

News Release

FOR IMMEDIATE RELEASE

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April sales report shows uneven results across Cochise County

BENSON — Retail sales weakened across Cochise County in April, even as restaurants posted slight gains and lodging results varied by community. After adjusting for inflation, countywide retail sales were 18.0% lower than in April 2025, a steeper drop than the 8.6% decline posted statewide. Through the first four months of the year, Cochise County retail sales were down 4.9%, compared with a 2.2% decrease across Arizona.

The gap between current-dollar sales and inflation-adjusted results underscores the effect of higher prices. Cochise County retail sales were down 14.2% before accounting for inflation in April, but the decline widened to 18.0% in real terms. Year to date, retail sales fell 2.0% in current dollars and 4.9% after inflation was included.

Remote seller activity remained one of the stronger categories in the report. Inflation-adjusted sales by remote sellers increased 7.8% in Cochise County in April and 12.8% year to date, while Arizona posted gains of 9.2% for the month and 12.3% through April. The growth suggests online spending continues to take a larger share of consumer activity, which can make conditions more challenging for local stores.

Restaurants and bars offered a modest counterpoint to the retail decline. Countywide sales rose 0.4% in April after adjusting for inflation and were up 0.7% year to date. Hotel and motel sales were nearly flat for the month, slipping 0.1%, and were down 3.5% for the year to date. Statewide, lodging fell 1.5% in April but remained 4.3% higher year to date.

Results differed sharply from one city to another.

In Benson, retail sales were down 14.6% in April and 6.3% year to date after adjusting for inflation. Restaurant and bar sales also declined, falling 28.5% for the month and 15.1% through April. Hotel and motel sales were down 3.5% in April and 19.2% year to date.

Bisbee showed weakness in retail but strength in visitor-related categories. Retail sales dropped 24.8% in April and 11.8% year to date after inflation. Restaurant and bar sales

rose 2.9% in April and 8.1% through April, while hotel and motel sales increased 5.3% for the month and 8.4% year to date.

Douglas was one of the clearer examples of mixed performance. Retail sales declined 13.3% in April after adjusting for inflation but remained 4.0% higher year to date. Restaurant and bar sales stood out, rising 37.5% in April and 10.3% through the first four months of the year.

Huachuca City's reported retail sales fell 25.6% in April and 13.7% year to date after adjusting for inflation.

In Sierra Vista, retail sales declined 16.3% in April and 5.5% year to date after inflation. Restaurant and bar sales were stronger, up 4.6% for the month and 2.1% through April. Hotel and motel sales moved the other direction, falling 10.8% in April and 11.6% year to date.

Tombstone recorded declines across all three categories. Retail sales were down 31.1% in April and 6.4% year to date after inflation. Restaurant and bar sales fell 7.6% for the month and 2.7% through April, while hotel and motel sales dropped 11.5% in April and 4.2% year to date.

Willcox had one of the more varied profiles. Retail sales fell 16.9% in April after adjusting for inflation, but were 5.0% higher year to date. Restaurant and bar sales rose 6.9% in April but were down 6.3% through April. Hotel and motel sales surged 31.0% for the month, though they remained 11.9% lower year to date.

Overall, the April report points to a local economy moving at different speeds. Retail was the weakest major category in Cochise County, restaurants managed slight gains countywide, and lodging softened overall despite growth in some communities. The city-level results show why the countywide numbers tell only part of the story: some places saw broad declines, while others posted gains in restaurants, lodging, or year-to-date retail activity.

For more information on the Cochise County economy, including current and historical data, visit CochiseEconomy.com, a partnership project of Southeast Arizona Economic Development Group, Arizona G&T Cooperatives, and community sponsors.

Major industry sales

	April 2026	April 2025	Year-over-year Growth	Year-over-year Inflation-adjusted Growth	Year-to-date 2026	Year-to-date 2025	Year-to-date Annual Growth	Year-to-date Inflation-adjusted Growth
ARIZONA								
Retail	\$8,382,466,561	\$8,807,083,976	-4.8%	-8.6%	\$34,819,005,915	\$34,544,114,147	0.8%	-2.2%
Restaurant/Bar	\$2,141,105,155	\$2,007,872,674	6.6%	2.8%	\$8,499,610,567	\$8,098,710,584	5.0%	2.0%
Hotel/Motel	\$551,622,831	\$538,908,330	2.4%	-1.5%	\$2,511,560,406	\$2,341,359,518	7.3%	4.3%
Remote Seller*	\$1,511,978,429	\$1,338,223,746	13.0%	9.2%	\$5,903,787,491	\$5,122,483,960	15.3%	12.3%
COCHISE COUNTY								
Retail	\$86,828,722	\$101,168,871	-14.2%	-18.0%	\$384,530,985	\$392,246,609	-2.0%	-4.9%
Restaurant/Bar	\$20,311,472	\$19,498,945	4.2%	0.4%	\$79,144,612	\$76,347,366	3.7%	0.7%
Hotel/Motel	\$4,978,829	\$4,798,563	3.8%	-0.1%	\$19,661,918	\$19,769,461	-0.5%	-3.5%
Remote Seller*	\$22,632,798	\$20,269,280	11.7%	7.8%	\$88,429,596	\$76,373,346	15.8%	12.8%
BENSON								
Retail**	\$6,302,737	\$7,067,582	-10.8%	-14.6%	\$28,121,877	\$29,095,802	-3.3%	-6.3%
Restaurant/Bar	\$1,521,229	\$2,019,998	-24.7%	-28.5%	\$6,590,322	\$7,502,049	-12.2%	-15.1%
Hotel/Motel	\$300,975	\$299,946	0.3%	-3.5%	\$1,224,055	\$1,460,407	-16.2%	-19.2%
BISBEE								
Retail	\$2,575,920	\$3,261,753	-21.0%	-24.8%	\$12,439,741	\$13,649,529	-8.9%	-11.8%
Restaurant/Bar	\$1,442,025	\$1,350,970	6.7%	2.9%	\$5,913,724	\$5,324,112	11.1%	8.1%
Hotel/Motel	\$509,536	\$467,119	9.1%	5.3%	\$2,518,323	\$2,261,163	11.4%	8.4%
DOUGLAS								
Retail***	\$10,097,538	\$11,152,438	-9.5%	-13.3%	\$41,461,731	\$38,753,182	7.0%	4.0%
Restaurant/Bar	\$2,496,208	\$1,766,769	41.3%	37.5%	\$8,366,562	\$7,388,068	13.2%	10.3%
HUACHUCA CITY								
Retail	\$425,091	\$543,303	-21.8%	-25.6%	\$2,771,087	\$3,105,395	-10.8%	-13.7%
SIERRA VISTA								
Retail	\$50,668,202	\$57,880,971	-12.5%	-16.3%	\$213,718,154	\$219,343,015	-2.6%	-5.5%
Restaurant/Bar	\$11,778,744	\$10,869,812	8.4%	4.6%	\$44,227,877	\$42,108,224	5.0%	2.1%
Hotel/Motel	\$2,060,504	\$2,214,764	-7.0%	-10.8%	\$7,789,158	\$8,529,075	-8.7%	-11.6%
TOMBSTONE								
Retail	\$1,471,638	\$2,022,922	-27.3%	-31.1%	\$6,706,322	\$6,942,756	-3.4%	-6.4%
Restaurant/Bar	\$972,468	\$1,010,837	-3.8%	-7.6%	\$4,022,829	\$4,010,444	0.3%	-2.7%
Hotel/Motel	\$524,132	\$567,521	-7.6%	-11.5%	\$2,260,162	\$2,287,577	-1.2%	-4.2%
WILLCOX								
Retail****	\$4,525,598	\$5,210,068	-13.1%	-16.9%	\$20,715,989	\$19,185,763	8.0%	5.0%
Restaurant/Bar	\$1,353,631	\$1,222,244	10.7%	6.9%	\$5,108,551	\$5,282,381	-3.3%	-6.3%
Hotel/Motel	\$817,604	\$606,562	34.8%	31.0%	\$2,563,099	\$2,813,763	-8.9%	-11.9%

Source: Estimates by US Economic Research based on Arizona Department of Revenue tax collection data.

Note: Inflation adjustments made using CPI-U. Retail excludes food for home consumption. * Includes sales from sellers without a physical presence in Arizona and annual gross sales in-state of \$100,000 or more. **Excludes single Items over \$5,000.

Excludes single Items over \$10,000. *Excludes single Items over \$1,250.