

# Smoke Risks to Tourism

Pahrump, NV



# Welcome to Pahrump

An unincorporated town removed  
from the hustle of Las Vegas

- 2020 Population: 45,000
- Older, married adults

We calculate Base Smoke Estimates using USGS fire data

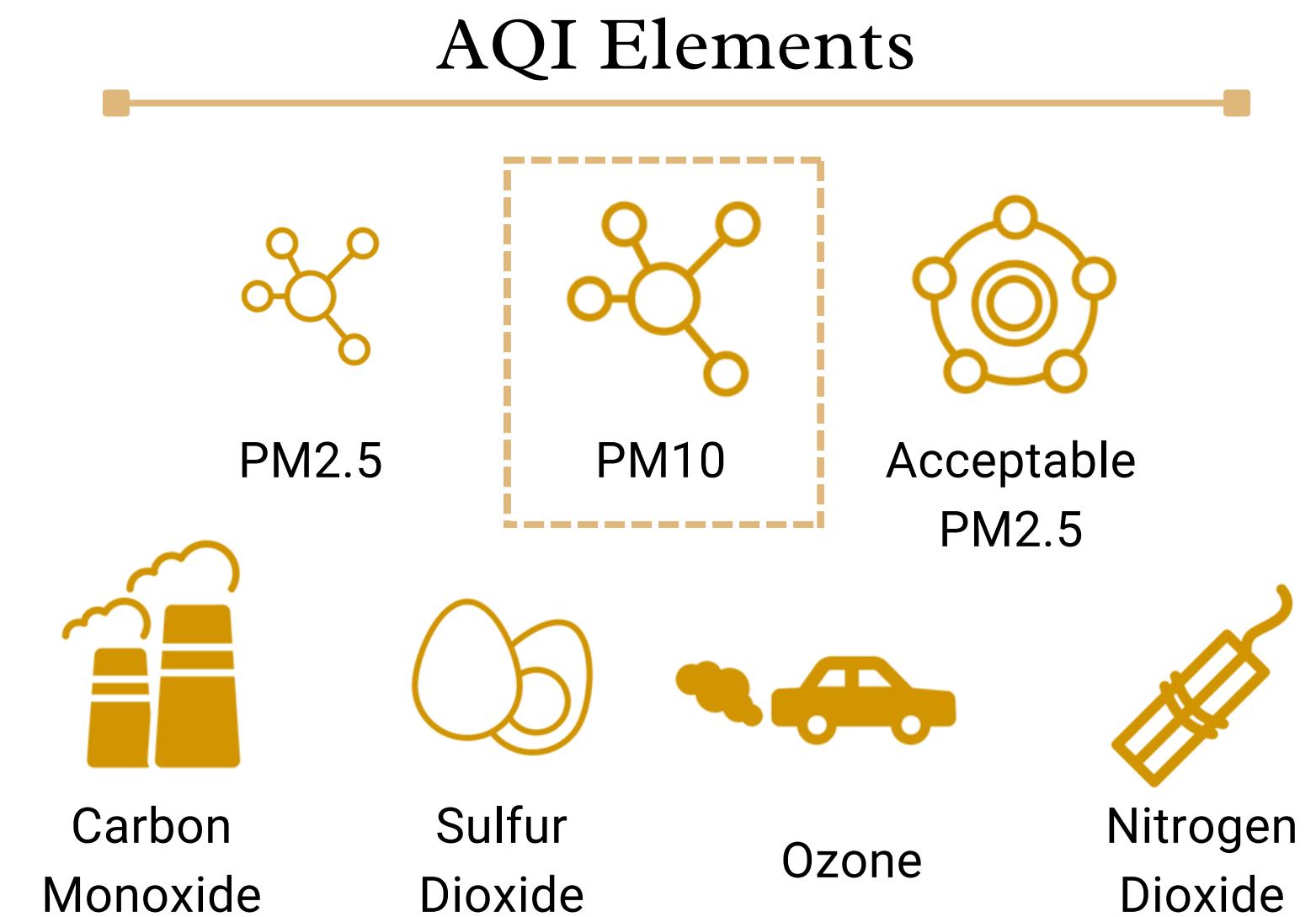
$$\text{Base Smoke Estimate} = \frac{1}{\text{Acres burned} \times \frac{1}{(\text{Distance from town})^2}}$$

The equation is displayed with a golden flame icon above the multiplication sign and a map pin icon above the denominator's division bar.

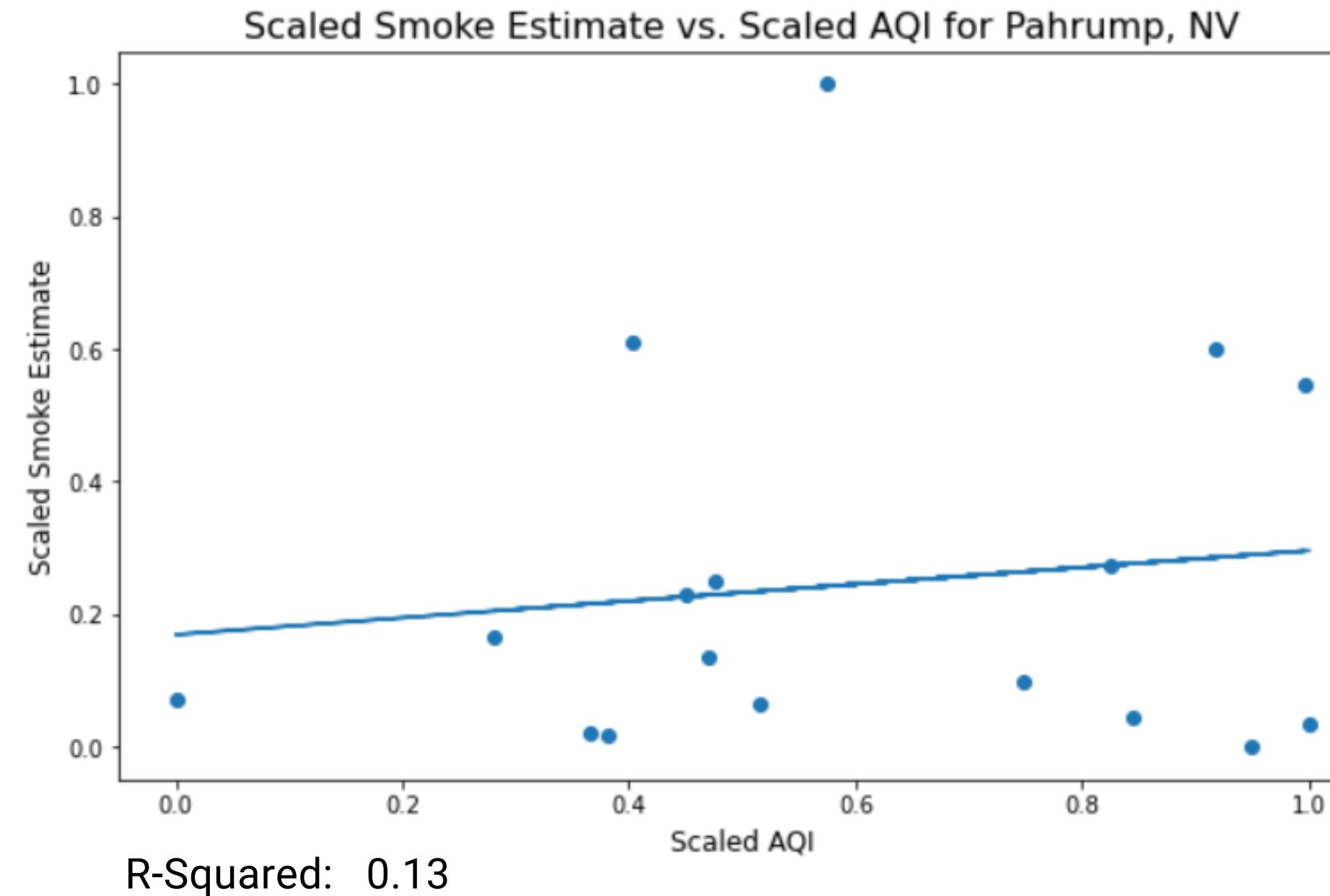
# Estimates are adjusted to better reflect fire conditions

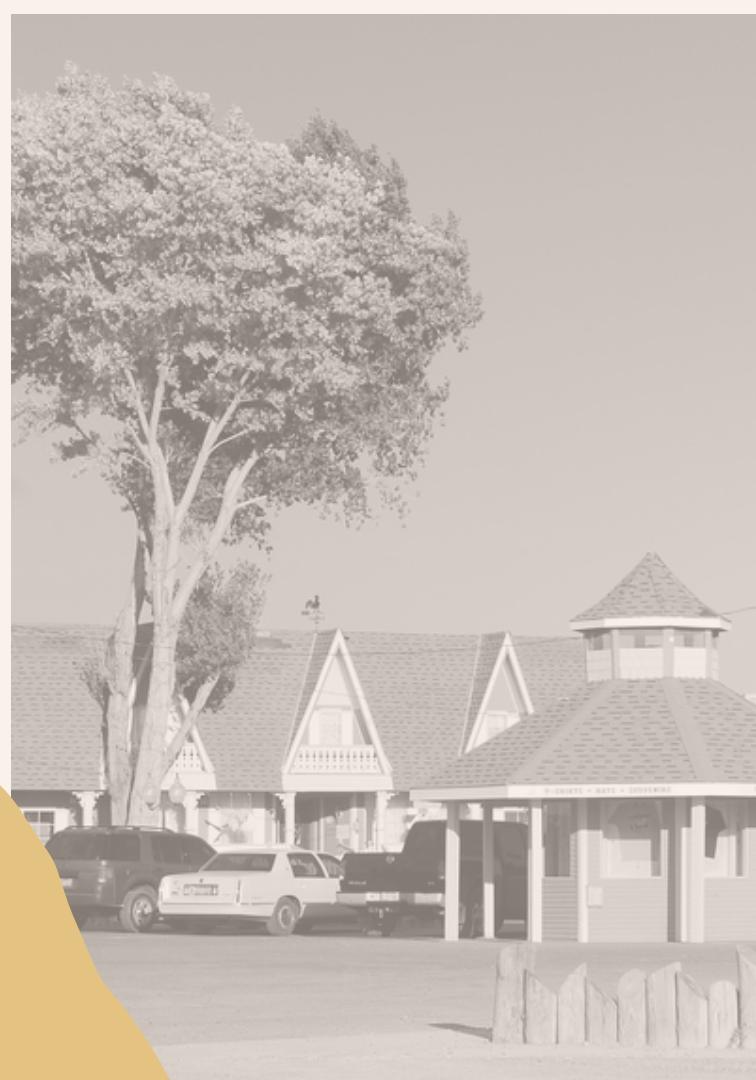


# We also measured county AQI



# Annual Final Smoke Estimates and AQI aren't strongly related

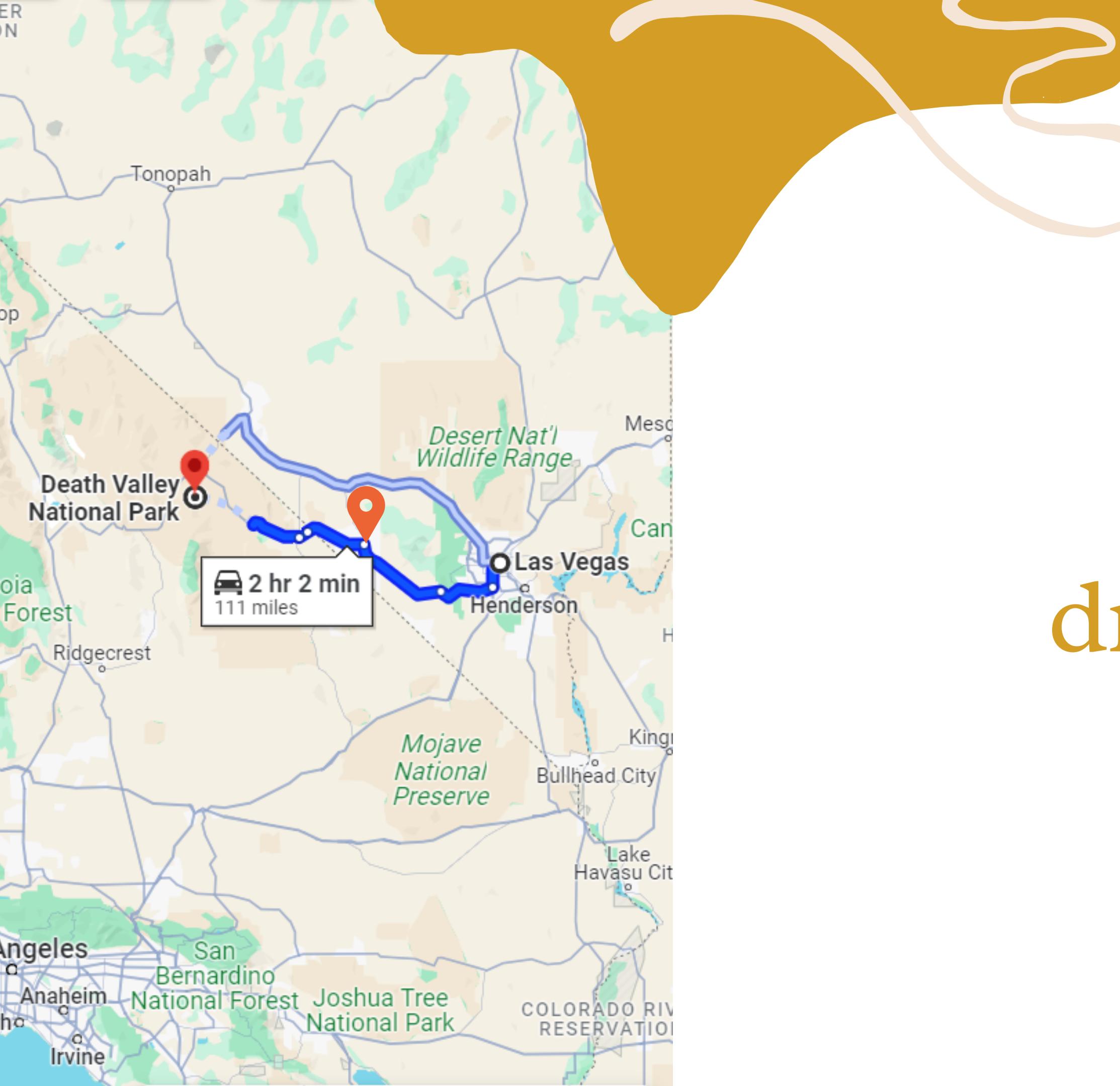




# Tourism fuels Pahrump

**19% of adults work in service industries**

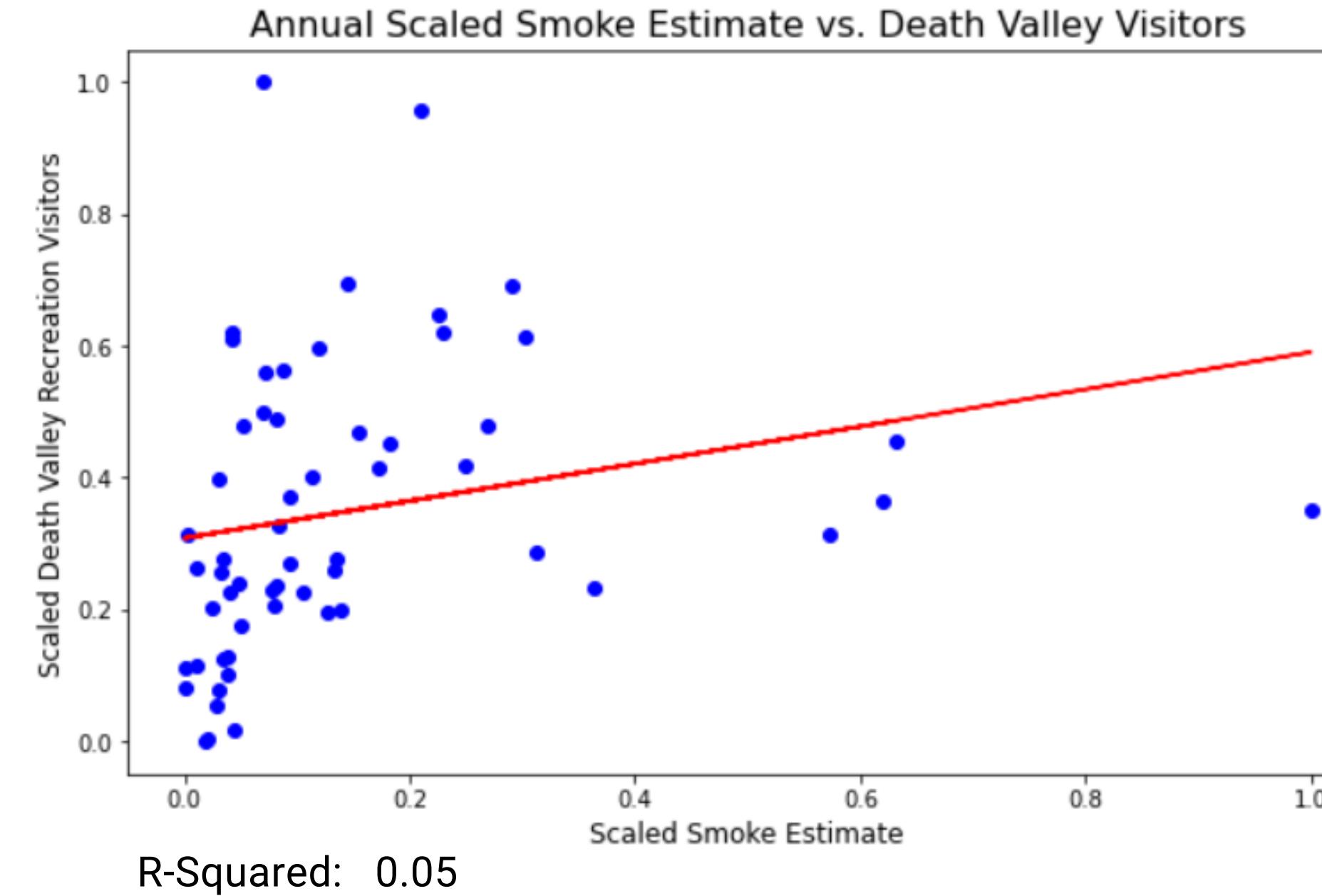
- Golden Entertainment Casinos
- Spring Mountain Motorsports Ranch
- Sheri's Ranch
- Chicken Ranch



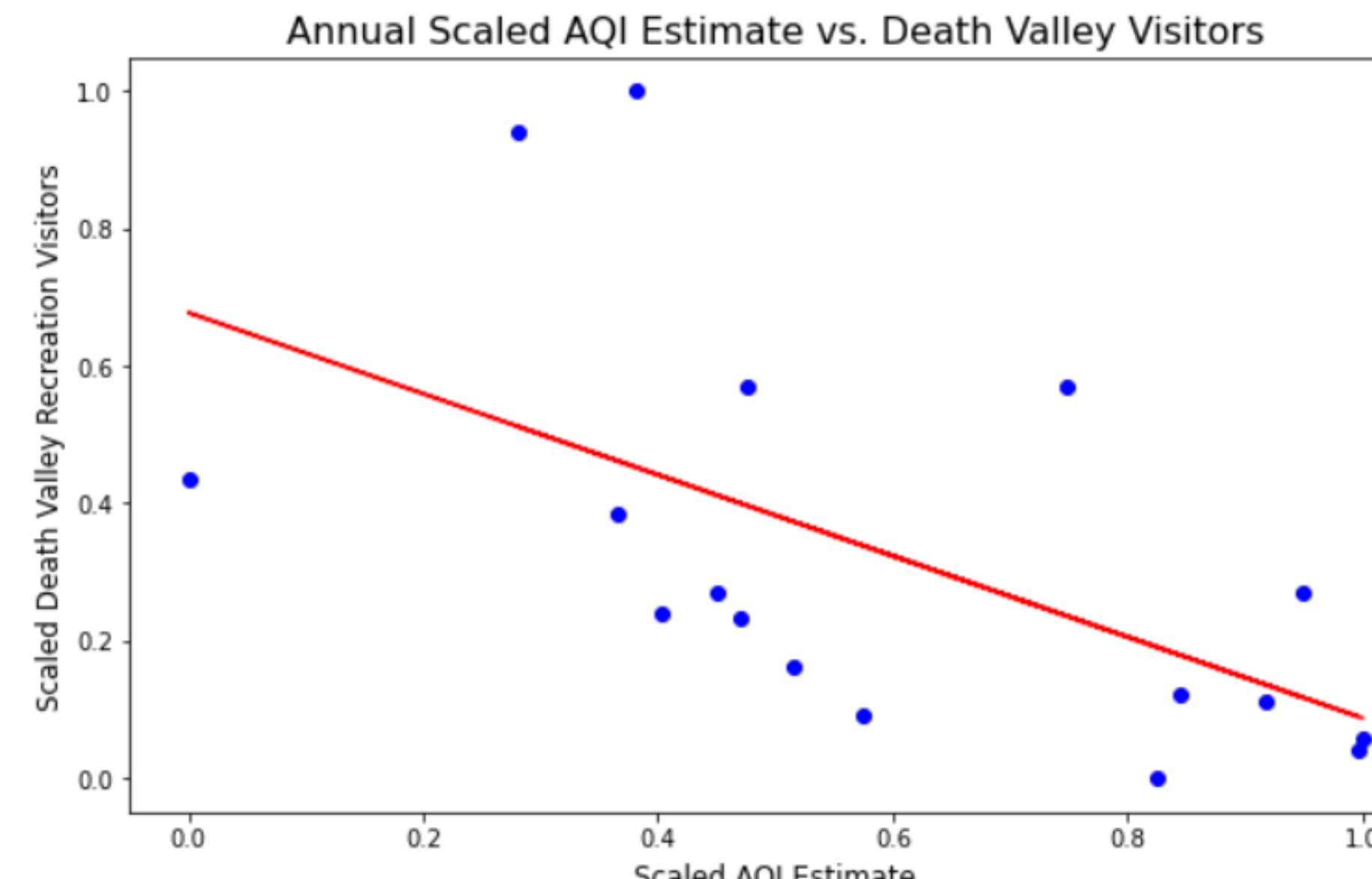
# Death Valley drives commerce

Tourists and locals visit the park

# Annual park attendance is not correlated with Final Smoke Estimates



# Years with worse AQI see lower park attendance





# Outdoor spaces are an important natural resource

We must remain vigilant to ensure  
everyone can enjoy our unique ecology

## Proposed Next Steps:

- Refine smoke measurements
- Install more AQI sensors
- Refresh analysis annually