



Wrangell Visitor Economy by the Numbers

(For Wrangell Convention and Visitor Bureau, by Rain Coast Data, June 2015)

Summary

In the summer of 2014, an estimated 14,720 tourists came to Wrangell. This represented a 26% increase (3,020 more tourists) over 2011. These visitors spent an estimated \$4.1 million in Wrangell last summer.

- Tourism is the second largest private sector industry, after the maritime industry which is the largest (p.1)
- Visitor Industry employment comprised approximately 8% of annual average employment in Wrangell, accounting for approximately 100 annual jobs with a workforce earning of \$1.7million. (one visitor job lasting only 3 mo. Counts as one-quarter of an annual average job) (p.1)
- Visitor Industry accounts for approximately 4% of total workforce earnings in Wrangell (p.1)
- Strong growth in summer tourism season (May – Sept) but a decrease in visitors (potentially business travelers/construction contracts) during non-summer months (p.2)
- Cruise passengers represent just over half of all visitors, but estimated to represent less than a quarter of visitor spending (p.4)
- Independent travelers are estimated to have spent almost 75% of the visitor spending, or \$3.1 million during 2014 (p.4)
- Almost \$2 million is spent on various excursions (p.5)
- Visitors that go to Anan, conservatively spend \$1050 per person while in Wrangell (food/hotel/retail) (p. 9)
- Yachting visits has increased by 22% since 2010, with an estimated stay of 2.3 days and spending almost \$300,000 (p.14)
- Air passengers arriving during summer months has increased 13% since 2010. It is difficult to separate out visitors from local traffic but it is estimated that half (3200) visited for recreational purposes (p. 15)
- Ferry arrivals during summer months is down by 8% (p.3)