told not to take the ferry because of lack of schedule trust. Travel in Southeast Alaska is so complex. People want to come to Wrangell, but with decreased sailings, it doesn’t work for their itineraries. If they come they are stuck there for five days, and we don’t know how to help them. The changes have hurt Wrangell really badly.”

Provider interview #3

“Our biggest problem is the crappy ferry service. There used to be a lot of walk-ons for our tours that came off of the ferry. People like to be able to go from one port to another. But if they go here, they are stuck here and so lots of people just decide not to do it. It’s really bad for our community.”

Provider interview #4

"The Marine Highway System needs to have better service with more consistency."

Provider interview #5

"The ferry needs to do a better job of getting people in and out of Wrangell. People need the option to be able to come and go in a reasonable period of time."

Provider interview #6

"The lack of ferry service is a challenge."

Nature-based tours are Encumbered by Federal regulation

Wrangell has successfully differentiated itself from other communities through its specialization in wildlife viewing and natural walks. However, this also means that visitor industry operators in Wrangell must build their business around the federal regulations that govern the surrounding wilderness areas, which are not developed to maximize commercial business opportunities or access. One Wrangell provider explained it this way: "Providing nature-based tours is highly regulatory, complex, and cumbersome. For my business I need to obtain permits and/or comply with regulations by the US Coast Guard, Fish and Game, IPHC, NMFS, NPHC, USFS, US Customs, Canadian customs, FCC, State of Alaska, and the City and Borough of Wrangell. All have fees and associated paperwork."

Local providers are highly impacted by federal budget cuts, which can reduce the quality of the experience they are able to offer their customers. Trails are not always properly maintained, and USFS staff can be overworked and therefore unresponsive in a timely manner (which has increased significance when the Anan peak season is only six weeks long). Permits can be reallocated every five years if a company demonstrates that they would and could use those permits, but the planning document that manages permit allocation has not been updated in 15 years, arguably due to budget constraints, so providers cannot grow this element of their businesses. Due to area management practices, allocation to Anan is capped annually and daily. No more than 60 people are permitted to use Anan per day, meaning that providers have to turn people away. This makes it difficult to be responsive to potential customers or to nurture a repeat customer base.

One suggestion made by providers is to increase capacity from 60 per day, but segment visitors into viewing times. “No more than 40 people at a time, and never more than 40 on deck,” suggested one provider. Under current regulation there can be more than 40 people using the area concurrently, and so this concept could actually reduce peak usage.

Anan Commercial Reservation System Improvements Desired

As mentioned previously, providers would like a more streamlined way to reserve commercial tours that includes a simplified system for trading last-minute cancellations and vacancies so that these slots are not lost altogether.

As the previous commercial reservations system became antiquated, the intent was to migrate the reservation system to the Recreation.gov system. While this change was being awaited, it was replaced temporarily with a spreadsheet system. While the previous system had permitted operators to effectively trade last-minute cancellation and hold spots without client names, the new system provided less leniency and made trading more cumbersome—often because the person responsible for approving the trades also needed to spend significant amounts of time on location at the Anan Wildlife Observatory Site and was not always able to respond quickly. The temporary system requires real names and addresses to reserve allocation, making it more difficult for service providers to pre-hold allocation on known busy days without designated clients. The result was that total allocation used dropped from 90% under the old system to 81% under the new system. The permanent solution that was supposed to have already been put in place has been hindered due to appeals to the IT procurement process resulting in a lengthy delay. A new contractor is now in place and the migration of the commercial reservation system to Recreation.gov should happen shortly, but this still may not solve some of the obstacles to achieving maximum allocation.

Anan Trail Work

The trail into Anan is a relatively flat boardwalk trail, but there are more than 300 stair steps from the Anan trailhead to the observatory deck. It is considered to be in fairly good shape, but the level of maintenance that had previously occurred is reportedly no longer happening at the same level, ostensibly due to federal budget cuts. Providers note that maintenance crews need to be more responsive to safety issues on the trail. “In 25 years there were no injuries on my tours, and yet last year we

had four injuries in one year due to the condition of the trail.” The Forest Service has conceptual plans to upgrade the trail, but funding is limited.

Cruise Ships are Staying for too few Hours to Maximize Tours

Cruise ships used to stay in Wrangell for longer periods, permitting providers to run multiple cycles of tours. Many providers commented that their river-based nature tours run approximately four hours. “We used to do back-to-back tours on river. Now the ships come for a shorter time, so we can only do a single tour during port calls. We can only do one round of tours instead of two.” According to several providers nine to ten hours of cruise ship layover would be ideal.

Cruise Ship Markups on Tours

Providers expect Wrangell tours to be marked up by 40 to 50% by the cruise ship operators when they are sold onboard to cruise ship passengers and readily accept this is a normal part of marketing tours to this visitor segment. However, in recent years some markups have become more significant and in some cases have risen to 100% or even 200%. This creates a contentious atmosphere for several reasons.

1. Tours no longer sell as well as they did previously.
2. Local providers have been pressed to provide the lowest price point possible and struggle to shave costs, only to see visitors pay much higher prices for these tours.
3. Visitors expect the value for which they paid. For example, if a visitor pays \$450 for a \$200 tour, that person brings a higher level of expectation, which can result in a reduction in the overall perceived visitor experience.
4. By contract, local providers cannot “compete with themselves,” meaning they cannot offer lower rates to cruise ship passengers who contact the provider directly. This has resulted in irate phone calls and emails from frustrated visitors who have independently researched port attractions attempting to secure lower tour rates for themselves and their traveling companions.
5. Tangentially related are the administrative mistakes made by those in the cruise industry selling the tours on board. Sometimes the tour simply isn’t offered, or it is set at an incorrect time.

Providers noted that this is not an element of the cruise industry that they expect to be fully addressed on a local level, but they would like to see more rate predictability and better understand the rationale to the higher mark-ups. At the same time, as many providers noted, the cruise ship

industry and their relationship with the people in the industry selling their tours are extremely important to their businesses, and several people noted, "I would hate to complain, because I don't want to be seen as difficult."

Diversification of Visitor Products

Wrangell is an attractive place to visit for many reasons; however, Southeast Alaska communities are actively competing for summer visitors, and Wrangell needs to have a sufficient diversity of tours and visitor experiences to remain competitive.

More Trails: Providers suggest a more highly developed trail system to support more natural hikes, mountain biking, and hiking, as well as reinvesting and improving the attractions that Wrangell does currently have.

Improvements at Petroglyph Beach: Petroglyph Beach is a popular destination. Repaving of Evergreen and the installation of new sidewalks was just completed and will be ready for the 2019 season.

Shakes Island: Cultural tourism is becoming a larger part of the Alaska draw. A better connection between the Wrangell Cooperative Association and tourism providers in the larger market will ensure that local places of significance, such as the Chief Shakes Tribal House, can be more widely connected.

Marine Service Center: Some providers would like to take visitors through the Marine Service Yard so that tourists can view larger boats being worked on. It is a desired visitor opportunity that was being capitalized upon but was discontinued for 2018 due to safety concerns by the Harbor Department.

Wrangell has improved upon visitor product diversity in recent years, as one provider comment illuminates: "There used to be a big disparity between low-end and high-end tours, with few to no options in the middle. There has been a lot of work done to fill the middle-based tours." One tour operator recently added a 45-minute sea otter viewing tour to take advantage of a relatively new local phenomenon, as well as create a shorter, less costly boat tour.

Providers Should Work Together

Generally, providers in the Wrangell visitor industry face a similar set of challenges. By working together to overcome obstacles, the sector could see more success and improvement, especially in dealing with the Forest

Service. Most operators have been working together with the larger sized cruise ships to be able to offer a great capacity to Anan, however, there are still differences to be sorted out.

Methodology

This analysis combines information derived through the following:

- **Interviews** with industry providers and City and Borough of Wrangell staff;
- **Datasets** from municipal, state, and federal data sources; and
- **Evaluation** of previous visitor industry research and reports.

Visitor industry employment comes from the Alaska Department of Labor, and self-employment data from the US Census. Cruise Line Agencies of Alaska and McDowell Group provided cruise passenger volume figures for the mid-sized cruise ships. The City and Borough of Wrangell provided small cruise ship capacity figures and yacht traffic information. Air visitor volume was based on passenger arrival statistics from the Bureau of Transportation. The Alaska Marine Highway System provided the number of people who arrived in Wrangell by ferry.

Visitor spending was estimated by applying average spending by transportation mode (cruise, air, ferry) to visitor volume figures. Average spending was estimated using passenger arrival numbers, visitor industry provider interviews and data, sales tax data, Nolan Center receipts, hotel room transient tax data, and analysis of the Alaska Visitor Statistics Program VII.

Anan, Stikine, and LeConte visitor information was derived from interviews with tour providers, data and interviews with the Forest Service, and review of ISER's publication, "Nature-Based Tourism in Southeast Alaska."



Petroglyph near Wrangell by D. Douglass

Sources

- Alaska Department of Labor 2016 Employment & Wage data. Regional economist provided Wrangell Visitor-Related Employment numbers.
- 2015 US Census Nonemployer (self-employment) Statistics
- McDowell Group
- Cruise Line Agencies of Alaska
- US Bureau of Transportation Statistics (RITA)
- Alaska Marine Highway System
- Datasets provided by the City and Borough of Wrangell included the following: yacht activity, hotel room transient tax data, sales tax data, cruise ships port of call schedule, retail sales by the Nolan Center, etc.
- Alaska Department of Labor and Workforce Development, Research and Analysis Section. Seafood Processing Workforce by Borough or Census Area.
- Alaska Department of Labor. Trends Magazine September 2014. The City of Wrangell. Conor Bell.
- Economic Impact of Visitors to Southeast Alaska 2010-11. Prepared by McDowell Group for the Alaska Wilderness League, August 2012. http://www.alaskawild.org/wp-content/uploads/mcdowell_report_final.pdf
- Alaska Visitor Statistics Program VII: Summer 2016. Conducted by McDowell Group for Alaska Department of Commerce, Community and Economic Development. <http://commerce.alaska.gov/ded/dev/toubus/research.htm>
- Nature-Based Tourism in Southeast Alaska. Darcy Dugan Ginny Fay Hannah Griego Steve Colt. ISER Paper, March 2009
- Institute of Social and Economic Research University of Alaska Anchorage http://www.iser.uaa.alaska.edu/Publications/workingpapers/WP2009%201_S_Enbt_final.pdf

Cover photo by Lorraine Logan Shutterstock photo ID: 232906042
A black bear cub takes a break from climbing on a tree to investigate the photographer, in the rainforest with mother close by

Executive Interviews and Dataset Providers 2017

- Alaska Peak & Seas—Mark Galla
- Alaska Charters & Adventures— Brenda Schwartz-Yeager
- Alaska Waters—Jim Leslie
- Breakaway Adventures—Eric Yancey
- Muddy Water Adventures—Zach Taylor
- Fish Wrangell—Marlin Benedict
- Summit Charters—John Taylor
- Alaska Vistas; Stickeen Wilderness Adventures—Sylvia Ettefagh
- Aqua Sports Enterprises—Terry Bunes
- Forest Service Wrangell Ranger District—Dee Galla
- Wrangell Economic Development Director—Carol Rushmore
- Marjy Wood—Stikine River Jetboat Association

Additional interviews used for this analysis conducted in 2015

- Southeast Alaska Fly Fishing—Dan Roope
- Stikine Inn—Bill Goodale
- Forest Service Wrangell Ranger District, District Ranger—Robert J. Dalrymple
- Wrangell Harbor Master—Greg Meissner
- Nolan Center—Terri Henson
- U.S. Forest Service Special Use Administrator—Diane C. O'Brien