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# News Release

FOR IMMEDIATE RELEASE

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## Cochise County February sales up across major industries

**BENSON**— In February 2026, Cochise County's retail, restaurant and bar, and hotel/motel receipts were up compared to February 2025 (after adjusting for inflation).

February retail sales in Cochise County were up 1.7 percent from February 2025, compared to a 1.9 percent increase for all of Arizona. For the first two months of 2026, however, Cochise County retail sales were down 1.0 percent while statewide sales were up 0.2 percent (compared to the same period a year ago).

The inflation adjustment subtracted 2.4 percentage points from both February year-over-year and January-February growth rates. As a result, Cochise County's nominal retail sales growth of 4.1 percent in February was adjusted downward to 1.7 percent. For the first two months, nominal growth of 1.4 percent was adjusted to -1.0 percent. Inflation adjustments are made using CPI-U measuring the general rate of inflation.

Sales by remote sellers (those without a physical presence in Arizona and with annual gross sales in-state of \$100,000 or more, including online sales from sellers in other states) were up 21.5 percent in Cochise County in February, after inflation, compared to a 13.2 percent increase statewide. For January and February, remote sales were up 14.8 percent in Cochise County and 11.4 percent statewide.

Cochise County's restaurant and bar sales were up 5.9 percent in February, after inflation, and 4.6 percent for the first two months of the year. Statewide, Arizona's restaurant and bar sales were up 4.0 percent in February and 4.3 percent for January and February.

Hotel/motel receipts in Cochise County were up 8.1 percent in the February comparisons and 1.2 percent for the first two months. Statewide, lodging receipts were up 9.4 percent in February and 7.1 percent for January and February.

At the city level, retail sales in Benson were down 0.3 percent in February, after inflation, and 3.4 percent for the first two months of 2026. Restaurant and bar sales were down 0.7 percent in February and 6.7 percent for the first two months. Hotel/motel receipts in Benson were up 12.5 percent in February but were down 4.2 percent for January and February combined.

In Bisbee, retail sales were down 9.4 percent in the February comparisons and 1.9 percent for the first two months of the year. Restaurant and bar sales were up 29.6 percent in February and 36.8 percent for the first two months. Bisbee's hotel/motel receipts were up 18.0 percent in February and 17.7 percent for January and February, compared to the same period a year ago.

In Douglas, retail sales were up 13.9 percent in February and 11.6 percent for January and February, after inflation. Restaurant and bar sales were up 11.8 percent in February and 1.9 percent for the first two months of the year. (Hotel/motel estimates are unavailable for Douglas due to the small number of establishments and state department of revenue confidentiality rules.)

Huachuca City's retail sales were down 23.6 percent in the February comparisons and 8.0 percent for the first two months. (Restaurant and bar and hotel/motel estimates are not available for Huachuca City due to the small number of businesses and tax confidentiality rules.)

Retail sales in Sierra Vista were down 1.7 percent in February and 2.6 percent for January and February, after the inflation adjustment. Restaurant and bar sales were up 3.8 percent in February and 4.6 percent for the first two months of the year. Sierra Vista's hotel/motel receipts were up 15.1 percent in February but were down 4.6 percent for the first two months.

Tombstone's retail sales were down 7.5 percent in February but were up 2.4 percent for the first two months of 2026. Restaurant and bar sales were up 3.2 percent in February, after inflation, and 5.3 percent for January and February. Hotel/motel receipts in Tombstone were down 6.8 percent in February and 2.9 percent for the first two months of 2026.

In Willcox, retail sales were up 28.1 percent in the February comparisons and 5.1 percent for the first two months of the year. Restaurant and bar sales were down 10.5 percent in February and 10.6 percent for January and February. Willcox hotel/motel receipts were down 14.3 percent in February, after inflation, and 21.8 percent for the first two months of 2026.

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

## Major industry sales

|                       | February 2026   | February 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 |
|-----------------------|-----------------|-----------------|-----------------------|--|-------------------|-------------------|----------------------------|--|
| <b>ARIZONA</b>        |                 |                 |                       |  |                   |                   |                            |  |
| Retail                | \$8,322,696,730 | \$7,976,567,507 | 4.3%                  | 1.9%                                     | \$16,758,695,286  | \$16,330,548,185  | 2.6%                       | 0.2%                                   |
| Restaurant/Bar        | \$2,097,549,698 | \$1,971,738,332 | 6.4%                  | 4.0%                                     | \$4,086,402,613   | \$3,829,956,104   | 6.7%                       | 4.3%                                   |
| Hotel/Motel           | \$679,279,380   | \$607,727,940   | 11.8%                 | 9.4%                                     | \$1,206,250,545   | \$1,101,976,617   | 9.5%                       | 7.1%                                   |
| Remote Seller*        | \$1,370,976,203 | \$1,186,141,682 | 15.6%                 | 13.2%                                    | \$2,786,471,479   | \$2,449,011,489   | 13.8%                      | 11.4%                                  |
| <b>COCHISE COUNTY</b> |                 |                 |                       |  |                   |                   |                            |  |
| Retail                | \$95,804,434    | \$92,054,762    | 4.1%                  | 1.7%                                     | \$185,442,777     | \$182,912,469     | 1.4%                       | -1.0%                                  |
| Restaurant/Bar        | \$18,433,551    | \$17,023,423    | 8.3%                  | 5.9%                                     | \$36,912,863      | \$34,497,598      | 7.0%                       | 4.6%                                   |
| Hotel/Motel           | \$5,100,436     | \$4,614,219     | 10.5%                 | 8.1%                                     | \$9,090,271       | \$8,770,250       | 3.6%                       | 1.2%                                   |
| Remote Seller*        | \$21,673,818    | \$17,490,110    | 23.9%                 | 21.5%                                    | \$42,016,625      | \$35,847,696      | 17.2%                      | 14.8%                                  |
| <b>BENSON</b>         |                 |                 |                       |  |                   |                   |                            |  |
| Retail**              | \$7,420,730     | \$7,269,586     | 2.1%                  | -0.3%                                    | \$14,187,231      | \$14,334,427      | -1.0%                      | -3.4%                                  |
| Restaurant/Bar        | \$1,625,328     | \$1,598,439     | 1.7%                  | -0.7%                                    | \$3,064,095       | \$3,200,333       | -4.3%                      | -6.7%                                  |
| Hotel/Motel           | \$395,656       | \$344,213       | 14.9%                 | 12.5%                                    | \$686,550         | \$698,890         | -1.8%                      | -4.2%                                  |
| <b>BISBEE</b>         |                 |                 |                       |  |                   |                   |                            |  |
| Retail                | \$2,999,184     | \$3,225,479     | -7.0%                 | -9.4%                                    | \$6,271,017       | \$6,240,648       | 0.5%                       | -1.9%                                  |
| Restaurant/Bar        | \$1,263,198     | \$956,549       | 32.1%                 | 29.6%                                    | \$2,783,624       | \$1,999,381       | 39.2%                      | 36.8%                                  |
| Hotel/Motel           | \$598,761       | \$497,320       | 20.4%                 | 18.0%                                    | \$1,150,381       | \$957,917         | 20.1%                      | 17.7%                                  |
| <b>DOUGLAS</b>        |                 |                 |                       |  |                   |                   |                            |  |
| Retail***             | \$9,993,498     | \$8,595,370     | 16.3%                 | 13.9%                                    | \$19,661,996      | \$17,247,578      | 14.0%                      | 11.6%                                  |
| Restaurant/Bar        | \$1,980,511     | \$1,733,643     | 14.2%                 | 11.8%                                    | \$3,842,136       | \$3,682,382       | 4.3%                       | 1.9%                                   |
| <b>HUACHUCA CITY</b>  |                 |                 |                       |  |                   |                   |                            |  |
| Retail                | \$725,532       | \$920,181       | -21.2%                | -23.6%                                   | \$1,633,872       | \$1,731,008       | -5.6%                      | -8.0%                                  |
| <b>SIERRA VISTA</b>   |                 |                 |                       |  |                   |                   |                            |  |
| Retail                | \$51,768,303    | \$51,410,483    | 0.7%                  | -1.7%                                    | \$102,551,627     | \$102,753,118     | -0.2%                      | -2.6%                                  |
| Restaurant/Bar        | \$10,615,151    | \$9,992,796     | 6.2%                  | 3.8%                                     | \$20,951,100      | \$19,587,529      | 7.0%                       | 4.6%                                   |
| Hotel/Motel           | \$2,284,043     | \$1,942,932     | 17.6%                 | 15.1%                                    | \$3,617,091       | \$3,697,344       | -2.2%                      | -4.6%                                  |
| <b>TOMBSTONE</b>      |                 |                 |                       |  |                   |                   |                            |  |
| Retail                | \$1,573,035     | \$1,656,841     | -5.1%                 | -7.5%                                    | \$3,070,729       | \$2,931,353       | 4.8%                       | 2.4%                                   |
| Restaurant/Bar        | \$974,376       | \$922,523       | 5.6%                  | 3.2%                                     | \$1,835,166       | \$1,703,735       | 7.7%                       | 5.3%                                   |
| Hotel/Motel           | \$529,671       | \$554,221       | -4.4%                 | -6.8%                                    | \$967,466         | \$972,005         | -0.5%                      | -2.9%                                  |
| <b>WILLCOX</b>        |                 |                 |                       |  |                   |                   |                            |  |
| Retail****            | \$5,510,046     | \$4,222,171     | 30.5%                 | 28.1%                                    | \$10,133,092      | \$9,424,571       | 7.5%                       | 5.1%                                   |
| Restaurant/Bar        | \$1,093,492     | \$1,189,178     | -8.0%                 | -10.5%                                   | \$2,105,733       | \$2,292,687       | -8.2%                      | -10.6%                                 |
| Hotel/Motel           | \$602,795       | \$684,387       | -11.9%                | -14.3%                                   | \$1,203,358       | \$1,492,901       | -19.4%                     | -21.8%                                 |

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.

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